

# AN ASSESSMENT OF THE READERSHIP BASE FOR NIGERIAN BLOGS

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## **Abstract**

The contemporary world is in what is described as ‘The Golden Age of Communication’. Modern communication technology keeps people connected round the clock. Information is always available, every time and everywhere. You want to get in touch with your friend, who is miles away, immediately? Use a mobile phone or send ‘sms’. What about the latest gossip, or the “Did you know?” part of the story? Use the handy PC with its extremely fast Internet connection to post it on the Web. ‘Communication made easy’ could be a befitting tag for the contemporary era of communication in which we exist. Blogging, as an Internet spinoff affords the media audience the opportunity to become creators of media materials. There are many Nigerian blogs; but who reads them? The research objectives of the study were to ascertain if undergraduate students have knowledge of blogging; ascertain their level of awareness of Nigerian Blog sites and find out if they browse for news and information from these blog sites. The results of the study show a lack of awareness of blogging among undergraduate students. Though, a lot of them engage in the activity unconsciously, they are basically ignorant of the exact purpose of blogs.

**Keywords:** blogs; blogging; connectivity; communication technology

## **Introduction**

Until the advent of the Internet and the Web, the print and broadcast media were the main media of Mass Communication. As a matter of fact, communication technological advances have been evolving periodically, though it has been a revolutionary process. Communication began with pictographs; writings engraved on stone. Due to the fact that the technology was not mobile, it soon became a cumbersome medium, but remained in existence in that era. The next Information Communication Revolutionary phase was the use of papyrus, paper, clay and wax. Alphabets were introduced, giving communication a uniform and ubiquitous feature. Around the 15<sup>th</sup> century, the Gutenberg printing press came into existence. This development led to the third stage of communication technological advancement in which information could now be transferred by means of controlled waves and electronic signals. Gradually, the evolution led to

the invention of mobile media like the mobile phones, personal digital assistant (PDA), the computer etc.

The computer, the mobile phone and the PDA have, over the years, become necessary media of communication due to the effectiveness of the Internet services they offer. In 1976, when Jimmy Carter announced his candidacy as the Democratic Party candidate for the U.S. Presidential elections, he did so with a speech before the National Press Club in the Washington D.C. When Albert Gore, the former U.S. Vice President, announced his candidacy for the Democratic presidential nomination in 2000, it was with a speech before cameras and reporters in his Tennessee home. In 2007, when Hilary Clinton announced her candidacy for the same position, she did it via an online video clip posted on her Web site. It also ended up in YouTube. U.S. President, Barack Obama followed suit and accumulated more fans and support through this media than he could with just the mainline media: radio and television. This is as a result of the growing use of the Internet as a quick link to information, particularly in its raw and unadulterated form.

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite to serve billions of users worldwide. Roistering and Reilly (1995:927) described the Internet as ‘a network of networks’ which consists of millions of private and public networks of local to global capacity linked by an assortment of electronic and optical technologies. The Internet contains a vast range of information resources and services usually documents of the World Wide Web (WWW). The Internet has continued to grow and now encompasses all the other media of communication, and thus proves Dillon (2005) right when he calls it the ‘mother of all networks’ (p.1).

The gradual growth of communication technologies has resulted in unifying the world into a global family with the invention of the Internet. Transfer of information between two or more people, oceans away, have been made relatively easy as information could be transferred with a speed from 2,488 to 9,953 mbps (Comer, 2008). Because of this speed, essential news and other information are transmitted via this media in an efficient way. Today’s business and home wireless Local Area Networks (LANs), which operate according to a family of wireless protocols known as Wi-Fi, are fast enough to deliver Internet feeds as quickly as wired LANs. The Internet is now used even by world-acclaimed television channels along with their mainline media of communication, and this better proves its status as not just a channel of communication but a channel of mass communication. Increasingly, cell phone and handheld computer users are also accessing the Internet through wireless cellular telephone networks. With wide area wireless, users can access the Internet on the go and in places where access is otherwise impossible. Telephone companies have come up with the so-called 3G-for “third generation”-cellular networks that provide wide area Internet access at DSL (Digital Subscriber Line)-like speeds.

As of 2009, there has been an observable growth in the audiences for online journalism. In 2008, for the first time, more Americans reported getting their national and international news from the Internet, rather than newspapers. The audiences have increased when people discovered the advantages of convenience, speed and depth. The significant tools of online journalism are Internet forums, blogs, discussion boards and chats, and they represent the Internet version of official media. The Internet radio and Podcasts are other growing independent media based on the Internet. It is believed that the online sources of information are less biased and informative than those of the mainline media which have a lot of gate-keeping to ensure that news are ‘filtered’. This is backed with the belief that they are mainly volunteers and freelancers who are

not paid for their activity, thus being free from corporate ethics. However, recently, the Internet forums have begun to moderate their boards because of threat of vandalism. The blogs, podcasts, and Internet forums are instruments of Citizen Journalism.

Citizen journalism involves the participation of the members of the public in the process of gathering, analyzing, reporting and disseminating news and information, and it has the aim of providing reliable, accurate and wide-ranging important information that is necessary in a democracy. Mark Glaser, a freelance journalist who frequently writes on new media issues, in 2006, stated that “The idea behind citizen journalism is that people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others. For example, you might write about a city council meeting on your blog or in an online forum. Or you could fact-check a newspaper article from the mainstream media, i.e. main media such as televisions and radios et cetera; and point out factual errors or bias on your blog. Or you might snap a digital photo of a newsworthy event happening in your town and post it online. Or you might videotape a similar event and post it on a site such as YouTube.” As Yochai Benkler stated, “the capacity to make meaning – to encode and decode humanly meaningful statements – and the capacity to communicate one’s meaning around the world, are held by, or readily available to, at least many hundreds of millions of users around the globe”.

Blogs or web logs are updateable online diaries used by individuals, companies and groups alike. They serve as sources of news which are considered more unbiased than the mainline media like the cable network and the like. Blogs are free from economic, corporate, political, and advertising considerations. Tiny pieces of news which hold the interest of a small number of people that would normally go unreported are published through blogs. Usually, the sort of news and information seen in blogs are politically and technologically inclined; as well as with interest in the entertainment area, and so many other areas of human interest. Blogs normally have the agenda setting function, primarily, as they can affect the turn of events in a nation through alternate views on the happenings. As a matter of fact, they set the agenda for the discussions in a nation. In the United States, cable networks have a reporter who keeps track of the news published on blogs so that those of national interest are reported through the mainline media. Due to the fact that bloggers tend to publish news and information in their raw and unbiased form, as well as opposing any falsified news or withheld information, they provide a check on the traditional media. Blogs, in essence, serve as an outlet for reporters to defend their reportage. Due to the constraints of the traditional media, reporters are not entirely free to publish news as they wish. Thus, the free nature of the blogs provides a safe net for them to talk on how they work and why they do it in a particular way. CNN’s Anderson Cooper, for instance, authors the 360 blog where he provides the background on the stories he reports.

There are over 32 million blogs now and more blogs are created every minute of the day. In the United States, there are over 5 million blog sites. Due to the fact that there is a liberal sense of doing things, the citizens are actively involved in citizen journalism.

There are more than 200 Nigerian blog sites, and over 500 blog sites established by Nigerians in other parts of the world. However, being online is one matter, being read is another issue altogether. Nigeria has advanced technologically. Lots of Nigerians, youths in particular, have become addicted to online activities, especially visiting online communities like Facebook,

Twitter etc. But the question is: how many of them appreciate blogs and read them for the sake of being informed? How many of them actually, passionately, participate in blogging?

### **Objective of Study**

This study, therefore, sought to establish the readership base of Nigerian blogs, among Nigerian youths, with Nnamdi Azikiwe University undergraduate students as a case study. The study sought answers to the following questions:

1. Do Nnamdi Azikiwe University students have Internet connectivity?
2. Do they know what blogging is all about?
3. Are they aware of some Nigerian blog sites?
4. Do they glean news and information from these blog sites?

### **Theoretical Framework**

The theoretical basis for this study is Technological Determinism. This theory is a reductionist theory that presumes that a society's technology drives the development of its social structure and cultural values. Technological determinism has been defined as an approach that identifies technology, or technological advances, as the central causal element in processes of social change (Croteau and Hoynes: 2003). The term is believed to have been coined by Thorstein Veblen (1857-1929), an American sociologist. The most radical technological determinist in America in the twentieth century was most likely Clarence Ayres who was a follower of Veblen and John Dewey. But also William Ogburn was known for his radical technological determinism.

Most interpretations of technological determinism share two general ideas:

- that the development of technology itself follows a predictable, traceable path largely beyond cultural or political influence, and
- That technology in turn has "effects" on societies that are inherent, rather than socially conditioned or produced because that society organizes itself to support and further develop a technology once it has been introduced.

Strict adherents to technological determinism do not believe the influence of technology differs based on how much a technology is or can be used. Technological determinism sees technology as the basis for all human activity instead of considering technology as part of a larger spectrum of human activity.

Technological determinism has been summarized as 'The belief in technology as a key governing force in society ...' (Smith and Marx:1994). Bruce Bimber believes in the idea that technological development determines social change. It changes the way people think and how they interact with others and can be described as '...a three-word logical proposition: "Technology determines history"' (Raymond Williams). It is, '... the belief that social progress is driven by technological innovation, which in turn follows an "inevitable" course.' (Michael L. Smith). This 'idea of progress' or 'doctrine of progress' is centralised around the idea that social problems can be solved by technological advancement, and this is the way that society moves forward. Technological determinists believe that "'You can't stop progress', implying that we are

unable to control technology" (Lelia Green). This suggests that we are somewhat powerless and society allows technology to drive social changes because, "Societies fail to be aware of the alternatives to the values embedded in it [technology]" (Merritt Roe Smith).

As a technology is stabilized, its design tends to dictate users' behaviors, consequently diminishing human agency. This stance however ignores the social and cultural circumstances in which the technology was developed. Sociologist Claude Fischer (1992) characterized the most prominent forms of technological determinism as "billiard ball" approaches, in which technology is seen as an external force introduced into a social situation, producing a series of ricochet effects.

Rather than acknowledging that a society or culture interacts with and even shapes the technologies that are used, a technological determinist view holds that "the uses made of technology are largely determined by the structure of the technology itself, that is, that its functions follow from its form", according to Neil Postman:1992. However, this is not to be confused with the inevitability thesis, (Daniel Chandler: 1995), which states that once a technology is introduced into a culture that what follows is the inevitable development of that technology.

For example, we could examine why Romance Novels have become so dominant in our society compared to other forms of novels like the Detective or Western novel. We might say that it was because of the invention of the perfect binding system developed by publishers. This was where glue was used instead of the time-consuming and very costly process of binding books by sewing in separate signatures. This meant that these books could be mass-produced for the wider public. We would not be able to have mass literary without mass production. This example is closely related to Marshall McLuhan's belief that print helped produce the nation state. This moved society on from an oral culture to a literate culture but also introduced a capitalist society where there was clear class distinction and individualism. As Postman maintains

"The printing press, the computer, and television are not therefore simply machines which convey information. They are metaphors through which we conceptualize reality in one way or another. They will classify the world for us, sequence it, frame it, enlarge it, reduce it, argue a case for what it is like. Through these media metaphors, we do not see the world as it is. We see it as our coding systems are. Such is the power of the form of information."

Technological Determinism, strictly on the aspect of mass communication, state that media technology shapes how we as individuals in a society think, feel, act, and how are society operates as we move from one technological age to another (Tribal- Literate- Print- Electronic). This theory was propounded by Marshall McLuhan in 1962. The individual interpretation according to McLuhan (1962) is that we learn and feel and think the way we do because of the messages we receive through the current technology that is available. The radio required us to only listen and develop our sense of hearing. On the other hand, television engages both our hearing and visual senses. We then transfer those developed senses into our everyday lives and we want to use them again. The medium is then our message.

## **Review of Literature**

The Internet is allowing greater flexibility in working hours and location, especially with the spread of unmetered high-speed connections and web applications. The Internet can now be accessed almost anywhere by numerous means, especially through mobile Internet devices. Mobile phones, datacards, handheld game consoles and cellular routers allow users to connect to the Internet from anywhere there is a wireless network supporting that device's technology. Within the limitations imposed by small screens and other limited facilities of such pocket-sized devices, services of the Internet, including email and the web, may be available. Service providers may restrict the services offered and wireless data transmission charges may be significantly higher than other access methods.

The Internet has also become a large market for companies; some of the biggest companies today have grown by taking advantage of the efficient nature of low-cost advertising and commerce through the Internet, also known as e-commerce. It is the fastest way to spread information to a vast number of people simultaneously. The Internet has also subsequently revolutionized shopping—for example; a person can order a CD online and receive it in the mail within a couple of days, or download it directly in some cases. The Internet has also greatly facilitated personalized marketing which allows a company to market a product to a specific person or a specific group of people more so than any other advertising medium. Examples of personalized marketing include online communities such as MySpace, Friendster, Facebook, Twitter, Orkut and others which thousands of Internet users join to advertise themselves and make friends online. Many of these users are young teens and adolescents ranging from 13 to 25 years old. In turn, when they advertise themselves they advertise interests and hobbies, which online marketing companies can use as information as to what those users will purchase online, and advertise their own companies' products to those users.

World Wide Web browser software, such as Microsoft's Internet Explorer, Mozilla Firefox, Opera, Apple's Safari, and Google Chrome, let users navigate from one web page to another via hyperlinks embedded in the documents. These documents may also contain any combination of computer data, including graphics, sounds, text, video, multimedia and interactive content including games, office applications and scientific demonstrations. Through keyword-driven Internet research using search engines like Yahoo! and Google, users worldwide have easy, instant access to a vast and diverse amount of online information. Compared to printed encyclopedias and traditional libraries, the World Wide Web has enabled the decentralization of information.

The Web has also enabled individuals and organizations to publish ideas and information to a potentially large audience online at greatly reduced expense and time delay. Publishing a web page, a blog, or building a website involves little initial cost and many cost-free services are available. Publishing and maintaining large, professional web sites with attractive, diverse and up-to-date information is still a difficult and expensive proposition, however. Many individuals and some companies and groups use *web logs* or blogs, which are largely used as easily updatable online diaries. Some commercial organizations encourage staff to communicate advice in their areas of specialization in the hope that visitors will be impressed by the expert knowledge and free information, and be attracted to the corporation as a result. One example of this practice is Microsoft, whose product developers publish their personal blogs in order to pique the public's interest in their work. Collections of personal web pages published by large service providers remain popular, and have become increasingly sophisticated. Whereas operations such as Angelfire and GeoCities have existed since the early days of the Web, newer

offerings from, for example, Facebook and MySpace currently have large followings. These operations often brand themselves as social network services rather than simply as web page hosts.

Advertising on popular web pages can be lucrative, and e-commerce or the sale of products and services directly via the Web continues to grow. In the early days, web pages were usually created as sets of complete and isolated HTML text files stored on a web server. More recently, websites are more often created using content management or wiki software with, initially, very little content. Contributors to these systems, who may be paid staff, members of a club or other organization or members of the public, fill underlying databases with content using editing pages designed for that purpose, while casual visitors view and read this content in its final HTML form. There may or may not be editorial, approval and security systems built into the process of taking newly entered content and making it available to the target visitors.

Streaming media refers to the act that many existing radio and television broadcasters promote Internet "feeds" of their live audio and video streams (for example, the BBC). They may also allow time-shift viewing or listening such as Preview, Classic Clips and Listen Again features. These providers have been joined by a range of pure Internet "broadcasters" who never had on-air licenses. This means that an Internet-connected device, such as a computer or something more specific, can be used to access on-line media in much the same way as was previously possible only with a television or radio receiver. The range of available types of content is much wider, from specialized technical webcasts to on-demand popular multimedia services. Podcasting is a variation on this theme, where—usually audio—material is downloaded and played back on a computer or shifted to a portable media player to be listened to on the move. These techniques using simple equipment allow anybody, with little censorship or licensing control, to broadcast audio-visual material worldwide.

Webcams can be seen as an even lower-budget extension of this phenomenon. While some webcams can give full-frame-rate video, the picture is usually either small or updates slowly. Internet users can watch animals around an African waterhole, ships in the Panama Canal, traffic at a local roundabout or monitor their own premises, live and in real time. Video chat rooms and video conferencing are also popular with many uses being found for personal webcams, with and without two-way sound. YouTube was founded on 15 February 2005 and is now the leading website for free streaming video with a vast number of users. It uses a flash-based web player to stream and show video files. Registered users may upload an unlimited amount of video and build their own personal profile. YouTube claims that its users watch hundreds of millions, and upload hundreds of thousands of videos daily.

A blog (a portmanteau of the term "web log") is a type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog, thus, the term 'blogging'.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (Art blog), photographs (photoblog), videos (Video blogging), music (MP3

blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.

Early blogs were simply manually updated components of common Web sites. However, the evolution of tools to facilitate the production and maintenance of Web articles posted in reverse chronological order made the publishing process feasible to a much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs we recognize today. For instance, the use of some sort of browser-based software is now a typical aspect of "blogging". Blogs can be hosted by dedicated blog hosting services, or they can be run using blog software, or on regular services. The role of blogs became increasingly mainstream, as political consultants, news services, and candidates began using them as tools for outreach and opinion forming. Blogging was established by politicians and political candidates to express opinions on war and other issues and cemented blogs' role as a news source. The impact of blogging upon the mainstream media has also been acknowledged by governments. In 2009, the presence of the American journalism industry had declined to the point that several newspaper corporations were filing for bankruptcy, resulting in less direct competition between newspapers within the same circulation area. Discussion emerged as to whether the newspaper industry would benefit from a stimulus package by the federal government. There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

Personal blog is an ongoing diary or commentary by an individual, is the traditional, most common blog. Personal bloggers usually take pride in their blog posts, even if their blog is never read. Blogs often become more than a way to just communicate; they become a way to reflect on life, or works of art. Blogging can have a sentimental quality. Few personal blogs rise to fame and the mainstream, but some personal blogs quickly garner an extensive following. One type of personal blog, referred to as a microblog, is extremely detailed and seeks to capture a moment in time. Some sites, such as Twitter, allow bloggers to share thoughts and feelings instantaneously with friends and family, and are much faster than emailing or writing.

We also have the corporate and organizational blogs which are private in nature, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs. Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

They can also be classified by genre. Some blogs focus on a particular subject, such as political blogs, travel blogs (also known as *travelogs*), house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as a *blawgs*) or dreamlogs. Two common types of genre blogs are art blogs and music blogs. A blog featuring discussions especially about home and family is not uncommonly called a mom blog. While not a legitimate type of blog, one used for the sole purpose of spamming is known as a Splog.

The media type also determines what type of blog it is. For instance, a blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on typewriters



and then scanned are called typecast or typecast blogs; see typecasting (blogging). A rare type of blog hosted on the Gopher Protocol is known as a Phlog.

The type of device used in establishing it also tells a lot about what type of blog it is. Blogs can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a moblog. One early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and EyeTap device to a web site. This practice of semi-automated blogging with live video together with text was referred to as surveillance. Such journals have been used as evidence in legal matters.

### **Method**

The study was designed as a survey. Nnamdi Azikiwe University undergraduate students were used for the purpose of answering the research objective.

The simple random sampling technique was used to select 200 undergraduate respondents who made up the study units for this research. These respondents were randomly selected against a population of over 25,866 undergraduate students of Nnamdi Azikiwe University, Awka.

A 28-point questionnaire embodying a series of itemized questions on the respondents Internet connectivity; knowledge of blogging; awareness of major Nigerian blog sites; and dependency on Nigerian blog sites for news and information, was administered to 200 students from the department of Political (100) and the department of Metallurgical and Material Engineering (100).

In all 200 copies of the questionnaire were distributed. These were completed and returned, representing a 100% return rate.

### **Results**

Data gathered using the questionnaire was analyzed using SPSS and presented in tabular format.

TABLE 1

#### *Gender of Respondents*

	Frequency	Percent
Female	91	45.5
Male	109	54.5
Total	200	100.0

The data in Table 1 shows that out of 200 respondents 54.5% were males while 45.5% were females. The ratio shows that the males were greater than the females.

TABLE 2

*Respondents' Age*

	Frequency	Percent
26-30	27	13.5
21-25	140	70.0
18-20	33	16.5
Total	200	100.0

A good majority of the respondents 70% were within the 21-25 years age bracket, while as low as 13.5% were within the 26-30 age bracket. This suggests that the respondents could be classified as the cream of youth.

**Research Question 1**

Do Nnamdi Azikiwe University students have internet connectivity?

Table 3

*Internet Connectivity*

	Frequency	Percent
Yes	106	53.0
No	94	47.0
Total	200	100.0

The information in Table 3 shows that 53% of the respondents have their PCs connected to the Internet. However, 47% of them do not have their computers connected to the Net.

**Research Question 2**

Do they know what blogging is all about?

TABLE 4

*Knowledge of Blogging*

	Frequency	Percent
Not sure	78	39.0
Yes	70	35.0

No	52	26.0
Total	200	100.0

Table 4 shows that 35% of the respondents know what blogging is. 39% are not sure they do, while 26% do not know at all what blogging is all about.

### Research Question 3

Are they aware of some major Nigerian blog sites?

TABLE 5

#### *Awareness of Existence of Nigerian Blogs*

	Frequency	Percent
Yes	122	61.0
No	78	39.0
Total	200	100.0

Out of 200 respondents, only 122 of them are aware of the existence of Nigerian blogs, according to Table 5, thus forming the greater percentage of 61% as against 39% of the entire populace who are not aware.

### Research Question 4

Do they glean news and information from these blog sites?

TABLE 6:

#### *Regularity in visiting Nigerian blog sites*

	Frequency	Percent
Occasionally	105	52.5
Often	34	17.0
Always	0	0
Never	61	30.5
Total	200	100.0

Table 6 shows that a greater number and percentage, 105 (52.5%) of the respondents only visit major Nigerian blog sites occasionally. 17% of them visit often while 30.5% of them have never visited. None of them is a regular blogger on the major Nigerian blog sites.

TABLE 7

*Purpose of visiting blog sites*

	Frequency	Percent
Share Information	45	22.5
Know what's new	99	49.5
I don't blog	56	28.0
Total	200	100.0

Table 7 shows that 49.5% of the bloggers visit with the sole intention of knowing what is new. Twenty-two percent of them visit to share information, while 28% do not blog.

**Discussion of Findings**

Data collected from 200 undergraduate students of Nnamdi Azikiwe University reveal that these students have Internet connectivity. This might be due to the fact that there are a lot of access points, like cybercafé and digital libraries, to Internet-enabled PCs. That is why a greater percentage (53%) among them claimed they have Internet connectivity.

Also findings from this study reveal that a significant number among the respondents know what blogging is. So it wasn't a surprise that they were aware of major Nigerian blog sites as 61% of them claimed; even though 55% of them occasionally visited such sites. The main purpose for such visits, as registered by about half of the respondents, was just to learn what is new; not just necessarily to glean news as it were.

**Conclusion**

This study used selected questions to establish readership base for Nigerian blogs. The results reveal that the respondents didn't know much about blogging; though a lot of them engaged in the activity unconsciously, they were basically ignorant of what exactly blogging is. Though the results of this study are somewhat revealing, no generalization is being made beyond the sample used. It is however recommended that further study be conducted to corroborate the findings.

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