Journalist's Perception of Broadcast Media Technology as Determinant of Communal Conflict Management in Oyo and Lagos State Nigeria

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ABSTRACT
In any crisis management situation, the critical factor in making timely, appropriate decisions is to have the benefit of the optimum amount of quality information which could be provided using information and communication technologies (ICTs) to share and distribute information among media houses. The study is premised on Diffusion of innovation theory. Using descriptive design with survey method, 303 journalists from twelve broadcast stations in Oyo and Lagos states were interviewed via self-administered questionnaire complemented with In-depth-interview (IDI). Result from the regression model revealed that the R and R Square values, .842 and .709 respectively indicate that the independent variables, broadcast media technologies explain approximately 71% of the variability of the dependent variable, conflict management. The study revealed that there exist a strong statistical significant relationship between four of the technology related independent variables and the dependent variable, conflict management, while the fifth variable of adoption of technology by broadcast media helped in gathering and handling of information shared with other organisations in times of crisis shows a marginal statistical significance at a p value of 0.066. Overall,the result revealed that the adoption of technology statistically significantly predict communal conflict management ($F_{8, 282} = 85.845$, $p < 0.0005$).This study concludes that the adoption and use of technology by the journalists in broadcast media organizations' immensely enhanced information sharing during the period of crisis and consequently reduced crisis situations because real time reporting encouraged dialogue and discouraged violence.
Keywords: Journalist, Broadcast media, Technology, Conflict Management, Nigeria

I. Introduction

From high population growth, environmental degradation and climate change**,** herder-farmer violence, Boko Haram insurgency to pronounced social inequality and the lack of opportunities causing tensions within the populace, there has been recurrent violent conflicts in Nigeria resulting to dire security challenges. These conflicts pose various constraints and difficulties for journalism, they are hostile environments for journalists who are faced with risks and dangers including death, injury, harassment and imprisonment (Boudana, 2015; McLaughlin, 2016). However, despite the dangers inherent in conflict situations, broadcast media has a crucial part to play in shaping the public's perception, and journalists are one of the key actors in the mediation of information during conflicts and post-conflict period, as journalists believe they have responsibilities to promote the settlement of problems arising from conflict.

The media undoubtedly has a major role to play in conflict management by disseminating information that will help to encourage dialogue and discourage violence. Except conflict is quickly resolved, it may degenerate into major crisis requiring peaceful resolution (Otufodunrin, 2013).Management of information and the resulting analysis of crisis situations are critical for informed decision-making and the productive use of resources. In any crisis management situation, the critical factor in making timely, appropriate decisions is to have the benefit of the optimum amount of quality information which could be provided using information and communication technologies (ICTs) to share and distribute information among media houses. This information may come from a variety of sources that need to be integrated in an information system that is appropriate for the environment in which it is used (Rinkineva, 2004). It is believed that a convergence of ICT and innovative interoperability media can help bridge communication gaps between the main stakeholders in the peace process, as well as enable public participation in the process from the grassroots upward (Hattotuwa, 2004). There a need to look into information sharing among journalists in media houses using appropriate ICTs strategies to mitigate

communal conflicts. This study therefore examined journalist's perception of broadcast media technology as a determinant of communal conflict management in Oyo and Lagos state.

Communication between organisations, among organisations, among the parties in the conflict and shared situation awareness are now widely recognised as vital to effective day-to-day public safety. The media has an important function in raising public awareness and broadcasting information that influences public opinion and attitudes. Whether it is television, radio, or the internet, media is becoming a more potent instrument. Technological revolutions became a link between historical broadcast and media and the changing communication prospects. As a result of broadcast media technology, the utilisation of digital technology in media has increased like never before. Social media and other digital technologies have enabled journalists to interact and share in real-time throughout the world and across traditional cultural divides. The broadcast and media technology service providers are leveraging cutting-edge technology to automate the process and serve what users want to solve potential issues especially security (Prakash, 2021). This digital transformation in media industry has compelled broadcasters and channel owners to opt for new and diverse distribution platforms and utilize innovative technologies to maximize information sharing among journalists and presentation of contents that will diffuse tension in conflict situations.

Statement of the problem

The management of crises particularly communal conflicts is often a large, multifaceted and protracted operation, which involves many public and private organisations. It relies on the ability of all levels of government and the private sector especially the broadcast media sector to communicate and cooperate effectively with one another (Muhren, Jaarva, Rintakoski&Sundqvist, 2008). The key problems of conflict management processes are obtaining up-to-date factual information, access to critical real-time decision-making information, maintaining shared situational awareness and getting information to people in a timely manner to save lives. In conflict management processes, the mutual exchange of information within public administration, communication with the media, and the communication of risks and safety information to and from the public are key to a successful cooperation towards managing communal crises (Muhren et.al. 2008). However, journalists in different media organisations are confronting the same problems but they lack shared or consistent information, coordination or qualitative information and communication technological equipment intervention for information sharing towards reaching the larger audience. As journalists have a crucial part in shaping the public's perception about communal conflicts, journalists in conflict-affected societies need to reappraise their role in society and (re)establish their professionalism in using innovative technologies to maximize information sharing and presentation of contents that will diffuse friction and hostility in conflict situations. Therefore this study determined journalist's perception of broadcast media technology as a determinant of communal conflict management in Oyo and Lagos state.

Research questions
i. What are the types of technology available to journalists in broadcast organisations?
ii. Is there any significant contribution of technology to communal conflict management?

II. Literature review

Concept of Information and Communication Technologies (ICTs)

ICT is characterized by unparalleduniversal flows in information, products, people, capital, and ideas. ICTs are termed as technologies that aid communication and the capture, processing and, transmission of information by electronic means. This definition encompasses the full range of ICTs from radio, television, and telephones to computers and the Internet (Information Solutions Group, 2003).

Many ICTs are new media or multimedia, a series of innovations that have as much to do with content, information and communication as hardware and software. Multimedia and media convergence appears to be expanding the importance of information and communications in society and in the economy. Activities of communication and information gathering, manipulation, trading and application are keys to many of our activities. New Information and Communication Technologies (ICTs) or "Multimedia" in a natural setting include computers, mobile phones and television, radio and any application and service based on these (Stewart, 2002).Besides, the emergence of the new Information and Communication Technologies (Internet, computers, interactive multimedia systems, and digital telecommunications) has dramatically altered theoretical and practical assumptions about the role of communication technologies in information dissemination (Hattotuwa, 2004). ICT can be a strong enabler of development goals because its distinctive characteristics considerably improve communication and the exchange of information to improve and establish new economic and social networks (Mugenda, 2006). With the proliferation of different media channels and increasing portability of new telecommunications and computing technologies, we have entered into an era where the media constantly surrounds us. Media producers must respond to newly enabled consumers (Jenkins, 2006). In planning for, and

using ICT, many countries often give attention to the intervention itself, rather than what they want to achieve through it. It must betaken into account that ICT is a means to an end, not an end in itself. The digital revolution and advances in satellite technology has given people unprecedented access to global events, with immediate and detailed reporting of conflicts and violence now possible (Rinkineva, 2004).

Broadcast and media technology

Broadcast and media technology is defined as the technology which is utilised to compose, create, produce, deliver, and manage media content including video, audio, images, information, amplified reality environment, and others (Globe Newswire, 2022). Through broadcasting and media technology, publics watch television, listen radio programmes, and obtain information through different mediums. Broadcasting and media technology aids broadcasters, studios and creators, and distributors to garner audience. Furthermore, the technology helps deliver information to masses through various modern electronic devices such as smartphones, tablets, laptops, and computers, among others (Research & Markets, 2021). Recently, the mobile and the availability of high-speed internet are transforming the face of broadcast and media, and the incorporation of technology is offering improved broadcasting to consumers. Journalists in broadcast media organisations can now use communicative media or technologies of the telephone, video-conferencing, e-mail, online discussion forums, most social media and the Internet to communicate and interact with each other, and presumptuously have equal power in technology terms.

Media

Media (plural of medium) require an active act of creation of content and/or communication, and someone who receives and understands the communication, as well as the technologies that carry the medium. Media needless to say depend on technology, but technology is simply one element of media. Consequently, one can think of the Internet as simply a technological system, or as a medium that comprises of distinctive formats and symbol systems that help express meaning and knowledge. If we are interested in selecting appropriate technologies for communication, there is need to examine the unique features of different media, in terms of their formats, symbols systems, and cultural values. These unique features are increasingly referred to as the affordances of media or technology. As new technologies are developed, and are merged into media systems, old formats and methods are passed on from older to newer media. Broadcast is no exception. New technology is 'accommodated' to old formats. New technologies such as smart phones and tablets and social media cover a wide range of different technologies, including blogs, wikis, You Tube videos, , Twitter, Skype and Facebook. Kaplan and Haenlein (2010) define social media as a group of Internet-based applications that allow the creation and exchange of user-generated content, based on interactions among people in which they create, disseminate or exchange information and ideas in virtual communities and networks. Over time, journalists' use social media as adopted and adapted technology for broadcasting, but new technology rarely completely replaces an older technology.

Technology and Broadcast Media Information sharing

Developments in technology continue to change the relationship between communities and media organisations. Technology gives remarkable access to events, experiences, opinions and sources of knowledge from around the world. It allows journalists to communicate and collaborate with others locally and internationally, and extend the range of opportunities they have to develop as successful journalists and global citizens. According to Muhren et al. (2008), technology is only one component of more complex socio-technical systems. The introduction of technology is dependent on other factors such as organisational commitment, training, and policies that affect how a new technology is managed in an organisational context; roles that various stakeholders play in designing, developing, and implementing a technology; and the role of user groups in determining how technologies come to be systems embedded in complex institutional and cultural contexts. The cellular telephone is an information-sharing tool that has proven invaluable in linking individual actors to information resources for advance warning, situation updates, and changes in guidance. In the Millennium Report, the former Secretary General of the United Nations, Annan (2000) opined that the Internet is the fastest growing instrument of communication in the history of civilization, and it may be the fastest broadcasting tool of any kind ever. The power of the Internet, given its global reach and the speed and ease with which it transfers and propagates information, portends numerous applications for conflict management and peace support operations. The three IT-driven characteristics—unfettered access, real-time reporting, and the twenty-four hour news cycle—significantly affect conflict management and peace support operations. The media can flatten the traditional organisational hierarchy through unrestricted access and compress decision-making cycles through prompt reporting. As information gatekeepers, journalists become the voice from the field, providing continuous reporting and analysis (Boltz, 2001).Igwe (2021) emphasised the need for collaborations between media houses, government authorities and other stakeholders, to achieve a bigger impact when reporting on conflict-related stories in the country.

Diffusion of Innovation Theory

Griffin (2000) defines Diffusion of Innovation Theory as a theory of how, why, and at what rate new ideas and technology spread through cultures. Diffusion is the process by which an innovation is conveyed through certain channels over time among members of a social system. Communication is at the core of Diffusion of Innovations Theory, and the fundamental process of the diffusion process is the information exchange through which one individual communicates a new idea to one or several others (Rogers, 1995). The fundamental elements in diffusion research are the innovation, categories of communication channels, time or rate of adoption, and the social system which frames the innovation decision process. This review of the literature will concentrate on the adoption process. The adoption process encompasses how an individual encounters an innovation, how he or she engages it, how decisions are made about it, and the process of actually obtaining the product and then its implementation and use. One model that is widely used is that developed by Rogers (1995) contains five main dimensions to an innovation decision process as follows; knowledge, persuasion, decision, implementation and Confirmation. The diffusion of innovation theory is applicable to this study in the sense that the emergence of the new Information and Communication Technologies (ICTs) has dramatically altered theoretical and practical assumptions about the role of journalists in the adoption of broadcast media technologies used for information dissemination on conflict situations.

Empirical study

In Boltz's (2001) study, the author reported that great advances in telecommunications capabilities in the 1990s, fed by a demand for systems able to support global commerce and education, have resulted in increased commercial information-sharing means and methods. They opined that the cellular telephone is an information-sharing tool that has proven invaluable in linking individual actors to information resources for advance warning, situation updates, and changes in guidance, and are particularly important because the success of peace support operations can hinge on the actions of one or two relatively junior soldiers far from headquarters. These individuals must have up to the minute information for decision making at the lowest level. With the support of satellite, the cellular telephone gives them that kind of vital information. There is no question that today, well into the Information Age, technology exists to support global communications in any environment (Boltz, 2001).

According to the Nigeria Broadcasting Code (NBC) the backbone of broadcasting is technology. Technology itself is universal and based on certain principles. To be part of the global village that the world has become, there is a need to set technical standards that conform to international standards (NBC 2016, p.97). New media technologies have changed and expanded the way journalists gather, structure and disseminate information. Research shows that journalists on both sides are increasingly using social media to follow and engage with sources and their audience (Şahin, 2021). In the study of Gonen and Hoxha, (2019), research on journalism in Kosovo–Serbia and Israel–Palestine found that the interaction between journalists across conflict lines acted as a bridge between communities and improved mutual understanding. In Cyprus, communication between journalists across the divide also allowed them to overcome political and structural problems to exchange information to produce accurate stories. In a personal interview conducted by the authors, A TC journalist observed that, 'We exchange information, video and audio . . . There are disagreements on some political and Cyprus related issues, but they are nothing we cannot deal with' (Gonen and Hoxha, 2019 pp. 2495). In the study of Eytan (2009), the study revealed that the Internet provides people with access to news from a variety of sources, up-to-the-minute information on events and processes, and different points of view. It also allows unprecedented interactivity, from simple talk back to blogs and placement of text, picture, and video on rapidly growing social networks such as Twitter, YouTube, Facebook, and MySpace.5. Moreover, cell phones allow people to send e-mails, receive information, and produce photographs and videos. In the study of Şahin (2021), they opined that new media technologies have transformed and diversified the way journalists gather, construct and disseminate information, and the networked digital media, such as social media, have provided both Cypriot journalists and communities with diverse platforms to communicate with each other across the divide without any political and economic restrictions.

III. Methodology

Research design

The descriptive research design with use of survey method complemented with 12 sessions of the In-depth Interview **(IDI)** was employed for the study

Population of study

The population for this study are the journalists of broadcast media stations (both radio and television stations) from Oyo and Lagos States.

Sampling size and Sampling technique
Multi-stage sampling process was adopted for this study to make sure the population is adequately represented.
Stage I: Purposive sampling technique was used to select one of each of the radio and television stations to represent federal, state and private stations in the two states to give a total of six television and six radio stations with a population of 664 journalists.
Stage II: In the second stage, stratified sampling techniques were used to divide the radio and television stations into existing departments/units, and purposive sampling was used to select theeditorial, programming, news, production, and field reporters.
Stage III: Simple random sampling was then used to select respondents from selected departments/units of the radio and television stations. A total number of three hundred and forty one (341)journalists out of a total of six hundred and sixty four (664)journalists from the selected twelve media stations in Oyo and Lagos states, Nigeria were used for the study.

Instrument for Data Collection
The research made use of questionnaire and interview guide. The instruments were subjected to face and content validity; while test retest pilot study was carried out using journalist from another broadcast station that is not part of the selected broadcast station for the research but have the same attributes. The result was subjected to Cronbach alpha to determine the reliability coefficient of the instrument at 95% confidence intervals.

Method of Data Collection
A total of three hundred and forty one (341) copies of questionnaire were distributed to the respondents of the broadcast stations. A total of three hundred and twenty six (326) copies of questionnaire were retrieved from the media stations, and three hundred and three (303) were properly filled and used for analysis of data.

Method of Data Analysis
Data collected were analysed using the simple frequency counts and percentages for the questionnaire and correlation analysis was used for test the hypothesis.

IV.   Results

Research question 1: What are the types of technology available to journalists in broadcast organisations?

Technology Used by Broadcast Organisations
Technologies used by broadcast media organisations are those that facilitate communication and capture the processing and transmission of information and this encompasses the full range of ICTs from mobile telephones to computers and the Internet.ICTs can dramatically improve communication and enhance the exchange of information amongst the broadcast media organisations and allow journalists to communicate and collaborate with others, and extend the range of opportunities they have to develop as successful journalists.

Table 1: Technology Used by Broadcast Media Organisation to Facilitate Dissemination of Information

Technology used to communicate		Category of Broadcast Media Organisations						Total
		Federal TV	State TV	Private TV	Federal Radio	State Radio	Private Radio	
Mobile Telephone	Frequency	23	22	18	17	18	19	117
	Percentage (%)	7.6%	7.3%	5.9%	5.6%	5.9%	6.3%	38.6%
Landline Telephone	Frequency	6	6	5	7	3	5	32
	Percentage (%)	2.0%	2.0%	1.7%	2.3%	1.0%	1.7%	10.6%
Internet and social media	Frequency	9	10	8	7	12	10	56
	Percentage (%)	3.0%	3.3%	2.6%	2.3%	4.0%	3.3%	18.5%
All of the above	Frequency	14	12	17	24	18	13	98
	Percentage (%)	4.6%	4.0%	5.6%	7.9%	5.9%	4.3%	32.3%
Total	Frequency	52	50	48	55	51	47	303
	Percentage (%)	17.2%	16.5%	15.8%	18.2%	16.8%	15.5%	100.0%

Table 1 implies that all the broadcast organisations participants have the ability to communicate with each other and members of the communities during crisis through land phones, the Internet and most especially, mobile phones, and share information with colleagues from other broadcast organisations pertaining to news, programmes and awareness of conflict situations in order to achieve a common goal of defusing conflict. Results from the in-depth interview also revealed that journalist use mobile phone to receive real time information from our colleagues through the mobile phone showing videos of the situation, if they are in the area of the crisis.

Research Question 2: Is there any significant contribution of technology to communal conflict management?

To establish if there is any significant association between technology and conflict management, regression model was implemented.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842	.709	.701	.34786

From the model summary Table 2, the obtained model result which highlight the R and R Square (which represents the correlation coefficient and coefficient of determination respectively) indicate a good level of prediction. The R and R Square values, .842 and .709 respectively indicate that the independent variables explain approximately 71% of the variability of the dependent variable, conflict management.

Table 3: ANOVA result of the regression Model

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.100	8	10.388	85.845	.000
	Residual	34.123	282	.121		
	Total	117.223	290			

To further determine that the overall regression model is a good fit for the presented data, the *F*-ratio in the ANOVA is examined and presented in Table 3. The result reveal that the examined independent variables did statistically significantly predict the dependent variable ($F_{8, 282}$) = 85.845, $p < 0.0005$. Thus, the regression model is conclusively to be deemed fit of the data.

Table 4: Coefficient of Regression analysisshowing correlation between technology and conflict management

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.293	.076		3.858	.000
Adoption of IT has met the demands of information sharing especially in times of communal conflicts	.386	.064	.454	6.035	.000
The internet is a rapid disseminating tool for information sharing in times of crisis	.091	.066	.119	1.365	.173
Adoption of IT has helped in gathering and handling of information shared with other organisation in times of crisis	.118	.064	.147	1.849	.066
IT adoption expedite information sharing and prevent information from becoming propaganda during crisis	-.068	.066	-.081	-1.028	.305

IT adoption expedite information sharing and help in communicating real situation of crisis to the public	.182	.065	.229	2.788	.006
My organisation commitment to information sharing using new information sharing tools like internet and cellular phones is invaluable to linking my organisation to other organisation for advance warning and situation updates	.188	.061	.144	3.082	.002
Use of IT in my organisation is effective for information sharing and enhances conflict management	-.014	.006	-.077	-2.353	.019
The cellular phone is a rapid disseminating tool for information sharing in times of crisis	-.079	.060	-.091	-1.301	.194

From table 4, the obtained result indicate there exist a strong statistical significant relationship between four of the technology related independent variables and the dependent variable, conflict management. A fifth variable (Adoption of IT has helped in gathering and handling of information shared with other organization in times of crisis) shows a marginal statistical significance at a *p value* of 0.066.

V. Discussion of Findings

Technology gives unprecedented access to events, experiences, opinions and sources of knowledge from around the world. It allows journalists to communicate and collaborate with others locally and internationally through the use of telephones, computers and the Internet and communication systems. A participant of the IDI interview commented thus:

'I use my mobile phone a lot and share information with other colleagues as the situation demands, not forgetting the management policy of my broadcast station. In the newsroom, we monitor both international and local news on satellite and also the internet so as to be abreast of the happenings around us'.

Another IDI participant stated that:

In this information age, the mobile phone is the best tool for information dissemination. I can easily contact my colleagues from any part of the country and share real time information with them with the management policy in mind. In times of crisis, we normally receive real time information from our colleagues through the mobile phone showing videos of the situation e.t.c if they are in the area of the crisis. If we don't have our correspondents in the place, then our colleagues sometimes call us on our mobile phones. We also use the internet a lot to monitor news all around the world.

The broadcast media respondents reiterated that they use mobile phone and internet to contact their colleagues and also to be aware of what is happening in their communities in real time. This result agreed with the study of Eytan (2009) who opined that internet provides people with access to news from a variety of sources, up-to-the-minute information on events and processes.From the observation of the researcher, television sets showing other broadcast stations other than the visited broadcast station were used to monitor news disseminated by the other stations. Also, the researcher observed that some of the journalists were using internet on their computers and mobile phones to receive news on video streaming from some of their colleagues outside the state where they do not have correspondents, and also to monitor breaking news on the international scene. The summary of all the opinions of the IDI participants and the observation of the researcher is that the effective use of technology namely mobile phones, the Internet and social media could immensely enhance information sharing during the period of crisis and consequently reduce crisis situations because real time reporting can flatten traditionally hierarchical decision making means.

Across all implemented models, Adoption of technologyto meet the demands of information sharing especially in times of communal conflicts is observed to beconsistently strongly correlated (*p value* = 0.000) to

communal conflict management. This variable shows the highest correlation coefficient[1] implying strongest correlation. For every one unit increase in adoption of technology, there is 0.386 increase in communal conflict management. Next the variable highlighting 'my organisation commitment to information sharing using new technology tools is invaluable to linking my organisation to other organisation for advance warning and situation updates' (p *value* = .002) and the variable indicating 'IT adoption expedite information sharing and help in communicating real situation of crisis to the public' *(p value* = .006) show statistically significant relationship to communal conflict management. This result agreed with NBC (2016) which asserted that the backbone of broadcasting is technology. Technology itself is universal and based on certain principles. To be part of the global village that the world has become, there is a need to set technical standards that conform to international standards (NBC 2016, p.97). This result also collaborates the study of Muhren et al, (2008) who opined that though technology has a significant relationship with conflict management, but the introduction of technology is dependent on other factors such as organisational commitment, training and policies that affect how a new technology is managed in an organisational context.

Lastly, the variable which indicates that the "use of IT within the organisation is effective for information sharing and enhances conflict management" is also observed to be correlated with communal conflict management with a coefficient value of -0.014 (*p-value* = 0.019), whilst with a *p-value* of 0.066, the variable "Adoption of IT has helped in gathering and handling of information shared with other organisation in times of crisis" is observed to be marginally statistically correlated with communal conflict management - with a coefficient of 0.118.

Finally, other examined variables such as "the internet is a rapid disseminating toolfor information sharing in times of crisis", among others, are observed to have *p-values* higher than 0.05, indicating that these variables do not have any statistically significant relationship to communal conflict management.

VI. Conclusion

This study concludes that technology has a relative contribution to conflict management in Oyo and Lagos states, Nigeria.The use of technology by the journalists immensely enhanced information sharing, allow journalists to communicate and collaborate with others andimproved the exchange of information amongst the broadcast media organisations during the period of crisis;this consequently reduced crisis situations because real time reporting by broadcast media encouraged dialogue and discouraged violence amongst the communities.

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