

THE NEW MEDIA AND CAPACITY DEVELOPMENT IN NIGERIA: THE ANAMBRA SITUATION

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Abstract

This study evaluates the role of the new media in human capacity development/capacity building in Nigeria and Anambra State in particular. The specific objectives here are to determine the role(s) the new media has and/or can play in Agricultural Development, Business Growth and Development, as well as Service Delivery in Anambra State. 600 respondents took part in the study out of which 65% are males and 35% females. 47.7% are farmers and 52.3% small business owners or petty traders. 66.7% of the respondents reside in urban areas, while 33.3% live in rural areas. Study findings reveal that many of the respondents have clear knowledge and understanding of the meaning of capacity building, as well as the new media. Most respondents also have access to, or own one of the following new media gadgets; computer and/or mobile phones like Nokia, Blackberry, Android Phone, etc. Many of the respondents significantly deploy the new media particularly mobile phones for occupational and other purposes. Also, it was found that majority of the respondents believe that the new media can serve as a capacity building tool in their business and that the new media can significantly serve as a capacity building tool for boosting efficiency in business particularly the Agricultural sector in Anambra State.

Keywords: *New Media, Capacity Building, Occupational Purposes, Business Growth, Development, Service Delivery and Agricultural Development.*

Introduction

The phrase capacity building emerged in the lexicon of international development in the 1990s. Presently the understanding of the concept 'capacity building' has grown in scope involving among other things the ability of people, organizations and society as a whole to manage their affairs successfully with respect to designing, implementing, and monitoring and/or evaluating development policies and programs with the aim of achieving sustainable economic growth and poverty reduction. According to OECD (2006), "capacity development is the process of unleashing, strengthening, creating, adapting and maintaining capacity over time. The capacity of individuals, organizations, communities, societies and nations to set goals and achieve them; to budget resources and use them for agreed purposes; and to manage the complex processes and interactions that stand for a working political and economic system all fall within the ambit of capacity building".

Hence, capacity building can be explained as an approach to development which enables individuals, communities, organizations, sectors and broader social systems, 'improve their competencies and capabilities to carry out functions, and efficiently manage development processes over time'. Capacity building at the individual stage or as human resource development is only one component of a multi-dimensional, integrated approach which falls under the rubric of capacity building. Transferring skills to individuals will only be effective when those acquired skills can be exercised and there must be support from the employer and colleagues to practice

these new skills and, they must be integrated into role profiles, operational procedures and policies within an organization or institution.

For capacity building activities to be a success, there is serious need to be aware of, and responsive to the associations among the interrelatedness of the different spheres of capacity building. This implies that if the environment in which capacity building activities are taking place is not supportive of the changes that can occur, it may limit the success and sustainability of the capacity building initiative. In line with this view, Bolger (2000) explained that capacity building initiatives need to be considered from a systems perspective taking into consideration the dynamics and inter-relationships amongst issues and players in the different spheres.

Measuring and evaluating capacity building can be difficult. This is because of its multi-layered meaning and interlocking elements which makes it challenging to assess unless the component parts are broken down to manageable elements such as "training", "systems development" or "communication networks". For example, entry points for capacity building for human resources or skills development includes skills transfer, mentoring, coaching, apprenticeships, praxis and supervision. For Organizational policy or process development, it includes streamlining or re-engineering of procedures, manuals, strategic planning and job re-design. Network for communication comprises of community outreach, communities of practice, professional associations, working groups and focus groups. The present study will focus on the role of the new media in capacity building in Nigeria using Anambra State as an example.

The media has the power and the tools to bring up issues into the public domain through its agenda setting function. This has made researchers view the media as the fourth estate

of the realm and has taken a seat of eminence in the world today. This has explained why the media is perceived as the nexus which controls the overall socio-economic and political development of the society. Toyosi (2014) explains that there exists a special relationship between the media and the society which has led to the interconnectivity of the political, social and economic development of the society. He argues that the economic development and socio-political stability of any society are predicated upon the policies and programs put in place by the political class. The business groups on the other hand are responsible for translating these economic policies into actual product and services that impact on the Gross Domestic Product (GDP) of the country. The media on its part report on the comments and views of the people about the activities of government, its agencies and non-governmental institutions. It is these reports that form the major ingredients in the formulation of public policies by the government. In the present world, apart from the four traditional functions of mass media (information, education, entertainment, and surveillance), the media have taken up a set of new roles that borders on the development of society.

The new media has become the major communication strategy for most people in the past decade. This is because the new media reaches larger audiences across vast geographic areas, and news stories can be tailored to reach specific audiences through the use of different new media channels, outlets, and programs. According to Nwoye and Okafor (2014), the concept of the new media stands as one of the most vital forms of communication infrastructure that digital technological innovation brought about in an ever increasingly globalized world. The advent of the new media gave rise to the crystallization of social networking sites such as Facebook, Twitter, YouTube, WhatsApp, BBM, LinkedIn, Bebo, MySpace,

Instagram, Nimbuz, Blogs, Skype, Imo and others where the global communities discuss not just social issues but also political, economic situation, academics, disaster management, community policing and how it shapes lives within and across boundaries.

The new media it is believed can enhanced capacity building in many areas of human endeavor and this can range from academics, media, agriculture, science and technology, entertainment, civic engagement, disaster management, etc. The vast resources of the new media has broken down the walls of convention and brought the world face to face with new approaches to things even in the comfort of our homes. Today, new media pervades our lives where practically we live in it and the more people embrace and use it, work efficiency grows leading to heightened productivity. The new media has liberalized learning and skills development and this has improved the unemployment situation around the world. The role of the new media in shaping public opinion, influencing policy debates and enhancing capacity building activities cannot be ignored. It is, therefore, important for civil society to acquire skills that will enable them work with the new media to package advocacy materials in a manner that is attractive to, understandable and usable by the new media.

The main aim of this study is to evaluate the effect of the new media on effective capacity building activities in Nigeria using Anambra State as a case with the following specific objective:

- a. To determine the effect of the new media on agricultural development in Anambra State
- b. To evaluate the effect of the new media in improving business and service delivery activities in Anambra State.

c. To determine whether the new media can serve as a capacity building tool for business and agricultural sector in Anambra State

LITERATURE REVIEW

The New Media

Folarin (2002) argues that the mass media predetermine issues that are regarded as important at any given time in a given society. This implies that issues not raised by the media or brought up in the public domain rarely form part of the agenda for public discourse. He further explained that audiences not only learn about public issues and other matters through the media, they also learn how much importance should be attached to such issue from the emphasis the media placed on it.

Adaja and Ayodele (2013) notes that one of the breakthroughs in information and communication technology in the 21st century is the development and emergence of the new media which has facilitated the creation of different platforms for human social interaction. The potentials of the new media are seamless and boundless in terms of interactions, interrelationships, and information sharing and exchanges. Adaja and Ayodele (2013) also argue that the only limitation to the proper utilization of the potentials of the different new media platforms is illiteracy which limits ones' ability to efficiently use the platforms for communication, education, politics, economic, social or technological purposes.

According to Ikpe and Olise (2010), the new media are new communication technologies that combine computer and telecommunication technologies which are used as channels of information dissemination to heterogeneous audiences without the constraints of time, space or distance. In his contribution, Jenkins (2006) identified two properties of

communication as participation and interactivity. While “interactivity” stands as a property of non-human actors, participation remains the major characteristic of human actors. In addition, Jenkins (2006) explained that while interactivity describes the technical possibilities of communication in closed systems; participation denotes the will to communicate in cultural and social contexts. Spurgeon (2008) agree that the new media environment provides possibilities for conversational interaction and participation as well as generate new possibilities. These possibilities consist of “direct involvement in the selection and distribution of media content, the appropriation and transformation of media content to create new content, and the generation and circulation of original content. The new media certainly affords all these possibilities.

New Media And Agricultural Development

Social media and ICTs are gaining and demonstrating their potential for the co-creation, co-documentation and co-distribution of information and advice on farm practices and development across the developing nations. This potential lay both in their power as enabling media tools and as symbols for open and collaborative ways of working. This potential appears timely given the retrenchment of public agriculture extension workers over the last decades.

Speaking on the relevance of the new media in developing agriculture in developing nation, Chhachhar et al. (2014) observed that Information and communication technologies are increasing day by day among different communities for obtaining information about related issues, problems and their solutions. In the context of agricultural development, information and communication technologies have played important role in developing countries where

most of the developing countries got fruitful results because of these technologies. Internet, mobile phones, radio and television are the most important tools of communication providing knowledge and information to farmers about agriculture and the use of these technologies in different countries have provided positive results in agricultural develop. Chhachhar et al found that the use of mobile phones reduced the gap among farmers and buyers, where farmers directly communicate with customers and get the price of their products from market. Mobile phones have also provided new approach to farmers to get latest information from metrological department for weather conditions before using pesticides in their farms. They also found that the internet disseminates information regarding commodity prices and marketing of goods, and farmers receive information within minutes from all over the world.

A study by Aker & Mbiti (2010) found that provision of mobile phones have reduced the social and economic gap between rural and urban dwellers. They found that mobile phones connect farmers and market customers directly thereby eliminating middlemen. They noted that in Mali, farmers of Timbuktu were able to communicate with their family members who live in the capital city. Furthermore, in Ghana, farmers in Tamale send text messages to learn about corn oil and tomatoes prices thousands of kilometers away from the cities. Mobile phones have provided good facilities and access to farmers for getting information about agriculture from nearby markets especially in West African countries. However, many farmers live in remote areas and have no proper access to communication technologies in their areas. In line with Aker & Mbiti (2010), Klonner and Nolen (2008) earlier revealed that studies conducted in South Africa show

that mobile phones have given a positive impact on farmers' income.

Furthermore, Chhachhar et al. (2014) agree that by using new media, farmers get information about commodity prices from different markets around them as well as big markets in the country. Similarly they obtain information about agriculture, new techniques and methods to increase their yield. Adding that the provision of internet has created room for farmers to get the latest information on market prices. On the other hand, Okafor and Malizu (2013) in their study explained that in virtually every sphere of life in Nigeria, there are noticeable changes and transformations brought about by the emergence of Information and Communication Technology (ICT) and the agricultural sector is not left out. They observed that in Nigeria, ICT infrastructure is spring up fast and Nigerians are increasingly getting used to computing devices, digital imaging, the Internet and Wide Area Networking (WAN), and mixed media. For example, use of radio for internet access and Internet radio, SMS services and WAP (Wireless Access Protocol) based Internet access using cellular telephony is now common. Also embedded use of micro-processors, computing devices and applications, digital media in processes and systems for data and information management communications are not left out. The application of ICT in agriculture is becoming increasingly important. Electronic Agriculture popularly known as E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes.

In their contribution, Muto and Yamano (2011) explained that the effect of mobile phones on agricultural products and market information in Uganda showed that farmers get information about market effectiveness through

the use of mobile phones. In 2003 - 2005 mobile phone coverage increased by 10% among farmers. Mobile phones are more useful to increase the knowledge and product of the crop. This kind of technology has provided a good benefit to farmers who live in remote areas of the country. It showed that mobile phones have provided a platform for farmers to share and receive information about agriculture. Farmers nowadays use mobile phones for multipurpose activities such as getting the price of product from market and directly communicating with customers for selling their goods at better prices. Murthy (2009) observed that farmers employ SMS services for keeping up to date with weather, as well as the use of pesticides in their farms.

Mojisola and Mbibi (2007) noted that achieving rural and agricultural development is a function of producing knowledgeable and well-informed farming communities. This can be achieved with the new media channels without much stress, because of the flexibility and portability of some of them such as the mobile phones.

New Media, Education and Mass Enlightenment

The new media such as the Internet, mobile phones, digital radio and television are potential tools for mass enlightenment. They are the main tools for the dissemination of information to a heterogeneous audience globally. The new media can be used to enlighten the public on development plans and strategies at a mass level. By the very nature of some of the new media channels, the services of an interpreter can be employed to deliver messages in local languages at a mass level. For instance, since the advent of mobile phones and social networking sites such as Facebook, Twitter, YouTube, WhatsApp, BBM, LinkedIn, Bebo, MySpace, Instagram, etc communication in most African countries has improved

greatly. This occurs irrespective of time, distance and geographical location, “whether they are in rural areas, urban and even on the road as long as one is under the network coverage” (Olise and Igun 2006). With the new media, one single enlightenment message can be sent and received within and across networks.

Speaking on the impact of the new media in ways in which learners engage with technology in general, Prensky (2001) explained that the dichotomy between digital natives and digital immigrants has been considered a relatively accurate representation of the ease with which people of a certain age particularly those born before and after 1980, use technology.

According to Living Stone and Brake (2010), trends indicate that 47% of American adults use social network. A national survey in 2009 found that 37% of online teenagers use social networking site which increased to 55% three years later. (Len Hart, Purcell, Smith and Zickuhr, 2010). It has also, shown that social networks provide opportunity within professional education but however, there are constraints in some areas.

The role of the new media in business and commerce cannot be overemphasized. This is because the wide coverage and flexibility of the new media encourages international business among other things (Olise, 2010). In this regard, Souter (1999) noted that international companies often choose to locate facilities in countries with effective and reliable communication links that are essential to their global business interest and bypass countries that do not.

Theoretical Frame Work of the Study

This study employs the Uses and Gratification Theory (UGT) which is an approach to understanding why and how people actively seek out specific media to satisfy specific needs.

Blumler and Katz originated the theory in 1970 as a response to traditional mass communication theories which emphasized the sender and the message. It focuses on the question, "what media do to people" but rather "what people do with the media". It discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interaction, diversion or escape. Uses and Gratification theory is also a functionalist theory which is concerned with the social and psychological origin of needs, which generates expectation of the mass media thereby leading to different patterns of media exposure, necessitating gratification and other consequences (Blumler and Katz, 1974).

According to West and Turner (2004) Uses and Gratification theory explains that the audience is active and the media, goal oriented; since people are known to have various uses or needs they are expected to get satisfaction through the media; audience members take initiative to link need gratification to specific media; the media compete with other sources for the required satisfaction; people have enough self-awareness of their own media use, interest, and motivation which enables them provide researchers with an accurate picture of that use; and value judgments of the media content can only be assessed by the audience.

The Uses (exposure to the media) and Gratification (benefits) are determined by the needs of members of the audience. Such needs which comprise of information, entertainment, self-esteem and prestige. Through uses and gratifications research, communication scholars have shown that everywhere, people selectively expose themselves to mass media content, choosing only those media messages that would serve the function of satisfying or gratifying their needs (Palmgreen et al, 1985). Therefore, uses and gratification

approach emphasizes audience members motive for making specific consumption choices and the consequences of that intentional media use. That is to say, they choose the content, make meaning of it and act on the meaning. It embraces the interactive nature of media and its audience. It is audience centered and addresses needs such as surveillance, identity, socialization and information acquisition. Therefore, people's needs are generated by their individual differences. It could be based on sex, ethnic group, and/or educational qualification. Because the needs are determined by who or what they are, and people use the mass media for the purpose of gratifying these needs (Okunna, 1999).

METHODS

Source of Data

Data used in this study are classified into primary and secondary. The primary data was collected using the questionnaire method. The questionnaire was administered randomly in four purposively selected Local Government Areas (LGAs) and towns namely Awka in Awka South LGA, Onitsha in Onitsha South LGA, Nteje in Oyi LGA and Otuocha in Anambra LGA all in Anambra State. From the participating towns Awka represents the capital of Anambra state and contributed respondents' in the category of both business people and farmers, Onitsha is the major commercial town in Anambra state, they represent the urban areas and contributed only business respondents, while Nteje and Otuocha comprise of mainly farmers in the rural areas hence they are predominantly agricultural areas. A total of 800 questionnaires were administered but due to non response on the part of some respondents' in Nteje and Otuocha, 600 questionnaires were return. The returned questionnaire were distributed as given 200 respondents from Awka, 200 respondents from

Onitsha, 100 respondents from Nteje and 100 respondents from Otuocha.

Method of Data Analysis

The statistical tools used for analyzing the obtained data include the Kruskal-Wallis test, frequency distribution, percentage distribution and descriptive statistics.

DATA ANALYSIS

Summary Result of Kruskal-Wallis Analysis on determining whether New media is used for Occupational activities by Farmers and Business persons in Anambra State

H₀₁: Business persons and Farmers do not use the new media for occupational activities

H₀₂ : Business persons and Farmers use the new media for occupational activities.

Table 1: Mean Rank result on responses on Occupational activities

	OPTIONS	N	Mean Rank
RESPONSE_OCCUPATIONAL_ACTIVITIES	YES	6	9.50
	No	6	3.50
	Total	12	

Table 2: Test Statistic result on responses on Occupational activities

	RESPONSE_OCCUPATIONAL_ACTIVITIES
Chi-Square	8.366
Df	1

Asymp. Sig.	.004
a. Kruskal Wallis Test	
b. Grouping Variable: OPTIONS	

Summary Result of Kruskal-Wallis Analysis on determining whether New media is used for research and development by Farmers and Business persons in Anambra State

H₀₁: Business persons and Farmers do not use the new media for research and development

H₀₂ : Business persons and Farmers use the new media for research and development

Table 3: Mean Rank result on responses on Research and Development

	OPTION	N	Mean Rank
RESPONSE_RSEARCH_DEVELOPMENT	YES	4	6.50
	No	4	2.50
	Total	8	

Table 4: Test Statistic result on responses on Research and Development

	RESPONSE_RSEARCH_DEVELOPMENT
Chi-Square	5.333
Df	1
Asymp. Sig.	.021
a. Kruskal Wallis Test	
b. Grouping Variable: OPTION	

4.3 Summary Result of Kruskal-Wallis Analysis on determining then impact of the New Media as a capacity building tool in Anambra State

H₀₁: The New Media cannot significantly serve as a capacity building tool in Anambra State

H₀₂ : The New Media significantly serve as a capacity building tool in Anambra State

Table 5: Mean Rank result on responses on the New Media as a Capacity building tool

Ranks			
	Option	N	Mean Rank
Response_impact_Capacity_building	Yes	4	6.50
	No	4	2.50
	Total	8	

Table 6: Test Statistic result on responses on the New Media as a Capacity building tool

Test Statistics^{a,b}	
	Response_impact_Capacity_building
Chi-Square	5.333
df	1
Asymp. Sig.	.021
a. Kruskal Wallis Test	
b. Grouping Variable: Option	

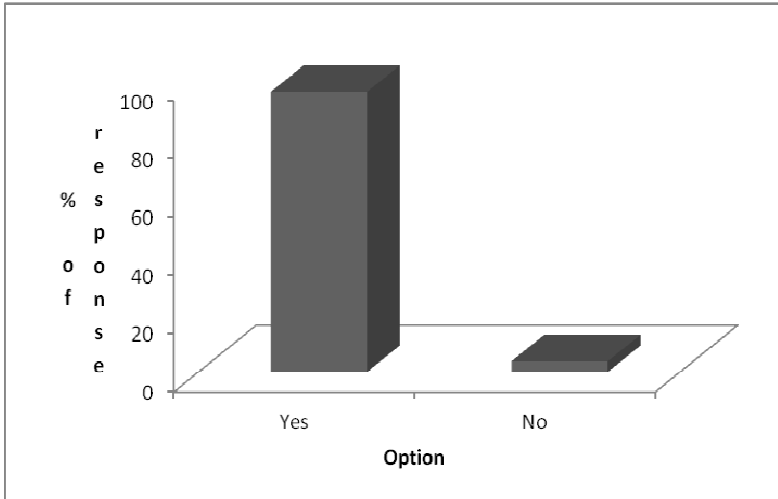


Figure 1: Bar Chart Analysis on Knowledge of Capacity Building

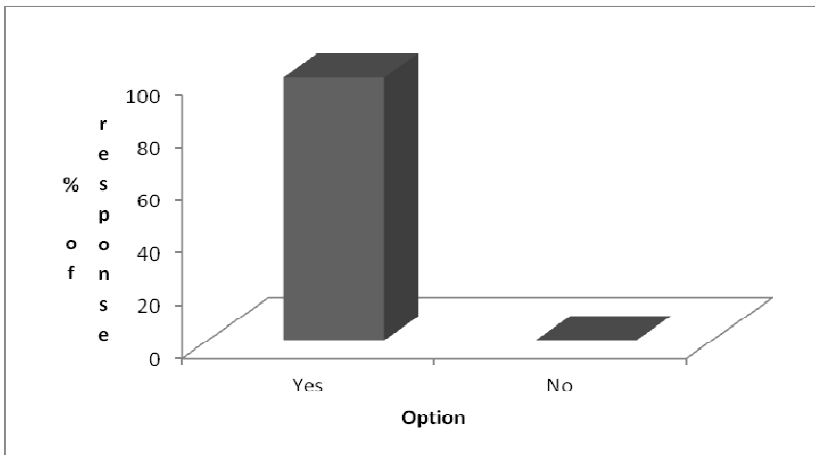


Figure 2: Bar Chart Analysis on assessing respondents' knowledge of the new media

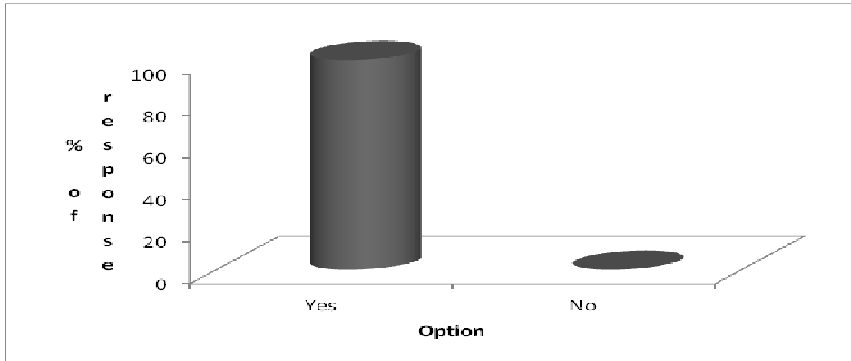


Figure 3: Cylinder Chart Analysis on assessing respondents' knowledge of the new media

Discussion

The biographic analysis displayed in the Appendix showed that 65.0% of the respondents are male and 35.0% are female. The age distribution was obtained as 33.3% are 18-30 year, 46.7% are 31-50 years and 20.0% are 51-70 years. The result further revealed that 47.7% of the respondents are farmers and 52.3% are business personnel. Also, it was found that 66.7% are urban dwellers while 33.3% are rural dwellers. The result of the bar chart analysis (see figure 1) revealed that 96.3% of the total respondents have knowledge of capacity building while 3.7% do not have any knowledge of capacity building. This result implies that majority of the respondents have knowledge of capacity building. The result of the bar chart analysis displayed as figure 2 showed that 100.0% of the total respondents have knowledge of the new media. This result implies that all the respondents have knowledge of the new media. The result of the cylinder chart analysis displayed as figure 3 showed that 100.0% of the total respondents have access/own any of the following: computer, Nokia phone, Blackberry Phone, Android Phone.

The result of the analysis presented in table 1 found that majority of the respondents employ the new media for occupational activities in their area since option "YES" has the highest mean rank with a mean rank value of 9.50.

Also, table 2 found a Chi-square value of 8.37 and a p-value of 0.00 which falls on the rejection region of the hypothesis assuming 95% confidence level. This result implies that business personnel and Farmers in Anambra State use the new media for occupational activities in their area. The result of the analysis presented in table 3 found that majority of the respondents employ the new media for research and development activities in their area since option "YES" has the highest mean rank with a mean rank value of 6.50.

In addition, The result displayed in table 4 found a Chi-square value of 5.33 and a p-value of 0.02 which falls on the rejection region of the hypothesis assuming 95% confidence level. This result implies that business personnel and Farmers in Anambra State use the new media for research and developmental activities in their area. It was found from the result of the analysis presented in table 5 that majority of the respondents believe that the new media can serve as a capacity building tool in their business since option "YES" has the highest mean rank with a mean rank value of 6.50.

In addition, The result displayed in table 6 found a Chi-square value of 5.33 and a p-value of 0.02 which falls on the rejection region of the hypothesis assuming 95% confidence level. This result implies that the new media significantly serve as a capacity building tool for business and the Agricultural sector in Anambra State.

CONCLUSION

This study evaluated the role of the new media in capacity building in Nigeria looking specifically at Anambra state. The finding of the study revealed that 65.0% of the respondents are male and 35.0% are female. The age distribution for the respondents were 33.3% of respondents fall within the age interval of 18-30 year, 46.7% in age interval of 31-50 years and 20.0% in age interval of 51-70 years. It was found that 47.7% of the respondents are farmers and 52.3% are business personnel. Result showed that 66.7% are urban dwellers while 33.3% are rural dwellers.

The findings of the study that majority of the respondents have knowledge of capacity building and knowledge of the new media. Also, findings showed that all the respondents have access/own at least one of the following new media appliances; computer, Nokia phone, Blackberry Phone, Android Phone. In addition, it was found that majority of the respondents significantly employ the new media for occupational activities and research and development activities in Anambra State.

Also, it was found that majority of the respondents believe that the new media can serve as a capacity building tool in their business and that the new media can significantly serve as a capacity building tool for boosting efficiency in business and Agricultural sector in Anambra State. From the result of the study, it was deduced that for Nigeria to sustain its economy especially in this period oil price crash which has destabilized the Nigerian economy there is serious need for efficiency in capacity building which in turn will help in diversifying the Nigerian economy. Hence, to achieve this goal there is need to key into the huge benefit which the new media has to contribute in various areas/stages of the capacity building activities.

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APPENDIX

SAMPLE OF RESEARCH INSTRUMENT AND SUMMARY OF RESPONSES

SECTION A: BIODATA

1. Sex: Male {390(65.0%)} Female {210(35.0%)}
2. Age: 18 -30 {200(33.3%)} 31 – 50 {280(46.7%)} 51 - 70{120(20.0%)} >70yrs{0(0%)}
3. Occupation: Farmer {286(47.7)} Business {314(52.3)}
4. Location: Urban {400 (66.7%)} Rural {200 (33.3%)}

SECTION B:

5. Have you heard of team in capacity building? Yes {578(96.3%)} No {22(3.7%)}
6. Capacity building involves the strength approach to development which enables individuals, communities, organizations, sectors and broader social systems, to improve their competencies and capabilities to carry out functions, and efficiently manage the development processes over time? True {570(95.0%)} False{8(1.3%)} Not Applicable {22(3.7%)}

7. Have you heard about the new media? Yes {600(100.0%)}
No {0(0.0%)}

8. Do you own/have access to any of the following: computer, Nokia phone, Blackberry Phone, Android Phone? Yes {600 (100.0%)} No {0(0.0%)}

if yes, continue else please return the questionnaire

SECTION C: USE OF THE NEW MEDIA IN OCCUPATIONAL ACTIVITIES

You employ the new media/social network for the following activities

S/No	Question	Yes	No
9.	Communication with family and friends	600(100.0%)	0(0.0%)
10.	Sharing information with colleagues	580(96.7%)	20(3.3%)
11.	Advertising your products or services	555(92.5%)	45(7.5%)
12.	Linking up with potential buyers and	600(100.0%)	0(0.0%)
13.	Establishing professional relationship with	520(86.7%)	80(13.3%)
14.	Sharing photos, videos and slides	445(74.2%)	155(25.8%)

SECTION D: USE OF THE NEW MEDIA FOR RESEARCH & DEVELOPMENT

You employ the new media/social network for the following activities

S/No	Question	Yes	No
15.	Creating awareness on new methods/approaches to your business and species	523(87.2%)	77(12.8%)
16.	Sharing knowledge with others	386(64.3%)	214(35.7%)
17.	Reaching out to people outside regular circle to gain valuable ideas or get feedbacks	400(66.7%)	200(33.3%)
18.	For research and development	305(50.8%)	295(49.2%)

SECTION D: THE USE OF THE NEW MEDIA AS A TOOL FOR CAPACITY BUILDING

S/No	Question	Yes	No
19.	Do you believe that the new media can	445(74.2%)	155(25.8%)
20.	The new media serves as a tool for sustaining	305(50.8%)	295(49.2%)
21.	The use of the new media has positive	400(66.7%)	200(33.3%)
22.	The use of the new media has positive	386(64.3%)	214(35.7%)