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# THE IMPACT OF ICT USAGE IN IMPROVING ADVERTISING STRATEGIES IN SELECTED MEDIA HOUSE: A CASE STUDY OF SPLASH FM (105.5)

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**IMPACT OF ICT USAGE IN IMPROVING ADVERTISING  
STRATEGIES IN SELECTED MEDIA HOUSE: A CASE  
STUDY OF SPLASH FM (105.5)**

*BY*

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## ABSTRACT

Developments in the history of human communication, often called, ‘the information society’, and have transformed the way many people work in the media and entertainment industries. This study examined how modern communication technology facilitates the practice of broadcasting. Attention was focused in particular on the application and adoption of ICT, its cost effectiveness as well as its impact on the social relationship between the broadcast advertising of different hierarchy.

The survey method was adopted in order to sample the opinion of the subjects for the study. It consisted of a structured questionnaire which was used as an instrument to collect both qualitative and quantitative data of Splash FM 105.5 Ibadan, the sole object of the study. A purposive sampling technique was adopted to get respondents that are directly involved in advertising, from the organization of study. However, they were randomly selected to ensure that every respondent from the different levels of the specified department has equal chance of being selected for the study. Data were presented in tables (frequency and computation of simple percentages) and were analyzed by descriptive and inferential statistics, finding revealed a 100% application and utilization of ICT facilities investigated. Findings have proven that broadcast advertising are likely to expedite business with the use of appropriate ICT facilities.

Poor power supply, limitation in terms of internet advert, preference of radio jingle to internet advert by the populace as well as high cost of ICT technology and internet advert have constituted to the major challenges affecting the use of internet advertisement in Nigeria.

**Keywords:** Advertising, ICT, Journalism, Media House

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## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Advertisement strategies and improvement have been advancing. As defined by Kotler, advertisement as a form of marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Marketing and advertising is a business section that focuses on the practical application of marketing techniques and the management of a company's marketing resources and activities. Marketing and sales manager are often responsible for influencing the level, timing, and composition of customer demand in a way that will achieve the company's objectives (Kotler 2000, 8). Marketing management involves choosing the target market, which has to be maintained through creating, delivering and communicating customer value. In this regard marketing management is quite broad and defines all the activities a company uses to acquire customers and manage relationship with them. Additionally, the Kotler definition involves both the development of new products and services and their delivery to customers. (Kotler & Keller 2005, 45). The developing and use of the internet on a global scale has created opportunities for end users, sellers and producers to communicate online and hence no physical movement required.

However, Internet marketing as a form of contemporary means of advertisement combines creative and technical aspects of the Internet, including design, development, advertising, and sales. Internet marketing does not simply entail building or promoting a website, nor does it mean placing a banner advertisement on another website. Effective Internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales objectives

with its website function and appearance, focusing on its target market through proper choice of advertising type, media, and design (Combe 2006, 118).

However, ICT has had several effects on journalism and media profession, with some of them seen as advantages while others as disadvantages. Developments in the history of human communication, often called, 'the information society', and have transformed the way many men and women work in the media and entertainment industries". These points, to the fact that ICT has brought about significant changes in the journalism and media vocation .ICT has led to the generation of more and well researched news. With the coming of mobile phones, you can call your news sources at any time and get news and moreover well-balanced and researched news. When it comes to the Internet, news and program backgrounders are always available (Mugira,2007). It was observed that, ICT has led to the generation of more and well researched news. With the coming of mobile phones, you can call your news sources at any time and get news and moreover well-balanced and researched news. When it comes to the Internet, news and program backgrounders are always available.

Further research by Mugira (2007) reveals that the Internet has surely transformed the newsroom to greater heights. It is important to note that this comes as a result of globalization and it is also a cause of globalization in one way. Ulla Carlsson (2005:204), argues that, "The development of innovative information technologies and the ongoing processes of deregulation and concentration of ownership, have spurred the pace of globalization especially communications satellites and digitalization-not least the Internet-have had an enormous impact".

Realistically, ICT has made reporters, editors and other news contributors closer. It has created a 'network 'that leaves reporters and editors in close contacts at any time. The editor can at any time call the reporter who is situated in any place, as long as there is telephone network there,

and get a story from him/her. Likewise, reporters file stories at any given time via the Internet. A Zambian web development specialist Kunda Chinyanta Mwila, while speaking in an interview with RAP 21, about the future of ICT and Africa. Stated that, “Mobile and satellite telephones and general improvement of landlines, have made it possible for newspapers to get stories from a reporter stationed anywhere.” No matter where a reporter is stationed, he/she is always connected and close to the newsroom. This happens with our radio station -Radio West, whereby we get some stories from correspondents using phones while others e-mail stories to us.

This in turn is cheap because not much money is wasted on transportation fares of the reporter from the field and back to his duty station. Mwila in his interview with RAP 21, drives this point home when he states, “Once fully adopted and adapted, the ICT will transform the newsrooms into cabled and networked centres with all journalists discharging stories on to a network, editors picking them before sending them to the page designers or casters in the case of electronic media.”

Think of a situation where a story that happens in far countries like Iraq and is read on remote/rural radio stations in Nigeria. How could it reach a remote-stationed media house with in a short time? With ICT, this has been solved. You just go to websites that offer news services and get the story. Such stories are later used by media houses as foreign news stories. I know situations where editors tune to transnational media companies such as CNN, BBC radio and TV and get news for their listeners. Such news is always called foreign news. This in the end makes a news bulletins interesting with rich information not only based on the local scene, but the world over. This draws attention to the fact that ICT has standardized the quality of sound being broadcast, a thing that helps media house to earn more audience and in turn improve the level of advertisement.



On the other side ICT has caused unemployment in the journalism profession, as Wilson (2005:58) says those who cannot operate 'machines' have been left behind. One is compelled to go for further training or lose a job. Take an example where DJs have to use computers while broadcasting live if he / she does not know how to operate it automatically he/ she loses such a job. This has led to misery rather than good living.

Lastly competition for news and programs from other media houses has been intensified by ICT. The weak media houses have fallen out of the system. With ICT, audience is faced with alternatives and those media houses that can offer better services are the ones with a lot of audience. This has led to collapse of some media houses especially following the unfair competition which involves transnational media houses situated in developed nations and especially in the developing countries where the usage of internet has been limited to news reporting and coverage rather than exploring the usage of internet in advertising of business products. This study intends to examine impact of ICT usage in improving advertisement strategies in selected media houses.

## **1.2 Statement of problem**

Despite the high level of Internet and ICT development in the country, the nation's electronic media organisations still lag behind their counterparts in other parts of the world in the area of internet and ICT utilisation.

A recent independent survey carried out by Fact Bound Research in February 2012, a member of the MMCC Group (Media and Marketing Communications Company), revealed a dismal low level of Internet and ICT utilisation by broadcast organisations in Nigeria, in spite of the growth the sector has witnessed over the years in the country.

The research revealed that as low as 31 per cent of broadcast houses in Nigeria have websites and over 70 per cent of their staff did not have access to company email services, while only 49 per cent of the staff have access to or can use computer. Also, an online web research of the remaining 31 per cent of stations that have a website shows that the websites are not interactive and functional. This show that even with the level of internet usage by most media houses, many of them have not been able to integrate this usage for advertisement marketing, which could make them reach their audience at a wider range. With the continuous development in ICT especially in media and advertisement, it is not an understatement to assert that internet advertisement will replace the conventional means of marketing especially in this world of global village. It is against this backdrop that this study is aimed at examining the impact of ICT usage in improving advertising strategy in selected media houses in Ibadan metropolis.

### **1.3 Purpose of the study.**

The purpose of this study is to examine the impact of ICT usage in improving advertising strategy in selected media houses. This study is aimed at achieving the following objectives:

- To examine the level of ICT utilization in selected media houses in Ibadan metropolis
- To identify the various form of internet advertisement used by the selected radio houses
- To identify challenges faced as a result of ICT advertisement utilisation by the media houses.

### **1.4 Research Questions**

- What extent is ICT utilized in selected media house in Ibadan metropolis?
- What forms of internet Advertisement is used by the selected media House?
- What are the challenges faced as a result of ICT advertisement Utilisation by the media houses?

### **1.5 Significance of study**

The research study will be of great significance to the boosting of internet advertisement at most media houses in Ibadan metropolis. This is because the study report will highlight and explain the impact of ICT on marketing services, which will be of importance towards guiding the media houses on how to integrate advertising strategies with information technology and contribute towards realization of high sales turnover.

The study is of significance to media companies that operate in Nigeria since they also experience similar marketing problems especially with the use of internet. This will help the media companies to clearly understand the prevailing challenges in the current marketing environment and guide them on how to design their services to distinguish them from those of other firms in the target market.

Similarly, this study is of significance to project managers who coordinate the implementation of various information and communication technology (ICT) projects. By highlighting the effects of IT on marketing, project managers will be made aware of the nature of IT challenges and this will influence application of effective IT programmes that influence delivery of quality advertisement services. The study will facilitate the project managers to adopt proactive measures that enhance effective implementation of information technology project in organizations.

The study is of significance to students and future scholars since it acts as a source of knowledge about the problems facing the use of IT on marketing of communication services. This will contribute towards equipping many students with more knowledge and skills on the benefits associated with effective use of IT basically in media profession. Future researchers and scholars will find the study material useful in their studies since they will have a ready

source of literature review .The study report will act as reference and stimulate interest among academicians and this will encourage further research about the problem and solutions, thereby facilitating effective application of information technology on marketing of communication, advertisement and journalistic practices services.

### **1.6 Scope of the study**

This study examine the impact of ICT usage in improving advertising strategies in selected media houses in Ibadan metropolis, however this study will only be limited to Splash FM media house in Ibadan that utilize ICT in disseminating their programs.

### **1.7 Definitions of Terms**

**Advertising:** it is the promotion of a company's products and services carried out primarily to drive up sales of the products and services.

**ICT:** which means information and communication technology refers to technologies that provide access to information through telecommunication

**Media house:** is a station (radio or television) where information are being transmitted to a large audience simultaneously

**Journalism:** is the act of collecting and editing news for presentation through the media

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter examines the concept of advertising, types of advertising and the impact of ICT on advertising especially in media houses. The study reviews some of the scholars view on the use of ICT as a means of advertising in media houses.

#### **2.1 Concept of advertising**

Advertising is the promotion of a company's products and services carried out primarily to drive up sales of the products and services. It is also done to build a brand identity and communicate changes in old products or introduce new product/services to the customers (Manohar, 2011).

Advertising, in its simplest form, is the way in which the vendor or manufacturer of a product communicates with consumers via a medium, or many different media (Wilson, 2000).

Advertising has become an essential element of the corporate world and hence companies allot a considerable amount of resources towards their advertising budget. There are several reasons for advertising, some of which are as follows:

- Increasing the sales of the product/service.
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

The role of advertising is to create demand for a product. It is also important to consider the cost of advertising so that it does not exceed the intended return .However the expenses to be incurred varies based on the nature of the product. For example, new products need a larger advertising budget to help create awareness and to encourage consumers to try the product. A product that is highly differentiated may also need more advertising in order to gain competitive advantage, emphasizing on the difference (Laurea, 2009).

## **2.2 Types of advertising**

### **2.21 Print Advertising - Newspapers, Magazines, Brochures, Fliers**

Print media has always been a popular advertising option. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often, newspapers and magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement in the publication (front page/middle page, above/below the fold), as well as the readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper will cost far less than an advertisement in an established newspaper that has a high readership. The price of print adverts may also depend on quality of the paper and the supplement in which they appear. For example, an advertisement in the glossy (and popular) supplement of a newspaper costs more than one in a supplement which uses mediocre quality paper (Manohar, 2011).

### **2.22 Outdoor Advertising - Billboards, Kiosks, Trade-shows and Events**

It makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also events and trade-shows organized by the company. Billboard advertising is very popular. However it has to be really terse and catchy in order to grab the attention of the passersby. Kiosks not only provide an easy outlet for the company's products but also make for an effective advertising tool to promote the company's products. Organizing special events or sponsoring those makes for an excellent advertising opportunity and strategy. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can

sponsor a sports tournament to advertise its products. (Manohar, 2011)

### **2.23 Broadcast Advertising - Television, Radio and the Internet**

Broadcast advertising is a very popular advertising medium that constitutes several branches like television, radio or the Internet. Television advertisements have been very popular ever since they were introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/lull time), sometimes the show on which it will be broadcast, and of course, the popularity of the television channel itself. The radio might have lost its charm owing to new age media. However it remains the choice of small-scale advertisers. Radio jingles have been very popular advertising medium and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy old popular radio jingles (Manohar, 2011).

#### **2.231 Radio as a preferred advertising medium**

The advertising environment is experiencing dramatic growth. This can be attributed to a number of factors; economic growth, inflation, media liberalization, expansion of consumer choice and greater levels of consumer needs (Kepha,2009).

From the business advertisers, there is a desire to invest resources in marketing products using the media rather than relying on field networks and events. However, to do so, they indicated that there must be some way of assessing investment value i.e. tying up investment with product sales. Again they indicated that radio is their preferred medium. In terms of media spending radio is becoming an ever more important medium to advertisers at the expense of television advertising revenues. Clearly the liberalization of the sector has encouraged a growth in total market size. The growth in the total advertising revenue base has largely been to the benefit of the radio industry. Radio is now the dominant advertising medium. However, indications are that

much of this additional investment has been focused on urban target markets, with significant growth been fueled by the entry of mobile telephony providers into the market(Kepha,2009).

#### **2.24 Covert Advertising - Advertising in Movies**

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial advertising as such in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of brand *Nokia* which is displayed on Tom Cruise's phone in the movie *Minority Report*, or the use of *Cadillac* cars in the movie *Matrix Reloaded*. Pay attention next time, you're sure to come across a lot of such examples (Manohar, 2011).

#### **2.25 Surrogate Advertising - Advertising Indirectly**

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries. Hence these companies come up with several other products that have the same brand name and indirectly remind people of the cigarettes or alcohol of the same brand by advertising the other products. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising .(Manohar, 2011)

#### **2.26 Public Service Advertising - Advertising for Social Causes**

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and



so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of the advertising field for a social cause. Ogilvy once said, "*Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes.*". Today, public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes. In the United States, radio and television stations are granted to bidders on the basis of a fixed amount of public service advertisements aired by the channel (Manohar, 2011).

### **2.27 Celebrity Advertising**

Although the audience is getting smarter and smarter and the modern-day consumer is getting immune to the exaggerated claims made in a majority of advertisements, there exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products.

Using celebrities for advertising involves signing up celebrities for campaigns, which consist of all sorts of advertising including, television adverts or even print advertisements. How effective these adverts are, is something that each consumer himself can determine.

Each of the advertisement types mentioned has its own sub-types and rates of effectiveness. It is the job of advertising department to figure out which type of which medium is the best and the most feasible for the company . (Manohar, 2011)

### **2.3 Brands**

Most advertising today is about communicating the complex range of messages about a product known as branding (Wilson, 2000). A brand is a product or range of products that has a set of values associated with it that are easily recognized by the consumer. A brand is distinguished

immediately by its name and/or a symbol (e.g the Nike swoosh, the adidas three stripes). Brand Identity is created by using the following:

1. Brand Essence - a way of summing up the significance of the brand to stockholders and consumers alike of the brand in one simple sentence
2. Brand Slogan - a public way of identifying the brand for consumers - often associated with a logo
3. Brand Personality - marketers can describe their brand as though it were a person, with likes and dislikes and certain behavior
4. Brand Values – what does it stand for/against?
5. Brand Appearance - What does it look/sound/taste like?
6. Brand Heritage - how long has it been around? does it have customers who have been loyal to it for many years?
7. Emotional benefits – how it avoids/reduces pain or increases pleasure
8. Hard benefits – bigger? better? cheaper? washes whiter?

## **2.4 Advertising As An Institution**

Advertising is also a media institution, which means it is an industry with its own way of doing things, its own channels of communication, and its own key personnel who carry out skilled tasks. It is bound by its own regulations, and penalty those who break those regulations. It also has a number of award-giving bodies, and it rewards good work, as judged by peers. Advertising companies are known as agencies, and they produce and distribute advertising material on behalf of their clients, the manufacturers or service providers (Wilson, 2000).

## **2.5 Advertising As Part of Our Culture**

If you look around you, you will find your world filled with advertising - on huge billboards in the streets, on the pages of magazines, between the tracks played on the radio, on the walls of the subway, on the pages of internet sites, at the bottom of emails, on the backs of cinema tickets, on the shirts of football players. It seems that any surface that will hold still long enough to be read is considered a potential advertising medium. The fact that there is so much advertising out there means that it is part of our daily cultural experience - it's almost impossible to avoid it. Therefore the study of advertising is not just about WHAT manufacturers say to consumers, but it about HOW it is said. Advertisements can have an influence far beyond a simple message about a product. Advertisements can introduce characters to the public imagination, make icons out of actors, have everyone repeating a catchphrase ("Wassup" anyone?), get audiences arguing over plot points or waiting for the next installment, and generate news stories. Advertisements often take on a cultural life of their own, and occupy space in the media beyond that which has been paid for. This, of course, is great for the advertisers (Wilson, 2000).

This adidas advert featuring David Beckham, made headlines as the largest ever piece of outdoor advertising in the UK, possibly the world, in May 2002. Fort Dunlop is a Birmingham landmark, and can be seen from the M6 (which is often completely jammed with traffic) although it was claimed that the advert could be seen from up to a mile away on a clear day. The ad itself was larger than a football pitch, with the image of Beckham's face measuring 20m x 20m (cue lots of Football Bighead headlines from the UK tabloids). As well as having a huge impact on the local environment, the advert generated press coverage around the world on account of its size(Wilson, 2000).

## **2.6 Advertising Makes The World Go Round**

The messages relayed through advertising may range from the straightforward ("Buy this now - it's cheaper!") to the subtle ("Buy this now - it will make you attractive to the opposite sex!") but they all cost money to put "out there". The giants of the corporate world (Nike, Coca-Cola, Proctor & Gamble) all pour millions of dollars into advertising on an annual basis. They want their messages to be heard, and as a by-product of all this, they financially support the media through which we hear or see their messages. Without advertising there would be no television except re-runs, magazines would be thin, colourless and prohibitively expensive, and many internet sites would not be able to afford their server space. When big companies cut down their advertising budget the effects are keenly felt by the media which rely very heavily on revenue from selling advertising space. The money simply stops coming in and the economic effects are drastic: magazines fold, TV stations slash original programming, and internet companies crash out of existence (Wilson, 2000).

This is worth remembering next time you complain about the way a movie on TV is broken up by commercial breaks, or that you can't watch your favourite show on the internet until you've sat through an advert: if the advertising wasn't there you wouldn't be watching (Wilson, 2000).

Therefore the study of advertising is essential for a Media Studies student. As well as analysing form and content, you need to understand how advertising allows other media to exist, and how it generates cultural identity. A world without advertising would be a very different place to the one that we know. (Wilson,2000)

## **2.7 Definition of ICT**

Information and Communications Technology or Information and Communication Technology, usually abbreviated as ICT (Carnoy, 2005), is often used as an extended synonym for information technology (IT), but is usually a more general term that stresses the role of unified

communications and the integration of telecommunications (telephone lines and wireless signals), computers, middleware as well as necessary software, storage- and audio-visual systems, which enable users to create, access, store, transmit, and manipulate information. In other words, ICT consists of IT as well as telecommunication, broadcast media, all types of audio and video processing and transmission and network based control and monitoring functions (Carnoy, 2005).

ICT refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones, and other communication mediums (Teckterms,2010).

In the past few decades, information and communication technologies have provided society with a vast array of new communication capabilities. For example, people can communicate in real-time with others in different countries using technologies such as instant messaging, voice over IP (VoIP), and video-conferencing. Social networking websites like Facebook allow users from all over the world to remain in contact and communicate on a regular basis.

Modern information and communication technologies have created a "global village," in which people can communicate with others across the world as if they were living next door. For this reason, ICT is often studied in the context of how modern communication technologies affect society. (Teckterms, 2010)

The term *ICT* is now also used to refer to the merging (convergence) of audio-visual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives (huge cost savings due to elimination of the telephone network) to merge the audio-visual, building management and telephone network with the computer

network system using a single unified system of cabling, signal distribution and management. This in turn has spurred the growth of organizations with the term ICT in their names to indicate their specialization in the process of merging the different network systems (Carnoy.M, 2005)

### **2.71 Impact of ICT on advertising**

Information and communication technology has been a key contributor to the major transformations on how companies market their products and services. Anticipating the impact of information and communication technology is becoming more difficult. Businesses are experiencing fundamental transformation due to the impact of information technology. When utilized appropriately, technology can affect how business processes are planned, implemented and evaluated. Technology can affect information processes and the information made available to decision makers, as well as the roles and responsibilities of organization personnel. Due to its potential impact, understanding the nature and use of information technology in solving problems is becoming increasingly important to professionals.(Hollander, Denna & Cherrington,1996).

All new information technology (IT) systems bring a range of associated changes with them. These may be changes to the business process and procedures, new roles and responsibilities, organizational restructuring, new equipment or facilities, or new skills to learn. All these issues involve people and it is they within organizations that are the key to success of any IT implementation. Failure of new IT systems in an organization might be due to lack of training and communication or failure to obtain support and commitment from the users. These problems can be eliminated by proper planning, training and implementation of information and technology programmes in the company. Many companies are also attempting to use

information systems to form closer relationships with the customers and their suppliers through sophisticated extranets (Wheelen & Hunger 2004, 176).

## **2.72 The Role of ICT in Journalism**

According to Waweru Mugo 2006, Journalism is the art of writing, recording, editing news, events, various accounts, their transmission among others. Journalism today has changed greatly from traditional practice. The New Media comprising ICT driven Online News and Web 2.0 applications offer huge opportunities for information dissemination, storage and retrieval. ‘Information Communication Technology (ICT) compels institutional re-organisation. They have become a life blood of any successful business or professional operation and journalism is not an exception (Rambau, 2010).

In researches, everyone formerly depend wholly on papers and libraries. We had to physically visit libraries and flip through volumes of textbooks, journals, newspapers, magazines and other periodicals to consult authorities and capture shades of opinions on any subject and communicate through post offices, faxes, telex and telegrams. Not so again.

Today, journalists can research stories online from the comfort of their homes or offices. Internet, through email facilitate the interview process for journalists. The chat rooms also make interview fast, comfortable and real –time. It is also possible to collaborate with stakeholders on a subject faster and update information quickly.

Trouble is, as more and more people are publishing information online, the credibility of such information drops. Online journalists therefore need to cross- check their facts before using them while media organisations that are adopting ICTs should establish practicable publishing ethics for online users.(Ademuyiwa,2012)

ICT can facilitate knowledge management in the newsroom. Ahiabenu in 2007, identifies strategies for knowledge management using technology as follows: developing a mission statement for news organisations, and creating a resource of useful information and knowledge easily available on demand for all newsmen.

To efficiently set up an online knowledge management resource centre, he suggested that newsroom should identify the types of knowledge management systems relevant to their news operations such as copy archives, commercial databases, databases of experts in specialists areas, wikis, PDAs, groupware, intranet, wires, content routing software etc.´

Time and cost of research are lowered using ICT. ‘It is also easier to manage staff work flow and performance using ICT.’ (Berger, 2005)

The ICTs in journalism again allow different communication options and increase plurality of views. This popular participation in journalism deepens citizens’ understanding of their society, economy and politics. In Nigeria, like in many other African countries, where broadcast media are state owned and broadcast content largely government dominated, ICTs allow the people contribute more and thus stem government dominance and overbearing.

‘Through Internet citizens can challenge the contents of state owned broadcasting organisations. This democratic options are closed in traditional media set up due to the cost of implementing it and licensing and regulatory conditions which make it tougher for anyone to, besides the state, own broadcasting network. (Rambau, 2010).

## **2.8 ICT TOOLS USE IN ADVERTISING**

### **2.81 Mobile ICT**

ICT – will refer here, to sms and mms use (short message service & multimedia message service) to communicate with customers and prospects. It is essential to have consented communication with customers and prospects. With well over a billion handsets worldwide,



mobile phones have been one of the fastest adopted consumer products of all time. According to a study by Telecom Trends International, global revenues from m-commerce – that is, transactions over mobile networks – could grow from \$6.8 billion in 2003 to over \$554 billion in 2008 (Barnes Stuart, and Scornavacca Eusebio, 2006, p.7). Although developing along separate paths, mobile communications and the Internet have started to converge. The products of the partnership between mobile devices and the Internet are sophisticated wireless data services, centering on mobile data access and electronic messaging on mobile devices. The market for these services is diverse, and the most commonly cited applications are in the business-to customer (B2C) and business-to-employee (B2E) segments. Such applications are built on some fundamental value propositions, such as ubiquitous access to information, the personal nature of the devices, customization, and contextual properties of the device and user, such as time, location, personal preferences, and the task at hand. In the consumer space, the wireless applications have included person-to-person messaging, email, banking, news, games, music, shopping, ticketing, and information feeds. In the business space, applications include sales force automation, navigation, tracking, field force automation, wireless telemetry, and the mobile office (Barnes Stuart, and Scornavacca Eusebio, 2006, p.8)

### **2.811 Short Message Service (SMS)**

Short message service (SMS) is a very clever and economical resource that was designed back in the 1980s when GSM specifications were taken from CNET (the research centre of France Telecom) and redeveloped as a worldwide standard. These services have been tremendously successful and multimedia messaging (MMS) will have the same success. For the same network resources as a telephone call, SMS services provide about 100 times more revenue to the operators (Henry-Labordere, Arnaud & Jonack, Vincent – 2004).

Currently, when a telephone call is made to any number in the world, the called party is reached. For SMS, this is not yet the case because of lack of connections, lack of commercial agreements, and differences in standards among GSM (Global system for mobile communications), IS-41 (CDMA & TDMA – used in the U.S), and others, including Japanese standards. While developing solutions to interwork SMS and later MMS, several non-standard procedures were implemented to provide termination and two-way SMS, such as the dynamic reply path procedure (Henry-Labordere, Arnaud & Jonack, Vincent – 2004).

### **2.812 Multimedia Messaging Service (MMS)**

Multimedia messaging service (MMS) is the evolution of basic text messaging services into a wide range of multimedia content and services delivered to a mobile device (Ralph, Daniel and Graham, Paul (2004) MMS, is still widely in testing and operators are weighing the benefits to them and the users. Also MMS enabled phones are more expensive with some of them having emailing facilities. The believe is that it will become as widely used as the SMS in the near future. MMS technology has been introduced with the development of GPRS networks and handsets which provides GSM subscribers with the ability to send messages that are a combination of text, images or video, and sounds (Henry-Labordere, Arnaud & Jonack, Vincent – 2004).

### **2.82 The Internet**

The internet can be described as a public, global communication tool network that provides direct connectivity to anyone over a local area network via an internet service provider (ISP) or directly via an ISP. This public network is connected and routed over gateways. The ISPs are connected to internet service providers, to network service providers, and eventually to the internet appliances. Through the internet, communications has been enhanced whereby it

enables improved internal communication, improved business partnership channels, effective marketing, sales, and customer support and facilitated collaborative activities support. Productivity enhancements include the extranet that enables just-in-time information delivery, reduction of information overload, productive collaboration between work groups, and training on demand. Internet enhances businesses by enabling faster time to market, potential for simultaneous engineering and collaboration, lower design and production costs, improved client relationships, and creation of new business opportunities. The internet is cost-effective, improved comparison shopping, reduced travel and meeting time and cost, and reduced administrative and operational costs and elimination of paper publishing and mailing costs. The internet enables the flow of information delivery at a low-cost publishing, leveraging of legacy systems, standard delivery systems, ease of maintenance and implementation. Companies have benefited from the capabilities the internet has provided. In earlier times, companies had limited financial problems and the amount of information they could send to customers was in a form of brochures. However, nowadays companies can place almost an unlimited amount of information on their homepages and many people can learn about the company and its products online and buy them. Through online advertising, marketers have the possibility to change, cancel or improve their marketing campaign from the internet if they know that it is not achieving or reaching the intended group. Also through the internet, organizations can improve their customer service strategies. (Turban et al 2004, 296-297) as cited by Cleofhas et al(2009,20).

According to Chapman & Holtman (1994, 11), Internet has been seen as a main contributor to a successful business strategy, and as an essential and central component of the wide marketing management process. There is substantial use of IT at all levels of organizations and especially

the high management level. There is a clear understanding of the significance of IT and of the ways through which it can be utilised.

## **CHAPTER THREE METHODOLOGY**

### **3.0 Introduction**

This chapter explains the study design, sampling procedure, study population and methods that will be utilized in collecting data for this study. This was made possible by the analysis of the study population relative to the research objective. This chapter further defines the statistical method used for the analysis of the data collected during the research process.

### **3.1 Research Design**

Survey research method was adopted in this study. According to Aina and Ajiferike (2002) survey research involves a systematic and comprehensive collection of information about opinions, attitudes, feelings, beliefs and behaviors of the people. The study surveyed the extent of availability and utilization of ICT in selected media house in Ibadan metropolis. In survey research, since only the opinions of subjects were analyzed without any manipulation of independent variables. The target populations are the staff members of Splash FM Ibadan.

### **3.2 Study Area**

Splash FM 105.5 is one of the media houses in Ibadan metropolis. It is a private radio station owned by Chief Akande. It started its operation in 2009 with series of programs and among the notable programs known with Splash FM are voices and village square by Edmond Obilo, tifun tedo (a yoruba news program), morning splash, sweet home drive and many other interesting programs. At the onset of her operation, Splash FM was located at the top of Mokola hills (in the premises of premier hotel) while they have their annexes office at Bodija, Ibadan. Presently, Splash Fm is located at Felele (white house) in Ibadan, Nigeria.

Due to the quest for modern broadcasting, Splash FM is one of the stations that started news delivery on the internet. Presently most advertisement on the internet normally involves Splash

FM services. Regular programs such as Voices and village square normally receive high rate of advertisement patronage and this is the more reason why people put their comment and place their products and services on Splash FM fun page. With the increase in internet-facilitated devices like blackberry, ipad, ipod, cable media, wireless and other smart phones, a great number of social networking sites has emerged, they are twitter, instagram, facebook, skype, Blog etc and these activities has impact on internet advertising.

### **3.3 Study Population**

Aramide (2004) defines population as the total number of respondents in the area from which data would be gathered. According to Aina (2002), target population is the full group of interest under study. The target respondents for this study were members of staff of Splash FM in Adverts department, IT unit, Admin, marketing and public relations units. They were purposely sampled because they were believed to be directly involved in advertising in splash fm. The respondents included system analysts, system engineers, marketers, public relations officers, administrative staffs, journalists, broadcasters, graphics designers, head of departments and directors.

### **3.4 Sampling Procedures and techniques**

Sampling is a selection of some units (e.g. people, organizations) from a population of interest. It is a technique that allows a researcher to make inferences about a population based on the nature of sample (Aina, 2002). To select a sample that is representative and unbiased, it is always necessary to apply appropriate sampling techniques in selecting a sample from the population. The sampling method adopted for this study was purposive sampling method which involves sampling from population directly involved in advertising in the specified media house. However, random sampling was used to select from each of the different levels in

the selected departments in order to ensure that every respondent in different levels/cadres had equal chance of being selected for the study.

### **3.4 Data Collection Instrument**

Data in research can be collected using four main methods: questionnaire, interview, observation and examination of documented records (Onyago 2002).

The main instrument used for the data collection is the questionnaire. This is because the questionnaire is easier and faster to administer than conducting interview. It elicited responses from staff of Splash FM Ibadan. One hundred copies of a questionnaire were administered to different members of staff in all selected departments in splash fm.

The questionnaire was divided into three sections.

Section A was designed to elicit background information of the respondent such as: position of respondent, Working Experience in years, Age and Gender.

Section B was designed to investigate the level of ICT utilization in media house

The Section C described the challenges encountered in the course of using ICT in advertising.

### **3.5 Validity and Reliability of instruments**

According to Keyton (2001), data obtained through measurements that are not valid are worthless data. Reliability of an instrument is the degree of its stability, trustworthiness and consistency. Reliability is concerned with the consistence with which an instrument measures whatever it is supposed to measure, validity is related to ensuring that the instrument actually measures what is supposed to measure (Lawal, 2009). Hence, to ensure validity and reliability of questionnaire, face validity was carried out.

#### **3.51 Face validity**

For the purpose of this study face validity was used. The researcher drafted the questionnaire based on the focus of the study and the questionnaire was given to the project supervisor for necessary criticisms and modification. His suggestions coupled with peer review were utilized in the final design of the questionnaire. This is done to ensure that the questions were appropriate and not leading to an answer.

### **3.6 Method of Data Analysis**

Sixty questionnaires were returned out of the one hundred questionnaires administered, because some of the respondents were reluctant for the fear of divulging important information about the station to their competitors, while others claimed to be too busy to attend to it, especially the journalists who were always going out on official duties. Analysis was based on returned questionnaires. Responses from the questionnaire were coded, and the Statistical Package for Social Sciences (SPSS) was used for the analysis. To analyze the data, care was taken to ensure that the research objectives were met. At the first level of the analysis, descriptive statistics was used in analyzing the data collected. Frequency counts and percentages distributions were used to represent the data collected. In analyzing the data, chi-square was used and was tested at 0.05 level of significance.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

#### **4.0 INTRODUCTION**

This chapter presents and discusses the information gathered on impact of ICT on advertising especially in media houses in Ibadan metropolis, particularly in splash FM Ibadan. For clear presentation of findings, this chapter is divided into four sections based on the objectives of the study.

#### **4.1 SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**



This section focuses on the socio-economic characteristics of respondents such as sex, age, marital status, educational attainment, work experience e.t.c were used for the descriptive analysis.

Table 4.1 Sex Distribution of respondents

Sex	Frequency	Percentage
Male	38	63.3
Female	22	36.7
Total	60	100

Source: Fieldwork Analysis, 2012

The sex distribution of the respondents shows that the majority of the workers in Splash FM are males with 38(63.3%), while 22(36.7%) of them are females. This results shows that there are more males in media houses than the females.

Table 4.2 Age Group of Respondents

Age	Frequency	Percentage
< 20 years	3	5
20-30 years	10	16.7
31-40 years	25	41.7
41-50 years	20	33.3
Above 50 years	2	3.3
Total	60	100

Source: fieldwork Analysis 2012

Table 4.2 reveals the age group of respondents, 25(41.7%) of the respondents are between 31-40years, 20(33.3%) of the respondents falls between 41-50 years, 10(16.7%) of the respondents are between 20-30years, 3(5%) of the respondents are less than 20years while 2(3.3%) of the respondents are above 50 years of age. From the figure above it shows that majority of the respondents in the study are between 31-40 years of age.

#### 4.1.1 POSITION OF THE RESPONDENTS

Table 4.3 position of the respondents

Position Held	Frequency	Percentage
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Producer	8	13.3
Advert Executive	17	28.3
Presenter/Broadcaster	21	35
Newscaster	14	23.3
Total	60	100

Source: field analysis, 2012

The table 4.1.1 above shows that majority of the workers are presenters and broadcasters 21(35%), followed by Advert Executive 17(28.3%),Newscasters 14(23.3%) in that order, and the least of the workers are producers 8(13.3%) .Other key officers include Annexe branch manager and advert representative. The reason for the relatively high number of Presenters/Broadcasters is as a result of the fact that, some of them are free-lance presenters, who are working on contract or part-time basis.

#### **4.1.2 ACADEMIC QUALIFICATION OF RESPONDENTS**

Table 4.4 Academic qualification of the respondents

Academic Qualification	Frequency	Percentage
NCE	2	3.3
HND	9	15
Bsc	41	68.3
Msc/PGD/Professionals	8	13.3
Total	60	100

Source: Field Analysis, 2012

The table 4.4 above shows that, majority of the respondents are Bsc holders 41(68.3%), followed by Msc/PGD and professionals such as chartered journalists and broadcasters 8(13.3%),HND holders 9(15%) in that order, the least in that category are NCE holders 2(3.3%). The reason for the relatively high number of respondents with Bsc could be due to the fact that, first degree forms the basic academic qualification for most of the positions in media houses. Most NCE holders are in the teaching profession and that could be the reason for having a few of them in that category.

#### **4.2 LEVEL OF ICT UTILIZATION IN MEDIA HOUSES**

Table 4.5: Knowledge of ICT Use

Knowledge of ICT	Frequency	Percentage
High	30	50
Medium	23	38.5
Low	7	11.5
Total	60	100

Source: Field analysis, 2012

The table 4.5 above shows that majority of the workers have high knowledge of ICT 30(50%), while 23(38.5%) of the workers have moderate knowledge of ICT and 7(11.5%) of the workers have low knowledge of ICT usage. Further analysis also reveals that most of the ICT facilities used in Splash FM are digital and not analogue and that could be responsible for the high knowledge of ICT usage among the workers. The use of these digital devices enhances communication broadcast and internet advertisement.

#### 4.3 PERCEPTIONAL STATEMENT AND ICT UTILIZATION

Table 4.6 ICT Utilization

ICT facilities	Little		Moderate		High	
	F	P	F	P	F	P
Computer desktop			40	66.7	20	33.4
Laptop			45	75	15	25
Ipad	6	10			12	20
Smartphones			49	81.7	11	18.4
Ipod			33	55	27	45
Cable media network						
Others						

Source: field survey, 2012

NOTE F= frequency, P= percentage

The table 4.6 above shows the level of accessibility to different form of ICT devices used in media houses. The table reveals that 40(66.7%) of the workers can use the desktop computer moderately while only 20 (33.4%) can use it skillfully. For the laptops 45(75%) can use it moderately, while 15(25%) of them can use it in a highly skillful manner. Most of them, 49(81.7%) can moderately use the smartphones, While 11(18.4%) of them are highly skillful in handling it. As regards the use of ipod 33(55%) can use the ipod conveniently, while 27(45%)

can use it very highly skillfully. 12(20%) of the respondents are highly skillful in handling the Ipad while 6(10%) have little or no idea in using it. Considering the level of ICT utilization, the result shows that many of the mass media workers are computer literate, even though have a varying degree of computer literacy.

**Table 4.7 Types of internet advertisement**

Types of advertisement	Frequency	Percentage
Text advertisement	14	23.3
Banners/large boxes	5	8.3
Flash animation/motion graphics	37	61.7
Email advert	4	6.7
Others		
Total	60	100

The table 4.7 reveals types of internet advertisement used by mass media. The result shows that majority of the respondents uses flash animation and motion graphics 37(61.7%), followed by those that uses internet advert 14(23.3%), banners and large boxes 5(8.3%) and email advert 4(6.7%) in that order.

**Table 4.8 Type of social media network used**

Types of social media network	Frequency	Percentage
Facebook	56	93.3
Twitter	2	3.3
Blog	1	1.7
Skype	1	1.7
Total	60	100

Source: field survey, 2012

The above table shows that 56(93.3%) of the respondents normally use facebook, 2(3.3%) of the respondents use twitter while, 1(1.7%) of the respondents in each case, uses blog and skype for their internet advert.

#### 4.4 CHALLENGES FACING ICT UTILISATION

<b>CHALLENGES</b>	<b>Responses of respondents</b>	
	<b>Agree Frequency(%)</b>	<b>Disagree Frequency(%)</b>
ICT facilities cannot work without power	<b>55(91.3)</b>	<b>5(8.7)</b>
Internet advertising is limited to urban areas only	<b>54(90.0)</b>	<b>6(10.0)</b>
Bad network/ weather affects internet advertising	<b>54(90.0)</b>	<b>6(10.0)</b>
ICT facilities are expensive to install	48(88.9)	<b>6(11.1)</b>
Internet advertising is too costly so people go for other options	<b>48(88.8)</b>	<b>6(11.2)</b>
People prefer internet advertising on television to radio	<b>36(66.7)</b>	<b>18(33.3)</b>
ICT technology incur extra cost of expertise for its maintenance	<b>30(83.3)</b>	<b>6(16.7)</b>
Internet advertising require computer literacy	<b>30(71.4)</b>	<b>12(28.6)</b>
Only educated people can benefit from internet advertising	<b>18(50.0)</b>	<b>18(50.0)</b>
Cost of subscription from network providers (MTN, Glo, etisalat e.t.c) is higher	<b>12(20.0)</b>	<b>48(80.0)</b>
Internet advertising serves as distractions for younger generations	-	<b>36(100.0)</b>
Others please specify.....	-	-

**Table 4.9 Challenges facing the use of internet advertising**

Source: field survey, 2012

The table above shows that the major challenges facing the use of internet advertising are poor power supply 55(91.5%), limitation of internet advert to urban settings and bad network 54(90%), high cost of ICT facilities and preference of radio jingles to internet advert 48(88.9%). On the other-hand, quite a high number of the respondents 36(100%) do not consider internet advert serving as distractions for youth as a challenge, because they are rather more interested in chatting and viewing pictures on social media like facebook, instagram and the likes. About 50% or more of the respondents do not perceive high cost of network subscription as well as accepting that internet advert is meant for only educated people, as constraints to the use of internet advertisement. Some of the uneducated people, especially those in the cities now make use of smartphones for their entertainments and businesses, and are being guided by their children/relatives to explore its usefulness including internet advert.

#### **4.5 GENERAL DISCUSSION AND IMPLICATION OF STUDY.**

##### **Discussion of Findings**

Information and communication technology (ICT) plays an important role in today's society. The structural transformation in the economy, society and culture tend to work faster in this era of information. Different mediums facilitate the spread of information. In internet advertising it is expedient to say that ICT is a key contributor to the major transformations on how companies market their products and services. It was discovered from the findings of the study that the majority of the workers in Splash FM are males with 38(63.3%), while 22(36.7%) of them are females. This results shows that there are more males in media houses than the females.

The study also revealed that 25(41.7%) of the respondents are between 31-40years, 20(33.3%) of the respondents falls between 41-50 years, 10(16.7%) of the respondents are between 20-

30years, 3(5%) of the respondents are less than 20years while 2(3.3%) of the respondents are above 50 years of age. This shows that majority of the respondents in the study are between 31-40 years of age.

The study further shows that majority of the workers are presenters and broadcasters 21(35%), followed by Advert Executive 17(28.3%),Newscasters 14(23.3%) in that order, and the least of the workers are producers 8(13.3%) . The reason for the relatively high number of Presenters/Broadcasters is as a result of the fact that, some of them are free-lance presenters, who are working on contract or part-time basis.

It was also discovered that, majority of the respondents are Bsc holders 41(68.3%), followed by Msc/PGD and professionals such as chartered journalists and broadcasters 8(13.3%),HND holders 9(15%) in that order, the least in that category are NCE holders 2(3.3%). The reason for the relatively high number of respondents with Bsc could be due to the fact that, first degree forms the basic academic qualification for most of the positions in media houses. Most NCE holders are in the teaching profession and that could be the reason for having a few of them in that category.

**Research Question1: What extent is ICT utilized in selected media house in Ibadan metropolis?**

The study reveals that majority of the workers 53(88.5%) have a good knowledge of ICT , while 7(11.5%) of the workers have low knowledge of ICT usage.

The study also reveals that majority of the workers moderately use the ICT devices like smartphones 49(81.7%),laptops 45(75%),desktop computers 40(66.7%) and Ipod 33(55%) in that order, as against the fewer members (less than 35%)who are said to be highly skilled in using these devices. The latter can be described as the experts who are really trained in using

these devices, they could be the system analysts and computer engineers, while the former can be the other members of staff including the presenters, journalists who have a basic knowledge of their uses.

Further analysis also reveals that most of the ICT facilities used in Splash FM are digital and not analogue and that could be responsible for the high knowledge of ICT usage among the workers. The use of these digital devices enhances communication broadcast and internet advertisement.

### **Research Question 2: What forms of internet Advertisement is used by the selected media House?**

The result shows that majority of the respondents uses flash animation and motion graphics 37(61.7%) as the most preferred form of internet advertisement, followed by those that uses internet advert 14(23.3%), banners and large boxes 5(8.3%) and email advert 4(6.7%) in that order.

Further studies also revealed that most of the respondents preferred facebook 56(93.3%) among the social media platform for internet advertisement, followed by twitter 2(3%) and the least is the use of blogs and skype 1(1.7%) in each case.

At this juncture, it is important to note that the type of internet advertisement adopted by the media house is strongly determined by the target market, by considering their choice of social media platform, advertising type and design. This is strongly supported in Combe's statement in 2006 that effective Internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales objectives with its website function and appearance, focusing on its target market through proper choice of advertising type, media, and design (Combe 2006, 118).



**Research Question 3: What are the challenges faced as a result of ICT advertisement Utilisation by the media houses?**

The study shows that the major challenges facing the use of internet advertising are poor power supply 55(91.5%), limitation of internet advert to urban settings and bad network 54(90%), high cost of ICT facilities and preference of radio jingles to internet advert 48(88.9%). This agrees with Manobar 's view in 2011 that Radio jingles have been very popular advertising medium and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy old popular radio jingles (Manohar, 2011). (Kepha,2009) also viewed that Radio is now the dominant advertising medium. However, his views also agrees to the fact that Internet marketing is limited to urban settings as there are indications that much of this additional investment has been focused on urban target markets, with significant growth been fueled by the entry of mobile telephony providers into the market.

Oduwole, Oyewunmi and Oyesiku (2002) noted that high cost of ICT facilities as a challenge to availability of Information and Communication Technology facilities in Nigerian thereby upholding the findings of this study.

On the other-hand, quite a high number of the respondents 36(100%) do not consider internet advert serving as distractions for youth as a challenge, because they prefer chatting with their friends and viewing pictures on social media like facebook and instagram to appreciating one form of advert or the other.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.0 INTRODUCTION**

This chapter contains the summary of research findings, conclusion, recommendation and suggestion for future findings or research. This chapter also explains the implication of research finding based on the outline of the data collected

#### **5.1 SUMMARY OF FINDINGS**

The findings reveal that the male dominates the media houses, even though the media work is exclusively reserved for the women. The gender inequality has hampered their involvement in broadcasting. Further analysis also showed that women work more as duty continuity announcer, newscasters etc than being involved in decision making.

The result also reveals that people within the age range of 31-50 years dominated working force in mass media. This age group included the married and unmarried. Due to the level of their education with about 71.6%, more than 85% of the staff of Splash 105.5 FM are ICT literate. As the total percentage for ICT utilization is 50%, while medium is 38.5%.

Further analysis also reveals that most of the ICT facilities used on splash FM are digital and not analogue. The use digital facilities/equipment enhances communication broadcast.

The major form of social media network used by Splash FM in advertising as revealed by the study are facebook and twitter, being the most widely used social media network by people.

As revealed by the study, the major challenges faced by the mass media in using the internet to advertise includes: poor power supply, high cost of advertisement, and preference of conventional means of advertisement.

#### **5.2 RECOMMENDATIONS**

Based on the problem identified from the study, the following recommendations are put forward Mass media houses should develop strategy that can attract the public to advertise on world wide web.

Most of the mass media should be integrated to mass to digital advertising rather than the conventional method.

Policy should also be developed by media houses to put most of the programs on the internet, so that more audience can be attracted. Once people listen to a program on the radio it is a form of advertisement.

The telecommunication sector in Nigeria should aid the mass media organization in achieving the internet advertising by providing the necessary support by making available different subscription packages at affordable rate, just as it is done in advance countries of the world.

It is important to assert that internet advertisement will reduce pollution of aesthetic environment as people will stop posting bills, flyers and banners both on the walls and streets.

### **5.3 CONCLUSION**

Conclusively, it must be important to assert that with the increase in population and advancement in internet technology, internet advertisement will be acceptable by all business ventures as it remains the only formidable way of getting ones products or services advertise through any electronic communication device.

### **5.4 LIMITATION OF THE STUDY**

The major limitation to this study is the unavailability of some of the journalists in the media house to complete the questionnaires as they are always out on official duties. This prompted the researcher to spend more time revisiting the journalist and thereby spending more money and time.

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**QUESTIONNAIRE FOR IMPACT OF ICT USAGE IN IMPROVING ADVERTISING  
STRATEGIES IN SELECTED MEDIA HOUSE IN IBADAN: A CASE STUDY OF SPLASH  
FM(105.5)**

Dear Respondent

I am a student of The Polytechnic Ibadan, working on a research study titled “Impact of ICT usage in improving advertising strategies in selected media house: a case study of Splash FM utilization ”, as part of the requirement for the award of a Higher National Diploma in Mass Communication.

The questionnaire is in three sections and I shall be grateful if you could provide answers to the questions therein. Information provided is strictly confidential, and will be used only for academic purpose.

Thank you.

Adigun, Adeyinka (08034864220)

**Section A. DEMOGRAPHIC ATTRIBUTES**

1. Your department: Account  Personnel  Advertising  Public Relations  others.....
2. Age: < 20 years  20-30years  31-40years  41-50years  50years and Above
3. Gender: Male  Female
4. Position/post \_\_\_\_\_

5. Work Experience (in years) \_\_\_\_\_
6. Highest Academic qualification (tick one): NCE  HND  B Sc  Masters/PGD  PhD  
Others, please specify \_\_\_\_\_

**SECTION B: LEVEL OF ICT UTILIZATION IN MEDIA HOUSE**

7. What is your knowledge of ICT use: High  Medium  Low
8. Which of this medium do you use presently: Analogue  Digital  Both
9. Indicate the **extent** to which you use any of these ICT facilities for internet advertising? Please tick any of your choices

	<b>ICT Facilities</b>	Not at all	Little	Moderate	High	Very high
A	Computers(desktop)					
B	Laptops					
C	Ipad					
D	Smartphones (blackberry, galaxy-tab e.t.c)					
E	Ipod					
F	Cable media network					
G	Wireless network					
H	Others please specify.....					

10. Which of these **types** of internet advertising do you use in your station: please tick your option(s)
- a) Text advertisement
- b) banners/large boxes
- c) flash animation/motion graphics
- d) email  Others please specify.....
11. Which of the social media network do you use to advertise products/services in your station.  
Facebook  Twitter  Blog  Skype  others please specify.....

**SECTION C: CHALLENGES FACED BY USING ICT IN ADVERTISING**

	<b>CHALLENGES</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
A	ICT facilities are expensive to install				
B	ICT facilities cannot work without power				
C	Only educated people can benefit from internet advertising				

<b>D</b>	Internet advertising is limited to urban areas only				
<b>E</b>	People prefer internet advertising on television to radio				
<b>F</b>	Internet advertising is too costly so people go for other options				
<b>G</b>	Internet advertising require computer literacy				
<b>H</b>	ICT technology incur extra cost of expertise for its maintenance				
<b>I</b>	Bad network/ weather affects internet advertising				
<b>J</b>	Cost of subscription from network providers (MTN, Glo, etisalat e.t.c) is high				
<b>K</b>	Internet advertising serves as distractions for younger generations				
<b>L</b>	Others please specify.....				

12. In this section please tick only your choice in each row as SA= Strongly agree A= Agree

D=Disagree and SD= Strongly disagree

Thanks