

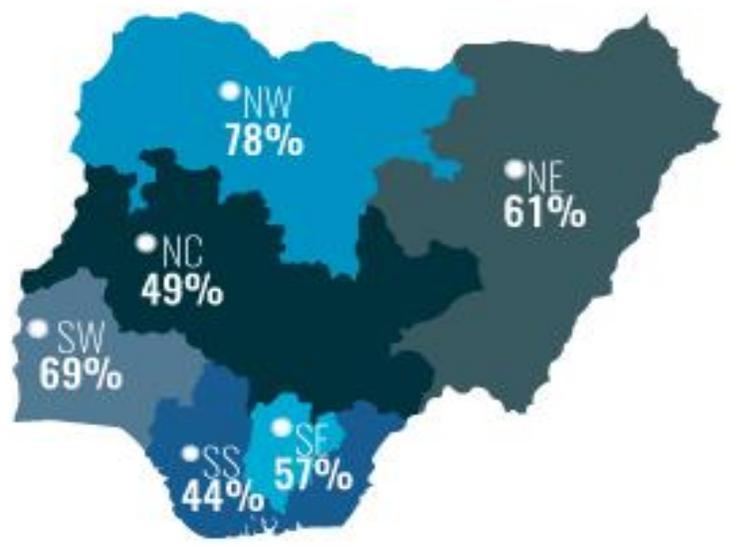


The Nigerian Media; A Need to Maintain Integrity and Professionalism in the Buildup to the 2019 General Elections

62%



*of Respondents believed that
the Nigeria Media is
Independent*



The perception of the level of corruption among these types of media

	 Radio	 Newspaper	 Television	 Internet & Social Media
Low	45%	31%	34%	26%
Moderate	36%	43%	43%	31%
High	13%	19%	17%	33%

NOIPolls is the **NO.1** for credible country-specific polling service in the west African region. This poll was conducted by NOIPolls Limited, for more detailed information on the poll and methodology used, please visit www.noi-polls.com

MEDIA SURVEY PRESS RELEASE

The Nigerian Media; A Need to Maintain Integrity and Professionalism in the buildup to the 2019 General Elections

Abuja, Nigeria. October 16th, 2018. An excerpt from NOIPolls’ National Survey conducted in 2017 revealed that 62 percent of Nigerians surveyed were of the opinion that the Nigerian media is independent, although a significant proportion (29 percent) stated the media is not independent. This is worrisome especially as the nation is set to face general elections in February 2019 which is less than five months away and the role of the Nigerian media before, during and after the elections cannot be over emphasized.

The Nigerian media is a critical stakeholder in the nation’s effort to advance the cause of democracy, which its sustainability is dependent on the credibility of electoral processes. Speaking at the 2018 All Nigerian Editor’s Conference (ANEC) held in Delta state on 10th October 2018, Mrs. Funke Egbemode, president of the Guild, stated that the media has a role to play in ensuring the sustainability of Nigeria’s democracy in view of the key role it plays in information dissemination and moulding of public opinion. She further stated that it is imperative that the media is properly positioned not only to understand the issues involved in organising a credible election, but to advance a true democratic culture in the manner it reports issues of politics and governance.¹

Furthermore, in terms of corruption in media outlets, Nigerians felt that the internet has the highest level of corruption in the Nigerian media space, followed by newspapers and television. While radio was considered the least corrupt, no media outlet, print or electronic, was deemed to be completely free of corruption in the country.

When asked about perception on media independence, many Nigerians (62 percent) believed that the Nigerian media are independent, while a smaller but significant proportion of Nigerians (29 percent) disagreed as they do not believe the Nigerian media is truly independent. In terms of gender, 63 percent and 61 percent of male and female respondents believed the Nigerian media is independent, while 30 percent and 28 percent of male and female respondents said no respectively.

Do you believe the Nigerian media is independent or not independent? (Disaggregated by Gender and Age-Group)						
Response	Nationwide	Gender		Age Group		
		Male	Female	18-35	36-60	61+
<i>Yes – Independent</i>	62%	63%	61%	64%	60%	56%
<i>No – Not Independent</i>	29%	30%	28%	28%	30%	31%
<i>Don't Know</i>	9%	7%	11%	8%	10%	13%

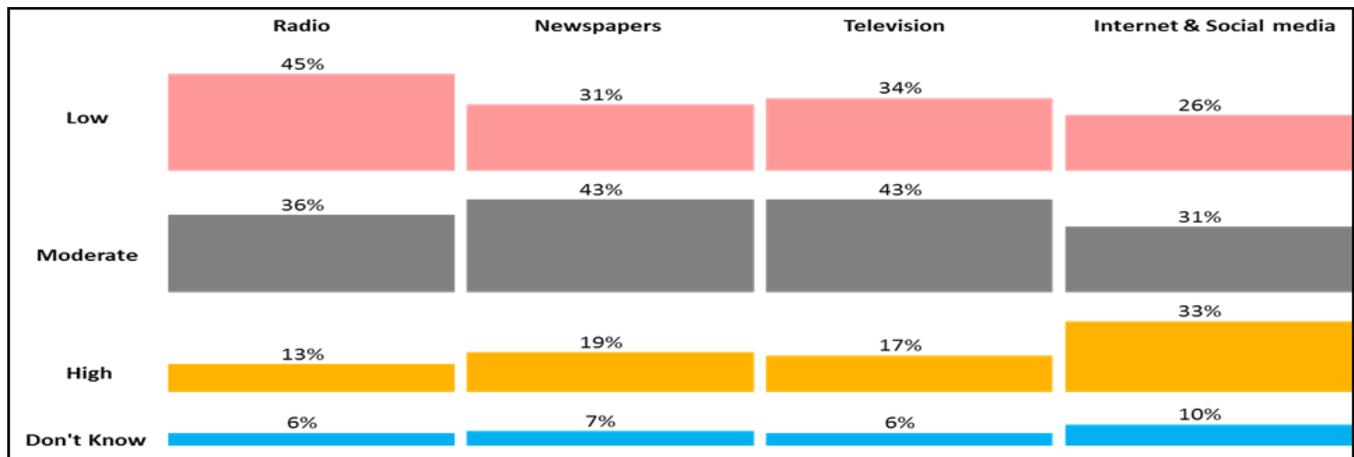
When disaggregated by regions, some variations become obvious. While 49 percent of respondents from the North-Central considered the Nigerian media to be independent, it was 61 percent, 78 percent, 57 percent, 44

¹ <https://nigeriacommunicationsweek.com.ng/okowa-odinkalu-others-headline-2018-editors-conference-in-delta/>

percent and 69 percent for the North-East, North-West, South-East, South-South and South-West respectively. The North-Central, North-East, South-East and South-South fell below the nationwide score of 62 percent, while only the South-West surpassed it.

Response	Nationwide	Geo-Political Zone						Urbanization	
		North Central	North East	North West	South East	South South	South West	Urban	Rural
<i>Yes – Independent</i>	62%	49%	61%	78%	57%	44%	69%	62%	65%
<i>No – Not Independent</i>	29%	44%	26%	16%	35%	46%	21%	29%	27%
<i>Don't Know</i>	9%	7%	13%	6%	8%	10%	10%	9%	8%

The perception of the level of corruption among these media outlets was also tested among the respondents. Findings revealed that 45 percent of the respondents felt that corruption was low in Radio, compared to 31 percent who claimed the same for Newspapers, 34 percent in Television and 36 percent for Internet and Social Media. Another 36 percent of respondents considered corruption to be moderate in Radio, compared to 43 percent for Newspapers and Television and 31 percent for Internet and Social Media. On the other hand, 13 percent of respondents felt corruption was high in Radio, 19 percent in Newspapers, 17 percent in Television and 33 percent in Internet and Social Media. This implied that respondents believe the internet/Social Media to be the most corrupt in the Nigerian media, followed by Newspapers, then Television and Radio as the least corrupt. Yet, one fact obvious from the chart below is that no media outlet, print or electronic, was thought to be completely free of corruption in the country. It was only a matter of degree.



In conclusion the poll revealed that Nigerians had a relatively positive perception on the media as about 6 in 10 (62 percent) believed that the Nigerian media are independent while almost 3 in 10 (29 percent) thought otherwise. However, it is essential that the Nigerian media is perceived to be totally independent as they are major stakeholders in ensuring that Nigeria’s democracy is sustained through accurate information dissemination. In terms of corruption in the Nigerian media, a larger proportion generally perceived Radio (45percent) to have a low level of corruption, while the Internet and Social Media to have a higher level of corruption.

Finally, given that an independent media is important for democracy, there is need for transparency to be promoted across all the forms of media especially as the 2019 general elections draw closer. Corruption in the media sector can be curbed through the implementation of ethical frameworks for media institutions to enhance professional standards. Additionally, Media outlets should ensure their staff and journalists uphold ethics and integrity, through set codes of conduct, train staff consistently on approved behavioral patterns, constantly ensure such patterns are strictly adhered to and ensuring adequate stiff punishment is meted out to erring journalists.

Methodology

The National poll was conducted through face-to-face interviews. All interviews were conducted in five major Nigerian languages: English, Pidgin English, Yoruba, Hausa and Igbo. A total of 5000 respondents were surveyed across the nation. All states and senatorial districts in Nigeria were proportionately represented in the poll. In each of the 109 senatorial districts, a Local Government Area (LGA) which is the headquarter of each senatorial district was selected for interview. This represents three (3) LGAs per State. Three (3) LGAs were also randomly selected in the Federal Capital Territory, Abuja. In total, 111 LGAs were polled in each of the yearly poll. All respondents were aged 18 and older.

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Press Contact

The Editor

Email: editor@noi-polls.com