

TITLE PAGE

**ROLE OF COMMUNICATION TECHNOLOGY IN IMPROVING WORK
EFFICIENCY OF AIT STAFF
(A STUDY OF AIT ABUJA)**

BY

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MC/2008/335**

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Certification

This is to certify that this work was approved and supervised in the department of mass communication, Caritas University Amorji, Nike, Enugu in partial fulfillment for the award of the B.Sc. degree in Mass Communication.

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Declaration Page

This is to certify that this work was approved and supervised in the department of mass communication, Caritas University Amorji, Nike, Enugu in partial fulfillment for the award of the B.Sc. degree in Mass Communication.

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Date

Dedication

I dedicate this project to God Almighty for His undying love and to my wonderful parents for their unalloyed support.

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All thanks to God Almighty, for his mercies and everlasting love,I am indebted to my supervisor for his painstaking effort in putting me through this study and to my Head of Department Dr.Regina Acholunu for her Leadership qualities and advice.

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Abstract

The study role of communication technology was carried out to ascertain the role it plays to improving work efficiency of AIT staff. Newsroom yesterday and today are far flung difference when it is yesterday, was of traditional analogue method and today it spins around communication technology. Through the findings made in this study, AIT newsroom has evolved from a simple text based wire browsing, script and random editing system. It has become a multimedia workflow engine that spans well beyond newsroom floor, to digital newsroom which have reinforced their broadcast quality and drive value. To supports the study, related literatures were reviewed on the role newsroom communication technology play to improving work efficiency. Also for validity, the Diffusion theoretical framework was used. The study explicitly provides the objectives of the study, statement of Research problem and hypothesis. The significant of the study is buttressed by the findings through the data obtained from the research population size. The analysis was done and presented using the survey sample method and simple tables. Most importantly, summary of findings were made, conclusion drawn and recommendation made which shows that AIT newsroom communication technology has played a vital role towards improved work efficiency of the staff.

CHAPTER ONE

Introduction

1.1 Background of the Study

Newsroom yesterday and today are far flung different. What it is yesterday was of Traditional method and today it spins around communication technology. It is on this premise, this study is out to find, if communication technology has actually brought about any significant change towards improving work efficiency of African Independent Television (AIT) Staff compared to what it is like before the use of communication technology in Newsroom.

Therefore, News room is seen as a floor where day to day activities of journalist takes place. It is always buzzing with shouts of we are behind programme schedule time, Reporters and Camera men trying to tie loose ends of news materials to beat deadlines.

Furthermore, Newsroom before the age of communication technologies operates mainly on analogue form, a model where journalists make use of the shots from Camera to script news items and bulletin schedules were done manually, etc.

Also, in today's communication technological driven age, computers are seen in newsroom, teleprompters are used, journalist have access to cable television Channels, internet facilities and social media engines to monitor happenings in and around their environment. Beats reporters can communicate live via mobile telephones to newsroom staff for immediate update of news materials.

Moreso, newsroom today spins around multifaceted communication technological gadgets. But the role these gadgets play will help us to understand if it improves work efficiency of staff especially in African Independence Television, (AIT).

African Independence Television as a media outfit, in brief came to existence due to the clamour for private broadcast media in Nigeria. African Independent Television was born in 1992 when the Nigerian Government promulgated Decree No. 38, which deregulated the ownership of the electronic media in the country allowing the participation of private people to own and operate license for media outfit.

Sequel to this, Chief Raymond Dopkesi, owner of Daar Communication after obtaining license to operate private broadcast media started full blown operation in 1994.

However, according to Dopkesi vision statement for Africa Independent Television (AIT) 1993 speech paper, he said, AIT has a unique mission which is, that of sharing the Africa experience with the wider global communities. He went further, to say that this vision statement cannot be achieved except through vigorous upgrade and deployment of communication technological gadgets.

Therefore, it is pertinent to note that this study is out to find out, what role communication technology has played in newsroom to improving efficiency of African Independent Television (AIT) Staff in recent times. From the aforementioned since the mission statement of AIT, is anchored on the objective of

sharing the unique African experience with the World which is to enhance global understanding through an untainted appreciation of African and its people.

AIT, therefore, is motivated by unique altruistic aim to promote a methodically reduction of tension and friction and foster a greater appreciation of humanity, it is committed to the bridging the gap in global communication perspectives which places Africa at the ruthless mercy of Western perception untainted, undiluted and absolutely original. Therefore, African Independent Television intends to offer the world a new insight into the African experience.

1.2 Statement of Research Problem

Here, effort is made to understand so far, the role of communication technology in newsroom had played or playing to improving work efficiency of AIT staff towards achieving or attaining the mission statement “Share the African experience in general. According to Terngu and Tennenge (2007,P. 27) revealed magic of communication technology tools, stating that they cover a bewildering array of inter connected forms of electromagnetic technologies, such as microelectronic optic fiber, satellite video discs, telex, and data storage mechanism all for journalist usage in newsroom.

The question therefore, is whether these communication technological gadgets have aided in improving staff efficiency in newsroom. To establish the role communication technology in AIT newsroom is playing and to what extent has it improved work efficiency of the staff.

1.3 Objectives of the Study

However, the objectives of the study were as follows:

1. To find out if the staff of AIT ABUJA have access to computer gadgets.
2. To find out if the staff of AIT are computer literate.
3. To determine the challenges associated with the application of computer technology.
4. To determine if communication technology in AIT Newsroom have improved work efficiency of staff.

1.4 Research Question

1. Do the staff of AIT ABUJA have access to computer gadgets?
2. Do the staff of AIT ABUJA have the required knowledge and skills in using computer gadgets?
3. What are the factors militating against the application of computer technology in AIT ABUJA Newsroom.
4. How have Newsroom Communication Technology improve work efficiency of AIT ABUJA.

1.5 Hypothesis

Ho: The Staff of AIT ABUJA does not have access to computer gadgets.

Ho: The Staff of AIT ABUJA does not have the required knowledge and skills in using computer gadgets.

Ho: Newsroom communication technologies have ineffectively affected work efficient of AIT Staff ABUJA.

1.6 Scope of the Study

For clarity and concise, this study is basically a study on AIT Abuja newsroom communication technology and the role of it to improving work efficiency of Staff

1.7 Significance of the Study

Effort is made in this study to find out whether newsroom communication technology have improved work efficiency of AIT staff in actualizing or attaining the goal of its mission statement of sharing the African experience.

Also, show to a large extent the impact of communication technology and its utilization by staff of the AIT.

1.8 Operational definitions of significant terms:

It is of importance to define most terms used in the study for clearer understanding.

1. **Newsroom:** A newspaper office or radio or television station, where news stories are scripted and edited. AIT ABUJA special room for News editors, and news reporters, used for housing those involved in news coverage and packaging.
2. **Communication:** The exchange of thoughts, messages, or information, as by speech, signals writing or behaviour.

3. Technology: The methods and tools of AIT ABUJA News Room Staff developed by AIT Newsroom Abuja to facilitate the solution of its practical problems in their Newsroom.

CHAPTER TWO

Literature Review

2.1 Introduction

For clarity of this study, effort is made to review relevant work on the role communication technology plays, review of AIT Newsroom and to provide relevant theory to underpin the work for better understanding of the study.

2.2 Review of Concept

The concepts reviewed in the study were as follows: The concept of communication technology, AIT Newsroom Communication gadgets and its role.

2.2.1 Communication Technology

The concept of Communication technology as regards its meaning, according to Agudosy (2007,P. 329) states that communication technology is information and technology combined information alone is disseminated by communication which is made feasible by ancillary technology”.

He said, information is the message that is received by the recipient in the process of communication. Communication is any process in which people share information, ideas and feelings. To buttress this, Bittner (1991, P. 118) observed that “Mass Communication evolved from fundamental process of human Communication through verbal and written symbols but due to technology, communication can be send around the world into space”

Also, technology according to Kirkpatrick et al (1982, P. 324) described it as “the process of combination of telecommunication and computer technology in relaying, retrieving and storing of information. Furthermore, Agba (2001, P. 91) said that, technology comprises satellites, microwave technology cable television, electronic news gathering (ENG), the internet of World Wide Web dot engine (www.) and so on.

Moreso, according to Terngu and Fernege (2007: 278) observed that communication technology involves electromagnetic technologies such as micro circuiting devices, micrographic, holography memory, microelectronics optic fiber, satellite video dishes, telex, video phones and micro processors.

Therefore, communication technology is the use of electronic gadgets that aids the free flow of information from a particular point to another, faster, timely and cheaper.

2.2.2 AIT Newsroom

Newsroom does a lot more today than they have ever done. African Independent Television Newsroom computers system has evolved from a simple text based wire browsing script and rundown editing systems. It has become a multimedia workflow engine that spans well beyond the newsroom floor, to digital newsroom which has reinforced their broadcast quality and drive value.

The role of communication technology in AIT newsroom, have an enhanced news operating systems model that is faster, cheaper and more efficient. Workflow

of paper and tape is done through computer system which allows for wire stories, scripts and rundowns unlike telex machines. These have ensured the distribution of wire stories and facilitated simple editing of scripts. The developments of electronic news system in AIT newsroom have helped to achieve dynamic communications between newsroom computer systems and news production system, using tapes electronic news gathering (ENG). The computing power storage of video materials on computer hard drives than on video tapes makes storage a lot easier.

African Independent Television 3G newsroom is key to massive productivity gain, by merging media production and meta data intake into a single workflow brings leveraging that combines the benefit of central media warehousing, integrated workflow, easy to use production tools and automated broadcast and distribution. With this, AIT newsroom staff can convert news stories and clips into corporate assets that can be redistributed over more and more delivery platforms.

More importantly, AIT staff has been empowered with the tools of newsroom communication technology to do what they do best delivering the most accurate news, faster and a lot easier at a blink.

2.3 Review of Related Studies

This study will examine related studies for more clarity, precision and for its authenticity. **A review of Oliver & Chapman (1990)** *a paper presented on the Roles of Communication Technology in Newsroom* observes that News room communication technology, have solely to improve efficiency of journalist as

regards day to day activities involving the creation, storage manipulation and communication of information together with their related methods, management and application.

They went further, to say that these news room technology have make job extremely fast, using computer driven means and processes involved in obtaining, storing, editing, retrieving, packaging and feedback mechanized which have significantly increased work efficiency of journalist inreacting out to the larger audience, a way more fascinating, addictive with aesthetic laden news contents.

The role newsroom technology play on its users hasled to improve efficiency in the discharge of duty. However, analyzing role newsroom communication technology have to improving work efficiency of staff, Nwogu (2006, P. 84) opined that technology brought a complete change in condition, methods, systems and processes that the radical elimination of the old information system characterized by slow analogue technology substituting them with the 3G fast machines and replacement of typewriters with computers systems, analogue telephones to digital telephones and postal systems with the electronic smart social media chat engines.

Nwogu, stressed that with all these, newsroom staff ought to experience a lot more effective means of doing their work. Interestingly, Emeani (2004, P. 97) said, newsroom technology have become increasingly perfect, easy, timely, efficient and satisfactorily through the application of newsroom communication technology in which internet and satellite are playing leading roles.

Gralla, (1999, P.19), *Essays on Internet Broadcasting*, explained that entirely, Newsroom technology in broadcasting covers the Internet, that media outfits stream their live programmes over the internet and one can view it from his or her browsers or by using the social media such as facebook.

What this means is that sounds, videos are now everyday part of the broadcast outfit, through the internet producing the exact programmes that viewers best desires for.

Also, **Agba, P, (2002),** *New Communication Technologies in Newsroom*, observes that the importance of the internet to broadcast stem from the fact that this innovations provides an avalanche of information that forms the backbone of programming.

Since, the internet is the epitome of information verities. Its application to broadcasting means increasing the volume of information. It therefore, shows that the aid of newsroom Communication technology such as the internet protocol platform has helped in broadcasting which has brought an increased volume of information to the public.

According to **Adamu (2007. P, 225),***Merits of Communication Technology*, stated that Information Communication Technology has helped practitioners and viewers alike to schedule consumption time of programmes and content, also made production and post production less expensive and have allowed unlimited possibilities of altering News or programme contents. With these, Newsroom

Communication Technology has played a vital role towards improved work efficiency of newsroom producers

Furthermore, **Surry and Farquair (1997)**, *Diffusion Theory and Instructional Technology*, explained that, Digital Media System has introduced concepts such as user rights management allowing systems administrators to define cues and to specify who could access what.

This has facilitated the job of Journalists to achieve dynamic communication between Newsroom Computers Systems and News Production Systems. They went further to explain that in Newsroom suit, journalists and producers were allowed to drive things themselves from the newsroom computed system, they could control and trigger this system for optimal use in dissemination of information.

In addition, digital media has made one news production system to another as seamless as possible, which is more than the days news bulleting which combines the control media warehousing, integrated workflow easy to use production tools and automated broadcast and distribution.

With these, Farguar and Surry said were the key to massive productivity gains. In so doing, broadcast outfits can convert News stories and clips into co-operate assets that can be redistributed over more and more delivery platforms. More, importantly, Journalist empowered with this tools, need to do what they do best, delivering the most accurate news faster and cheaper than to the usage of analogue newsroom system.

Therefore, in newsroom communication technologies, Agba (2004, P. 155) observed that technology aided devices have made newsroom production highly productive making sharing of news and information across the globe a lot easier, clearer, faster and cheaper.

2.4 Theoretical Framework

This study, is examining role communication technology play to improving work efficiency in newsroom is related and underpinned to Diffusion theory, due to its relevance towards given the study its desired meaning and backing.

According to Rogers (1995, P. 35) defined diffusion theory as “the process by which an innovation is communicated through certain channels over time among the members of social systems’

He described, an innovation as any new idea, practice or object considered new to an individual. Rogers explained further, that a technology is a design for instrumental action that reduces the uncertainty in the cause-effect relationships involved in achieving a desired outcome. He stressed that a technology is information, not just equipment. Most technologies have hardware and software components. The hardware aspect consists of the tool that embodies the technology as a material or physical object and the software aspects consist of the information base for the tool (Rogers, 1995:, P. 14).

Also, based on Rogers definitions, newsroom communication technologies includes hardware and software component used by individuals to receive and

disseminate message (e.g. newspaper, magazines, radio, television, film and internet). Software components include the myriad of resources of (books, videos, CD-Roms, Instructional activities etc), for effective newsroom productions.

Moreso, its application in newsroom according to Surry and Fargular (1993, P. 21) is adopted based, user-oriented that is focused generally on performance level and measure the adopters perception. Therefore, they stressed that diffusion theory as a framework, helps media practitioners to adopt the usage of technologies, its users – friendly oriented model accounts for factors that improves work efficiency through communication channels.

2.5 Summary

From the foregoing, effort is made to review related concepts, review of literature and provision of theoretical framework to underpin the study and to clearly understand the role of communication technology in improving work efficiency of AIT staff a study of its newsroom.

Review of concepts and literature has given apt understanding that newsroom technologies play a vital role in improving work efficiency. According to Oliver and Chapman said, newsroom technology have made news production extremely fast, using computer driven means and process involved in obtaining, storing, editing, retrieving, packaging and feedbacks mechanism more effective in dishing out far more fascinating and aesthetic laden news programs. Also, due to

the application of the diffusion theory, it is noted that this theory aptly covers this study.

In conclusion therefore, according to Surry and Fargular, stressed that, diffusion theory as a framework helps media practitioners to adopt the technology, because its user friendly oriented model accounts for factors that improve work efficiency through communication channels.

CHAPTER THREE

Research Methodology

3.1 Introduction

In this chapter, effort is made to discuss the method used to sample data, Research design and the population of the study for a clear understanding of this study.

3.2 Research Design/Research Technique

Amongst various research designs available the survey research design is used for more clarity of the study. The study is aimed at getting answers towards the role communication technology plays in newsroom to improving work efficiency of African Independent Television (AIT) staff.

The research work, a study of AIT Abuja Newsroom communication technology, data gathered from sampled population of staff, through an open-close ended item instruments will be analyzed and presented to give the study its validity.

3.3 Population of the Study

The research population was drawn from AIT staff in Abuja totaling one hundred and twenty (120). This figure was got from Administrative Department of AIT Abuja media outfit.

3.4 Sampling Technique

The simple technique used in the study to obtain data is through the simple random sampling. Representatively, out of the 120 population size of AIT staff Abuja, comprising of six (6) departments as follows, News, Engineering, Administration/ Finance, Programmes / Production and Marketing Department respectively.

Through the simple sampling technique four departments consisting of Head of news, Reporters, Camera men, Head of Marketing, Engineers, Line Producer etc, out of the six were selected as follows:

- News Department
- Engineering Department
- Program/production department
- Marketing Department

These selected four departments, is made up of 20 staff out of the total 120 population size. Therefore, based on the sample technique used (i.e. random sampling/analyses, data presentation and interpretation were presented using the population size of 20 staff of the four department selected out of the 120 staff of the six departments.

3.5 Method of Data Collection

In this study, effort is made to present the method used to obtain data. Out of the 120 staff of AIT Abuja, 20 of the Staff represented that respondent's size that

gave answers to the item presented. The answers obtained will be presented and analyzed.

3.6 Technique/Method of Data Analyses and Presentation

Here, data obtained will be presented and analyzed in table form, that shows the population and percentage of the respondents answers to the item and also, testing of hypothesis used in the study.

CHAPTER FOUR

Data Analysis and Presentation

4.1 Introduction

Presentation and data analysis was done using tables, percentiles, and demographic, representation of the respondents. Effort is made to present data, analyze the data, testing of hypothesis and discussion of findings using tables to depict the demographic data, frequency and percentile of the respondents used in the study.

4.2 Data Analysis and Presentation

The data presentation and its analyses are as follows:

Table 1: sex

Responses	Frequency	Percentage (%)
Male	8	40
Female	12	60
Total	20	100

Table 1 shows that out of 20 respondents, 8 were males representing 40%, while 12 female representing 60%.

Table 2: Age

Responses	Frequency	Percentage (%)
18-30	5	25
30-42	6	30
42-54	6	30
54-above	3	15
Total	20	100

Age presentation shows that 5 (25%) were between 18-30years of age 30-42, 42-54 and 54-above years of age were 6, 6, and 3 representing 30%, 30% and 15% respectively.

Table 3: Occupation

Responses	Frequency	Percentage (%)
Reporters	6	30
News Editors	2	10
Broadcasters	2	10
Camera Men	4	20
Marketers	2	10
Electrical Engineers	2	10
Computer Scientists	2	10
Total	20	100

Above table shows that 6 were reporters representing 30%, News Editors were 2 with 10%, Broadcasters were 2 showing 10%, the Camera men 4 (20%), marketers totaling 2 (10%) while both Electrical Engineers 2 and computer Scientist 2 represents 10% and 10% respectively.

Table 4: Marital Status

Responses	Frequency	Percentage (%)
Single	12	60
Married	6	30
Divorce	2	10
Total	20	100

In this table 12 representing 60% were single, 6 were married showing 30% while Divorcee were 2 with 10%.

Table 5: Do you have a Computer Gadget?

Responses	Frequency	Percentage (%)
Yes	17	85
No	3	15
Total	20	100

Table 5 shows that 17 respondents representing 85% have computer gadgets and 3(15%) do not have

Table 6: How often do you have access to it?

Responses	Frequency	Percentage (%)
Very often	10	50
Often	7	35
Not very often	2	10
None	1	5
Total	20	100

The table 6 shows that 10 respondents representing 50% very often have access to computer gadgets, while 7 and 2 representing 35% and 10%, often and not very often have access to it respectively, while 1 respondent representing 5% have no access to it.

Table 7: Are you computer literate?

Responses	Frequency	Percentage (%)
Yes	17	85
No	3	15
Total	20	100

Table 7 showed that 85% of respondents were computer literate while 15% were not computer literate.

Table 8: How would you rate your computer skills?

Responses	Frequency	Percentage (%)
Excellent	6	30
Very Good	7	35
Good	5	25
Fair	2	10
Total	20	100

Table 8, depicts that 6 respondents representing 30% rated their computer skills to be excellent ,7 representing 35% were very good while 5 and 2 representing 25% and 10% rated it to be good and fair respectively .

Table 9: How did you acquire your computer skills?

Responses	Frequency	Percentage (%)
In-house Training	8	40
Self Study	3	15
Formal Training	7	35
Trial & Error	2	10
Total	20	100

The table 9, showed that 8 respondent representing 40% acquired their computer skills through the in-house training, 3(15) through self study, while 7 and 2 representing 35% and 10% acquired it through formal training and trial and error methods respectively.

Table 10: Are there any challenges associated with the application technology?

Responses	Frequency	Percentage (%)
Yes	10	50
No	10	50
Total	20	100

In this table it clearly showed that 10(50%) respondent indicated that there were challenges while 10(50%) said there were no challenges associated with the application technology.

Table 11; If yes Specify?

Responses	Frequency	Percentage (%)
Inadequate Funding	5	25
Epileptic Power Supply	8	40
Technical know how	5	25
lack of Training	2	10
Total	20	100

Of the above Table 11, 5 representing 25% of the respondents specified that inadequate funding affects the application of technology, 8(40%) specified epileptic power supply while 5 and 2 representing 25% and 10% also specified lack of technical know how and lack of training as challenges that affects the application of technology respectively.

Table 12: Is the use of computer technology relevant?

Responses	Frequency	Percentage (%)
Yes	20	100
No	-	-
Total	20	100

This table showed that 20 of the respondents unanimously agreed that the use of computer technology is very much relevant in Newsroom.

Table 13: Give reasons to have acquired the skills?

Responses	Frequency	Percentage (%)
To acquire information	5	25
To process information	3	15
To store information	5	25
To retrieve information	2	10
To disseminate information	5	25
Total	20	100

This table clearly depicted that, 5,3,5,2, and 5 of the respondents representing 25%, 15%, 25%, 10% and 25% gave these reasons why they acquired the skills which were as follows, to acquire information, to process information for storage, to retrieve and to disseminate information respectively.

Table 14, How has Newsroom communication technology improved your work efficiency?

Responses	Frequency	Percentage (%)
Most effectively	18	90
Ineffectively	2	10
Total	20	100

Table 14 clearly showed that of the 20 respondents, 18 representing 90% acknowledged that Newsroom Communication Technology have most effectively improved their work efficiency while 2 representing 10% were of the opinion that it has ineffectively not improved their work efficiency.

Table 15, Has Staff achieved AIT mission statement “sharing the African experience with the world” with the usage of newsroom communication technologies?

Responses	Frequency	Percentage (%)
Yes	11	55
No	5	25
Indifferent	4	20
Total	20	100

Here the table depicts that 11(55%) respondents affirmed that staff has achieved the AIT mission statement through the usage of its newsroom communication technologies, while 5 (25%) said No and 4(20%) of the respondents were indifferent.

4.3 Testing of Hypothesis

Statement of Hypothesis

Here testing is done through the application of Chi-Square

formula $X^2 = \sum \frac{(f_o - f_e)^2}{f_e}$, to underscore the critical points as follows:

Test on Hypothesis Table 14

Ho: newsroom communication technologies ineffectively affected work efficiency of AIT Staff.

Responses	Frequency	Percentage (%)
Most effectively	18	90
ineffectively	2	10
Total	20	100

$$\begin{aligned}
 f_e &= \frac{18 + 2}{2} = \frac{20}{2} = 10 \\
 \text{a. } &\frac{(18 - 10)^2}{10} = \frac{(8)^2}{10} = \frac{64}{10} = 6.4 \\
 \text{b. } &\frac{(2 - 10)^2}{10} = \frac{(-8)^2}{10} = \frac{64}{10} = 6.4 \\
 \therefore X &= 6.4 + 6.4 = 12.8
 \end{aligned}$$

Implies the calculated value is 92

Degree of Freedom (R-1)(c-1)

$$(2-1)(2-1)$$

$$1 \times 1 = 1$$

The degree of freedom in Chi-square table of values of 1 is 3.84. Thus, since calculated value is greater than the critical value the Null hypothesis is rejected.

Decision: Since the Null hypothesis is rejected, the calculated value of 92 is accepted which shows that newsroom technology has improved work efficiency of AIT Staff Abuja.

4.4 Discussion of Findings

Here, for clarity of purpose, efforts are made to discuss every research question in this study. From the foregoing, it is noted that, AIT staff cutting across four departments; newsroom, Engineering, Programming/production and marketing department representing 20 respondents provided answers to the research items used.

Research question 1, do the staff of AIT ABUJA have access to computer gadgets?

From the data presentation and analysis, tables 6 and 7 revealed that 17 respondents representing 85% have computer gadgets while 3(15%) do not have. Also in table 7, 10 respondents representing 50% have access to computer gadgets very often, 7 representing 35% indicated having access often, while 2 and 1

respondents representing 10 and 5 percent said not very often and non at all respectively clearly answered the research item 1.

Research question 2: Do the staff of AIT ABUJA have the required knowledge and skills in using computer gadgets?

Tables 7,8 and 9 answered this research item which showed that table 7 85percent of the respondents were computer literate as against 15%. while in table 8, 6 respondent representing 30 percent have excellent computer skills, 7 and 5 representing 35 and 25 percent were very good in the use of computer gadgets as against 2 (10%) that have little skills and knowledge of computer. Also on been knowledgeable, table 9 showed that 40 percent of the respondents acquired the knowledge through in-house training, 15% through self study and 35% through formal training as against 10 percent that acquired the knowledge through trial and error methods.

Research question 3: What are the factors militating against the application of computer technology in AIT ABUJA Newsroom?

Tables 10 and 11 showed, that 50% of the respondents in table 10 said that there were challenges affecting the application of newsroom technology. However in table 11 the respondents outlined these challenges as follows: inadequate funding, epileptic power supply, technical know how and lack of training representing 25%, 40%, 25% and 10% of the respondents accordingly.

Research question 4: How have Newsroom Communication Technology in AIT Newsroom Abuja improved your work efficiency?

Tables 12,13 and 14, clearly showed that table 12, 20 of the respondents representing 100 percent unanimously agreed that newsroom communication technology is of importance and relevance. According to table 13, the respondents gave reasons to have acquired the skills as follows: To have knowledge, to process information, store it, retrieve the information and above all to effectively disseminate information through the mass media channels to its audience.

More so, table 14, 18 respondents representing 90 percent of the population attested to the fact that communication technology in AIT Newsroom has most effectively improved their work efficiency as against 10 percent which said otherwise.

In conclusion, the hypothesis calculated and analyzed showed that a greater calculated value buttressed the fact that the Null hypothesis was rejected which showed that newsroom communication technologies plays a vital role indeed, especially according to hypothesis, depicted clearly that calculated value of 92 as against critical value of 3.84, supportably, that newsroom communication technologies has greatly improved work efficiency of AIT staff against the Null hypothesis that was rejected.

CHAPTER FIVE

5.1. Introduction.

In this chapter effort is been made to clearly and aptly summarize the findings, conclusions made, recommendations and suggestion for further studies for the validity of the research work.

5.2. Summary of the Findings

The sole purpose of the study is to ascertain role of communication technology to improving work efficiency of AIT staff, a study of AIT Abuja.

It has been established through the findings that the AIT newsroom is equipped with communication technologies and has far reachingly improved work efficiency of the staff for the singular purpose thereof. The mission statement of AIT as a mass media television is **“SHARING THE AFRICAN EXPERIENCE WITH THE GLOBAL COMMUNITY”** as a goal has been attained.

Also, findings in the study have proved that newsroom communication technology is user friendly, fast, timely, easy to use, and immediate. The process of storage, retrieval, editing, packaging, and feedback mechanism were made more effective in dishing out far more fascinating and aesthetic laden newsroomprogrammes to the wider global viewers.

More so, in table 14, 18 respondents representing 90 percent of the population attested to the fact that communication technology in AIT Newsroom

has most effectively improved their work efficiency as against 10 percent which said otherwise.

Therefore, the findings in the study has given credence to the fact that newsroom communication technology has improved work efficiency of AIT staff in the discharge of their duties as the watchdog of the society and as the fourth estate of the realm thereby informing, educating, and entertaining, thus the sharing of the African experience to the global community.

5.3. CONCLUSION

From the forgoing, the study has shown that newsroom communication technology has played a vital role towards improving work efficiency of the AIT staff Abuja.

These has lend credence to the fact that newsroom communication technology has made programmes faster, timely, immediate, user friendly, does not cause distraction. However, the respondents indicated that they acquired the relevant skills and reasons were to effectively disseminate information and to process such information for easy storage and retrieval for use at any given time.

Also, the study has buttressed the point that, AIT newsroom communication technology has effectively improved work efficiency of the staff and a paradigm shift from analogue to the present 3g communication technology newsroom work flow system making the journalism profession more exciting.

With the 3g newsroom communication technology gadgets, viewers can have live streaming of news, events and happening with their smart phone and not always waiting to get home to the television sets.

Therefore, with the AIT newsrooms communication technology that is in place has helped bridge the technological divide thereby,boostingly and satisfactorily helped in the attainment of it mission statement goal ”sharing the African experience with the global community by changing the global perspectives which places Africa at the ruthless mercy of western perception.

In summary, in recent times, the news that was all over the world of two Brits that shot a fellow citizen in London was widely reported to be citizens of Nigeria, which were not just because they bear a name that is of Nigeria root.

Perhaps, this wrong perception was streamed all over the world by AIT, to correct such ruthless negative reportage by the Western media, and this singular feat would not have been possible if not with the aid of communication technologies in their newsroom.

5.4 Recommendation

To this end, the study, has shown that newsroom communication technology has greatly improved work efficiency of AIT staff Abuja, in effectively carrying out the mass media role in the society.

Therefore, the following recommendation where made as follows:

African Independent Television management should help on out sourcing its newsroom communication technology to other local television media outfit in the country still operating analogue newsroom system.

AIT Media management should carry out a massive campaign to educate the rest Nigerians of non – media practitioners on how to make use of their smart phones on participatory media practice via social media with its 3G news room communication technology to report live news happenings in their various domain.

Again, government should come up with a regulatory policy on this participatory feedback mechanism to ensuring truthful and factual reportage of the non mediapractitioners’ usage of the social media to curb abuse.

Proactively, Africa independent television (AIT) management should set up a trust fund, specifically for immediate acquisition of any latest newsroom communication technology to upgrade existing ones.

In conclusion, the recommendation made above in this study if carried out would not only continue to improve staff efficiency in the discharge of their mass media responsibilities but most importantly help to engaging Nigerians that are on the social media platform to monitor their various environment and its reportage for security purposes.

5.5 Suggestion for further studies:

The research study has shown that logistics in terms of money were fundamental, also suggest that any further studies of this scope, one ought to have resources available and above all, for further study, role of social media blogs, usage and mass media channels.

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APPENDIX A

Caritas University
Amorji – Nike
Enugu State
January 2013

Dear Respondent,

I am a student of Mass Communication Department above named University carrying out a study on the Role of Communication Technology, in Improving Work Efficiency of AIT Staff. (AIT) Newsroom Communication Technology Abuja).

I humbly implore you to provide answers to the items strictly for the purpose of the study.

Thanks in a million and looking forward for your kind co-operation.

Yours sincerely,

OkoloChidinmaEloho

QUESTIONNAIRE

Please carefully go through the questions below and tick (√) on the appropriate answers.

SECTION A: PERSONAL INFORMATION

1. Sex

- a. Male ()
- b. Female ()

2. Age

- a. 18-30 ()
- b. 30-42 ()
- c. 42-54 ()
- d. 54-above ()

3. Occupation

- a. Reporter ()
- b. News Editor ()
- c. Broadcaster ()
- d. Camera Men ()
- e. Marketer ()
- f. Electrical ()
- g. Engineer ()

h. Computer Scientists()

4. Marital Status

a. Single ()

b. Married ()

c. Divorce ()

SECTION B: The following are a number of questions on Staff perception about the Role of Communication Technology in Improving Work Efficiency of AIT Staff. Tick on the appropriate answers or fill the gap where necessary.

1 Do you have a computer gadget?

a. Yes ()

b. No ()

2. How often do you access it?

a. Very often ()

b. often ()

c. Not very often ()

d. None ()

3. How did you acquire your computer skills?

a. Staff in-house training ()

b. Self-study ()

c. formal training ()

d. Trial and Error ()

4. Are there any challenges associated with the application technology?

a. Yes ()

b. No ()

5. If yes specify?

- a. Inadequate funding ()
- b. Technical know house ()
- c. Epileptic power supply ()
- d. Lack of training ()

6. Is the use of computer technology relevant?

- a. Yes ()
- b. No ()

7. Reasons to have acquired the skills?

- a. To process information ()
- b. To store information ()
- c. To retrieve information ()
- d. To disseminate information ()

8. Are you computer literate?

- a. Yes ()
- b. No ()

9. How would you rate your computer skills?

- a. Excellent ()
- b. Good ()
- c. Fair ()

10. How has computer technologies improved your work efficiency?

- a. Most effectively ()
- b. ineffectively ()

11. Has Staff achieved AIT mission statement “sharing the African experience with the world” with the usage of newsroom communication technologies.

- a. Yes ()
- b. No. ()
- c. Indifferent ()