

RADIO CONTENTS AND CONVERGENCE OF SOCIAL MEDIA PLATFORMS FOR PRODUCTION AND DELIVERY FOR EFFECTIVE LISTENERSHIP AMONG RESIDENTS OF IBADAN, OYO STATE, NIGERIA

Buhari Olaoluwa Rasheed¹, Emeka Easter Chinelo²

¹Department of Linguistics and Communication Studies, Osun State University, Nigeria.

²Department of Mass Communication, McPherson University, Nigeria.

¹Email: burrysims@yahoo.com

ABSTRACT

Radio industry is an integral part of the broadcast industry, which serves as a means of receiving information to various people. This research work examined integration of social media platforms and the listenership of radio stations among residents of Ibadan, Oyo State Nigeria. The major objective of this work was to examine the extent residents in Ibadan are aware of radio content on social media. Survey was adopted with questionnaire as an instrument of data collection. The theory used in line with this study Mediamorphosis theory. The population of the study was four hundred and seventy thousand two hundred (470,200) Ibadan residents in Ibadan in Oyo state, Nigeria. A sample size of four hundred (400) respondents was determined using Taro Yamane Formula. The method of data collection was face to face through proxy and data was analysed using the Statistical Package for Social Sciences (SPSS) Version 26 and data was presented using the descriptive analysis. The study found out that the effect of demographics factors such as gender does not influence respondents' perception of radio on social media. It also found out that majority of respondents agree that social media increases the believability of radio content. Lastly, majority of respondents agree that the idea of social media and radio content seemingly makes radio more attractive. The study concluded that social media contributes immensely to radio stations listenership most especially among listeners in Ibadan, Oyo State, Nigeria. This study recommends that: Radio stations should engage in UGT, User generated content to help improve the interactivity of the audience.

Keywords: convergence; radio content; social media; residents; listenership

INTRODUCTION

In Ibadan Township, radio is a popular medium for information dissemination, entertainment, and news. However, with the increasing competition from other media platforms, radio stations in Ibadan are looking for innovative ways to keep their listeners engaged and increase their audience base.

Ali and Iqbal (2016) explained that social media has become an integral part of people's lives and has had a significant impact on the way information is shared and consumed. Similarly, radio remains an essential tool for the dissemination of information, entertainment, and education. The integration of social media platforms in radio content production and delivery has become a popular trend in the media industry. The use of social media platforms in radio programming has been seen to increase engagement and attract a younger audience. However, little is known about the effectiveness of integrating social media platforms in radio content production and delivery, particularly in Ibadan Township.

Social media platforms such as Facebook, Twitter, Instagram, and YouTube offer features that enable radio stations to share, promote, and interact with their audience in real-time. These platforms allow radio stations to post audio snippets, interviews, behind-the-scenes content, and live streaming, creating a more immersive and interactive experience for the listeners. The convergence of social media platforms not only benefits the radio stations but also offers numerous advantages to the residents of Ibadan Township.

Through these platforms, listeners can participate in on-air discussions, share their opinions, request songs, and even win prizes through contests and giveaways. This level of interaction and engagement enhances the listeners' sense of belonging and strengthens their connection with the radio station. Moreover, the convergence of social media platforms in radio content production and delivery enables radio stations to gather valuable insights and feedback from their audience. By monitoring social media trends, comments, and reactions, radio stations in Ibadan can better understand the preferences, interests, and needs of their listeners. This knowledge can then be utilized to tailor the radio content to suit the tastes and preferences of the residents of Ibadan Township, ultimately leading to a more effective and engaging listenership experience (Williamson, Rona, Simms, Fear, Goodwin, Murphy, and Leightley, 2022).

Apuke (2016) is of the opinion that the convergence of social media platforms in radio content production and delivery has the potential to revolutionize the way radio stations connect with their audience in Ibadan Township. By leveraging the power of social media, radio stations can enhance their reach, engage listeners, gather valuable feedback, and create a more immersive and interactive experience for their audience. This research aims to delve deep into the impact and effectiveness of integrating social media platforms in radio content production and delivery for effective listenership among the residents of Ibadan township.

Radio has been a significant source of information for residents in Ibadan Township, but with the advent of social media, there has been a shift in the way people consume information. The use of social media platforms in radio content production and delivery has become a popular trend in the media industry. However, it is not clear if the integration of social media platforms in radio contents production and delivery has effectively enhanced the listenership of radio stations in Ibadan Township (Makinen, and Kuira, 2013).

The problem with the integration of social media platforms in radio content production and delivery for effective listenership among the residents of Ibadan Township is the lack of understanding and utilization of social media tools by radio stations. Despite the potential benefits of social media integration, many radio stations in Ibadan are yet to fully embrace and utilize these platforms effectively. This has resulted in a limited reach and engagement with the audience, thereby affecting their overall listenership and revenue generation. Additionally, the lack of proper training and resources to manage social media platforms effectively has also contributed to the problem. Therefore, there is a need for radio stations in Ibadan to adopt social media platforms fully, understand their benefits, and utilize them effectively to improve their listenership and overall revenue generation.

It is therefore understandable that the inadequate utilization of social media platforms to enhance listenership among Ibadan residents in the realm of radio broadcasting is a major concern (Silva, Colussi, and Rocha, 2018). Traditional radio broadcasting techniques have been unable to keep up with the changing media landscape and the rising popularity of social media platforms among residents. This deficiency hinders radio stations from effectively engaging and attracting a larger audience, consequently limiting their ability to disseminate information, entertain, and promote local culture adequately. The integration of social media platforms, such as Facebook, Twitter, Instagram, and YouTube, has vast potential for radio stations to connect with listeners in Ibadan. However, radio stations in the region have not fully explored this opportunity, either due to a lack of awareness or a lack of understanding regarding the effective utilization of these platforms.

In the research paper conducted by Warner, McGowen and Hawthorne (2012) titled “Limbaugh’s Social Media Nightmare: Facebook and Twitter as spaces for political action” examines how Rush Limbaugh’s comments about Sandra Fluke set him off on social media. He made derogatory comments like “prostitute and slut” after she appeared in front of a U.S

Congressional hearing. In this study characteristics that motivated some people to engage in social media conversation concerning the issue while others did not were examined. A quantitative method of data collection was used, and a survey was distributed to 216 undergraduate students at a Major Midwestern University. Respondents were then asked to rank various sources of information on which one was used most frequently. The most frequent source was the generic category which was online news with 56.1% of the respondents ranking it in their top three

Laor and Steinfield (2018) in a research titled “From Fm to Fb: Radio stations on Facebook” This study sought to explore Israeli’s radio stations activities on Facebook and to Analyse them. The study found that the format of a post its language and content, all affect the level and nature of user engagement with the post. The study’s findings suggested that content shared on Facebook acts, in a way, as a window into the station’s inner workings, showcasing their products, programs and hosts and even serving as a catalyst for discussion and dialogues between the stations and its listeners. The study concluded that Facebook meet radio’s traditional needs while complementing them with additional features.

Laor and Steinfield (2019) conducted research titled “New arenas or more of the same? Public and commercial radio stations on Facebook”: The study attempted to investigate traditional radio station use of social media, focusing on the analysis of content published on Israeli radio station Facebook pages. This study attempted to inquiry of radio station’s use of social media platforms by investigating the content published on formal Facebook pages of radio stations in Israel and to compare between commercial and public station’s posts. This study examined Israeli radio station’s Facebook pages. During the first stages of the research, the latest 1,000 posts from the pages of each of the 19 stations in Israel that manage formal Facebook pages were scraped. Basic analysis of the large datasets reveal that the originator of content is divided equally between the user and the station: 52.2% of the posts in the dataset were posted by stations and 47.8% by users. The researchers also noted categories that were manually coded and relate to the text of the post, and they are: Emotionality, Formality, Promotional Text, Information, Call to action, internal event, External event, Subject of text. The study suggested that traditional stations must constantly adapt to meet various challenges of the digital age. They also suggested that future research should compare between practices of radio stations in various countries to check for similarities and differences between societies.

Bauwens, Jennes, Bailer, Lievens and Pike (2019) in research titled “Interactive radio experiences” This research attempted to investigate the radio stations through their digital platforms. It was planned to present and challenge different views around the topic of interactive radio experiences from both the industry and academia, with four researchers involved directly the research ran open pilots. The paper suggested that since digital services customized the radio experience it would be better to employ them.

Bal (2020) conducted research titled “Sustainability challenges to radio in digital age”. This article attempted to analyse the sustainability of radio among young adults in Mumbai. This paper will also try to figure out the causes of downfall of radio in young adults as they are the future industry catalyst and potential users. The methodology used for the research is quantitative analysis. Survey method is used to collect primary data and secondary data and it is collected through research articles and journals. The conclusion made from the research work was that young adults rarely use radio mediums. They are more happier using digital platforms. It further discussed that there were a few adaptations already done by radio channels by introducing radio apps but still adaptations and acceptance from audience is still a big concern. The study suggested some remedies which are: (1) Usage of Personalized radio or controlling the playlist. (2) Using of centralized radio so that listeners can turn to any radio anytime they want.

Suyanto, Latifah & Muchid (2022) in a research paper titled “Transformation of radio technology in digital age”. This study attempted to see the transformation of radio media in the digital age in Indonesia. This research used descriptive qualitative method. It also utilized the problem-solving procedure which is investigated and describing the condition of the subject or research. The data collection method was carried out by in-depth interviews with informants by asking questions about the research. The results showed that the segmentation of radio listeners in small category was caused by listeners who prefer and seek social media information. It concluded that the Media convergence being carried out is intended to facilitate interaction and dissemination of information, so that the negative impact is not felt by the broadcasters. The suggestion made by this research paper for the Republic of Indonesian public broadcasting institution is to maximize the use of technology to increase listeners. The programs should be made more creative so that young people would be interested and lastly that listeners especially young people, must be active in the broadcast process.

Williamson (2022) in research titled “Participation- in what? Radio convergence and the corporate logic of audience input through new media in Zambia”: This research seeks to investigate the extent in which new technologies have challenged the quality of audience participation in radio content production in Zambia. This article utilized interviews with station managers, producers, and presenters of six radio stations in Zambia, and it seeks to examine the opportunities and limits of the use of the internet and mobile phones in audience participation. This article attempted to answer the question of what sorts of processes audiences participate in when they call in, send a text message, or leave a comment on a radio station’s fan page. In the study the researcher concluded that there is clear evidence that new media has shifted the balance of power from radio producers to audiences, that the internet has made it easier for listeners to quickly inform themselves about certain issues which has put pressure on radio producers to research their stories more thoroughly and lastly has impacted in their audience.

The journals included in this review were all published between 2011-2023, covering 12 years of research on radio stations, digitization, mediamorphosis and the new media. Most of the included works reviewed focused on the integration of social media and radio stations. Furthermore, there is little literature on the threat social media may hold to the knowledge of traditional media. Therefore, there is a need to domesticate the usage of social media platforms among radio stations in Oyo state.

Mediamorphosis theory

This theory was propounded by American Media pioneer, Roger Fidler (1990) to refer to the transformation of communication media. This theory involves the media undergoing metamorphosis. Metamorphosis is complete change or transformation in the structure or substance of a thing. It is a theory that is centered around development, integration, and subsequent change. In other words it describes how the media emerge old forms do not usually die rather they continue to evolve and adapt. According to Fidler, “new forms do not emerge spontaneously; they are actually evolving from older forms” The word Mediamorphosis is derived from two words; *Media* meaning a means of communicating to the mass and *morphosis* meaning to form, to shape or to develop. According to Olusola, Ibrahim and Priscilla, this mediamorphosis is related to changes in news gathering processes, processing procedures, and media technology dissemination methods. (Olusola, Ibrahim & Priscilla, 2017).Mediamorphosis states that when newer forms of

communication media emerge, the former usually does not die but continued to evolve and adapt. This media shift is because of the growing development of the internet and the ease of accessing it. The presence of new media, such as the internet, mobile phones, and online based applications. This emergence has forced radio stations to think adopt a new structure that fits the audience. Fidler identifies six principles of mediamorphosis-coexistence and coevolution of media forms, gradual metamorphosis of new media from old ones, propagation of dominant traits in media forms, survival of media forms and enterprises in a changing environment, merits and needs for adoption of a new media.

Therefore, the relevance of mediamorphosis to the study is that it plays a significant role in understanding the media. It means that media is bound to change, and it is expected of it to transform. The theory helps listeners of radio stations understand that radio is now on social media doesn't remove its original feature of being audio-only but now expands on it. This implies that any radio station in Nigeria, for example, is bound to always evolve and integrate to maintain relevance in the digital world.

METHODS

This study employed a cross-sectional survey which involves collecting data on the whole study population at a single point in time and involves observing variables without any influence to them. It is used to examine the occurrence or outcome at a certain point in time. The current population of residents of Ibadan is 470,200. The sample size of the study was derived using Taro Yamane's sample size formula. Therefore, the derived sample size was 400. This means that 400 people which are the representation of the total population made up the sample size of this study. The sampling technique that was employed was the purposive sampling technique. In this study, questionnaire was used as the instrument of data collection. Data was collected with the aid of Questionnaires to determine the impact of integration of social media platforms on the listenership of radio stations in Ibadan, Oyo state, Nigeria. The data was collected through face-to-face method where the researcher administered questionnaires to be filled. The data was analysed using the Statistical Package for Social Sciences (SPSS) version 26 in order to present the data gathered through structured questionnaires. The descriptive analysis included simple percentages and frequency analysis tables that was presented in frequency distribution tables showing the number

of valid responses and their corresponding percentages while inferential statistics included chi-squares.

RESULTS AND DISCUSSION

To what extent are residents in Ibadan exposed to radio contents and delivery via social media?

CONSTRUCT	SA	A	U	D	SD	Total
I follow the social media handles my most listened radio stations	124 (34.0%)	165 (45.2%)	68 (18.6%)	7 (1.9%)	1 (.3%)	365 (100.0%)
I derive joy watching radio Stations contents via social media	121 (33.2%)	158 (43.3%)	70 (19.2%)	14 (3.8%)	2 (.5%)	365 (100.0%)
My frequent exposure to the radio content via their social media handles keeps me abreast of the a test trends in the country	128 (35.1%)	134 (36.7%)	73 (20.0%)	20 (5.5%)	10 (2.7%)	365 (100.0%)
Ability to contact radio stations via their social media is an easy and convenient task	124 (34.0%)	159 (43.6%)	67 (18.4%)	11 (3.0%)	4 (1.1%)	365 (100.0%)
I have consistently listened to radio Station contents/program via the station's social media handles	126 (34.5%)	166 (45.5)	62 (17.0%)	8 (2.2%)	3 (.8%)	365 (100%)

To measure the exposure to radio contents via social media, the respondents were asked to respond to a series of statements. As stated in the above table majority of them follow the social media handles of their most listened radio stations (69.2%). Most of them derive joy watching radio contents via social media (76.5%). Similarly, the respondents believed that radio contents on social media keep them abreast of latest trends in the country (71.8%). Even more people believe that contact radio stations via their social media handles is an easy and convenient task (77.6%). Most respondents have consistently listened to radio contents via their social media handles (80%).

Group Statistics

	N	Mean	Std.Deviation	Sig
The social media	178	1.8708	.78124	

handles of radio stations make the believability of the content easier	187	1.8610	.81116	.455
The flexibility of social media handles that the radio stations provides enhances my listenership	178	1.8820	.82518	
	187	1.7487	.82040	.473
It saves me time to listen to radio programmes via social media than terrestrial	178	1.8202	.72971	
	187	1.8449	.74235	.305
Listening to radio programmes and seeing pictures alongside it via social media handles gives more credibility to the content	178	1.7753	.77025	
	187	1.8235	.81378	.703
Without the social media believability of radio station programmes will be impossible	178	2.1348	1.06502	
	187	2.1176	1.00379	.308

The information in above table shows that both male and female respondents agree with the construct ‘The social media handles of radio stations make the believability of the content easier’ and this is showcased in the mean values 1.8708 and 1.8610 for both male and female respectively. The significant value 0.455 showcases no significant relationship in their responses. Also both male and female respondents agree that the flexibility of social media handles that the radio stations provides enhances my listenership and this showcased through the mean values 1.8820 and 1.7487 for both male and female respectively. The significant value is 0.473 and it showcases no significant relationship between their responses. Lastly, for the construct ‘It saves me time to listen to radio programmes via social media than terrestrial’ both male and female agree and it is showcased in their mean value 1.8202 and 1.8449 respectively. Also, the significant value 0.305 showcases no significant relationship.

What is the perception of residents of residents of Ibadan on the usage of social media platforms in radio content production and delivery?

CONSTRUCT	SA	A	U	D	SD	Total
The social media handles of radio stations make the believability of the content easier	134 (36.7)	155 (42.5)	67 (18.4%)	9 (2.5%)	0 (0%)	365 (100%)
The flexibility of social media handles that the radio provides enhances my listenership	150 (41.1%)	143 (39.2%)	66 (18.1%)	2 (.5%)	4 (1.1%)	365 (100%)
It saves me time to listen to radio programmes via social media than terrestrial.	128 (35.1%)	175 (47.9%)	58 (15.9%)	3 (.8%)	1 (.3%)	365 (100%)
Listening to radio programs and seeing pictures alongside it via the social media handles gives more credibility to the content	143 (39.2%)	164 (44.9%)	49 (13.4%)	6 (1.6%)	3 (.8%)	365 (100.0%)
Without the social media believability of programmes will be impossible	109 (29.9%)	152 (41.6%)	67 (18.4%)	23 (6.3%)	14 (3.8%)	365 (100.0%)

The content of this table tests the perception of listeners on radio stations using social media. The data shows that more than half of the respondents believe that social media makes radio contents more credible (79.2%); they are also of the opinion that the flexibility of social media enhances their listenership (80.3%). Similarly, majority of them will listen to radio on social media than on terrestrial (83%). Likewise, most respondents are of the opinion that listening to programs alongside pictures and images give it more credibility (84.1%) and a little above half of the respondents believe that without the social media the believability of radio programmes will be impossible.

Group Statistics

	N	Mean	Std.Deviation	Sig
The social media handles of radio stations make the believability of the content easier	178	1.8708	.78124	
	187	1.8610	.81116	.455
The flexibility of social media handles that the radio stations provides enhances my listenership	178	1.8820	.82518	
	187	1.7487	.82040	.473
It saves me time to listen to radio programmes via social media than terrestrial	178	1.8202	.72971	
	187	1.8449	.74235	.305
Listening to radio programmes and seeing pictures alongside it via social media handles gives more credibility to the content	178	1.7753	.77025	
	187	1.8235	.81378	.703
Without the social media believability of radio station programmes will be impossible	178	2.1348	1.06502	
	187	2.1176	1.00379	.308

The information in table shows that both male and female respondents agree with the construct ‘The social media handles of radio stations make the believability of the content easier’ and this is showcased in the mean values 1.8708 and 1.8610 for both male and female respectively. The significant value 0.455 showcases no significant relationship in their responses. Also both male and female respondents agree that the flexibility of social media handles that the radio stations provides enhances my listenership and this showcased through the mean values 1.8820 and 1.7487 for both male and female respectively. The significant value is 0.473 and it showcases no significant relationship between their responses. Lastly, for the construct ‘It saves me time to listen to radio programmes via social media than terrestrial’ both male and female agree, and it is showcased in their mean value 1.8202 and 1.8449 respectively. Also, the significant value 0.305 showcases no significant relationship.

As shown on table above, a large percentage 80.8 %). Similarly, the respondents also believe that these social media platforms aid interactivity between programme listeners. This is to say that social media not only helps in improving and aiding interactive sessions between different listeners to discuss but it gives them a platform to discuss their opinions on. This is why digital technologies have transformed radio to a medium that is both heard and seen, as social media

visuals give audiences a real-time glimpse into broadcast operations and talent (Ferguson and Greer, 2018). However, a high percentage of people believe that watching radio programmes on social media makes the content more desirable. In maintaining listeners, radio content producers have made some necessary changes to the existing way in which the radio station operated. According to Olusola, Ibrahim and Priscilla, this mediamorphosis is related to changes in news gathering processes, processing procedures, and media technology dissemination methods. And these changes are done in the hopes of not only maintaining their listenership but also increasing their listenership. Conclusively, based on the findings of this study, the study has helped to prove the power of social media, how effective, how captivating, and how it enhances the perception of listeners on radio content. It is also proven or demonstrated that frequent exposure of radio content on social media keeps listeners abreast of latest trends in the country. From the result of the data analysis, the research concluded that social media is a huge tool for radio stations as it contributes immensely to the practice of radio content most especially among radio stations in Ibadan Oyo State, Nigeria.

CONCLUSION

Based on the findings, the study recommends that: (1) Radio stations should invest more on improving their social media platforms that is making it more active for listeners to engage in at any time; (2) Radio stations should also use social media Analytics. They should use social media analytics tools to examine metrics such as reach, engagement and sentiment analysis to

REFERENCES

- Ali, G., & Iqbal, M. A. (2016). Boosted NNE collections for multi cultural facial expression recognition. *Pattern Recognition*, 55, 14-27.
- Apuke, O. D. (2016). Social and Traditional Mainstream Media of Communication: Synergy and Variance perspective. *New media and MassA Communication*, 6, (19), 83-86.
- Ardilla, D. N., Rahmanto, A. N., & Sudarmo. (2022). Radio Mediamorphosis in Digital Age: Case study on Private Radios in East Java Joined Xspace Radio, 2, (1) 382-387.
- Ayankoya, K., & Calitz, A. P. (2015). A framework for the use of social media for political marketing: an exploratory study, 52, 1-19.
- Bal, T. F. (2022). "Sustainability challenges to radio in digital age", 14(7), 22-54
- Bauwens, R., Lievens, H., Wijnants, M., & Pike, C. (2019). Interactive radio experiences. *Proceedings of the 2019 ACM International Conference*, 26(6), 273-278.
- Berry, R. (2013). Radio with pictures: Radio visualisation in BBC national radio. *The Radio Journal*, 11(2), 169-184
- Boateng, R. O., & Amankwaa, A. (2016). The impact of social media on student academic life in Higher Education. *Global Journal of Human-Social Science: G linguistics and Education*. 16(4), 1-8.

- Bock, G., & Paxhia, S. (2008). Taking a stock of Today's experiences and tomorrow's opportunities. *Collaboration and social media*, 52, 1-66.
- Bonini, T., Fesnau, E., Perez, G. I., Luthje, c., Jedrzejewski, S., Pedroia, A., . . . Stiernstedt, F. (2011). Radio formats and social media use in Europe- 28 case studies of public service practice. *The Radio Journal- International Studies in Broadcast & Audio Media Volume 12 Numbers 1&2*, Pg 89-107.
- Chan-Olmsted, S. (2011). Media branding in a Changing world: Challenges and opportunities 2.0. *The international journal on media management* , 3-19.
- Cordeiro, P. (2012). Radio becoming Radio: Convergene, interactivity and broadcasting trends in perspectives. *Creative Education* 9(2),5-19.
- Dwyer, P. (2013). Online Radio: A social media business? *Handbook of social media management*, 25(3), pg 1-36.
- Emine, O. A., & Guzin, K. (2011). Mutual Interaction Of Radio World and Fan pages on Facebook. *International Journal of the Humanities*, 8(10), 255-285.
- Ferguson, D., & Greer, C. (2017). Semiotics of Radio Instagram, 25(1), 2-29.
- Finn, S. (1997). Origin of media exposure: Linking personality traits to TV, radio, print, and film use. *Communicatio Research*, 9(4), 507-529.
- Freeman, C. B., Klaczynski, J., & Wood, E. (2012). Radio and Facebook: The relationship between broadcast and social media software in the US, Germany and Singapore. *First Monday*, 31(4), 1-8.
- Fuchs, C. (2013). Class and exploitation on the internet, 14(2), 207-215.
- Gani N. A., Maulianza, M., & Mulya, M. R. (2019). Social media and Radio Broadcasting Integration to expand the Market Of I-Radio Jakarta. *International Conference on Economics, Management and Accounting*, 26, Pg 700-710.
- Gazi, A. (2011). Radio content in the digital age: The evolution of a sound medium. *Intellect Books*, 42(6), 28-35.
- Hermida, A., Fletcher, F., Darryl, K., & Logan, D. (2012). Share, like, recommend: Decoding the social media news consumer. *Journalism studies*, 12(5), 815-824.
- Kamau, S. C. (2013). Democratic engagement in digital age: youth, social media and participatory politics in Kenya. *South African Journal for Communication Theory and Research*, 31(6),128-148.
- Laor, T., & Steinfield, N. (2019). New Arenas or More of the same? Public and commercial Radio Stations On Facebook. *Journal of Radio and Audio Media*, 44(6), 25-61.
- Lynn, T. B. (1989). History Of Indian Arts Education in Santa Fe: The Institute of American Indian Arts With Historical Background, 1890 to 1962. *Western Historical Quarterly* , 13(6), 351-352.
- Makinen, M., & Kuira, M. W. (2013). Social media and post election crisis in Kenya. *Information and communication technology- Africa*, 58(7), 81-93.
- Martin, M. (2016). How social media has affected audience's direct participation in Spanish radio stations. *Radio, Sound and society*, 25(2), 90-99.
- Mcewan, R. (2019). Iwi radio in the era of media coverage. *Pacific Journalism review*, 82(6), 139-157.
- Mohammed, S. N., & Thombre, A. (2017). An investigation of user comments ion Facebook pages of Trinidad and Tobago's Indian music format radio stations. *Journal of Radio and Audio media*, 28(3),111-129.
- Moran, G., Muzellec, L., & Johnson, D. (2019). Message content features and social media engagement: evidence from the media industry. *Journal of product and brand management*, 42(8), 533-545.
- Moyo, L. (2012). A digital turn in radio: A critique of institutional and organizational modelling of new radio practice and culture. *Telematics and Informatics*, 25(5), 214-222.
- Newman, N., Dutton, W., & Blank, G. (2013). Social media in the changing ecology of news: The fourth and fifth estates in Britain. *International Journal of Internet Science*, 42(3), 25-48.
- Nwamuo, P. (2011). Media morphosis: Analyzing the convergence of Digital Media forms alongside African Traditional media. *World of Media*, 35(8), 45-64.
- Oloyede, F., & Elegu, A. A. (2020). Exploring Hashtag Activism in Nigeria: A case of End sars campaign. *Communication and media studies*, 23(6), 87-92.

- Olusola, A., Ibrahim, S., & Priscilla, G. (2017). An era of journalism transition in south Africa: Traditional media versus online media. *Taylor and Francis Group*, 28(4), 1-5.
- Perez, D. (2015). Radio and social networks: the case of sports programmes on Twitter. *Revista Latina de Comunicacion de Social*, 33(6), 141-155.
- Punnett, I. (2016). Digital is the future and the now: Emposium on Digital platform listening trends. *Journal of radio and audio media*, 18(3), 4-19.
- Rao, M. (2017). Mediamorphosis: Understanding New Media, 58(2), 49-50.
- Rauschnabel, P. A., Brem, A., & Ivens, B. S. (2015). Social Media Marketing and its implications for companies and marketing education. *Computers in human behaviour*, 12(2), 108-109.
- Ruggeiro, T. (2000). Uses and Gratification theory in the 21st century. *Mass communication and Society*, 25(4), Pg 3-37.
- Shaheed, N. M., & Avinash, T. (2017). An investigation of user comments on Facebook pages of Trinidad and Tobago's Indian Music Format Radio Stations. *Journal of Radio and Audio Media*, 25(5), 66-88.
- Silva, F., Colussi, J., & Rocha, P. (2018). Whatsapp as a tool for participation on Spanish radio: A preliminary study of the program Las Mananas on RNE. *Journal of Radio and Audio media*, 55(5), 26-48.
- Statista. (2023, February). *Global social networks ranked by number of users 2023*. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-a-number-of-users/>
- Suyanto, S., Latifah, K., & Muchid, M. (2022). Transfromation of radio technology in digital age. *Journal of communication*, 6(1), 115-130.
- Talaue, G. M., Alsaad, A., Alrushaidan, N., & Alhagail, A. (2018). The impact of social media on academic performance of selected college students. *International Journal of Advanced Information Technology*, 26,(6),27-35.
- Verma, N. (2012). Theatre of the mind. *Imagination, aesthetics and American radio drama*. .
- Warner, B., McGowen, S. T., & Hawthorne, J. (2012). Limbaugh's Social Media Nightmare: Facebook and Twitter as spaces for political action. *Journal of Radio and Audio Media*, 19(2), pg 257-275.
- Williamson, C., Rona, R. J., Simms, A., Fear, N. T., Goodwin, L., Murphy, D., & Leightley, D. (2022). Recruiting Military Veterans into Alcohol Misuse Research: The Role of Social Media and Facebook. *Telemedicine and e-health*, 44(6), pg 1-9.