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News is investigated, providedthroughreporters and are disbursed to numerousshopsthruinformation agencies.News is often reported by a variety of sources, such as newspapers, television and radio programs, wire services, and web sites. Reporters convey events in-depth, critically analyze and present contextual information, and make sure it is put out to their audience in an easily digestible and understandable format. Under no circumstance should the press and government become institutional partners.

Occasionally, newspapers attempt to justify their acceptance of gifts or services by reporting a scenario in favor of a particular group or political party (Seema Hasan, 2013). Originally, a newspaper has no right to be captious, or partisan, or untruthful, or bigoted, or whatever else its conscience allows it to be. In newspapers, fair and balanced reporting is required in accordance with information that is accurately presented.

Every news story is supposed to be timely, prominent, current, and have impact on its readers etc. (Seema Hasan, 2013) Reporters are advised to make use of the inverted pyramid style, storytelling style, personalized approach or chronological news writing style, answer the 5w's and H in the lead, write in sensational tones and give factual information(Seema Hasan, 2013).

In reporting politics, a reporter has to study the meaning and importance of the parties' slogan, mission and vision. There is also need for him to know the various electoral laws, rules and regulation that guide political activities and activism. Every reporter is supposed to be familiar with the leadership structure, organs of administration, national and state electoral institutions, and the limit of their functions and powers (OrijiOgbonnaya, 2014).

A COMPARATIVE STUDY OF NEWS COVERAGE ON 2019 KOGI AND BAYELSA GUBERNATORIAL ELECTION IN ONLINE NEWSPAPER AND NEWS BLOGS.

BY

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A PROJECT REPORT SUBMITTED TO THE

DEPARTMENT OF MASS COMMUNICATION,

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MOUNTAIN TOP UNIVERSITY, OGUN STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELLOR OF SCIENCES (B.Sc. HONS) IN MASS COMMUNICATION, NIGERIA.

November 2020.

CERTIFICATION

I certify that Isioma Iweriebor Eugina carried out this work at the Department of Mass communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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(Supervisor)

Mrs Sholabomi Richard

………………………………..

(H.O.D)

Dr Babatunde Oni

DECLARATION

I hereby declare that this project report written under the supervision of Mrs. S.F Richard is a product of my own research work. Information derived from various sources have been duly acknowledged in the text and a list of references provided. This research project report has not been previously presented anywhere for the award of any degree or certificate.

DEDICATION

This project is dedicated to the Almighty God.

ACKNOLEDGEMENTS

My profound gratitude goes to the Almighty God for the successful completion of this work. I thank him for granting me the wisdom and knowledge to complete this research and for the successful compilation of this project. My sincere appreciation goes to my parents, Mr andMrs. Iweriebor, I would not have completed this programme without their support spiritually, physically, financially, and psychologically. I appreciate the management and all members of staff of the Mountain Top University. I am indebted to my supervisor, Mrs S.F Richard, for her relentless support, comments, encouragements and guidance despite her busy schedule. I also appreciate the Head of Department, Department of Mass Communication, Dr B.O Oni for his contributions and suggestions. I appreciate all the lecturers in the Department of Mass Communication, especially   Dr C.A Mbaka, Dr Kenneth Udeh and Dr M.O Oriola for their kind support, encouragement and for believing in me. I owe a lot of gratitude to all staff and student of the Mountain Top University, especially the following, Pastor O.F. Adesina, Dr O.A Young, Pastor O, Mr Babamesi, Mrs Gbenle, Aluko Faith, Chidebelu Chinaza, Raji Precious, Adeyemi Charles, Oyedepo Boluwatife, Multallab Mariam, Ebotha Ruth, Akande Adeola, Henry Divine, for providing purposive guidance at all times during my studentship. To everyone who contributed to this project in one way or the other, I say a very big thank you.

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ABSTRACT

The study examined a comparative study of news coverage on 2019 Kogi and Bayelsa gubernatorial election in online newspapers and news blogs. Secondary data gotten from online news sites and new blogs were used to analyze the research Furthermore, Articles description using frequency counts and simple percentages were presented. Findings of this study therefore provide perception into the study of news coverage on 2019 Kogi and Bayelsa gubernatorial election in online newspaper and news blogs. Findings show that, which aims to determine the level of prominence attached to news reported on the gubernatorial election by the selected news blog and newspapers. Findings show that articles across blogs and newspapers both show considerable high level of prominence when reporting the political issues related to Kogi and Bayelsa gubernatorial election. However, majority of the Blog news attached high level of prominence in reporting their news while Newspaper articles are characterized with moderate to high level of prominence. These findings are in line with Rachel Gibson (2013), who found that blogs have emerged as news sources of increasing significance and there have been occasions when they can be influential in setting new agendas. She also concluded that, some blogs have also emerged as reliable source of information in some specialized areas.

The research adopted the use of social responsibility theory, which explains audience preference according to convenience and availability. It further provided perception as to the extent to which each of the research question and research objective through the graphical corroboration and provides an affirmation of the extent to which the variations in the dependent variable are caused by the independent variables. The study concludes that this news reported on Newspaper site have high standard news style compared to those reported on the blog. This is evident because professional journalists are those that report this news on Newspaper site.

Chapter 1

1.0 INTRODUCTION

This chapter explains the role of the mass media in the dissemination of electoral reports, the importance of reporting accurate news and explains the elements of a news story. It also reveals the background to the study, statement of the problem, objectives of the study, the research questions, and significance of the study and the definition of the key terms used in the project.

1.1 BACKGROUND TO THE STUDY

News is investigated, provided through reporters and are disbursed to numerous shops thru information agencies. News is often reported by a variety of sources, such as newspapers, television and radio programs, wire services, and web sites. Reporters convey events in-depth, critically analyze and present contextual information, and make sure it is put out to their audience in an easily digestible and understandable format. Under no circumstance should the press and government become institutional partners. Occasionally, newspapers attempt to justify their acceptance of gifts or services by reporting a scenario in favor of a particular group or political party (Seema Hasan, 2013). Originally, a newspaper has no right to be captious, or partisan, or untruthful, or bigoted, or whatever else its conscience allows it to be. In newspapers, fair and balanced reporting is required in accordance with information that is accurately presented. Every news story is supposed to be timely, prominent, current, and have impact on its readers etc. (Seema Hasan, 2013)

Reporters are advised to make use of the inverted pyramid style, storytelling style, personalized approach or chronological news writing style, answer the 5w's and H in the lead, write in

sensational tones and give factual information (Seema Hasan, 2013). In reporting politics, a reporter has to study the meaning and importance of the parties' slogan, mission and vision. There is also need for him to know the various electoral laws, rules and regulation that guide political activities and activism. Every reporter is supposed to be familiar with the leadership structure, organs of administration, national and state electoral institutions, and the limit of their functions and powers (Oriji Ogbonnaya, 2014).

A political correspondence must watch out, remain professional, fair and balanced in all reports and in line with the electoral guidelines. While it is unethical to assume political party membership in one's report and approach to the media coverage (Oriji Ogbonnaya, 2014). Over the years, Nigeria's electioneering era has been listed as a time of turmoil, electoral abuse, theft of votes, gross corruption among some INEC officials and voters in some state, falsification of results and other related electoral malfeasance, stealing of ballot boxes and killing innocent people. Despite the heavy security, patrolling harmful men, planting CCTV cameras in strategic areas, and pleading for free and fair elections, the manipulation still has a way to smuggle it. The relationship between politics and the media is an inconvincible one. Thus, the media go through a 'toilsome chore' to give effectual coverage. Election is a (sine-qua-non) pre-situation of democracy. Elections are critical aspects of the democratic democracy in modern times. Accordingly, "elections are so specially interested in the boom and development of consultant democratic authorities that they are actually usually appeared because the maximum full-size unmarried predictor of such government's life or absence" (Nnoli, As they did on November 16, 2019, during the Kogi and Bayelas elections, Yahaya Bello emerged as Governor of Kogi State and Seraike Henry Dickson as Governor

After the nation (Nigeria) gained its independence from the British colonialist, it attested to the phylogeny of various government structures that ranged from legislative, military, presidential and currently witness the democratic form of government. The democratic society gives people space for voting and, and helps people to decide whom their power should be entrusted to. Gubernatorial elections attract reporters ' attention, because the public would hope to receive indirect signals from the candidates. Nevertheless, during gubernatorial elections / campaigns reporters serve as intermediaries as they transfer information from candidates to people and from political parties to people. Newspapers and news blogs, however, are important sources where readers can get enough information and update on pre-election campaigns, election activities and post-election reactions. According to Bennoit, in the election campaign in 2007 he said that newspapers serve as the primary information for voters.

Newspapers are said to play a more important role in educating and informing than television because "for national and international news reporting, the most detailed, thorough, affirms information is accessible to readers of extensive high-city daily newspapers on political campaigns, political problems and public policy" (Hollihan 2001). Media involvement in electoral activity and party politics can be traced back to the advent of legislative council elections under the Clifford constitution of 1922. Newspapers have been regarded as one of the most important instruments used in the principle of setting the agenda.

Newspaper ownership had previously been closely linked to political parties in conjunction with some influential politicians such as Nnamdi Azikiwe, Chief Obafemi Awolowo, Hebert Macaulay, Bisi Onabanjo, and Lateef Jakande were either journalist or newspaper owners. Newspapers changed their attention from supporters of political community to political party organizations when Oso 2006 began running elections into legislative house. Interestingly, the

early newspapers have had a way to crawl into the three major geo-political zones we have (western, eastern, northern) and gain their allegiance and support. In the North, established in 1949, the Northern People's Congress (NPC) took over the Hausa language newspaper. Subsequently, the NPC established internal power, established the credit system and promoted the savings system, while the National Council of Nigeria and Cameroon (Eastern Region), founded in 1944, made Nigerians politically aware, it established the Eastern Nigerian Regional Government and led to the creation of the city, and fought against colonial rule. They offered a forum for evaluating true representatives for the Nigerian National Democratic Party (NNDP), they fostered political consciousness, and they contributed immensely in the battle for progress. For many, several journalists lost their sense of integrity to surpass their competitor and please their remunerator.

The mass media were seen as an instrument for waging electoral war; they were used to mobilize the support of large, ethnically and religiously heterogeneous audiences. Cohen 1963 also argued that "newspapers might not be good enough to consciously tell the media what to think about, but it spectacularly tells the readers what to think about." While the news may not influence what people are supposed to think, the news suggests which issue is prominent and tells people that they should think about such an issue (Shaw and McCombs, 1972).

1.2 STATEMENT OF THE PROBLEM

Election coverage has always been the duty of the media, as they serve as a communication tool between the government and the people. The coverage of election processes most times depict the professionalism a journalist has in his field that is why most media houses take about 3months to train their reporters on the essentials of electoral reportorial. However, journalist are

expected to be optimistic, shun sentiments, and be as objective as possible in reporting electoral issues. The media went through arduous task to give effective coverage to the 2019 Kogi and Baylea's gubernatorial election. However, the use of social media in the 2011 general election significantly reduced the various malpractice chivied the election process in the country and invested a more Prior to this, candidates, voters and observers have marked the previous election coverage as incompetent and have also complained of the imbalanced and contradicting news reports among news blogs and newspapers. However, they have an odd relationship. Blogs can serve as resources for conventional journalists, but are, on the other hand, sometimes seen as parasitic to conventional journalism (Domingo & Heinonen, 2008).Both guide sorts proportion the identical technical environment. For instance, the range of reasserts has been as compared withinside the past (Carpenter, 2008).

OBJECTIVE OF THE STUDY

1. To determine the level of prominence attached to news reported on the gubernatorial election by selected news blogs and news stories.

2. To determine the frequency attached to news reported on the gubernatorial election by selected newspapers and news blogs.

3. To compare and contrast different news pattern across selected news blogs and newspapers.

4. To determine the major theme of coverage across selected news blogs and newspapers.

1.3   RESEARCH QUESTIONS

1. What is the level of prominence attached to news reported by the blogs and newspapers?

2. What is the level of frequency attached to the news reported on the gubernatorial election by selected news blogs and newspapers?

3. What news pattern was adopted across the selected news blogs and newspapers?

4. What was the major theme of coverage across selected news blogs and newspapers?

1.4   SIGNIFICANCE OF THE STUDY

This study attempts to clear the doubts people have concerning news blogs; and attempts to bridge the gap between youths and their relationship with newspapers. It has the power to increase the engagement of the masses with newspapers and news sources, as well as increase reporter accountability. The study addresses the dissemination of bogus news and its repercussion on the citizens. Interestingly, some researchers have tried to criticize news content in past gubernatorial elections between selected newspapers; but none of this research work attempts to compare the news content with news blog and newspapers. However, attached to this research are copies of news reports on news blogs as well as newspaper stories. This study is very significant because it will enable the print media to re-evaluate their roles in bringing about political stability and development in the society. Politicians will find this study used in probing their activities and demeanors in the political arena; and how their relationship with the media affects the political stability of the masses will be able to predict how the relationship between the media and The political magnificence ought to cause the manipulation in their recognition far from fact.

1.6 SCOPE OF THE STUDY

This research is going grounded on newspapers and news blogs reports. The Punch, Nation and This Day newspapers will be employed for this research and Bella Naija, Naira land and Linda Ikeji's Blog will be used as blog case studies. The priority of this study are the publications in November 2019 concerning the gubernatorial elections in Kogi and Bayelsa state, I will be examining the publications to determine if they both have the same styles of reporting news. This study covers all editions of the newspapers and the news blogs from November 10, 2019 through November 16, 2019 thus, taking account of the pre-election and election reports. Therefore, about seven (7) editions each of the newspapers are being analyzed, totaling thirty (30) editions in all. All related stories within this period shall be analyzed and related stories before or after the period would not be excluded. The population size for this research may not be quantifiable due to wide range of readership but the punch newspaper would represent Ogun state population while the Nation would represent Lagos state. The use of coding sheet would be adopted to transcribe the newspaper stories and news blogs publication. Data collection in this study would be analyzed using t-test statistical technique. This technique ensures that an acceptable inter-coder agreement, between two independent coders would be arrived at after some adjustments in the coding scheme had been made. The bedded sampling technique, according to Wimmer and Dominick (2006) "ensures that a sample is drawn from a homogeneous subset of the population; that is, from a population that has similar characteristics; homogeneity in helping researchers to reduce sampling errors.

1.**6 DEFINITION OF TERMS**

➢ Gubernatorial: gubernatorial in this study is regarded as the governorship election that took place in Kogi and Bayelsa state. However, gubernatorial can be used to categories governors in general.

➢ Comparative: in this research, comparative is a term used to compare news from the news blogs and newspapers. However, comparative can be regarded as Relating to or based on or involving comparison.

➢ News pattern: a visual pattern that includes not only objects but also the spaces between them. In this research news pattern would include timeliness, accuracy, correctness and conciseness among the news stories between news blogs and newspapers.

➢ News blogs: A shared on-line journal where people can post daily entries about their personal experiences and hobbies.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews existing literatures, discussed the conceptual review of this study which includes the history of News blogs, the history of newspapers, social media and their utility of communication, it also discusses the concept of news patterns and the concept of gubernatorial election. It also discusses relevant theoretical framework, which includes; social responsibility theory and individual difference theory. The study also reviews empirical analysis of different researchers.

2.1 CONCEPTUAL FRAMEWORK

CONCEPTS OF NEWS PATTERNS

News is anything that is new that the people do not know but they ought to know because of its informative content. News is statistics approximately contemporary events. Every news writer is expected to obey the news patterns; has to have good knowledge in syntax, semantics and grammar. News are expected to be balanced, concert, concise, clear, current, and organized. In general, the authenticity of news is linked to its credibility. News coverage should aim to achieve the highest level of integrity–a philosophy that supports conceptions of honesty and trustworthiness (Rosengren, 1977). It has been argued elsewhere that objectivity is a key criterion for the results. Objectivity of news means it should be bias-free and be truthful. News

factuality is measured by its truthfulness and importance, while in the news reporting impartiality is characterized by neutrality and fairness (Westerhahl, 1983).

It is anticipated that in writing for the mass media writers should accept the inverted pyramid template, strive to write with care, be truthful in their coverage, ensure that the story is not biased, use short sentences and be imaginative in collecting and reporting news. Growth of emerging technology and complex distribution methods allows for improvement in news trend definition. People now have more news outlets available to them; they also have non-media channels competing for their attention, as well as news junkies. The Mc Bride committee, referring to the evolution of newspapers, saw that' as the world has progressed, the role of communication has become more difficult to describe meaning; McBride and his respected colleagues added that throughout history, humans have systematically enhanced their ability to obtain and assimilate knowledge about recent events while increasing the speed, consistency and variety of their information processing techniques (McBride 1981.). The role of the media (radio, television, newspapers, magazine, etc.) as a collective body cannot be overemphasized, and it is not an understatement to point out that the coexistence of society and the functioning of government and its agencies is the justification for the existence of the mass media. This means that the mass media have the duty of keeping society calm, unified and progressive.

Mass media have been forced to feed society with the values, beliefs, ideas and behavior that foster peace, harmony and peaceful coexistence within society. The various news media, however, are the aggregate network of the channels and instruments of a journalist, which are responsible for collecting and disseminating information to large heterogeneous audiences. Data, education, advertisement, socializing and promoting culture, mobilization, integration and

entertainment are among the mass media's functions. Consequently, the mass media are seen as a major influence on the salience given to campaign issues in electoral history.

According to Dukor,1999, the legislative duty of the mass media as the fourth realm estate is focused on the' fundamental right to obtain and impart information.' Supportively, the former Director-General of the Nigeria Television Authority (NTA), (Iredia, 2007), notes that the media have a very strong duty in this regard: "People must be supported in this respect." People ought to be supported in premising their reasoning options for wisely voting during elections. They must have all the knowledge available to elect the right candidates who can guarantee good governance. Where there is such lack of public knowledge, some of us in the media take a share of the responsibility for failed elections in Nigeria. The late renowned politician Chuba Okadigo cautioned that journalism will lose its objectivity and ethical basis and become a bellicose instrument of political vilification and personal vendetta when reports of national interest on the partisan forum are compromised (Nwosu, 1990). Instead, (McQuail 2010) offers the journalist an achromatic, insightful role giving space to objectivity and key professional interest in the coverage of political campaigns. He further said the media are supposed to play their position effectively by educating, explaining, representing the people, promoting better forward-looking policies, condemning unruly motivations for campaigning and monitoring peaceful elections. Okpoko, 2003 stressed the position of the Nigerian press when it came to claim that the press would have sufficient political preparation to enlighten the candidate's masses with feasible policies and national interests. Nigerian newspaper editorials, news reporting, feature articles and comments will encourage Nigerian voters to make wise decisions about the candidate to vote in favor of good leadership during elections Okonkwo, 2003.

History of newspapers

After the advent of the early press in 1800-1929, the history of the media and its duty to disseminate knowledge to broad heterogeneous audiences has existed. The very first newspaper published in the country (Nigeria) was "iwe irohin fun awon egba ati. However, from 1800-1927 (early press), 1927-1960 (national press), 1960-to date (contemporary / modern press), the history of the Nigerian press is clearly classified Shortly after the newspapers appeared, the electronic media came into being, depending on using electro-magnetic waves to journey at the velocity of mild thru space. The first broadcast media that came into being answered the ears we find to be radio from. Radio messages were first received in 1932 in Nigeria via the British Broadcasting Commission's (BBC) imperium service. It is interesting to note that television came into being the same year as Queen Elizabeth came to Nigeria the same year that BBC came in 1956 with a For better communication and assimilation the BBC installed TV screens outside Queen Elizabeth's house.Western Television Ibadan (WNTV) Ibadan became the primary tv station based in Nigeria.

Kogi History, Politics and Election.

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Bayelsa History, Politics and Election.

The state of Bayelsa was established on 1 October 1996, from the old state of the rivers. The call Bayelsa is an acronym of 3 former neighborhood authorities within the Rivers State,' BRASS, YENAGOA AND SAGBAMA,' which earlier constituted the entire territory now constituent of Bayelsa State. The then Brass LGA is what makes up the prevailing Local Government Areas of Nembe, Brass and Ogbia; the then Yenagoa LGA includes the existing Local Government Areas of Yenagoa, Kolokuma / Opokuma and Southern Ijaw and the then Sagbama LGA is what makes up the prevailing Local Government Areas of Sagbama The country of Bayelsa has certainly considered one among Nigeria's biggest crude oil and herbal fuel line reserves. As a result, the production of petroleum in the state is extensive. Yet maximum Bayesians are dwelling in poverty. They are predominantly rural dwellers because of decades of neglect by the central governments, state and petroleum prospecting companies due to their unique terrain and lack of sufficient transportation, health, education, or other this has been a major problem in the state since it was formed and successive state governments were unable to fix and repair the problem. As a result, the State has an almost non-existent exchange. Nevertheless, successive state governments have embarked on numerous industrial ventures (even venturing into the oil and gas sector), and schemes for "poverty-alleviation" to remedy this situation, there is nothing on the ground to show for enormous sums of money spent by successive and present state

governments for development. Local people are engaged in subsistence-and commercial farming. The government of the State of Bayelsa is actually the world's largest employer of labor.

SOCIAL MEDIA AND THEIR UTILITY FOR COMMUNICATION

This source of information has been among people who rely on the media for news and social media content. Social media contact deals with the creation, sharing and exchanging of ideas within a society's network of people Dury, 2008.Kaplan and Haenlein,2010 defined social media as an internet-primarily based totally utility that builds on Web 2. 0's theoretical and technical foundations, enabling user-generated content to be produced and shared. The exchange of content that includes videos, photographs, pictures, text, ideas, humors, opinions and gossip is facilitated by the online outlets and imputed by individuals, groups and Kaplan and Haenlien, 2010 have categorized social media into forms, assets, and features (Taprial and Kanwar, 2012) . Kaplan and Haenlien (2010) categorized them into collaborative projects (such as Wikipedia), forums and micro blogs (such as twitter), web networks (such as YouTube), social networking sites (such as Facebook), virtual game worlds (such as Warcraft games) and virtual networking sites. Given these Social media do not function in separate domains but as a collective, divisions are therefore systemic characteristics for easy distinguishing, as they all play important roles in knowledge exchange.

CONCEPT OF NEWS BLOGS

News blog development has helped social media users keep up with the country's latest happenings. News blogs give its readers space to express their opinions, make suggestions and inquire. The first blog site to be developed was referred to as a personal homepage that Justin Hall built in 1994 while he was still a student at Swarthmore College. It wasn't until 17 December 1997 that they coined the word "weblog." The word was invented by John Barger a

member of a very popular blog called "Robot Wisdom." Another name, "we blog" was invented by programmer Peter Merholz and shortened to blog in 1999. There was a compilation of blog lists in 1999, which gave 23 internet blogs and reported 50 blogs by 2006. Political blogs were among early blogs that were most common. In the early 2000s a couple of big blogging sites started. In September 2001 version 1.0 of the Movable Form was released. The advent of word press in 2003 encouraged and accelerated blogging. Word Press is a blogging design platform that lets you pick the right format for how you want your platform to look. Word Press is a web platform that offers different models and front sizes that would be suitable for publishing. Today blogs have been incorporated into all cultures and are available from anywhere in the world. They have become such an important part of our culture that almost everyone reads blogs. Eight to ten years ago, online forums were the main contact platform for individuals. Nevertheless, with the emergence of social media and social networking over the past five years, blogs have become just one component of an individual's online persona.

The media theory literature indicates that the news principles and reporting methods of journalists are influenced by their medium, structure, and rivalry with other media. The key difference between bloggers and journalists is the process of development by which their stories move (Lowery 2006). The fact that blogs operate in a hazy region, which is defined as a place "between informal personal observations, Gossip transmission, crucial opinion writing and real reporting" is one of the motives that increases moral problems in blogging (Debatin Cenite, Detenber, Koh 2009 has broken down blogs into personal and non-personal blogs. Personal blogs have been described as those where people concentrate on events in their own lives, while the non-personal blogs are concerned with matters of general interest such as business and A study by Robinson (2006), he describes seven types of news blogs:' a reporter's notebook with

news tidbits and incidentals; a straight opinion or opinion from the web; an editorial question-and-answer format; a readership forum; a reporter's confessional diary about his or her beat; a round-up with news summaries supporting the publication; and a gossip about.

CONCEPTS OF GUBERNATORIAL ELECTION.

Gubernatorial is a term relating to governors. It can therefore be referred to as the governorship election. Elections are at the center of representative governance which gives sense to the modern concept of democracy (Joseph, 1987). There is no superior approach to Ogunsanwo,2003 for choosing the leadership of a politically governed society apart from voting. Election is without question the only appropriate institutionalized mechanism for any or all of the recognized members of a democratic society. Election is the method of choosing people by voting for specific jobs (Ojo, 2007). In Nwolise's words 'election may be described as' the process of selecting an organization or group's officers or representatives by the vote of its eligible members.'

2.2 THEOROTICAL FRAMEWORK

INDIVIDUAL DIFFERENCES THEORY

Individual differences theory is a mass communication theory that suggests that individuals respond to the mass media differently according to their psychological needs, and that individual expects the mass media to satisfy those needs. The need may be for information (e.g. providing player and team statistics), inclusive (offering a sense of belonging to a group of people with similar interest), affective (e.g. providing excitement), or escapist (helping to relieve pent-up emotions).

In the concept of this project, the individual differences theory is used to explain audience preference on either convenience, availability or total trust. Some individuals read newspapers because they are sure they will get the full details alongside pictorial evidence while some read news stories from news blogs because it is summarized, worthy of pictorial evidence as well as videos. The Individual differences theory explains that people have different ways of reasoning that why some have the opinion that newspapers are more reliable than news blogs while some think they have the same writing and reporting style.

Individual differences are psychological characteristics or pathological behaviors which "convey a sense of continuity, internal causality and personal distinctiveness" krole here (Robertson & Callinan, 1998), individual differences are considered to play an important role in how people usually respond to the situation they experience (i.e., a hypothesis of the key effect).

Alternatively, as Larsson (1989) suggested, individual variations can only influence actions when combined with stress-inducing situational factors (i.e., a stress diathesis or model of interaction). This theory of interaction could be especially appropriate for military decision-making where decisions are time-bound, costly in terms of personnel and resources, and where decisions are often taken under poor environmental conditions such as sleep deprivation, inclement weather or less than ideal knowledge.

2.3 Empirical Review

This section is divided according to the research objectives. Some of these works are identified below:

Politics of Nigerian Newspaper Coverage of Ondo State 2012 Gubernatorial Election by Ikenna Timothy ASOMBA and S. Olasunkanmi AROWOLO

Elections is sine-qua-non to democracy. The coverage of elections has been a major sensitive part of journalism. Journalists are expected to avoid sentiments and be as objective as possible in reporting elections. The relationship between politics and the media is therefore an inextricable one. Thus, the media go through 'an arduous task' to give effective coverage as they did in the October 20, 2012 Ondo Gubernatorial election which saw the emergence of Dr. Rahman Olusegun Mimiko of Labor Party (LP) as winner of the poll. This makes him to be the first Governor of Ondo State to be returned through the ballot box. Hence, this study ends out how Nigerian newspapers reported the October 20, 2012 Ondo Gubernatorial election. The study also views the reportage by some selected newspapers in the light of ownership interest and political affiliation as it affects their objectivity and editorial independence. The study content analyzed 15days (30 editions) – a week before the election, the Election Day and a week after the election (Sunday, June 14, 2014- Sunday, June 28, 2014) of The Nation and the Nigeria Compass Newspapers. The newspapers were carefully chosen based on their ownership structure and political affiliation.

Agenda Setting and Social Responsibility theories of mass communication formed the theoretical framework. Findings from the study shows that The Nation and Nigeria Compass were sensational in their reports, politics of calumny and hate were held supreme during the period under review, thus indicating that owners/proprietors influence editorial contents, thus tampering with the editorial independence and objectivity in the newsroom.

This study claims to examine how Nigerian newspapers reported the Ondo gubernatorial election (2012). The study used ownership interest and political affiliation to analyze their editorial policy and the tone in which their report was channeled. The study shows that the newspapers were sensational and used hate in reporting the election.

Evaluation of Political News Reportage in Nigeria's Vanguard and The Guardian Newspapers. By Ndoma J. Brown1, Israel W. Udomisor.

This study was conducted to assess how political issues were treated in Nigeria's newspapers, by assessing: the ratio of political news to the other subject matters, the readers' interest given to political stories and the level of prominence attached to these stories by the way of placement and importance. Content analysis was used to gather data, and the study sample was derived through stratified sampling method. A total of 36 daily publications of the two newspapers were content analyzed from a pool of sample drawn through stratified random sampling technique from issues of the newspapers published within the three months period—April to June, 2013. The data from these newspapers were analyzed using independent t-test statistical technique. Findings showed that political issues were not given adequate attention in the two newspapers, and were mostly tailored towards government's interests. The recommendations among others were that the Nigerian newspapers, in general, should render vivid and unbiased reportage of political issues, as well as scale-up political content in publications as a way of consolidating political consciousness in Nigeria.

This study was conducted to investigate the prominence given to political issue among selected Nigerian newspapers. Findings showed that political issues were not given adequate attention in the newspapers that were used as case study.

The Role of the Mass Media in the Nigerian Electoral Process; by Fidelis Chuka Aghamelu.

This paper focuses generally on the role of the mass media in Nigerian electoral process as it pertains to overall development of Nigeria. The background is the recognition of the central role of the media in political and social affairs as a natural outcome of its unlimited communicative strength and outreach. The statement of problem is anchored on the wide spread negative image

of the media in electioneering campaigns in Nigeria's political history. The objective of this paper is to readdress media practice in Nigeria to its fundamental ethical journalistic foundation as basis for positive contribution to national integration. It is also aimed at the examination of both external (official) and internal obstacles that hinder the realization of the goal. This paper uses the method of comparative phenomenological analysis to examine the performances of the media in Nigerian electoral process with regard to its fundamental roles to inform, educate, entertain and monitor in the electoral process.

This study, aims at identify the role of the media in national electoral practices. The study outlines that the media are fond of spreading negative images during campaign and election period. The writer outlines the duty of the media which involves informing, educating, entertaining and monitoring,

Blogs, News and Credibility Barrie Gunter, Vincent Campbell, Maria Touri Department of Media and Communication, University of Leicester, Leicester, UK; by Rachel Gibson.

This paper is intended to examine the rise of blogging in the news sphere. If blogs reflect a truly new form of news delivery then some of the core principles of traditional news and journalism should be adhered to. A main concept in this regard is credibility in the press. This paper provides a study of recent news-blogging literature and tests how news blogs embody many of the key characteristics of traditional news and journalism. The analysis examines the qualities previously described as representing good-quality news and professional journalism, and then applies some of those principles to blogging for "news." This research employed the principle of setting the agenda. There is no question that blogs have emerged as increasingly relevant news outlets and there have been times where they can be effective in setting news agendas. However, the critical qualities of credibility and public trust in the news sphere depend on the existing

reputation of "brands" recognized news. While some blogs have emerged in some specialized areas as credible sources of knowledge, they still usually have to follow the key features of traditional news that drive public confidence.

This study, states reasons why the news blogs need to adopt the news writing style and ensure there is enough credibility in their write-ups in other not to mislead the audience. The writer further buttresses his point on the importance of balanced news among mainstream media and news blogs.

SUMMARY OF EMPERICAL REVIEW.

S/N	Researcher	Year	Topic	Findings	Theoretical frame work
1.	Ikenna Timothy Asomba.	2012	Politics of Nigerian newspaper coverage of Ondo state gubernatorial election.	The selected newspapers were sensational in their reports, politics of calumny and hate were held supreme during the period under review, thus indicating that owners/proprietors influence editorial contents, thus	Agenda setting theory and social responsibility theory.

				tampering with the editorial independence and objectivity in the newsroom.	
2.	Ndoma J. Brown 1	2015	Evaluation of Political News Reportage in Nigeria's Vanguard and The Guardian Newspapers.	Findings showed that political issues were not given adequate attention in the two newspapers, and were mostly tailored towards government's interests.	Libertarian theory.
3.	Fidelis Chuka Aghamelu.	2015	The Role of the Mass Media in the Nigerian Electoral Process	Nigerian media in the critical areas of electioneering campaign since 1993 however have recorded improvements, there would be	The authoritarian media theory.

				need to improve their coverage of politics and election without being biased.	
4.	Rachel Gibson.	2013	Blogs, News and Credibility	There is no blog that blogs have emerged as news sources of increasing significance and there have been occasions when they can be influential in setting new agendas. Some blogs have emerged as reliable information sources in some specialized areas.	Agenda setting theory

5.	Cristina calvo-porral	2014	Mass communication media credibility: an approach from credible brand model	Findings suggest a positive relation between media brand equity and credibility, showing that media image or associations, along with media loyalty, exert the higher influence on the value provided to the media.	Individual difference theory.

CHAPTER 3

METHODOLOGY

3.0 INTRODUCTION

This chapter explains the research design, research method and the population of the study. It also provides information about the source of data, which is primary data, and how it is derived. The sampling size and techniques used will also be discussed in this research methodology. Other important aspect of the methodology contained in the chapter include method of data analysis, validity and reliability.

3.1 RESEARCH DESIGN

This research is going to entail a qualitative data analysis which scholars like Wimmer and Dominic (2011) have decided to refer to as a broad philosophy and approach to research, a research methodology and a specific set of research techniques. The research design that is going to be adopted under the qualitative data analysis is content analysis.

CONTENT ANALYSIS

This is the most common method of data analysis used in communication research. It is defined as a systematic procedure devised to examine the content of recorded information (Walizer and Wiener 1987), it is also referred to as a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables (Wimmer and Dominic 2011). It was further referred to as the research technique for the systematic classification and description of communication content according to certain usually predetermined categories (Wright 1986 p.g 125). Content analysis can be used to describe communication content, to compare media content to the real world, to establish a starting point from studies of media effect, it is also used to access the image of a particular group and its influence in the society.

3.2 POPULATION OF THE STUDY

The population for this project is in two segment; the newspapers and news blogs. The newspapers to be used for this study are the nation, the punch and this day while the news blogs are Linda Ikeji blog, Naira land and Bella Naija. The news blogs/ newspapers chosen for this research are known to be the best. Over the years, they have consequently emerged as one of the top 5 amongst others due to their wide range of readership, news credibility and accuracy. The location of the various newspapers can also be used to determine the population. The nation newspaper would cover the readership in Mushin Lagos Nigeria; the punch newspaper would cover Magboro Ogun state Nigeria: This Day newspaper would cover Apapa Lagos. The publications legible to be used for this research are the ones that were published on the Election Day.

3.3 Sample size and sampling techniques

From the population, three national dailies: The Nation, This Day and The Punch and three news blogs: 360nob blog, Naira land and Bella Nija published on November 16, 2019 being the actual Election Day. These papers and news blogs were selected for their popularity, geographic spread, ethnicity and slogan, which apparently guide the stand of every newspaper in justifying issues for media dominance and agenda.

The geographic spread ensures its accessibility and circulation, while ethnic affinity will help determine if campaign issues reported by the newspaper were sentiments from ethnic orientations. The headlines and number of words were also considered.

Research Instrument

The research instrument for this research is coding sheet.

3.4 Source of data

The main source of data for this study is the secondary data obtained from the newspaper and blog stories release by newspapers for the election period (the Election Day). Data from the secondary sources are considered appropriate and are used for this research due to the following reasons.

1. They are documented report on the past gubernatorial election, making it easier to further research.
2. They reduce stress as much of the background work needed has already been carried out.
3. Their editorial board validated the news documented therefore making it easy to measure the level of balanced news.

3.5   Validity of research instrument

Validity is defined as the degree or ability of a tool or a measuring instrument to measure what it is designed to measure. Content validity denotes that the content of the scale are broad enough to cover the full range of the subject matter. The content analysis used as the research instrument for sampling was subjected to adequate validation in other to provide relevant data in making decision. The news stories used in this research was adequately checked; and validated by the supervisor with her contributions and corrections included in the final draft of the research instrument used.

3.6   Method of data collection

Initially, this research was supposed to use hard copies from the various newspapers highlighted above and download news stories from various news blogs but due to the covid19 pandemic, the study is going to be using online sources of newspaper publication and downloaded news blogs stories concerning the 2019 gubernatorial election to verify the research. The pandemic is also going to hinder the appropriate use of the library in gathering information leaving the researcher with no other option than to rely solely on online sources (online journal, research gate etc.)

3.7   Method of data analysis

The quantitative method of data analysis will be used to analyze the data of this research work. This research would be carried out in three ways. Firstly, a trend analysis would be carried out to determine the level of balanced news using graphical analysis, secondly, the study will examine the relationship between newspapers and news blogs in disseminating of information to large heterogeneous audience.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.1   Introduction

The objective of this study is to comparatively investigate news pattern across selected news blogs and newspapers in Nigeria. A quantitative content analysis was adopted to analyze data collected from the selected news blogs and newspapers mentioned in the earlier chapters. A total of 16 articles with 8 each from the blogs and newspapers were analyzed in order to arrive at a justified result. The first section of analysis involves the presentation of codebook used for this analysis for the purpose of reuse by other researchers. Articles description using frequency counts and simple percentages were also presented.

The second section presented the trend analysis of the news pattern across the selected newspaper and blogs, the theme of coverage attached to the news reported across the blogs and newspaper.

Developing a coding scheme

According to Neuendorf (2002), in order to promote objectivity and reduce the level of research bias, it is important to construct coding categories before the coding of data. However, the researcher has also performed a literature review and perused the article texts to help code for important variables before coding commences as suggested by Neuendorf. It is important to note that the coding categories mentioned below are by no means exhaustive and were established with regard to the research questions and objectives of this study.

CODING SHEET

2019 KOGI AND BAYELSA GUBERNATORIAL ELECTION

Table 1: Codebook categories for Article description

Data Source	- Blog site
	- News site
Article Source	- The Day Newspaper
	- The Nation Newspaper
	- Punch Newspaper
	- BellaNaija News blog

	- 360nobs.com Blog - Nairaland Blog
Period of Publication	- Before Election - On Election - After Election
Author's name	
Election Region	- Bayelsa Election - Kogi Election
Election type	- Gubernatorial

The codebook above was used to code for the Articles description. It includes the data source which is either blog site or newspaper site. Next, the Articles' source which describes the specific blog or newspaper where the article was published. The researcher also provided codes for the separate period of publication, as the articles were collected one week before and after the election. We also coded for the election region, but most of the articles published talked about the two zones, explaining the researchers' decision to choose Bayelsa and Kogi Election.

Table 2: Code sheet categories for "Level of prominence"

Variable		
What is the level of prominence	Font size	The biggest font size depicts the headline as well as identify if the

attached to news reported by the blogs and newspapers?		story is major or minor.
	Length of stories	1-199 words (short)
		200- 499 words (medium)
		500 words and above (long)

Table 1include the code sheet categories of coding for the level of prominence in the news across and between selected blogs and newspapers. The three sub variables used by the researcher to code for the level of prominence of each article are the font size, and the length of stories. The two variables were subdivided. To code for evidence, the articles were checked for whether or not it answers the questions, When, Who and Where and also to code for News worthiness, the article was checked for whether it mentioned prominent individuals or bodies such as the political candidates, political party and the electoral bodies involved in the events that took place and for length of the stories, news stories are categorized by short, medium and long stories, it is believed that the length of a news can be used to measure its level of prominence and perceived importance by the audience.

Table 3: Code sheet categories for "frequency attached to the news reported"

Variable	

To determine the frequency attached to news reported on the gubernatorial election by selected newspapers and news blogs.	**Period of publication:** Before election During election After election
	Election region: Bayelsa Election Kogi Election
	Number of comments: how many sites gave room for the readers to share their opinion after reading**.**

Table 3 above shows the code sheet categories for coding for the frequency attached to the report between selected blogs and newspapers. The three indicators used by the researcher to code for the level of frequency of each article are period of publication, election region and number of comments. "period of publication" code for when the news stories were uploaded, region of publication codes for which region was covered the most, while number of comment code for the level of contribution and interaction present in the stories by the selected blogs and newspaper.

Table 4: Code sheet categories for "News pattern"

Variable	News structure	
	Headline	Picture stories vs number of words

	and	**Sentimental stories vs objective stories**
What are the similarities and differences in news pattern across selected blogs and newspapers?	Lead	Sentimental determinant- use of adjectives in the headlines and lead Objective determinant- absence of adjectives in the headlines and lead
	Body	**Story** Presence of background stories vs absence of background stories

Table 4 presents the code sheet categories to code for the news pattern of the blogs and newspaper. News pattern, journalistic style, or news-writing style is the style used for news reporting in the media, such as newspapers, blogs, radio, and television. At the opening of the article, every news attempt to address all the basic questions about a particular event. The researcher then codes for the news pattern by testing the occurrence or omission of the Lead and Body of the story.

Table 5: Code sheet categories for "Theme of Coverage"

Variable	
What is the theme of coverage in news reported by selected blogs and newspapers?	**Campaign related stories** **Developing news stories**

	Rigging related stories
	Election result related stories

Table 5 above shows the code sheet categories for coding for the theme of coverage between selected blogs and newspapers. The three indicators used by the researcher to code for the theme of coverage of each article are campaign, rigging and election result. "Campaign" code is to determine if the news emphasis more on the campaign, rigging or the election result. The indicators are to identify the interest of the reporters during that period and identify which political party was given more preference.

Section A: Article Description

Source of Articles

The research is a comparative study of news from two sources which are the Blog and Newspaper as well as the names of source that published the article. Hence, Table 5 shows the distribution of news between the two sources.

Table 6: Data Source

Source of Data	Frequency	Percentage

Blog Site	8	50.0
Newspapers Site	8	50.0
Total	**16**	**100.0**

The above results showed that there are 8 articles obtained from each source (Blog Sites and Newspaper Sites). This means that there is an equivalent number of papers collected from each source. This is important because it provides a clear basis for comparing the two sources.

Table 7: FREQUENCY OF STORY COVERAGE ON EACH MEDIUM

Source of Article	**Frequency**	**Percentage**
This Day Newspaper	3	18.8
The Nation Newspaper	3	18.8
Punch Newspaper	2	12.5
BellaNaija News Blog	1	6.3
360nobs.com blog	1	6.3
Nairaland blog	6	37.5
Total	**16**	**100.0**

The table above showed that there were 6 different sources of articles, three Newspapers and three blogs. 18.8 percent of the articles collected were published by This Day, 18.8 percent of the articles used were published by The Nation, 12.5 percent were published by Punch Newspaper,

while 6.3 percent of the articles were from BellaNaija, another 6.3 percent were from 360nobs.com and lastly 37.5 percent were from Nairaland blog.

Table 8: Frequency of Publication Timeline

Period of Publication	Frequency	Percentage
Before Election day	3	18.8
On Election day	3	18.8
After Election day	10	62.5
Total	**16**	**100.0**

The table above showed that 3 articles, i.e. 18.8% of all articles used, were published before the election, 18.8% of the articles reviewed were published during the election, and the remaining 62.5% were published after the election. This suggests that a significant percentage of articles collected and used for research were published during and after the election.

Table 9: Frequency of news story covered on each state by all news medium

Election Region	Frequency	Percentage
Stories on Bayelsa state only	1	6.3
Stories on Kogi state only	8	50.0
Stories on Both states	7	43.8
Total	**16**	**100.0**

Table 8 showed the election region reported by the articles. Majority of the articles used which is about 50% of the articles analyzed, reported news only on Kogi election, however, most of the

articles, about 43.8% reported news on election in both region, whereas 6.3% reported news on Bayelsa election alone.

Section B: Analyses of Research Questions

Research Question 1: To determine the level of prominence attached to news reported on the gubernatorial election by selected news blogs and news stories.

RQ1 sought out the level of prominence attached to news reported by selected blogs and newspapers. Table 10-11and figure 3 therefore show the level of prominence across selected blogs and newspapers and between blog and newspapers. The two main parameters used is whether news report is evidence based (Does it answer some of the fundamental questions in news reporting) and whether the news is worthy or prominent enough. The result is presented below.

Table 10: Level of prominence across selected blogs and newspapers

	Level of prominence across selected blogs and newspapers				
	Length of stories			**Fonts**	
	Short	**Medium**	**Long**	Bold	Small
This Day	1	2	0	3	0
The Nation	0	2	1	0	3
Punch	0	1	1	1	1
BellaNaija	1	0	0	1	0
360nobs	1	0	0	1	0
naira land	3	2	1	5	1

The table above illustrates blog and newspaper prominence. The length of the reports is a significant indicator of the importance of the news. The results showed that 12.5% of the articles are long while most articles (The Nation, this day) are medium length of story and most articles on the Blog are short story (Fig 1). The degree of importance of an article also depends on the context and whether it involves prominent or influential person or entity. Majority of the articles listed candidates, political parties and electoral bodies. The results show that, based on the length of stories, Newspaper attach high prominence to the news on 2019 Kogi and Bayelsa gubernatorial election compared to the Blog. The result indicated that all the articles and newspapers all contain major headlines, 8 newspaper articles which represent 50% of all the articles are reported by official reporter while 50% which constitute 8 blog articles are reported by blogger. 7 articles from the newspaper site and one article from the blog reported major story of the kogi and Bayelsa gubernatorial election while the remaining 56.25% representing 9 blog articles and one newspaper articles contains minor story. This implies that majority of the articles in the newspaper site reported major story concerning 2019 Kogi and Bayelsa gubernatorial election.

Table 11: Level of prominence between blogs and newspapers

	Level of prominence between blogs and newspapers				
	Length of story			Font	
	Short	Medium	Long	Big	Small
Blog	5	2	1	7	1
Newspaper	1	5	2	4	4
Total	6	7	3	11	5

As earlier stated, table 16 showed the level of prominence between blogs and newspapers. Based on the length of stories, Newspaper attach high prominence than blog to the news on 2019 Kogi and Bayelsa gubernatorial election.

Research Question 2: To determine the frequency attached to news reported on the gubernatorial election by selected newspapers and news blogs.

RQ2 asked the question what the major frequency of coverage was in the news reported by selected blogs and newspapers. Table 12-14 and figure two revealed the major theme of coverage across selected blogs and newspapers and between blog and newspapers. The three indicators used by the researcher to check the theme of coverage of each article is the number of views, time of coverage or the number of comments.

	Frequency of coverage							
	Period of publication		**Region of Publication**				**Comments**	
	Before election	During election	After election	Both	Kogi	Bayelsa	Yes	No
This Day	1	1	1	2	2	0	3	0
The Nation	1	1	1	1	3	0	3	0
Punch	1	1	0	1	0	0	1	1
BellaNaija	0	0	1	1	0	0	0	1
360nobs	0	0	1	1	0	0	1	0
naira land	2	2	2	1	1	1	2	4

The table above shows the frequency of coverage across blog and newspaper. The result indicated that 63.5% of the articles were published after election, while 1 article from Naira land which represent 6.3% of all articles was published on election day. 10 articles, which represent 93.8% of the articles, were published after election while 37.5% which include 4 articles from naira land, 1 articles from BellaNaija and 1 article from Punch Newspaper had comments.

Research Question 3: What are the similarities and differences in news pattern across selected blogs and newspapers?

RQ3 questioned whether there is similarities and differences in news pattern across selected blogs and newspapers. Table 15 reveals the percentage of articles which featured the 5 components that make up a standard news pattern/style.

	Objectivity	Sentiment	Use of Picture	Use of Words		
				Short 1-199	Medium 200- 499	Long 500-5000
This Day	Yes	No	1	0	0	7
The Nation	Yes	No	2	0	0	3
The Punch	Yes	No	8	0	0	3
Naira land	No	Yes	0	2	0	0
360nob	No	No	1	0	2	0
Bella Naija	Yes	No	6	2	1	0
Total :	63.8%	37.4%	21.6%	13.3%	11.5%	68.1%

Table 15: Similarities and differences in news pattern across blogs and newspapers

The table above shows the news pattern across blog and newspaper. Objectivity depicts the presence of adjective while sentiment depicts the absence of adjective. The table depicts that 63.8 percent of the stories were objective in their dissemination while 37.4% used picture for dissemination. The table explains that 21.6% of the stories reported made good use of pictures in disseminating their news report while 68.8% disseminated their news in word with emphasis and attribution.

Research Question 4: What is the theme of coverage in news reported by selected blogs and newspapers?

RQ4 asked the question what the major theme of coverage was in the news reported by selected blogs and newspapers. Table 17-19 and figure two revealed the major theme of coverage across selected blogs and newspapers. The three indicators used by the researcher to check the theme of coverage of each article is whether it focused on campaign, rigging or the election result and whether the specific blog or newspapers is bias in the information it passes across to the audience or not.

Table 17: Theme of coverage across blogs and newspapers

	Theme of Coverage across Blogs and Newspapers		
	Campaign	Rigging	Election result
This Day	3	2	3
The Nation	3	2	3
Punch	2	1	2
BellaNaija	1	0	1
360nobs	1	1	1
Naira land	6	3	6

The table above shows the theme of coverage of the news on Kogi and Bayelsa gubernatorial election across selected blog and newspapers. The result indicated that 43.8% of the articles are on campaign and they include articles from BellaNaija, 360nobs and Naira land blog. While 56.3% of the articles are reported news and they constitute majorly the newspapers articles. This implies that the Newspaper reported Rigging news story rather than campaign news stories as compared to the blog. Also, 56.3% of the articles showed negative election result in the report of political news, 12.5% were neutral while 31.3% of the articles show positive sentiment in reporting events related to Kogi and Bayelsa election (Fig 4). Lastly, 68.8% of the articles is not bias while 31.3% is somewhat bias in reporting the news (Fig 5). It is important to note that 18.75% of the blog articles were biased which is higher than the level of biasness observed in newspaper (12.5%) and this may be because a lot of blog articles are commentary and they

include personal opinions or views of the author, this act of journalism can introduce elements of biasness and diversion from the actual report.

Table 18: Major theme of coverage across blogs and newspapers

	Major theme of coverage across Blogs and Newspapers				
	Campaign		**Rigging**		**Election result**
Blog	7	1	4	2	8
Newspaper	0	8	5	3	8
Total	7	9	9	5	16

The table above shows the major theme of coverage across blog and newspaper. Results shows that 87.5% of the blog are campaign while Rigging report 12.5%. In the same vein, all articles from the newspaper sites are said to be reported. This implies that newspaper report more detailed campaign stories and actual story relating to the events rather than personal opinion or comment as seen in blog (Fig 4).

Discussion of Findings

In this section, the findings from the content analysis of the topic "**A COMPARATIVE STUDY OF NEWS COVERAGE ON 2019 KOGI AND BAYELSA GUBERNATORIAL ELECTIONS IN ONLINE NEWSPAPERS AND NEWS BLOGS**" would be discussed.

The general objective of this research is to investigate the news pattern across selected news blogs and newspapers in Nigeria using 2019 Kogi and Bayelsa gubernatorial election. Specific objectives were clearly investigated under the general objectives and they are as follows. To determine the level of prominence attached to news reported on the gubernatorial election by selected news blogs and news stories, to determine the frequency attached to news reported on the gubernatorial election by selected newspapers and news blogs, to compare and contrast different news pattern across selected news blogs and newspapers, to determine the major theme of coverage across selected news blogs and newspapers.

The research makes use of a content analysis in order to analyze the textual data quantitatively. The findings from the study are discussed as follows.

The research investigated the first objective, which aims to determine the level of prominence attached to news reported on the gubernatorial election by the selected news blog and newspapers. Findings show that articles across blogs and newspapers both show considerable high level of prominence when reporting the political issues related to Kogi and Bayelsa gubernatorial election. However, majority of the Blog news attached high level of prominence in reporting their news while Newspaper articles are characterized with moderate to high level of prominence. These findings are in line with Rachel Gibson (2013), who found that blogs have emerged as news sources of increasing significance and there have been occasions when they can

be influential in setting new agendas. She also concluded that, some blogs have also emerged as reliable source of information in some specialized areas.

We evaluated the frequency of coverage in news reported by selected blogs and newspapers, findings show that majority of the articles with accurate frequency of coverage are the Newspapers articles, while blog news has low frequency of coverage spread across 25-75% of the blog articles analyzed. This implies that Newspaper articles have high frequency of coverage compared to those reported on the blog; however, there is room for improvement. The researcher agrees with Fidelis Chuka (2015), who found that Nigerian media in the critical areas of electioneering campaign since 1993 have recorded improvements and there is need for constant improvement in their coverage of politics and election without being biased.

The third objective that we evaluated is the similarities and differences in news pattern across selected news blogs and newspapers. That majority of the articles that has high standard news pattern or style are from the Newspapers site while those with low standard news pattern are reported on the blog. This implies that news reported on Newspaper site have high standard news style compared to those reported on the blog. This is evident because professional journalists are those that report this news on Newspaper site.

Following that, we analyze the fourth objective, which aims to determine the theme of coverage attached to news reported on the gubernatorial election by the selected news blog and newspapers. Findings show that articles across blogs and newspapers both show considerable report on Campaign, Rigging and Election result. However, majority of the Blog news attached high level of rigging in reporting their news while Newspaper articles are characterized with moderate to high level of rigging reportorial.

CHAPTER 5.

SUMMARY, CONCLUSION AND RECOMMENDATIONS.

5.1 Summary of the study.

This study examined the 2019 Kogi and Bayelsa Gubernatorial Election: a comparative study of news patterns across selected news blogs and newspapers in Nigeria. Previous researchers have also worked on this topic but the different methodologies used by the different authors, the environments or settings under which the studies were carried out, the nature of data and sources in different jurisdictions and the policy thrust, among others could account for the difference between this research and previous researchers work.

This study was structured into five chapters. Chapter one looked into the background of the study identified the problems of the study, objectives of the study were defined, research questions and research objectives to guide the investigation were formulated. The chapter also highlighted the justification and significance of the study and as well described its scope. In addition, terms relevant to the study were defined based on their contextual use in the work. In summary, the chapter serves as the introduction to the study.

The chapter two dealt with three basic components of the study. These are the conceptual framework which emphasized the concept of news pattern, history of newspapers, Kogi history, politics and election, Bayelsa history, politics and election, social media and their utility for communication, concepts of news blogs, concepts of Gubernatorial election; the theoretical framework which includes the individual difference theory; empirical review for in-depth knowledge of previous efforts in investigating news patterns across news blogs and newspapers.

Chapter three presented the methodology for the study. Essentially, the chapter discussed the design and population of the study. Type and source of data was also discussed, instruments of data collection, validity, reliability and administration of the instrument. Furthermore, the perceived functional relationships, associated models, techniques for the evaluation of the models and ethical consideration were described.

In chapter four, the data were analyzed. This chapter gives the summary of the data and interpretation as well as the findings and their implications. Conclusions were drawn and recommendations made.

5.2 conclusion

The general objective of this research is to investigate the news pattern across selected news blogs and newspapers in Nigeria using 2019 Kogi and Bayelsa gubernatorial election. Specific objectives were clearly investigated under the general objectives and they include, comparison of different news pattern across selected news blogs and newspapers, determine the theme of coverage in the news stories reported by selected blog and newspapers, determine the level of prominence attached to news reported on the gubernatorial election by selected news blogs and news stories. The research makes use of a content analysis in order to analyze the textual data quantitatively.

Findings show that articles across blogs and newspapers both show considerable high level of prominence when reporting the political issues related to Kogi and Bayelsa gubernatorial election. However, majority of the Blog news attached high level of prominence in reporting their news while Newspaper articles are characterized with moderate to high level of prominence.

5.3 Limitation of the Study.

Due to the 2019, Corona Virus (covid19) pandemic the study faced a little issue in data gathering because of the restriction of movement. Initially the study was supposed to use hard copy newspaper and many documented data from the national library but due to the pandemic, the research relied on solely online sources.

5.4 Recommendation

Based on the findings and conclusion of this study, the researcher made the following recommendations;

1. I recommend that bloggers should be compelled to adopt the correct news writing skills in other to cub misinformation herby cubing misunderstanding and misinterpretation.

2. I recommend that a gate-keeping site should be established in other to scrutinize what is being uploaded on the internet in other to protect the interest of the heterogeneous audience.

3. I recommend that a law should be made concerning uploading vague news and the penalty should be punishable by law.

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CODING SHEET

2019 KOGI AND BAYELSA GUBERNATORIAL ELECTION

Table 1: Codebook categories for Article description

Data Source	- Blog site - News site
Article Source	- The Day Newspaper - The Nation Newspaper - Punch Newspaper - BellaNaija News blog - 360nobs.com Blog - Nairaland Blog
Period of Publication	- Before Election - On Election - After Election
Author's name	
Election Region	- Bayelsa Election - Kogi Election
Election type	- Gubernatorial

Table 2: Code sheet categories for "Level of prominence"

Variable		
What is the level of prominence attached to news reported by the blogs and newspapers?	Font size	The biggest font size depicts the headline as well as identify if the story is major or minor.
	Length of stories	1-199 words (short) 200- 499 words (medium) 500 words and above (long)

Table 3: Code sheet categories for "frequency attached to the news reported"

Variable	
To determine the frequency attached to news reported on the gubernatorial election by selected newspapers and news blogs.	**Period of publication:** Before election During election After election

	Election region: Bayelsa Election Kogi Election
	Number of comments: how many sites gave room for the readers to share their opinion after reading**.**

Table 4: Code sheet categories for "News pattern"

Variable	News structure	
	Headline and Lead	Picture stories vs number of words
What are the similarities and differences in news pattern across selected blogs and newspapers?		**Sentimental stories vs objective stories** Sentimental determinant- use of adjectives in the headlines and lead Objective determinant- absence of adjectives in the headlines and lead
	Body	**Story**

		Presence of background stories vs absence of background stories