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**NEWS CONSUMPTION OF MAJOR ETHNIC GROUPS AMONG
YOUTH IN NIGERIA: A COMPARATIVE STUDY OF USES
AND GRATIFICATIONS THEORY**

IBRAHIM GANIYU SALEEMAN



**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
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Assoc. Prof. Dr. Chang Peng Kee PJM

Tandatangan
(Signature)

Pemeriksa Dalam:
(Internal Examiner)

Dr. Romlah Ramli

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Dr. Adrian M Budiman

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Dr. Mohd Khairie Ahmad

Tandatangan
(Signature)

Tarikh:

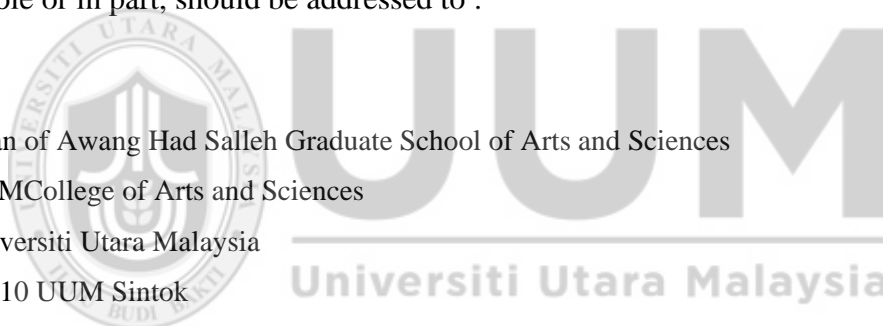
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Abstrak

Kajian lepas telah memberi tumpuan terhadap penggunaan berita dalam kalangan kumpulan inter-etnik dengan perhatian terhadap kumpulan intra-etnik. Malah kajian sebelum ini telah tidak berusaha mengaitkan kepuasan berita dicari dengan kepuasan berita yang diperolehi. Kajian tersebut juga tidak berupaya mengkaji peranan penyederhana penghijrahan etnik terhadap penggunaan berita kumpulan etnik. Kajian ini bertujuan meneroka hubungan antara berita dengan etniksiti sebagai fenomena sosial yang penting. Ini bersandarkan dakwaan bahawa etniksiti mempunyai pengaruh yang kuat kepada personaliti warga Nigeria. Pendekatan kaedah gabungan telah digunakan. Borang soal selidik telah ditadbir terhadap sekumpulan sampel mahasiswa di Nigeria. Temu bual mendalam juga telah dijalankan dalam kalangan ahli National Youth Service Corps (NYSC), Nigeria. Partial Least Structural Equation Modeling (PLS-SEM) telah digunakan untuk menganalisis data kuantitatif manakala data kualitatif dianalisis menggunakan perisian NVivo. Hasil kajian menunjukkan terdapat perbezaan yang signifikan antara kumpulan etnik berhubung kepuasan berita mereka. Penghijrahan etnik secara signifikan menjadi penyederhana hubungan antara kepuasan berita dicari dengan kepuasan berita diperolehi. Data kualitatif turut menunjukkan bahawa terdapat perbezaan berhubung penggunaan media untuk kepuasan berita bersandarkan kumpulan etnik. Menerusi kajian ini, etniksiti sebagai peramal penggunaan berita telah diteroka dengan lebih mendalam dari konteks kepelbagaian intra-etnik khususnya. Ditambah pula dengan penerokaan khusus penghijrahan etnik sebagai penyederhana dalam proses penggunaan berita, kajian ini telah memperluaskan perspektif Teori Kegunaan dan Kepuasan. Secara praktikalnya, Kerajaan Persekutuan Nigeria boleh menggunakan hasil kajian ini untuk perancangan strategik yang lebih realistik dalam pemobilisasian belia Nigeria.

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Katakunci: Berita, kepuasan, etniksiti, penghijrahan, media

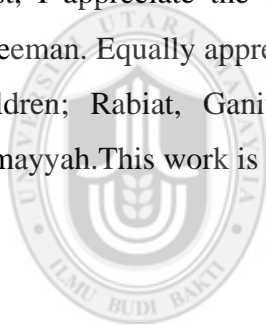
Abstract

Previous studies have focused on news usage among inter ethnic groups with limited attention on intra ethnic groups. Furthermore, these previous studies have not attempted to correlate the news gratifications sought with the news gratifications obtained. These studies have not also attempted to examine a possible moderating role of ethnic migration on the news usage of ethnic groups. The study aims at exploring the relationship between news and ethnicity as important social phenomena. This is against the backdrop of the strong influence that ethnicity has on the personality of Nigerians. Mixed method approach was used. Survey questionnaires were administered on sampled undergraduates in Nigeria. In-depth interviews were also conducted among members of the National Youth Service Corps (NYSC), Nigeria. Partial Least Structural Equation Modeling (PLS-SEM) was used to analyze the quantitative data while qualitative data were analyzed on NVivo software. Findings show a significant difference among the ethnic groups in their news gratifications. Ethnic migration significantly moderates the relationship between news gratifications sought and news gratifications obtained. Our qualitative data show that the ethnic groups differ in several ways on how they use media for news gratifications. Through this study, ethnicity as a predictor of news usage has been further explored from a peculiar context of intra ethnic diversity. Coupled with the novel exploration of ethnic migration as a moderator in the news usage process, this study has expanded the horizon of Uses and Gratifications Theory. Practically, the Federal Government of Nigeria can use the findings of this study to evolve more realistic strategies for effective mobilization of Nigerian youth.

Keywords: News, gratifications, ethnicity, migration, media

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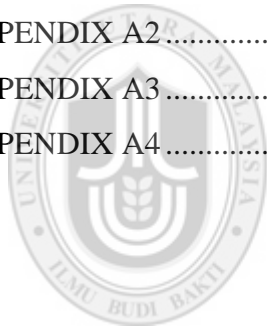
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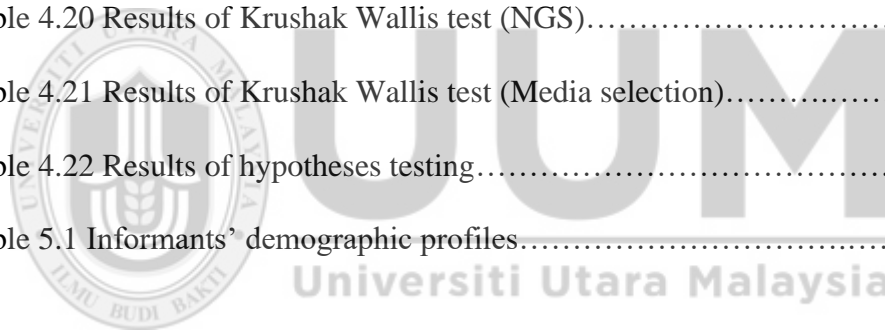
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List of Abbreviations

AVE	Average Variance Extracted
BUK	Bayero University Kano
CB-SEM	Covariance Based Structural Equation Modeling
EMN	Ethnic Migration News
GO	Gratifications Obtained
GS	Gratifications Sought
ICT	Information Communication Technology
MGA	Multi-Group Analysis
NGO	News Gratifications Obtained
NGS	News Gratifications Sought
NTCM	News in The Conventional Media
NTOM	News in The Online Media
NYSC	National Youth Service Corp
PLS-SEM	Partial Least Square Structural Equation Modeling
SPSS	Statistical Package for Social Sciences

UI

University of Ibadan

UNN

University of Nigeria Nsukka



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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides the background to the study by situating news consumption phenomenon in Nigeria within a theoretical context to provide a rationale for the study. In many media studies, the word ‘consumption’ has been loosely and broadly used to describe the various patterns of relationship that media users have with media types and contents. However, the word, ‘usage’ has specifically been describing the motivations that drive media users to seek certain media types and contents. Media usage, thus, describes the gratifications sought and the gratifications obtained from the media by media consumers. It is this conception of media usage that creates the notion of active and passive media usage or instrumental and ritualised media usage (Yadamasurren & Erdelez, 2010). This study is adopting this notion of media usage to the mediagenre of news by conceiving news usage (using news to gratify certain needs) as a specific form of news consumption.

One of the most prominent theoretical approaches to the study of media usage is the Uses and Gratifications (U&G) approach. For over 60 years, U&G Theory has been used to assess what motivations people derive from using the media (Thapa, 2002). Many empirical studies have used this approach to explore how and why people consume news (Palmgreen, Weiner & Rayburn, 1981; Althaus and Tewksbury, 2000; Ghorui, 2012). More particularly, U&G theory has been used

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