

**YOUTUBE, NEW MEDIA, ADVOCACY AND THE CHALLENGES OF
AUTHENTICITY**

BY

**LAWAL ADENIYI SAMUEL OZOVEHE
M.A/ARTS/4652/2009-2010**

**DEPARTMENT OF THEATRE AND PERFORMING ARTS,
FACULTY OF ARTS,
AHMADU BELLO UNIVERSITY,
ZARIA.**

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**LAWAL ADENIYI SAMUEL OZOVEHE
M.A/ARTS/5796/2009-2010**

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**DEPARTMENT OF THEATRE AND PERFORMING ARTS,
FACULTY OF ARTS,
AHMADU BELLO UNIVERSITY,
ZARIA.**

JUNE, 2015

DECLARATION

I hereby declare that this thesis was written by me and it is a record of my research work. It has not been submitted in any previous application for a higher degree. All quotations are indicated and the sources of information are suitably acknowledged by means of reference.

Lawal Adeniyi Samuel Ozovehe

Date

CERTIFICATION

I certify that this thesis titled **YOUTUBE, NEW MEDIA, ADVOCACY AND THE CHALLENGES OF AUTHENTICITY** written by **LAWAL ADENIYI SAMUEL OZOVEHE M.A/ARTS/5796/2009-2010** meets the regulations governing the award of Masters of Arts Degree in Development Communication, in the Department of Theatre and Performing Arts, Faculty of Arts, Ahmadu Bello University, Zaria and is approved for its contribution to knowledge.

Prof. Emmy Unuja Idegu
Chairman Supervisory Committee

Date

Prof. Oga Steve. Abah
Member Supervisory Committee

Date

Prof. Mohammed Inua Umar-Buratai
Head of Department

Date

Prof. Adamu Z. Hassan
Dean, Postgraduate School

Date

DEDICATION

I dedicate this work to GOD ALMIGHTY, for the courage and ability to start and finish this work despite several trials and challenges encountered which after all made me stronger. Agidigba is your name. Lord I praise you!

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ABSTRACT

One of the cardinal focuses of development communication is to demystify existing media to enable more people access and participate in the process of development. The New Media has proven ability of facilitating and enhancing public interaction with instant feedback mechanism that allows almost anybody anywhere with internet facilities not only access the media but also produce and distribute content instantaneously without direct intermediary. It was because of this unique feature that most communication specialists and advocates have adopted the medium seeing it as a more effective and quick medium for reaching out and spreading messages intended to publicize their programmes, influence public opinion and generate support. Obviously, this new direct two-way communication has empowered more people to participate, self-advocate and make other meaningful contributions by adding their voice to an ongoing campaign. Consequently, the New Media itself is posing challenges to advocates as well as users and supporters as fraudsters have taken advantages of the various loopholes in it to defraud, deceive and mislead people. This has led to general disrespect, disbelief and lack of trust in the authenticity and integrity of many advocates; the challenge of knowing who to believe and how to identify and discard falsehood. This research work is designed to seek out the various challenges encountered by advocates as a result the now free nature of the media with a view at proffering lasting solution and restoring the credibility of advocacy project and the difficulties of knowing which media message is authentically designed by real advocates and not fraudsters or mischief-makers.

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CHAPTER ONE

INTRODUCTION

1:1 Background to the Study

Conventional and traditional advocacy has always relied on the mass media as a tool to gain mass support and mount pressure on policy makers. Media advocates employed a communication strategy based on stern lecturing and beaming of information to receivers who are expected to act on the basis of the information received. The expected outcome is that information and education will lead to awareness, and will ultimately result in behavior change. This communication strategy has failed to get the desired result and has created a huge gap between the sender and the receiver due to the inability of the receiver to understand the messages designed by experts largely because the people were not involved in the process of message conception, design and dissemination.

Many challenges of advocacy projects in Nigeria do not only stem from the fact that the people do not participate in the process but the fact that advocates lacked the ability and medium to effectively mobilize members of a given community to support the desired project. Therefore, most advocacy campaigns/projects fail to get the level of support needed to bring the much needed change. Also, very critical to advocacy is the question of empowerment. In most cases, the people or community who participate in advocacy project are still unable to speak for themselves because they are not empowered to take part in the advocacy project. As a result, the people are left voiceless as they cannot fight for themselves.

The quest to give voice to the voiceless in developing countries has not yielded adequate results partly due to paucity of statistical studies to gather reliable data, poor dissemination

of research results, and inability to use available data optimally. More evidence-based practices emphasize the importance of assessment, planning, delivery, and evaluation of services based on sound research results (Parahoo, 2000). Decisions about policy, services and intervention, based on firm evidence will result in optimal gains for people with disability (Mmatli, 2009; Parahoo, 2000). It was therefore discovered that the use of different forms of media and research to achieve this aim is necessary for there to be a change in result.

The emergence of New Media has changed the way we think, live and interact with the world around us; it has changed our communication systems and replaced them with a more fluid, interactive and democratic one. One of the reasons for this is the increase in the desire to get access to information more relevant to people's need. There is a strong believe that people will be able to make better decision and take advantage of the numerous opportunities around them if they are well informed about what is happening locally as well as globally. These changes as a result of the desire to access information in a large scale, have facilitated the change from one apparatus of communication to another.

Today, the technologies around us are shaping and redefining the way we express ourselves and the media we use. Advancement in technology has put the media in our hands, making it much easier for everyone to communicate on the spot. For instance, the media can now be found in our mobile phones, android, Blackberry as well as computer and laptops connected to the internet and carried around in our pockets to keep us updated with events as they happen. As the old changes to accommodate the new, so is the way and manner media contents are sourced, produced and distributed. The New Media allows individuals; most especially the young people to not just be docile receivers of media

content but allows everyone to be a broadcaster and audience simultaneously. The way the new media enables the individual to participate in these wide range of activities; social networking, gaming, blogging, downloading, uploading and sharing their own creation with others online is so empowering that one is forced to think that these new forms of expression will lead the way to a better, freer, vibrant and a more transparent society where people can communicate more freely.

The desire to attain a much freer society, where there is less inequality between the rich, the poor and the vulnerable has always been the central focus of many civil organizations and advocacy groups who engage in advocacy as a means for giving voice to the voiceless. The ability of New Media to provide a more conducive environment for human right activist to engage users on a variety of issues, eliciting immediate response and getting support real time makes it a potentially effective medium for participatory development communication, democracy and governance if well employed. The New Media ushers in what has been described as ‘we media’ or the ‘participatory media’ generation in which those who are previously referred to as ‘audience’ in communication studies have been transformed into significant participants in the communication process. The combination of these characteristics has led to new optimism that the new media will create a ‘new ecosystem’ (Wilson and Murby, 2010). Some digital communication experts and development organizations are quite optimistic that the New Media will play a critical role in social development intervention.

However, the case is different as many people now see the New Media as a place to post almost anything they can lay their hands on without confirming the credibility and authenticity of such information. The manner in which some of these information are

speedily distributed on a large scale is so alarming that we need to question the authenticity of these information which are easily taken as authentic by other users of these medium as 'the ultimate truth' without questioning the sources of these information. In other words, the democratic and the participatory nature of the new media is now having a 'spill-over effect' on many other users who are more interested in positively tapping into the numerous potentials of the New Media.

Suffice it to say that, despite the great potentials of the New Media in facilitating participatory development communication, democracy, civic engagement and advocacy, these great potentials may not be fully realized due to the same unique characteristics of participation that gives everyone the right to communicate and easily share his or her created content. This is so because this freedom is being subjected to serious abuse as anyone can now anonymously and unanimously create and distribute contents that are offensive with the aim of causing trouble and advocating for issues without following the ethics of the practice, bringing the work of advocacy to disrepute. A good example can be seen in the wake of the 2012 fuel price hike when many goodhearted Nigerians as well as mischievous ones used the medium to advocate for a reduction of the pump price. Another example was in September, 2014, when a text message was circulated all over Nigeria, advocating for the use of salt and warm water for bathing as a preventive measure against the deadly Ebola virus.

For many reasons, the easy access, creation and distribution of New Media content in itself is problematic. Brodock et al. (2009) traces the resurgent increase in new media advocacy/activism to improvement in economic capability and the easy access to multiple social media platforms. Thus, the increased access to the various new media platform is the

direct reason why many people have turned digital activists, thereby mobilizing public will for different social actions and issues (Fayorin, 2011). As a result of these changes, almost everyone with digital gadget is now advocating for one thing or the other, manipulating, remixing information and using the new media the way they want to rather achieve their personal aim.

Consequently, media critics and commentators are beginning to question the credibility and the authenticity of new media content and the way they have been abused. As a result many people are beginning to treat advocates using the New Media with a lot of caution as some of the information they post could be misleading so people no longer know who to trust. Advocacy through the new media is losing its credibility. This is because in the age of the new media, it is very possible for anyone to wreak havoc, create controversy and mar the image of any organization; a disgruntled group of people could mar the image of an organization by posting and sharing controversial information using the new media (Ikpe and Olise, 2010).

The New Media is a generic terminology for ICT platforms characterized by the convergence of computer and telecommunication technologies (Olise, 2008). The Medium is characterized by the utilization of various communication formats such as images, text, video and audio driven by the combination of communication and information technology through the internet (Lasica, 2003). The technologies described as "New Media" are often digital; with the ability of being manipulated, networkable, interactive and compressible (Flew, 2002). The term New Media refers to the actual technologies that enable people to connect with one another. These include; Game consoles, Mobile Phones, Personal Digital Assistants (PDAs) Computer Connected to the internet, etc. For example, New Media

holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of New Media is the “democratization” of the creation, publishing, distribution and consumption of media content. However, the decentralization and democratization of the information resources, enhanced dialogue and erosion of traditional gate-keeping and agenda setting functions still remains one of the unique features of the New Media (Chaffee and Metzger, 2001). Many Civil society organizations and NGOs are beginning to tap into the rich potentials of the New Media to engage many young people in advocacy.

Advocacy is simply speaking up for or acting on behalf of another person who may not be in the position to do so thereby helping them to have a better control of critical decisions affecting them. In other words, advocacy reaches out to the marginalized, oppressed and disadvantaged members of the society who have been isolated from taking part in or enjoying certain privileges owing to their inability to speak up or lack of knowledge needed to access these rights and privileges.

The National Lead for Advocacy Valuing People Team (2009:1) sees advocacy as

Taking actions to help people say what they want, secure their rights, represent their interest and obtain services they need. Advocates and advocacy schemes work in partnership with the people they support and take their side. Advocacy promotes social inclusion, equality and justice.

Essentially, advocacy enables the users to express their views and helps them to make informed choices by making available to them quality information in their area of interest.

A very critical aspect of advocacy is to question the way in which policies are conceived, designed and implemented. Advocates are expected to ensure that: the user and

beneficiaries of the project have enough information to exercise autonomy; to make sure legal and moral rights are respected; and all other resources given in the appropriate quality and quantity required (Hyland, 2002). They may also want to participate in setting the agenda for significant issues raised. Some of the other reasons may be to target political systems due to their inability to respond to people's needs, this is possible due to the fact that most advocacy projects are very inclusive as well as engaging; they can be very useful in providing policy solutions.

Advocacy can also serve as an avenue for opening up new opportunities and spaces for public debates. The media, if effectively used, can facilitate the collective participation of the people in policy making. The strategic deployment of the media in any form as a tool for the advancement of a social or public policy initiative is what Jernigan and Wright (1996) refer to as Media Advocacy.

Traditional models of human rights advocacy often relied on securing mass media coverage of abuse as a tool for mounting pressure on policy makers. But the emergence of new media forms has opened new ways of allowing advocates to collaborate with several others by soliciting for their support for a specific issue. One of the greatest advantages the new media has when used in advocacy is the power of number. This is because a large number of people can be reached at almost the same time making the medium a potentially great one if properly deployed.

More importantly, if properly used, the new media can be a powerful tool for positive growth and development, advocacy and promotion of democracy. Same way the new media has great capacity to promote good, it has the same capacity to promote evil

(Williams, 1974). A medium with such a great frontier like quality also provides a great opportunity for ethical lapses; the dishonest can easily perpetuate evil (Carrie et al, 2008). Nevertheless, the kind of media one uses do not really matter as much as how it is used. Thus, individuals can use the right media wrongly, for wrong, selfish and personal reasons marring the importance placed on the media as a tool for empowerment.

Ideally, a good advocacy project should have two main components; the first is empowering clients to self-advocate through the provision of information and support, while the second type involves influencing a third party on behalf of clients. Schwartz, (2002) believes that the main arguments on advocacy have bordered on the ability to advocate, and at the same time, protect the autonomy of the client in an environment where there is an imbalance of power. A good advocacy would involve presentation of the relevant facts associated with the issue, garnered through research, designed to influence policy directions in a way to allow appropriate quantity and quality in the desired direction to satisfy societal needs. (Amusat, 2009)

1:2 Statement of the Research Problem

The rise of the new media has no doubt opened new frontiers, new opportunities and new possibilities for advocates and those who want to contribute to uplifting of humanity. Today, many civil rights and non-governmental organizations can now tap into the power of web. 2.0 as a tool for advocacy and empowerment because of the way it allows individuals to participate in creating, sharing and distributing their own media content, a feat that was almost impossible in the conventional sense. There is no doubt that the new media hold great potentials for advocates to tap into in gaining more support and

promoting their cause. The latent potentials inherent in the new media cannot be achieved with everyone generating and posting materials that sometimes may be wrongly targeted.

Obviously, the new media as well as every other communication tools comes with its possibilities and perils. The challenges of the new media are embedded its own democratic advantages which gives everyone, the freedom and right to the media anytime, anywhere and this itself is begging to constitute a problem to advocates and media practitioners; with non-professionals creating, sharing and advocating for almost anything without concern to sensibilities and the principles of media and advocacy.

Today, the new media is experiencing lots of challenges this because everyone can now create, and easily disseminate media content targeted at advocacy the way they want with no one responsible for checking out the credibility and authenticity of these user generated content. Therefore, some of users are beginning to take advantage of the various lapses, to abuse it. This is because new media users did not foresee these challenges before adapting the new media for advocacy. There may be serious difficulty in terms of trusting information spread through the various social media platforms.

1:3 Research Questions

The study intends to find answers to the following research questions

- i. What are the challenges related to authenticity faced by the democratic, unanimous and anonymous use of the new media for advocacy?
- ii. How and why are these challenges peculiar to the way the new media is used?
- iii. What are the most appropriate steps to take by those who want to use the new media for advocacy to make their work authentic?

1:4 Aim of the Study

This study will attempt to look at the various challenges associated with advocacy through the new media with a view to questioning the level of credibility and authenticity of content and prospect for more nuanced and effective use of it for advocacy.

1:5 Objectives of the Study

To realize the aim of this study, the researcher will carry out the following activities:

1. Do a survey of Nigerians who use the YouTube as an avenue to post, advocate and show support for advocacy campaigns
2. Check whether those who participate; receive, share, post and contribute to content on YouTube check out information and source of materials before participation.
3. To find out how effective the New Media has been when used as a tool for intervention and public engagement
4. Make necessary recommendations by designing an effective way of using the YouTube for advocacy.

1:6 Justification of the Study

Since the New Media now plays a critical role in the way people live and communicate, the way they participate in generating and disseminating materials intended for advocacy, therefore, it is very imperative to look at the various challenges and short comings associated with the New Media when deployed in advocacy by individuals and groups.

1:7 Scope of the Study

This study is concerned with assessing the various challenges associated with the use of New Media for advocacy. This study will limit itself to the use of YouTube and other New Media platforms for advocacy. It will concern itself with how the new media users are taking undue advantage of the several limitations of the new media to mislead and defraud serious minded individuals. This has constituted serious challenge for many who want to truly participate. Therefore the free and democratic nature of the New Media has posed several challenges to genuine users.

1:8 Definition of Terms

Blogs: A short form for 'web' and 'log' a website containing a more or less online journal with single or multiple contributors.

Judgment: The ability to evaluate the reliability and credibility of different information sources.

Links: They are trails linking up articles from one website to another; links makes articles from multiple sites available and easier to access.

Multitasking: The ability to scan one's environment and shift focus as needed to salient details.

Networking: The ability to search for, synthesize, and disseminate information.

Simulation: The ability to interpret and construct dynamic models of real-world processes.

SMS: A Short Message Service usually available to Mobile phone users which enables them to send short messages.

The Ethics Challenge: The breakdown of traditional forms of professional training and socialization that might prepare young people for their increasingly public roles as media makers and community participants.

YouTube: This is a popular video sharing website where people can upload, view and share videos through their channel.

Web 2.0: This is a term used to refer to a second generation web based application that enables the participation and interaction of communities allowing users to create and publish content.

Wiki: This is a group of web pages that allow users to add content similar to discussion forums.

CHAPTER TWO

LITERATURE REVIEW AND THERETICAL FRAMEWORK

2:1 Introduction

There are emerging bodies of literatures and theories suggesting that the new media has great potentials for reshaping the way advocacy projects are carried out. Some are quite optimistic that the New Media will be a transformative medium (Brown, 2000, Seib, 2007) New media technologies are drivers of social change, national development and organisational development, a notion grounded in the technological determinism theory which postulates that technology has the power to drive human action and change (Lievrouw and Livingstone 2006; Ikpe and Olise 2010). Others posit that the New Media hold great potential for facilitating civil society, civic engagement, and democratic participation (Moore, 2003; Ito, 2004; Jenkins, 2006b; Jenkins et al., 2006; Pettingill, 2007).

Perhaps, a good starting point for this review will be (Mushinge, 2008:1) who points to the fact that new media has shaped and continues to shape the way the media is produced and distributed. As a result, individuals can now publish in real time to a worldwide audience. She observes further that a new breed of advocates are taking the advocacy into their own hands armed with laptops, cell phones and digital cameras, these readers turned participants are transforming advocacy from an expert presentation into a conversation. The way and manner the new media is commanding attention and posing alternatives to conventional media, create the impression that the traditional media is not doing enough to represent issues that they stand for. In the same light, Burnet, Robert and Marshal, (2008) concede that “the new apparatus of connection and cultural exchange needs to be

understood as a transforming echo with the populace and as a form of popularity that often herald larger transformation in contemporary culture” Rifkin et al, (2010) is of the view that the implication and the potentials of the New Media are yet to be imagined.

2:2 New Media and Participatory Culture

According to supporters of the new media, one of the main characteristics that make new media stand out unique is its ability to encourage participatory culture. Chau, (2011:2) Jenkins (2006:7) define participatory culture as one with relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing one’s creations with others, some kind of informal mentorship whereby what is known by the most experienced is passed along to the novices, where members believe that their contributions matter and where members feel some degree of social connection with one another (at least they care about what other people think about what they have created). In the same vein, Jenkins skillfully adds that “Participatory culture shifts the focus of literacy from one of individual expression to community involvement”

Jenkins et al (2008) in a white paper *Confronting The Challenges of Participatory Culture: Media Education for 21st Century* explains that participatory culture is emerging as the culture absorbs and responds to the explosion of new media technologies that make it possible for average consumers to archive, annotate, appropriate, and re-circulate media content in powerful new ways. They further argue that if we focus on expanding access to new technologies it carries us only so far if we do not also foster the skills and cultural knowledge necessary to deploy those tools toward our own ends.

Blau, (2005:3) is very optimistic that the media landscape will be reshaped by the bottom up energy of the new media generating a greater level of creativity and will help to organize the activities of media workers, as a generation of new media makers and viewers are emerging leading to a change in how the media is produced and consumed. The crust of Blau's work suggest that we are moving from the era in which some people produce while others consume to the era where everyone is a actively involved and have a stake in the culture that is produced. The desire to deploy the web 2.0 software into development of humanity must have led to the emergence of a Participatory Web 2.0 for development – or Web2forDev, for short – which is a way of employing web services to intentionally improve information-sharing and collaborative production of content for development.

The distinction between Web 2.0 tools and Web2forDev is that Web2forDev is about the active use of these tools in development. It is about how development actors can relate and connect to other stakeholders, produce and publish their own material, decide on levels of access to information and redistribute pieces of content released by others. Web2forDev, is about integrating, combining, aggregating, generating, moderating and mediating development information, ideas and perspectives (Ashly, Holly et al, 2009)

Despite the free nature of the new media in terms of encouraging participatory culture, there is a growing fear even when they are used for educational purposes. Jenkins (2008:15) is concerned about the inability of young people to assess the quality of information more closely. Thus, Hobbs, (1999) concedes that it has become more difficult for someone to ascertain the quality of information in the times when everyone has easy access to information.

2:3 New Media and Digital Revolution

In our society today, we are surrounded by a multi-level convergent media world where all modes of communication and information are continually reforming to adapt to the enduring demands of technologies, "changing the way we create, consume, learn and interact with each other" (Jenkins, 2006). For Mushing, (2008:1) the frequent need to access the large amount of relevant content highly on the increase in today's society as all-round the globe, people are continually in a great search for relevant information in their various areas of interest

The information age, also commonly known as the computer age or digital age, is an idea that the current age will be characterized by the ability of individuals to transfer information freely, and to have instant access to knowledge that would have been difficult or impossible to find previously. The idea is linked to the concept of a digital age or digital revolution, and carries the ramifications of a shift from traditional industry that is brought through industrialization, to an economy based on the manipulation of information that has brought a fast evolution of technology in our daily life, as well as our educational life style. The Information Age has allowed rapid global communications and networking to shape modern society (Kluver, 2010)

In simple terms digital revolution refers to the various technological breakthroughs which have changed the way we access and pass information across. What makes digital technology more impactful is the use of a system of discontinued data and event to create a universal model to represent information that is expressed using almost anything light and sound waves. Better put, digital technology tries to unify the world with one language so that people all over the world can easily share their ideas. Rammer (1992:63) tries to

explain the changing nature of the digital age. He is of the opinion that technology is dynamic, even fluid. For him 'the interaction between material and non-material component and the coupling of social and technical component can be captured in the concept of technology as a project. The new media technologies are not an exception; as they create a far more suitable environment for everyone in the society to connect not minding their individual differences and affiliation.

However, the introduction of networked computers, as has been said, will transform all aspects of our society, changing industry, government and social life, altering the ways in which artists circulate their work and money flows through the economy. All institutions will have to be "reinvented" in response to these new technologies. The rhetoric of the digital revolution thus has allowed disillusioned left intellectuals, a newly emboldened right, ambitious entrepreneur, and many other interest groups to see themselves as on the cusp of vast historical change.

More obvious is the fact that the new media filled with multiple convergences has a downside. Particularly in initial forms, converged devices are frequently less functional and reliable than their component parts (e.g., a DVD may perform better on a traditional DVD player than on a games console). As the number of functions in a single device escalates the ability of that device to serve its original function decreases. (Jenkins, 2006) For example, the I-Phone (which by its name implies that its primary function is that of a mobile phone) can perform many different tasks, but does not feature a traditional numerical pad. Instead, the phone features a touchpad, which some users find more

troublesome. As Howard Rheingold asserts, technological convergence holds immense potential for the "improvement of life and liberty in some ways and (could) degrade it in others" (Rheingold, 2000) He adds that the same technology has the potential to be "used as both a weapon of social control and a means of resistance". Like some of these writers have all said, it is not the medium that matters but how and who uses the medium and for what purpose?

2:4 New Media and Mobilisation

The underlying argument and counter-argument whether the new forms of expression have the capacity to mobilise people to take action is constructed on the premise that for some time now, blogs, Facebook and other forms of social media have been used extensively for rallying people around an issue or a cause (Bawa, 2009). Theorists, who strongly believe that the New Media is essentially a great tool for mobilizing people, point at the ongoing political uprising in North Africa and the Middle East as their ideal example. They contend strongly that mediums such as Facebook, twitter, blogs and even mobile phones can serve a great deal in mobilizing not just the elites but also those residents in our local communities.

While some posit that the dynamic nature of the mobile phone makes it a viable tool to be used for mobilizing people for campaigns and that farmers can even benefit from these services. Some of these services are already available in some African countries where relevant information is sent to farmers and market women (Warenga brief, 2009) New Media has the ability to solicit immediate response and therefore would be a very effective tool for mobilizing citizens to take quick action on any issue at hand. The failure of the

mainstream media to incorporate the people's participation in the process of communication results in seeking other forms of expression. The usual top down process is gradually giving way to two-way conversation and New Media enables this platform (Gregory, 2010)

Al-Roomi (2007) is of the opinion that when it comes to mobilisation, the mobile phone is more effective due to its wide coverage as against the internet. Al-Roomi contends that the use of SMS in mobilising Arabs in protest against oppressive governments has been effective in gathering of women in Kuwait in 2005 to fight for their God-given rights. (Al-Roomi in Seib, 2007) Ethan Zuckerman however, notes that while New Media helps document and disseminate dissent, it's the people taking action on the ground who move a digital revolution from cyberspace into the real world to create change.

Pointing at the *Orange Revolution* of 2004 where the Ukrainian people were alleged to have used cell phones and text messaging to help organize protests against a corrupt election. In 2009, protesters in Moldova used Twitter to mobilize protests against election results in what was known as the *Grape Revolution*. Fellow optimist of the new media are also pointing at the *Green Revolution* in Iran, where it was also alleged that activist using Facebook and *YouTube* in addition to Twitter to share with the world what was happening to protesters around the country, documenting both amazing solidarity and horrific violence were responsible for the revolution.

While there is no doubt that traditional media outlets were limited in getting information from a handful of sources and now anyone with a cell phone or Internet connection can upload photos from the ground or give an account of their experiences to the world. Such

was said to have happened in Tunisia when the government temporarily shut down their already heavily censored Internet access, Tunisians used their cell phones to upload pictures and video to Facebook, YouTube and Twitter. The question is, if everyone is allowed to post what they want on the media without control will it not lead to more anarchy than freedom?

2:5 New Media and Small Group Organising

The recent development in new digital media technology has changed the entire conception and idea of what constitutes a small group (*Handbook of the New Media, 2009*). As a result, people no longer need to gather in a single place in order to interact and share information, small groups can easily be constituted within a short period and dissolved amongst individuals using various digital device.

In this direction Gane and Beer, 2008, observe that these devices are becoming more available to individuals who can now move around with digital devices to enable them easily generate and transfer information on the spot; the use of mobile phones, laptops, personal digital assistance can now be used interactively, deploying the use of video, audio, graphics and text. Individuals can now participate in chat sessions using instant messengers to generate, create and source for information at the same time.

Accordingly, these developments have triggered a shift in the conceptualization of group from the traditional notion of same time same place to anytime anywhere (*Handbook of the new media, 2009*). Alexander et al (2002) observes that there is a great difference with the traditional face to face group as the size of the group is more likely to be a relatively small one as well as its members while in internet based groups; there is like to be unlimited

number of participants having little things in common. With new innovation in digital technology, researchers are now of the idea that most technologically based groups will act in a way different from that of a face-to-face group.

With a new small group forms that is more fluid and easy to assemble, there are now greater opportunities and challenges as well (Contractor and Monge, 2002, Katz et al, 2004, 2005; Monge and Contractor). With emerging media forms, some of these theories argue that new media can serve as a substitute for enlarging communication amongst individuals and promoting interaction between group members. The question is whether or how does group interaction shape the technology or does the technology determine how a group of people interact. What can we do with these technologies and how can the creating of online community network be used positively?

David Buckingham concedes that Network computing offers potential resources for community building, yet how those resources are used depends on whether society embraces the civic ideals essential to a viable public sphere. (Bukingham, 2000) Julian Dibbel, *My Tiny Life: Crime and Passion in a Virtual World* (1999) observes that some writers cite evidence that online communities are embracing those civic virtues. Julian Dibbel, for example, has described the passionate debates that occurred as multi-user domains (MUDs) and other online communities struggled to develop strategies for dealing with dissent and antisocial conduct.

Those advocating for the replacement of the old media with new for advocacy contends that online communities offer participants a chance to experience civic affiliation or personal empowerment and thus nourish ideals of citizenship. (Jones, 1995) While others

have argued that immersion in these virtual worlds may simply displace what would be more productively deployed in real-world political action. These skeptics express alarm over the vulgarity; triviality, and aggressiveness of online interactions and see virtual communities through a glass darkly, as enclaves isolating participants from opposing perspectives. (Sunstein, Cass, 2001)

Rheingold (2000) uses the term "virtual community" to refer to ideas far from technological ideals. He argues that online citizens needed to educate themselves in order to "leverage" the emerging forms of political and economic power enabled by new media: "The technology will not in itself fulfill that potential; this latent technical power must be used intelligently and deliberately by an informed population.... The odds are always good that big power and big money will find a way to control access to virtual communities; big power and big money always found ways to control new communications media when they emerged in the past."

In the early 1990s Rheingold saw a need to defend virtual communities against political and economic forces that would corrupt them. A decade later, the economic colonization of cyberspace is still recognized as a serious threat to this participatory culture and activists are calling for the establishment of a "public commons" to ensure the survival of the grassroots social and political experiments Rheingold and Dibble documented. (Grossman, 2001)

2:6. New Media and Advocacy

The recent media innovations offered via the internet, *YouTube* and podcasting stands out as unique medium with great potentials (Sabin, 2009) The web 2.0 known as 'I can share

with you web' was invented for one of the most silly reasons such as showing cute photographs of their cats to the world. These tools are being refocused; for instance, *YouTube* may be about showing your fun videos of cute cats but also allows us to get videos of a trade union protest (Zucherman, 2009). Another very essential aspect of the new media technology most people use to ground their theories is that of its ability to interconnect people from all walks of life. For many, this unique feature makes the new media a very important tool to be neglected as advocacy project may need to incorporate pieces from more than one type of media to be effective (*You are the Cure advocacy group, 2011*).

New media advocates believe that as the internet and cell phone technologies continue to expand and as an increasing number of phones merge, it becomes necessary to employ these technologies for a more effective coverage. One of such is known as social networking. Accordingly, Jon Corbett, Guy Singleton and Kado Muir (2009) contend that:

Online social networking websites are another phenomenon that development practitioners are recognizing as increasingly useful. Online social networks are a new generation of community platforms which are similar to websites but offer specific interactive features and tools. An online social network brings people together and enables them to find others who share common interests and/or activities and who are interested in learning more about each other and what they do. They can be used to target, create or enhance networks or communities of practice.

2:6.1 Mobile Media and Advocacy

Today, Mobile phones continue to develop not just as a device for receiving and sending information – both in terms of what the phones themselves can do, and new support structures and projects being built around them. More applications are being developed to support their use, increase their potential and integrate them with Web 2.0 platforms and

services. (Samii, 2008) Across the world, the mobile phone is becoming a more accessible, affordable and convenient means of communication than the Internet and computers. Expanding areas of service provision in telecommunications infrastructure is helping to reduce costs and improve access to both mobile phone services and the Internet Samii, (2008) maintains that mobile phones have the potential to become the first universally accessible information communication technology.

Samii, (2008) also notes that the rising popularity of mobile telephony is another growth area that is helping to bridge the digital divide. In developing countries, people are making innovative uses of mobile phones, enabling them to simultaneously bypass ‘the landline, the laptop and the need to connect to the Internet’. As for how and why mobile phones will be a suitable tool for advocacy, Michael Stein observes that speed is critical to advocacy campaign while phones are known to be very rapid in the dissemination of information to a large group of supporters urging them to take action. Stein goes further to explain that mobile activists can easily sign on to petition, getting involved in other activities, allowing people to respond within the shortest time possible. (Stein, <http://Michaestein.net>)

Observably, one of the most accessible tools in the global south for the documentation, information sharing and information reception today is the mobile phone (Gregory, 2010) Cell phones are unique and dynamic in its ability to serve both as a device for capturing images as well as publishing them on the internet makes it an effective tool. Manji (2006) is of the opinion that every time a new technology is introduced the general belief and expectation will be to bring about progress.

The general conception is that mobile phones in the hands of Non-Governmental Organisations and independent advocates can reach people that previously could not be reached. Manji, (2006) believes that it is the mobile phone that makes it possible to reach people in the rural area. This may be through text messaging or exploring the multimedia facilities of the mobile phones both to participate in creating and publishing content. Bahague, (2008) believes that the flexibility of mobile phones offers advocates and activists new audiences and new ways of making connections.(Bahague et al,2008) People can now document and report human rights abuses (police or army brutality, for example) or civil disturbances using text messages, photos, audio or video. Photographic evidence can be particularly useful if peaceful demonstrations are violently broken up by the authorities. In Egypt, systematic torture in prisons was captured on mobile phones. Mobile phones continue to develop as devices to receive and send information – both in terms of what the phones themselves can do, and new support structures and projects being built around them.

Others point at ubiquity; the availability and the easy accessibility of mobile phones and application makes it a useful and creative tool with a broad range of uses for national campaigns, street demonstration, targeted political campaigns and other forms of social action. The point of argument is how true is the assertion that Mobile phones provides a new platform for advocacy campaigns to reach out to new and existing supporters as well as engaging them and making it easier to get their response and ultimately provides novelty in how advocacy work is carried out (Stein, <http://Michaestein.net>,14, September, 2011)

Nevertheless, some cross-section of skeptics are emphatic that the challenges associated with the use of mobile phones for advocacy are trust related as it can be difficult to persuade people to trust you with their phone numbers especially in countries where sending unsolicited text messages are considered illegal. More applications are being developed to support their use, increase their potential and integrate them with Web 2.0 platforms and services. Web 2.0 tools and mobile phones are also helping to promote the spread of citizen journalism, particularly in political activism – helping to generate an overview of shared realities, experiences and perceptions, which can also be used to help hold governments and institutions to account (Okolloh, Zuckerman and Kreutz, 2009)

2:6.2 Facebook and Advocacy

There has been a lot of debate, at the intersection of traditional activism and avant-garde technology, about whether advocacy on Facebook (and other social media, but it mostly seems to center on Facebook) is a poor substitute for “real world” activism and a diversion from important work or, conversely, whether such online activities represent the future of organizing and a replacement for more traditional campaigns. However, there are arguments citing some campaigns on Facebook as having resulted in significant “real-world” impact but, on the whole, most people’s use of Facebook are a whole lot more mundane. And there may even be some evidence that having an online outlet for policy frustrations reduces one’s willingness to take those complaints directly to those in power, On the other hand, Facebook is now one of the first places people air grievances, and some studies suggest that these actions foment offline activism, too (NAMI,2011:1)

But if today's potential advocates have already seen that the world doesn't fall apart when people don't agree with you, or even when few respond to your invitation, then maybe they'll be less reluctant to step out. And, conversely, if activists have used social media to discover that they're not totally alone in their passions, then maybe the alienation and apathy that are an organiser's worst enemies can be chiseled away, at least a little.

Facebook is a social networking site which allows users to create their personal profile, network with friends with similar ideas, communicate and share photos. This has great potentials of allowing people to share their stories as well as allowing others to contribute to the subject of discussion. It also provides a viable avenue to build a community of supporters who can take action on alert, participate in events and, more importantly, feel personally involved and connected to the idea of bringing change in the society.

Although Facebook has its benefits in terms of class collaboration, group projects, extracurricular activities, and creating a general sense of community, when students are attempting to multitask while and do their homework and other assignments while on Facebook, they received 20% lower grades than their more focused peers. (Eliss, 2011)

Facebook can be used to mobilize support for an ongoing advocacy project calling every Fan/Member to add their voice to the ongoing debate. It serves as an avenue for lobbying. This is due to the introduction of public pages which serves as a platform for organizations to connect with supporters and even expand their frontiers. Social networks – such as MySpace and Facebook – were created so that people could network with friends and family online. Yet campaigning groups are also appropriating these tools to network with one another and to alert people to causes.

Facebook is built on networks and how you're connected to others into those networks, whether it is location, school, or workplace. It's very clean and structured. MySpace is more of a free-for-all, and I think people like the fact that they can do whatever they want on their page. So if they want to post banners, videos, or other content, they can do so wherever they like. Our advocacy banners are very popular on MySpace, but people don't really have any place to put them on (Lewis, 2011). If Facebook isn't part of your organization's strategy, it needs to be. With more than 200 million members and a uniquely "viral" structure, Facebook is the ideal platform to reach your supporters, and turning them into evangelists. (Facebook Advocacy: Empower Your Supporters retrieved 5th august, 2011)

2:6.3 Twitter and Advocacy

Twitter is also a great outlet for participatory civic engagement as they provide us with an opportunity to let supporters and followers know what they are currently doing. Twitter is a free micro blogging and social networking service that allows users to communicate using "tweets," which are short posts of up to 140 characters in length (Anonymous, 2011). Like Facebook, Twitter has millions of users. As of December, 2009, Twitter reported having more than 20 million unique visitors.

Tweets were originally meant to answer the question: What are you doing? Over time, they have come to answer: What's happening? Individuals can update tweets, which appear on a personalized newsfeed. Tweets are then delivered to the person's "followers." Twitter fosters its own interactive community because each Twitter feed is linked to a list of the user's followers, as well as the users that they in turn follow. Twitter users can easily

identify others who share their interests, and smaller communities form around different priorities. Using Twitter is a great way to make connections and build a network. (You Are The Cure Advocacy Group, 2011). Holly Ashley et al position is that twitter allows individuals to send updates via SMS it can be a very powerful tool for coordinating advocacy campaigns.

2:6.4 Blogs and Advocacy

The common understanding is that blogs allow ordinary people and citizens to participate in journalism and advocacy by giving them the opportunity to broadcast their own created content. Blogs and micro blogs are perceived to become a very critical tool for a successful advocacy project. (*You are the Cure Advocacy group*). Those who have shown great optimism in the power of the blogging argue that blogs radically changed the way in which the Internet is used, by allowing people to publish their own content on a webpage, without the technical expertise needed to set up a website – or the funds to rent web space.

Blogs enables interactive communication as well as participatory journalism, shifting the power of broadcasting to ordinary people. Thus there is a shift from the usual top down in a bottom up, giving power to the powerless and allowing them to exercise this power and not necessarily revealing their identities (Seib, 2007: 151). The New and Social media such as blogs sometimes complement or compete with traditional media in ways such that important events or issues that mainstream media misses or chooses not to explore for many reasons (Mushinge, 2008:2).

Wall (2005) is of the opinion that because blogs are easily created, frequently updated and offer the newest information on the top of the page with hyperlinks carrying comments as

regarding the links and besides straight text and hyperlinks, many blogs incorporate other forms of media, such as images and video makes it a near perfect medium for advocacy. Other argument points to the fact that Blogs differ from traditional websites in many ways, it provide many advantages over traditional sites, including: easy creation of new pages, since new data is entered into a blog usually through a simple form and then submitted with the blogger (or person adding the entry to the blog website) updating the blog with little or no technical background - blogs have thus become the novice's Web authoring tool; blogging moves journalism from a centralized top down one way publication process to the many online (Andrew, 2003, Tremayne, 2007)

Starting with the newest not oldest posts – Blog gives them a sense of current relevance. Users can set up a blog on an existing blog platform, or download blog software to run on their own web space. Basically, most blogging platforms are free-to-use. Blog authors can allow others to comment on their posts and engage in discussion. Many blogs platforms allow authors to tag posts with multiple keywords. More significant is that if a blog is popular, it will be linked to by a lot of other blogs. Search engines like Google priorities websites with more links.

There is no doubt that blogs are great outlets that enable individuals to express their opinion and make comment on pretty much any topic of their choice. Basically, individuals use blogs to express their opinion as well as create a readership, why readers have the opportunity to make their own comment in response to what they have read. Many optimists are of the opinion that blogs can be an easy way to stay informed about legislative goals while dialogue can be started along certain areas by bloggers. They

believe is that as more law makers continue to dive into the world of social media, advocates need to develop a model for influencing them. (You are the Cure advocacy Group, 2011)

The general believe is that blogs can help us to understand the interest and the personalities of the authors while the various links can serve as a clue to the area of concern of the particular blog. Through links visitors are allowed to see the area of interest of the author with the aim of linking up if area of personal interest is being discussed. Kennedy Dan (1998) in *The Blogging Revolution* is of the opinion that Blogs make it easier for anyone to publish his or her thoughts to the world, blogging has ruptured the media landscape, giving millions of ordinary citizens a chance to write about their own lives and obsessions and to talk back to those in power. As convincing as these arguments may seem, there are others who maintain that traditional journalism remains crucial for informing us in an accurate, comprehensive, and neutral manner. There is now a shift from the traditional newsroom to the internet. For Johnson and Kaye (2004) blogs became popular as a result of individuals who became dissatisfied with the conventional media turned to blogs for information that are political.

The blog now provides advocates with renewed hopes, as it now serves as medium not just for news but also for public engagement (Tremayne, 2007: 249). Accordingly, the ability to mobilise citizens to stand behind a particular cause to bring about political change is what sets blogs apart. As regards the level of participation that can be incorporated, Tremayne (2007:130) observes that:

The amount of participation varies from session to session and blog to blog, but is determined by the user, not the technology. Because blogs are one or two way method of communicating where users choose their level of participation, they may gratify entirely different need from those met by other internet resource.

Kreutz (2009) believes that blogging represents a radical shift from a more traditional, top-down mode of communication to a more ‘publicly open and transparent’ one. More significant to him is ‘this bottom-up approach to speaking out about social, economic or political issues has the potential to engage a broader public sphere in the development sector.’ He thus concedes that a new wave of opportunities has been presented by Web 2.0 tools. Websites have been transformed and the web is now being used in new and different ways to reach out to people of all races and identities. A video blog – also known as a vlog for short – is one such next-generation web application.

A very good video example of organization using video blog is the Ghana Information Network for Knowledge Sharing (GINKS). Similar to a blog, a video blog – or ‘vlog’ for short– contains short segments of video content, which you can watch online without having to download them. Usually in the form of interviews, these vlogs help members to share information about ongoing project; created specifically for recreational purposes, New Media can also be used for more innovative purposes. Zuckerman’s view is that governments are reluctant to prevent people from using them because these tools have a ‘social cost’ to attempt to control or prohibit. One example is publishing photos with captions on photo sharing websites that document human rights abuses that people might otherwise be unable to communicate to the global community.

Prince Deh (2000) is overwhelmed by what he believes Blogs can do in the Ghanaian society; He believes that Web 2.0 tools such as blogging have the potential to become an important advocacy and information-sharing tool. The question remains of how to extend the benefits of Web 2.0 tools much wider and beyond the scope of Ghanaian cities.

(Prince Deh)

Free internet services itself does not lead to social benefit if it does not get people involved, the new social interactive media such as weblog and wikis have become widely popular communication tools as Kahn and Kellner (2004) observes That the new internet subculture that has erupted around ‘blogging’ is particularly deserving of analysis here, as bloggers have demonstrated themselves as techno activist favoring not only democratic self-expression and networking, but also global media critique and journalistic sociopolitical intervention.

In summary, all those theorising about power of blogs in advocacy major their argument on the simple reason that Creating and maintaining a blog is such an easy task that even non-technical members can afford. Blogs make a dynamic network of ongoing debate much more possible today than in the past. However no one has been able to provide real proofs that these theories can go beyond the lecture room.

2:6.5 YouTube and Advocacy

Today young people have grown up within a world of pervasive technology including mobile phones, digital cameras and the omnipresent internet, described as, “Gen-X, Millennials, the Nintendo and Net Generation” by (Tapscott, 1997; Oblinger, 2003; Olsen, 2005) in their writings. Chau (2011) describes *YouTube* as a tool for enhancing participatory culture. Chau believes that YouTube lies at the intersection of media creation and social networking, providing young people participatory culture in which to create and share original content while making new social connections. Recent discussions around youth’s online activities focus on Web sites as virtual spaces where they can “hang out” and “mess

about.” Nationally representative statistics have shown that online technologies have made creating and sharing media content easier and more accessible for young people.

Consequently, most researchers see these virtual spaces as becoming portals to communities where youth bond with peers, engage in public discourse, explore identity, and acquire new skills. The explosion of youth subscription to original content-media sharing Web sites such as *YouTube* has confirmed their relevance and importance in the lives of today’s youth. These Web sites combine media production and distribution with social networking features, making them an ideal place to create, connect, collaborate, and circulate novel and personally meaningful media. (Chau, 2011)

Understandably, by merging the technical aspects of youth as media creators with the social aspects of youth as social networkers, new media platforms such as *YouTube* offer a participatory culture in which to develop, interact, and learn. According to the *Entertainment Media Research*, (2009), one key element that sets *YouTube* as a pertinent space for youth activity is that it has low entry requirements and its participatory trajectory is gradual. Most visitors to the Web site are unregistered users who come to the site to view videos, and teens account for 35 percent of the avid viewership who watch a video at least once a day. Some viewers stay at the periphery of the community; they may watch a video and read comments but not contribute to any discussions. Their participation is accounted for in terms of view counts, which increases the popularity of each user video. When members feel comfortable about contributing to a comment thread, they register for a free account to comment, respond, and rate video clips (Chau, 2010)

Certainly more people each day sign on to *YouTube* and contribute short films for others to enjoy. And there are always moments of pleasure-participatory pleasure- within the genuine democracy. But does an outlet like *YouTube* keep citizens from maturing; keep individuals from focusing on a field of play or the endless search for pleasure rather than musing on the critical issues of the day? (Urbanski, 2010: 149) These activities account for the majority of users' engagement and are crucial to the way the community operates. These feedback interactions motivate content creators to create more videos and are critical to the ways video content is circulated within the community. (Lave, J., & Wenger, E. 1991)

As a popular video sharing website where users can upload, view, and share video clips. *YouTube* has become an enormously popular form of web 2.0 new media for several reasons. An article in *Wired* cites shows that an average of 65,000 uploads and 100 million videos viewed per day on *YouTube* (Godwin-Jones, 2007). Users can now share and view videos made by other users free of charge. Boasting that it is one of the most frequented Web sites on the Internet, *YouTube* received 100.9 million unique viewers who watched over 6.3 billion videos (62.6 videos per viewer) in January 2009 alone.⁵ Most of these are short video clips averaging three and a half minutes each. Although the majority of viewers are adults, teens between fifteen and nineteen years old account for 17 percent of *YouTube*'s market, with about even male (8 percent) and female (9 percent) representation (Chau, 2011)

YouTube is gradually assuming the position of a mainstream media for spreading information and gaining support through constant viewing of video clips creating a virtual with several of the social networking sites with video sharing ability and major news sites having videos embedded in their sites, media can now take a multifaceted approach to broadcasting. But how can we exploit the video sharing potentials of the new media to engage people to participate in the political processes.

Obviously, people can now create and send personal and collective video messages across borders to the various stakeholders with the view of influencing them to make policies. *YouTube* can be used to create a learning community where everyone has a voice, anyone can contribute, and the value lies equally within the creation of the content and the networks of learners that form around content discovered and shared. (Adapted from Educause Learning Initiative, 2006).

Educause furthers that the fact that it allow your students to create a short video as part of an assessment item instead of the traditional essay helps them become involved in the creation of a video, “heightens a student's visual literacy, an important skill in today's electronic culture” (Educause Learning Initiative, 2006); the use of video also has several advantages over graphic and textual media. E.g.: portrayal of concepts involving motion, the alteration of space and time; the observation of dangerous processes in a safe environment; dramatization of historical and complex events; demonstration of sequential processes the viewer can pause and review (Misanchuk, Schwier & Boling, 1996);

Jenkins, H refers to the use of *YouTube* within the Higher education as ‘YouNiversity’ and suggests an intellectual network where students interact not only with professors, but with

industry and the community; (Jenkins, 2007) other writers such as Conway, believes that *YouTube* can be used as a virtual library to support classroom lectures by providing students with access to video clips. (Conway, 2006) Peter Duffy is interested in knowing; how can video sharing site such as *YouTube* improve our level of participation in and out of the classroom?

Duffy, (2009) is of the view that educators need to go beyond treating video sharing sites as only virtual libraries and instead emphasizes the features more aligned with Web 2.0 such as the role of social comments, video responses to existing content, flexible possibilities for collaborative assessment and other features of media sharing collaboration. Writing from the perspective of the students, Tapscott thinks it is necessary for it to reflect on the changing nature of our students as key stakeholders in the educational process. Mostly referred to "digital natives" or the "Nintendo generation", these new millennial age approach work, recreation and certainly education in an entirely new way. (Tapscott, 1997) They absorb information quickly, in images and video as well as text, from multiple sources simultaneously. Prensky (2004) describes the nature of their operation as, "twitch speed", expecting instant responses and feedback. They prefer random "on-demand" access to media; expect to be in constant communication with their friends and ease of access in the creation of their own new media. When these trends are manifest in learning they are often called "learner-centered" or "student-centered" design (Marzano, 2006). It is in this direction that Duffy, (2009) posits that this is however, more than an adaptation to accommodate different learning styles or allowing the user to change the display of a website; it is the placing of the control of learning experience itself into the hands of the

learner. The phenomena of Web 2.0 provide for students an unprecedented way to access, socialize and co-create.

Whether or not *YouTube* is an effective means for connecting and mobilizing support for people's project will strongly depend on how they are used. YouTube as a supporting media can be very effective if properly utilized. Those clamouring for use of YouTube in advocacy have often insisted that one of the strengths *YouTube* has is its ability to facilitate interaction with people without the media acting as intermediaries. It has the potentials of soliciting for questions and getting responses with video posting in order to mobilise interest in any campaign organisation.

Steve Grove and Adam Relis contends that 'a tangible video message can be more effective than a text-laden email (Grove and Relis, 2010) Chau, 2011 takes the argument to another level, he argues that, *YouTube* is much more than an online platform for sharing and broadcasting content. For Chau, the unique technical and social features support that is embedded in the YouTube can facilitate the formation of a participatory culture among the members of its community. He strengthen his argument by asserting that in media studies the participatory culture framework is relevant to youth development researchers because it provides a lens to understand specific mechanisms that attract youth to collaborate and produce creative, self-expressive and self-initiated media products.

Particularly successful was a participatory digital video project, where the project team and community elders worked with a group of youths to produce a short video which was then

published on video-sharing websites. The video subsequently went on to win international acclaim, demonstrating the power of the tools for advocacy purposes and to positively engage youth in such activities. Recent studies have related the meteoric rise in user's involvement with video sharing sites, engaging with people through the use of YouTube is fast becoming a model for social interaction and more scholars are developing interest in these sites that give room for interactive video. YouTube is fast becoming a crucial avenue for cultural engagement. (Ubanski, 2010:119)

The main concern, according to University of California professor Barbara Epstein, is that the New Media "allows people who agree with each other to talk to each other and gives them the impression of being part of a much larger network than is necessarily the case." She warns that the impersonal nature of communication by computer may actually undermine the human contact that always has been crucial to social movements.

Scholars are currently divided as to whether the New Media will increase or decrease political participation, including online advocacy. Those who suggest political participation will increase believe that the New Media can be used to recruit and communicate with more users, and offers lower-costs modes of participation for those who lack the time or motivation to engage otherwise. Those concerned that the New Media will decrease activism argue that the New Media occupies free time that can no longer be spent getting involved in activist groups, or that New Media activism will replace more substantial, effortful forms of in-person activism.

Famous activist Ralph Nader once noted that “the New Media doesn't do a very good job of motivating action” arguing that influential organizations like the United States Congress, corporations and the Pentagon do not necessarily “fear the civic use of the New Media”. Zuckerman makes reference to this, what he calls "slacktivism", claiming that the New Media has devalued certain currencies of activism. His argument is that citizens may "like" an activist group on Facebook, follow them on twitter, visit a website, or comment on a blog, but fail to engage in political activism beyond the internet, such as volunteering or lobbying for support.

In summary, many things have been said about the new media but very little have been experienced in terms of definite change facilitated by the New Media. This is not to close the doors on possibilities. New media is currently facing a lot of challenges; one of such challenges is that of authenticity. This is because many users are taking advantage of the speed it gives to spread information as well as advocate for issues taking advantage of the medium. Researchers are yet to consider the downside of the freedom the new media allows and this thesis is dedicated to looking at the various challenges faced by the incessant use of the new media, to be more precise the YouTube as a medium for advocacy. The argument is that in as much as there are many advantages there are also challenges one of which is how do users of the new media determine which information is credible and authentic.

2.7 Theoretical Framework

Several models have been developed to investigate and understand the factors affecting the acceptance of computer technology. The theoretical models employed to study user acceptance, adoption, and usage behaviour include the theory of reasoned action (TRA)

(Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), the theory of planned behaviour (TPB) (Ajzen, 1991; Mathieson, 1991), the technology acceptance model (TAM) (Davis, 1989; Davis, Bagozzi & Warshaw, 1989), the decomposed theory of planned behaviour (Taylor & Todd, 1995), and innovation diffusion theory (Agarwal & Prasad, 1997, 1999; Brancheau & Wetherbe, 1990). However, current research has focused on the technology acceptance model (TAM) and Democratic Participant Theory because the research seeks to understand the relationship between perceptions (such as perceived usefulness and perceived ease of use of technologies) and usage behavior.

The Technology Acceptance Model (TAM) is an information system theory that models how users come to accept and use a technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably: a. Perceived usefulness (PU) - This was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance". b. Perceived ease-of-use (PEOU) - Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).

One of the well-known models related to technology acceptance and use is the technology acceptance model (TAM), originally proposed by Davis in 1986. TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology (Legris, Ingham, & Colletette, 2003). TAM is considered an influential extension of theory of reasoned action (TRA), according to Ajzen and Fishbein (1980). Davis (1989) and Davis, Bagozzi, and Warshaw (1989) proposed TAM to explain why a

user accepts or rejects information technology by adapting TRA. TAM provides a basis with which one traces how external variables influence belief, attitude, and intention to use. Two cognitive beliefs are posited by TAM: perceived usefulness and perceived ease of use.

The technology acceptance model (TAM), developed by Davis (1989), states that the success of a system can be determined by user acceptance of the system, measured by three factors: perceived usefulness (PU), perceived ease of use (PEOU), and attitudes towards usage (ATU) of the system (Davis, 1989). If a system is not easy to use then it will probably not be perceived as useful. According to the model, a user's perceptions about the system's usefulness and ease of use result in a behavioural intention to use (or not to use) the system (Davis, et al., 1989; Nov & Ye, 2008).

According to TAM, one's actual use of a technology system is influenced directly or indirectly by the user's behavioral intentions, attitude, perceived usefulness of the system, and perceived ease of the system. TAM also proposes that external factors affect intention and actual use through mediated effects on perceived usefulness and perceived ease of use. (Davis, 1989). Thus, the objective of this study is to examine the users trust and believe in the new media and why have they adopted it for advocacy.

Democratic-participant theory was proposed in recognition of new media developments and of increasing criticism of the dominance of the main mass media by private or public monopolies.

From the 1960's onwards call could be heard for alternative, grass-roots media, expressing the needs of citizens. The theory supports the right to relevant local information, the right to answer back and the right to use the new means of communication for interaction and

social action in small-scale settings of community, interest groups or subculture. This theory challenged the necessity for and desirability of uniform, centralized, high-cost, commercialized, professionalized or state-controlled media.

In their place should be encouraged multiple, small-scale, local, and non-institutional, committed media which link senders to receivers and also favor horizontal patterns of interaction.

The practical expressions of the theory are many and varied, including the underground or alternative press, community cable television, micro-media in rural settings, wall posters Media for women and ethnic minorities. The theory reflects the market as a suitable institutional form, as well as all top-down professional provision and control. Participation and interaction are key concepts. In line with the technology acceptance model, most users of *YouTube* have adopted it as a means for sending out short videos as against the conventional media.

Democratic-participant theory advocates media support for cultural pluralism at a grass-root level. Media are to be used to stimulate and empower pluralistic groups. Unlike social responsibility theory, which assumes that mass media can perform this function, democratic-participant theory call for development of innovative, 'small' media that can be directly controlled by group members. If they cannot afford such media, then government subsidies should be provided to them existing small media should by identified and funded. Training programs should be established to teach group members how to operate small media.

This theory argues that surviving remnants of ethnic groups be given access to media and allowed to revive or stabilize their culture. This theory has been most fully developed in

Western Europe and is part of a grass-roots revival of historically significant cultural and ethnic groups. In Yugoslavia and Kosovo in Wales e.g. welsh language programming has been successfully aired.

Democratic participant theory is a reaction. The term democratic-participant expresses a sense of disillusionment with established political parties and with media system, which are seen as having broken faith with the people.

There is also an element of reaction against the mass society, which is over-organized and alienating.

Free press theory is seen to fail because of its subversion by the forces of capitalism, while social responsibility ends up as just another form of complicity with the bureaucratic state or a mere self-serving by entrenched media professional. Both freedom and self-regulation are seen to have failed. The above theory has shown that the attempt democratise the media, freeing the space for all to participate as not yielded the desired result as every freedom has a price tag.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

In every research, the method and the procedure are usually very crucial as it deals with the method and procedure upon which the exercise in the entire study rest. This refers to the actual plan; structure and strategy often adopted for effective answering of the research questions and at the same time control the variance.

For this research, qualitative research approach was used. Qualitative research mostly used in the social science is more concerned with understanding the rationale behind people's behaviors, attitudes and fears. Qualitative research is more significant because it allows the subjects under study to give a much richer answer to questions posed by researchers as well as provides useful insight than other methods (Peninsula Research and Development Unit) qualitative researchers aim to get an in-depth understanding of Human behavior and the rationale behind such behaviors. Thus one can say qualitative research tries to investigate the why and how reasons for making decisions. As a result, small and more focused samples are required for the researcher to arrive at a reasonable conclusion.

Qualitative research is referred to by Shank, (2002:5) as “a form of systematic empirical inquiry into meaning”. By using the words systematic and empirical Shank describes a process of inquiry that is “planned, ordered and public”, much based in the world of experience. It involves an interpretive and naturalistic approach by which researchers study things in their natural state, with the aim of making sense out of interpreted phenomena in terms of the meanings people bring to them. Essentially, qualitative research

attempts to make an inquiry into meaning and patterns of life and behaviours, Denzin & Lincoln (2000:3) it collects and analyzes data using as many forms as possible. It focuses on getting as much details as possible as a result; smaller number of subjects is studied with the aim of achieving 'depth' rather than 'breadth'. (Blaxter, Hughes and Tight, 1996: 61)

3.2 Population

The population under study is those who in one way or the other use the new media who may not have any formal training on media use yet are eager to contribute to the growth and freedom of expression the new media affords. The population under study cuts across several, socio- cultural, community, educational age groupings as it is mainly concerned with those who use the new media for mostly social activities and are likely to be called upon at one point or the other to participate in advocacy and humanitarian programs in Nigeria. The population under study is both adult and youth, the literate and the not too literate who every now and then share videos with others as well as participate in civil, humanitarian and advocacy projects on YouTube.

3.3 Sampling Procedure/ Technique

Purposive or non-sampling procedure was used for this research. A purposive or non-probability Sampling is a technique that involves a plan specifying how element will be drawn from a larger population. Samples were selected from ordinary users to experts in the field of communication. Samples was taken from four professionals drawn from the government agencies, Non-governmental organization and advocacy groups; most

especially, communication experts and others who by virtue of experience share their videos intended for advocacy on YouTube and other activities using the new media to get other peoples support for their projects by getting them to participate. These samples will represent the community of those who use the New Media for advocacy work from which result will be collected and analyzed to better understand the subject of study.

For the purpose of this study purposive or non-probability sampling procedures was used to obtain the sample. Purposive or non-probability sampling involves a process whereby specific members of a particular group are selected based on specific qualities, knowledge and experience peculiar to the group. Thus, only experienced members and staffs of NGOs, Advocacy groups and Media houses within Abuja with valuable experience in the use of new media were selected and interviewed. Only experienced members of these groups were involved in the interviews.

3.4 Method of Data Collection

There are several methods of data collection available to the researcher to choose from. However, the researcher only used observation methods and interviews for this research.

3.4:1 Observation

The researcher chose to employ direct observation; the direct observer technique is very unique as the observers do not involve themselves in the process but rather try to make their observation unbiased and out of the influence of study. Observations are made from a more detached and unbiased perspective. This is because the researcher only watches and does not take part in the process. One major advantage of using the direct observer method in this research is that the researcher is more focused. This is because the researcher is

focused on observing the sample situation because the researcher is not trying to be immersed in the context under study

3.4:2 Interviews

This involves a direct interaction between the researcher and the respondent (Trochim, 2008) Personal interviews are ways to get a more comprehensive and in-depth information (Stat Pac, 2012). This is because it involves one person interviewing another for details. Interviews in qualitative research are usually wide ranging with a more detail probe on issues. Questions asked are not usually pre-determined in most cases; subjects are more encouraged to express themselves. The interviewer is usually free to move the conversation in any direction of interest deemed necessary in the process of conducting the interview. Sometimes the interviewers may ask question from an already written questionnaire and records the response at the same time. On the other hand the interviewer may just create a list of important topics they intend to discuss with someone who has more experience in that particular field of study. Although interviews may employ the same principles with focus group, they differ in the sense that subjects are interviewed separately and in most cases in the patient's home. One of the advantages is that it allows the interviewer and respondent to explore the issues in a broader way. However the major challenge with using this technique is that the data collected are usually difficult to analyze due to its lack of structure.

Going by the nature of this study, the researcher was able to use the structured interview method to collect data for the study. Osemwotz (1996) considers the interview as an evaluation process which involves at least two people in a face to face oral discussion or on plug with an aim of obtaining information from the respondent. The researcher chose the

structure of face to face interview method which needs to follow a laid down pattern of asking question. In this study the researcher conducted a face to face interview with advocacy officers, communications and media officers and all those with professional knowledge of the use of New Media for advocacy most especially those in the Non-Governmental Organization whose activities in the media are intended to speak out for those who cannot do so for themselves mostly with the aim of influencing government policies in their favour.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This study takes a look at the challenges of new media in advocacy with regards to authenticity of information using YouTube as a case study. This chapter presents and analyses data collected through personal interviews with communication specialists selected from four organizations who are conversant with the use of YouTube for advocacy. A total of sixteen questions were posed to respondents; from UNICEF Nigeria, Federal Ministry of information, Education is Vaccine Advocacy and Society for Family Health. Their responses are presented and analysed as follows.

4.2 Data Presentation

4.2:1 Understanding of the New Media and Advocacy

This section determines the understanding of respondents as to the meaning of the key terms New Media and Advocacy.

All respondents made attempt at defining what the term advocacy means in relation to the New Media with some tracing it to the very root word starting with Mr. Geoffrey Njoku of UNICEF Nigeria who begins thus:

Advocacy is gotten from a Latin word which means to ‘add voice’ to raise issues, to advocate for a particular point of view or an issue. For instance I can be an advocate for children’s right; I can say my whole life’s work is to continue to ensure that children get the right education. (Njoku, 4th, August, 2012)

He tries to expound the entire concept of advocacy as what one does to give voice and assistance in a bid to influence people in certain areas or spheres of life. He insisted that, advocacy is a lifelong career that embodies a lifestyle of always speaking and creating opportunities for others to air their views with the aim of influencing policies in their favour. Njoku elaborates:

I can begin an (advocacy) work to ensure that there are policy changes in education for children, so I can begin to lobby the national assembly, I can begin to lobby the state assembly I can begin to lobby the ministry of education officials in order to get policy changes that will influence better enrolment, better maiden achievements, better quality of education for children. (Njoku, 4th, August, 2012)

Njoku thus sums up by saying “An advocate is somebody who uses his position or authority to influence and get a peculiar outcome” without really defining new media and advocacy in the context of new media. However, Haruna Sulaiman of the Federal Ministry of Information, Abuja was quick to point out what new media and advocacy entails. He defines New Media as those methods of communication that are technology based; these include both telephone and internet based. Advocacy refers to reaching out for support of authorities in marketing a product, policy or idea.

On the other hand, Wemimo Adeoye of Education is Vaccine (EVA Nigeria) advocacy group is straight to the point in her definition of the issues at hand. In her opinion:

The term “New Media” refers to the contemporary dimensions to media, with instances such as the Internet, Websites, Social media such as Facebook, Twitter, YouTube, Mobile technology etc. Advocacy on the other hand, refers to the public support or recommendation of a particular cause, often times, through diverse means. (Adeoye, 4th, October, 2012)

From her perspective advocacy simply means recommending and showing support for a particular cause through several means available. She asserts that advocates are always in search for a better medium for engaging policy makers with the view of mobilizing people's support.

However, Nwabundo Onyeabo from the Strategic Behavioral Communication Department of the Society for Family Health Abuja contends that some aspect of the new media may have gone extinct because of their inability to gain mass appeal:

New media is basically what I would refer to as web 2.0, social network, there's YouTube, there's Facebook, there's Twitter, there different blogs platforms word press and the likes there's MySpace, some are already extinct, but those that are very popular once are YouTube, Facebook, Twitter. (Nwabundo, 16th, August, 2012)

This points out that most users are more likely to use platforms with better acceptance, trust and appeal than those with less popularity. This is because users want to be able to navigate and reach out to a large number of people who can support whatever they are doing.

She goes further to define advocacy as basically, "carrying a message to ensure that whatever message you have, let's say there is a pressing thing that you need a couple of people to be aware of do whatever it takes for them to change their behaviour and the way they think about certain messages that's advocacy... just pushing, pushing a message."

Results: Respondents to the opening question have shown strong knowledge of the New Media as a tool and what advocacy means from their own point of view with some talking about advocacy and others going ahead to define how New Media is a tool for advocacy

with more insight and instances. Respondents have established that they have a great idea of what the new media and advocacy entails. However, there are strong indications that some respondents may be more conversant with one definition than the other depending on their specialties. Overall, all four respondents have shown that they have sound understanding of the subject matter. This shows that media and advocacy officers may have a clear understanding of understanding of the use of new media as a tool for furthering their cause.

Implication: The main work of an advocate is basically to add voice and create avenues for others to get involved in trying to influence policies in favour of the poor and vulnerable members of the society and New Media provides that platform as it allows people to add their voice to the ongoing debate in the bid to influence policy makers. Advocates must learn to open the spaces for engagements and learn ways to get people involved in the process. This may also require making internet service and infrastructure available for others to use. Depending on the project, advocates should learn to use the media that is more convenient for the target group to contribute rather than just showing fascination for the tool.

4.2:2 Media Platforms Deployed by Organisations

This Section determines respondents' use and experience of the various New Media platforms in carrying out their duties. Njoku makes us to understand that the UNICEF has been using social media right from its inception by declaring:

We use all of them, social media we are there from onset, I will show you a report that shows that amongst all the charities in the whole world UNICEF is number one in the use of social media, UNICEF comes out very strong in the use of social

media, I hope I will be able to dig up that report so I can share with you. (Njoku, 4th, August, 2012)

Njoku goes ahead to explain how?

We use YouTube to produce short advocacy videos focusing on particular subject matters, and then we post it on YouTube, for instance we did something on mal-nutrition. We use YouTube for posting to say this is the situation, do something about it. Raising issues, so we do YouTube, the production of videos for academia, for donors, for everybody to see and to react to how we have tried to solve the problem. (Njoku, 4th August, 2012)

Sulaiman Haruna: “we deploy bulk SMS, website, Facebook, Twitter and YouTube”. In answering the same question, Wemimo Adeoye made mention of the following platforms:

“The Internet: Websites, Facebook, Twitter, YouTube, LinkedIn, Mobile phones etc”

While Onyeabo Nwabundo attests to this new tradition by stating that:

We are on Facebook, obviously, we have followers we are also on YouTube as well, we have videos from there, we are on twitter, we are thinking of opening a Blog but we haven't started yet, we are on Wikipedia but I don't know what happened, so those are the platforms that we use (16th, August, 2012)

Results: Responses show that respondents are quite conversant with and have a good knowledge and understanding of the various New Media platforms and application. In the process of answering the question the various respondents made mention of the following platforms; Websites, SMS, Facebook, Twitter, YouTube, Wikipedia, Blogs, LinkedIn, Big-Gates, and Mobile phones.

Implication: This shows that most organizations are exploring almost every available New Media platforms to push their message across to the public. With Facebook, Twitter,

YouTube being the most popular as all four respondents made mention of them in their responses. Findings also show that most organizations prefer to stick to the popular platforms while learning to use and explore new platforms. Meanwhile, the use of Facebook, Twitter and YouTube have become more conventional than the rest and most organizations may decide to stick to these instead of developing another model that enables them handle the various challenges they face.

4.2:3 Purpose of Using the New Media

This section determines the purpose of respondent's use of the New Media.

In this direction Geoffrey Njoku opines that they use the New Media for raising issues. He believes that the New Media is more effective when we raise issues and simply allow people to follow. For instance when we take a critical look at Sahel we can take a look at issues of mal-nutrition; children die, children getting stunted. We generate followership both on YouTube and on twitter and what we are doing?

Mr. Njoku adds that part of the work of the organization is to make several attempts to building a followership that counts:

We try to build up following and the critical mind of people who are raising concerns. We raise issues; we raise concerns so that we can get activation, the whole idea is so that we can to get issue like that on, Facebook, and Twitter, the whole idea is to get activation and action, if you can get activation, people can act.

(Njoku, 4th August, 2012)

This is because some people don't know what is happening to the people around them so the New Media is used to keep the people up to date on the happening in and out of the organisation. He adds that the New Media is now serving as an additional platform in which advocates can disseminate their messages as well as call for support in addition to the traditional ones which are already being used by several advocates "so most organization use the New Media as an additional platform".

Sulaiman Haruna expresses himself in relation to the government deployment of New Media in carrying out its daily functions mainly as complement to other media as he thus declares that basically, the job of the ministry is to publicize policies programmes and activities of the federal government and to obtain feedback on some from the public therefore new media are deployed to complement the ministry's use of the mainstream media.

Wemimo Adeoye supports the idea that the New Media is used in relation to the set objectives of the organisation mainly, as an additional outlet:

To educate our followers on their Sexual and Reproductive Health, inform our followers on happenings in our organization, in Nigeria and in the world at large, in terms of progress in the provision of education for Orphans and Vulnerable Children and in terms of improving the Sexual and Reproductive Health and Rights of young people advocating for the issues above. (Adeoye, 4th, October, 2012)

Nwabundo Onyeabo uses the New Media as part of her tool for behavioral change as well as advocacy:

We use New Media to advocate, in some way, push behaviour change, as well because there are behaviour change messages that we put on our Facebook, YouTube and Twitter page. We use it as well to create awareness; we use it to keep our followers and friends abreast with what's happening at SFH. We also use new

media basically to keep our public abreast with public health information; it's just another avenue to make sure people are living a healthy life as our mission states (Nwabundo, 4th, August, 2012)

Results: Suffice it to say that most Non-government organisations and Advocacy groups use the New Media for variety of activities: as an additional platform for disseminating information, calling for support, raising issues, generate followership and getting people to participate in resolving them either by donating, volunteering and getting feedback. All respondents attest to the fact that they only use New Media as an alternative media that enable them reach out to a larger number of people at the same time.

Implication: Even though some organizations claim that the main concern, aim target of their Organization is “to reach out to the poor and vulnerable members of the society but obviously we know that the poor and vulnerable do not have access to these medium” presently only a few percentage of them would have access to Internet facilities and maybe a mobile phone that has Internet interface. There is a strong indication that most organisations may end up marginalizing a great number of their target audience. For most organizations therefore, Internet and social media has become a veritable platform for advocacy, especially for the sizable number of the population that have access. The poor and the vulnerable that may not have the access or the literacy or the literacy can still have access if the new media can be domesticated to their context.

4.2:4 Ways Organisations Use the New Media for Campaign

This section sought to know respondents use of the New Media to get public opinion.

Geoffrey Njoku explains that UNICEF use the New Media for several purposes which includes; disseminating information but also for mobilising support

First what are the issues, when you know what the issues are; we discuss it, we develop pointers, raise discussions we say this on this and this we say this is what is happening;...The new media is a dissemination platform as well as mobilisation platform, then when you mobilise more voices...you get people talking about it then you are getting action, you will get action. (Njoku, 4th, August, 2012)

Sulaiman Haruna believes that “influencing public opinion is not easy, especially with so many opposition and negativity” therefore to make their work easier they have to focus mainly on those set of people actively involved in the use of New Media in other to be able to engage and influence them positively

Therefore since government is working, we spend some time to let the public know the progress of government and to regularly update them. Government is conscious that youth use New Media more and they form a large part of the population. They are therefore captive audience for our campaigns (Haruna, 7th September, 2012)

Wemimo Adeoye points out that some of the campaigns carried out by their organization have been successful due to their ability to tap into the power of new media. She goes further in identifying the media used as:

BlackBerry Messenger, our Facebook page and twitter account; with a hash tag we created for that purpose (#YouthVoicesonASB) to drive traffic to this radio program and sensitize thousands of Nigerians about this pressing issue, which hitherto, had been silent...With Social Media and physical outreaches, we have been able to get hundreds of students in Nigerian secondary schools to sign a petition which was written in form of red postcards and addressed to representatives in the National Assembly (Adeoye, 4th, October, 2012)

She explains that advocates are still strategising and working on getting the right solution to the various challenges the organisation is facing in carrying out its duties using the various platforms available:

Our Youth Advocates are currently working to create “Human Interest Advocacy Videos”, some of which might be on YouTube, apart from other videos of the organization, to draw the attention of the public to issues the Persons Living with HIV/AIDS (PLWHA) face and what can be done about it. In all of the above we have effectively used different platforms like twitter, face book and blogs to create awareness and also to engage with both young people and policy makers (Adeoye, 4th, August, 2012)

Nwabundo Onyeabo stresses the need and use of New Media for networking, synergizing and letting others to know and support what your organisation has done.

We use New Media to broadcast to other people for instance even if it’s just taking the link of one of our YouTube video to our UN-AIDs oh! We did this tell your friends, or people that follow you they will Retweet it and then it goes virile everyone will now know that this what SFH has done. (Nwabundo, 16th, August, 2012)

Results: All respondents have indicated that most the organisations use the New Media to disseminate information and mobilize supporters by creating public awareness and calling for support. This is because when the public is properly aware of the general problem and are well informed they will be able to make meaningful impute and will be able support a particular project by adding their voices and contribute in mounting pressure to the relevant bodies directly responsible for that policy change.

Implication: This implies that when organisations place more emphasis on just disseminating information rather than engaging the public directly, their activities may just be targeted at information gathering on a particular problem than getting people to solve

them. This is increasing the problem of information overload widely associated with the Internet and New Media era. New Media is now a major medium for people to know about your organization, support, network and partner with other organization with similar interest. It is such that those organizations that do not have a New Media presence are assumed to be inactive as a lot of people may not be able to know about your organisation, contribute in one way or the other to what you are doing to make humanity a better place.

4.2:5 Ways Organisations Use the New Media to Gather Support for Their cause

This Section sought to test respondents' knowledge, familiarity and usage of YouTube as a medium for advocacy.

Mr. Geoffrey Njoku from UNICEF Nigeria indicated that the organisations in which he works for uses New Media for several purposes one of purposes amongst many others is fund raising:

We also use New Media for fund raising; so we have donation platforms in the New Media from where we call for fund raising and ask them this is how you can support, so it's also a platform for fundraising, we develop platforms; donation platform, websites, Facebook, twitter; where we call for people to donate.

(Njoku, 4th, August, 2012)

This for him enables good spirited individual to participate by making donations which could be financial, material or even volunteering in various ways. But for you to be able to get that level of commitment Njoku explains that duty of the organisation to first all create a sound and quality awareness of the exact situation at hand so that followers and supporter can be well positioned to partner with the organisation thus, he points out that for every

fundraising you do you let the people know, when they know you can get them on your side, when they know they can act, calling for action.

Mr. Njoku is just stressing the importance of putting up a very powerful communication, he strongly believes that the kind of communication one puts up must be very strong; appealing to their heart and emotion of those the particular message is designed to engage.

Sulaiman Haran opines that the main purpose of using the New Media is to make the general public more aware of what the government is doing to make peoples life better being the information department of the Federal government of Nigeria, all important information are disseminated through other medium as well as the New Media.

Wemimo Adeoye posit that they are able to get support for their cause as well as making the public more aware of what they are doing so people can be a part. She explains:

Through the blogs we write on www.amplifyyourvoice.org/nigeria, where young people in various parts of the world read and participate in our campaigns. Through the donate button and the general information on our website (www.evanigeria.org) through posting of information about projects, campaigns, volunteer opportunities etc. (Adeoye, 4th, October, 2012)

Nwabundo Onyeabo makes us to understand that through the New Media they are not only able to create awareness and get support but also network with other meaningful organisation usually in pursuing similar goals by simply linking up with them online, they get recommendation by re-broadcast

When you are in communication with big donors like the UN NEEDs, they have a huge supporters that will rebroadcast whatever you share with them...On our website we have supporters section which basically is a call if you want to

contribute in cash or in kind people support us however way they want. We have tones of volunteers in SFH. (Nwabundo, 16th, August, 2012)

Results: Most organization use the new media to call for support, donations and volunteers for a particular project at hand, thereby giving most organisation the ability to mobilise individuals to participate in the process of advocacy most especially as statistics has shown that most users of the new media are mainly youths who can be of great support to any campaign if organisation is able to better understand them.

Implications: Most organisation are creating rooms for fraudsters to exploit by asking people to directly make donations without first interacting with them or asking them to make confirmation. This may give more rooms for hackers and mischief makers to exploit anyone can equally open their own website using the name and initials of the organisation they intends to impersonate. If people are allowed to just support project without proper information there is bound to be mistrust and more problems. Only one respondent made allusion to the importance of creating awareness of the project to the public before allowing them to make donations.

4.2:6 Advocates Usage and Familiarity with YouTube

This Section tests the respondents' knowledge, usage and familiarity of YouTube as a tool for advocacy.

Geoffrey Njoku stated categorically that the UNICEF Nigeria is quite familiar with YouTube and have been using it since its inception:

We are familiar with the entire platform for sharing videos, we share, we use the other ones for sharing photos, 'You share' the ones for sharing photos and then

content; we know all of them, we use all of them. We have been using the YouTube right from its inception. (Njoku, 4th, August, 2012)

Sulaiman Haruna explains said that he is quite familiar with YouTube and went further to state exactly what they have been using the medium for by saying he is quite familiar with YouTube and went further to say that the ministry uses it for delayed video broadcast of its events and links are made available through their website with videos of various events of the ministry available, users can always watch and make meaningful contribution any time they are convenient.

Haruna sees the YouTube as a medium for further discussion of news already making the headlines during the day, thus allowing users to track and gain access to broadcast made previously as well as making their comments and opinions known on such issues as they arise. YouTube can be very engaging if properly deployed.

Wemimo Adeoye indicated that she is quite familiar with the use of YouTube for quite some time now both as a tool for advocacy and social networking in general.

Nwabundo Onyeabo also demonstrated a great amount of experience in the use of social media for advocacy and indicated that the activities of their organization were already on YouTube long before their organisation decided to lunch their official YouTube channel and these videos were posted by individuals who just wanted to share something that probably touched them on their own YouTube channel:

Yes! To my knowledge our YouTube page was created but, before we even had our YouTube channel, our works was already on YouTube because people considered them so good that everyone wanted to post our works on their own channel. Thus,

wherever people remember anything that touches their life, they put it on YouTube (Nwabundo, 4th, August, 2012)

Results: There are strong indications that most advocacy groups are beginning to recognize the power of YouTube because of its ability to present motion pictures to viewers, giving them the chance to participate and support by liking, commenting or even responding by posting another video in that direction. All respondents indicated that they have been using YouTube for quite some time now. In fact a respondent from UNICEF indicated they have been using the new media right from its inception and declared that they are very familiar with it.

Implication: YouTube and other social media platforms can never be fully learned as they are always evolving with new applications emerging almost daily to enable the users overcome the problems previously encountered. Face book currently has no strict copyright laws backing it; as a result every individual can post videos of other organization without permission. These could be disastrous to the image other organisation if they are wrongly represented by individuals who are outsiders.

4.2:7 YouTube as a Unique Medium for Advocacy

The Section sought respondents' view on what makes the YouTube a unique medium for advocacy.

In his own response, Geoffrey Njoku points out that:

The power of pictures, the power of videos, you know in communication when you add voice, when you add words to pictures, it has more impact, (telling stories) so when you tell a story is not just the story but the power of pictures; the power of

video is that people are seeing it, if you are just telling them people will think maybe is true or maybe is not true but with YouTube; they are seeing it. (Njoku, 4th, August, 2012)

From the above statement, Mr. Njoku's position is that what makes YouTube a powerful medium is that YouTube combines both audio and video to pass its message for Njoku, number counts and if an organisation can have over two million captive followers who believes and support their cause this count can make a difference thus allowing them to tap into the great power of the medium.

For Sulaiman Haruna, the power of YouTube lies in the fact that it allows people to see for them, he puts it that because YouTube is video based and therefore offers an opportunity to view the real actor and hear from the horses' mouth the position of government. It provides a veritable and credible reference on the position of government.

Wemimo Adeoye however, believes that YouTube is very unique in itself in the sense that it individually driven and thus allows everyone to make impute to an ongoing issue, but insisted that YouTube is just one of the many other options available. She points out that YouTube is also the most popular; in the course of carrying out her work she has realised that using videos to pass across a message makes valuable impact because humans are always interested in stories that can help initiate action.

Nwabundo Onyeabo is particular about of the unique features of the medium; the fact that YouTube is much easy and available for everyone to access. More so, is that YouTube is free to all and there are no charges attached to setting up a YouTube channel. More importantly is that YouTube owned by Google which is very popular and has much

improved security measures that allows people to make complains when video contents are perceived to be offensive. This is referred to as flagging. Onyeabo thus attests that:

I find YouTube to be a very solid avenue for advocacy because, people actually watch it. YouTube is done in such a way that you can embed videos to your web site, you can embed it into a blog or bog posting; As long as you have an internet connection, you can even download videos. All these social networking sites make the tendency for it to go virile very high (Nwabundu, 16th, August, 2012)

She finds YouTube more reliable, because it's popular and acceptable by the young population, more importantly is the fact that it has a very much simpler interface that allows new users to easily navigate their way into the website. For instance when an individual logs into YouTube, the very first thing he or she is likely to encounter is a list of the top trending video in their country of residence. YouTube put's almost everything in place for its users to explore and allows you to easily share your creativity with others without restriction.

Results: Respondent's opinion on what makes YouTube a unique tool for advocacy. Some of the responses shows that its free nature and its ability to enable users post their own work with real restriction makes it stand apart from the conventional mediums. More so YouTube combines both the power of pictures and audio-visuals, making its effect more powerful than all other new media format which are picture base. More importantly is that audio-visual through the YouTube people the opportunity to see what is happening rather than just telling them, as a result, it is much easier to elicit their support and almost immediate response in the specific area of intervention. YouTube exploits the power of video as a tool to reach its audience therefore YouTube stands out amongst several other

medium. All four respondents pointed out that its ability to facilitate story telling technique and freedom of expression makes YouTube very unique medium for advocacy.

Implications: Absolute dependence on the New Media tools such as YouTube for advocacy may water down the credibility of advocacy materials. This is because materials such as video and photos can easily be re-edited and manipulated through digital technology in such a way that mischief makers can take advantage of any situation at hand by simply cutting and joining videos. More so is the fact most users may not be knowledgeable enough to easily pick out the mischievous intent behind the videos. Thus users may need additional assistance in terms of information in cases where organisation may not be rightly on ground to respond directly to issues arising from such intervention. It is however very challenging to note that most users are likely to react immediately without seeking further clarification.

4.2:8 YouTube as an Absolutely Reliable and Trustworthy Medium

This Section attempts to know respondents' perception on whether the YouTube is an absolutely reliable and trustworthiness medium.

Responding to this question, Geoffrey Njoku posits that there are frailties in the new media as in every other medium. For Njoku:

Nothing is perfect, you can make videos but if it comes from your organization, your integrity is at stake... of because you can fake videos, some people can concoct or fake videos but if it comes from a credible organization, then you can be sure to respond to it, credibility is a very important issue for most organization (Njoku, 4th, August, 2012)

Njoku clearly points out that manipulation and forgery still poses a great problem in the digital age. This is made easy with the emergence of digitally sophisticated equipment that enables users to alter, fix and manipulate videos and photographs. There are not enough fireproof measures to prevent them since a large chunk of new media content has no editors unlike the hard copy newspaper which usually goes through a series of editing and proofreading by the chief editor but with the social media anybody can just put anything there and before you even discover it has gone viral. He suggests that users should develop a very strong analytical power to be able to discover what is good and what is not good, what is true and what is not true.

He however stresses that credibility is an issue in social media today, sometimes we have rumors been circulated all around another person will pick it up and before you know, it has gone viral.

He went further to point out that if it is traditional media somebody will cross check the information they get to out that one of the points of divergence between the social media and the traditional is that the traditional has a mechanism for quality control in place whereas the social media lacks quality assurance because it has no gatekeeper responsible for checking out content. Pointing at the New York Times as a good example of a controlled website where whatever you read there is the exact copy of the print version of The New York Times and can be termed credible because it has gone through a series of editing before posting.

Sulaiman Haruna however argues that for the Ministry of Information, the new media is a credible medium for disseminating information.

Wemimo Adeoye sees it from the basis of available infrastructures and concludes that YouTube cannot be said to be absolutely reliable and trustworthy, especially with the case of poor internet services in some parts of the world, such as Africa.

Nwabundo Onyeabo however, does not believe that the word absolute can be used to describe YouTube but for her the fact that people can easily search and connect with other people with similar interest who can support and endorse whatever you are doing by highlighting and sharing them with others and the fact users can even make a complaint and report any posting they find offensive by flagging it. She caps it up by saying that the YouTube is not absolutely reliable because like every other media, there are weaknesses but they are one of the best ways of sharing videos at the moment.

Results: Respondents are of divided opinion on the ability of the medium to produce result as expected. However, there are strong indications that reliability is based on individual perception and may be based on the desired goals of the organisation and individual using it as a tool for intervention.

Geoffrey Njoku is of the view that YouTube cannot be adjured as ‘absolutely reliable’ because just like every other media, YouTube is not of cause is not perfect because users can easily manipulate and remix content in other to raise false alarm.

Implication: Advocacy groups are yet to fully learn how to combine the several media together to achieve their purpose as the weakness in one media may be catered for in another. The inability of the new media in terms of credibility may be due to the way they have been used. Take for instance, the emergence of people who hack into information

system to steal information, spread virus and defraud other are still a major threat to the credibility of messages gotten through the New Media.

4.2:9 Strengths and Weaknesses of the New Media

This Section attempts to know respondents' view on the strength and weaknesses of the New Media.

In answering the above question, Geoffrey Njoku stresses that the ability of the New Media to reach out to a larger number of users all over the world almost at the same time is one amongst many of its strength

First is the reach; Facebook is having close to one billion people now and there is no platform that can be able to have such kind of reach. The level of penetration is high, so are the draw backs. it is still quite elitist therefore, not a lot of people have Internet access especially in Nigeria. (Njoku, 4th, August, 2012)

Njoku points out that because of the elitist nature of the New Media a lot of people are currently being marginalized because they are poor and illiterate and New Media requires some level of education and infrastructure which are currently lacking in Nigeria. He however suggests that most people can now participate by using a Cell phone with Internet interface. This for him has made advocacy much easier as people can now participate on the go checking for update, creating an update by recording and posting spontaneously and being able to give immediate response and show support to a burning issue and project has become a big issue in today's society.

Sulaiman Haruna however, thinks it's a two edge sword that must be used cautiously to promote the collective ideals of the society rather than marring it. He made an example

with a recent video posted on YouTube but was adjured as being offensive to a religious sect consequently resulting to the death of many innocent people. Haruna there after declared that YouTube Videos have helped to publicise worthy humanitarian causes. So like everything new it has its strength and weaknesses. It would however serve the larger public interest if stiffer controls are put in place.

Wemimo Adeoye responded to the question by pointing out that the fact that there is too much information available online could be problematic but believes communicators should endeavour to use the most appropriate medium for the specific goal. She simply puts it that the fact that there is so much information out there competing with yours could be a challenge if the right channels are not used considering the targets for the work. However, the advantage of being able to reach many people at the same time is phenomenal.

Adeoye points out that one of the challenges of the new media is poor Internet access. She identifies that that however is peculiar to this part of the world (Nigeria) because of the poor level of infrastructure available to users which she describes as solely 'inadequate'.

Responding to the question on the strength and weaknesses of the New Media, Nwabundo Onyeabo points at its interactive nature, she thus responds by saying that the interactive nature of the new media makes it a somewhat better platform because people can be carried along in the day to day activities of the organisation.

Nwabundo, Onyeabo is fascinated with the ability of the medium to share information with a wide range of people and believes that the latent potentials of the new media makes it a

very viable media for advocacy and the level of freedom in operation makes it a strong avenue for reaching out to other supporters.

Result: The ability of new media to reach a wider range of audience at the same time with same message appears to be a known strength identified by respondents. Take for instance in terms of the reach, Facebook is believed to have over one billion users at the moment, and there is arguably no single platform with such a reach.

However all respondent have summated that the draw backs of the New Media apart from its elitist nature is the poor level of Internet infrastructure and access available most especially in Nigeria.

Another important draw back lays in the fact that once error-filled posting go virile it becomes a bit more difficult to correct mistakes and anomalies when noticed. Thus, it is very important for users to cross check information properly before posting them. The very strength and advantage of speed, interactivity, freedom of expression can become its weakness depending on how the medium is deployed; creatively or destructively.

Implication: Like every other media before the emergence of the new media there are strengths and weaknesses and it's these weaknesses that affect its credibility. It is worthy of note that If these challenges are not surmounted the new media is likely to continue to lose its credibility.

4.2:10 Uses of the New Media and Individual Perception of Authenticity

This Section seeks to know whether or not the way and manner the New Media is used can affects, peoples trust on the credibility of the individual.

Geoffrey Njoku in response to the above question posits that the way the new media is used will definitely have an effect on its level of credibility pointing out that everyone posting materials designed for advocacy is affecting the credibility of YouTube. He believes that this is happening because the bulk of the new media has no gate keeping function, the issues of quality control is not there thus by its very nature it's affected and it does reduces its credibility to a very large extent.

Njoku makes a very fundamental observation by pointing out that with these weaknesses mischief maker can sit in their room and produce content and send them out with the aim of causing confusion.

Sulaiman Haruna advices users to only patronise corporate pages. Haruna strongly believes that corporate pages are usually sources of reliable information and argues that "it is individual pages that engage in satirical, vindictive and unsubstantiated information dissemination"

However, Wemimo Adeoye believes that "There are no direct answers to this because; it will depend on the message, messenger and the channel used to determine credibility"

While Nwabundo Onyeabo confession that the only new media sites that she think she has issues with is Wikipedia, because on wiki people add to your articles, you can put an article and people comes and edit they have their own security measures, but the fact that people can edit what you write.

Nwabundo Onyeabo's problem with Wikipedia is that if every is given the right to add up and edit what is supposed to be regarded as an encyclopedia, there is every likelihood that it will not be credible and thus may not pass for an encyclopedia as some postings may be

misleading . She however confesses on a personal level that “We have not had any issue on our YouTube”

Results: Respondents have pointed out that the new media has no gate-keeping function to checkmate the activities of fraudulent uses and mischief makers. While others are of the opinion that the function of gate-keeping is collective such that users can report cases of abuse to the administrators of the sites. In this direction gate-keeping function is not unilateral but rather can be carried out by any member of the user group who feels certain content is offensive or not factual. So while the new media is weak in the fact that there are no proper gate-keeping functions one can argue that these function has been put in the hands of users who can report abuse or flag a video he or she finds offensive.

Implication: Gate-keeping in new media is more or less collective and the responsibility of reporting offensive materials is a collective responsibility since users can report such videos to the administrators who can issue out warnings and further restrict the particular user. So if offensive videos continue to be on the Internet it’s because users have all refuse to bring it to the knowledge of those in authorities who can either remove or block offenders from the site.

The New Media allows an individual to register without restriction, people can register anonymously, a lot of people can miss-inform others and sometimes be unnecessarily critical knowing that they are not easily traceable. Also the fact that people can show their dual personality means that people can hit the system and not be held accountable for their deeds or views.

4.2:11 New Media as a Better Platform for Advocacy

This Section is interested in respondents' perception on whether the New Media provides a better platform for advocacy.

Geoffrey Njoku expresses his believes that New Media cannot really be said to be a better platform but agrees that it's good and just an additional platform, its only gives advocate's a better choice:

it has improved our reach, it is giving us additional platform for advocacy, it does not necessarily means that its better, for instance when you meet me 'eyeball to eyeball' is more effective, but its good, it is an addition to what we are doing which makes the work much easier as it enables you to reach a large number of people. (Njoku, 4th, August, 2012)

Sulaiman Haruna clearly states that he does not see the new media as a better alternative to the conventional ones.

While Wemimo Adeoye simply points out that the unbeatable reach of the New Media distinguishes it. She believes that one key advantage is the amount of people that can be reached at the same despite location or time. It is also important to note that advocacy sometimes is about the things we can see to make us take action no matter where we are and social media provides that platform not only to raise awareness but also taking actions like petition signing.

In answering this question, Nwabundo Onyeabo boldly declares that the New Media may not necessary represent a better platform for advocates; she does not think it's a better platform to but just another way to get your message out. She believes that no matter the medium she is using if she is not saying the right thing people still won't listen to what she

is saying and that the main aim of advocacy is to get people to change their attitude by doing something.

She is of the opinion that New Media may not be necessarily more effective but no doubt a tool like every other tool that can be used to reach out and influence policy makers. She further says that she does not really think that organisations can mainly influence policy makers through the New Media but admits that New Media in no doubt is a good tool for reaching you people.

Results: All respondents agree that new media is not a better platform and only serves as an alternative medium for advocacy despite its ability to reach a larger number of people at the same time and get them talking and acting on an issue as well. Thus there are strong indications that users are beginning to become aware of the various drawbacks and thus are now opened to solutions as to synergizing the various media in such a way that the users are given more choice to what medium they are comfortable with rather than holding on to a particular medium for civic engagements and advocacy interventions. This is in line with technology acceptance theory

4.2:12 Challenges of Using the New Media for Advocacy

This Section sought to know the exact challenges respondents face while using the New Media for advocacy.

Geoffrey Njoku points out that:

If there are challenges one of them will be recruiting and training; training a large core of practitioners who are conversant with the use of new media; that will be encrypting our messages in such a way that people know it is UNICEF and so it retains our credibility so that some of these bloggers will not clone it. (Njoku, 4th, August, 2012)

Njoku points out that there is a need to train a core of people to work on the new media in order to reduce cloning by hackers. He stresses that when organisations set up a fundraising website, others can as well set up theirs that looks the same like to collect money, the same name, they can clone the logo, so that's a challenge, but we have to do something about it. The point he makes is all about the issues of security, the need for communication officers understand digital security by learning how to encrypt your system in a way that it protects it from hackers, continue messaging, "fraudsters are going about using it to asking for money"

Sulaiman Haruna however, thinks there are no outright challenges to using this medium for advocacy

Wemimo Adeoye thinks that the inefficiency and the poor nature of internet connectivity in the country can mostly be seen as a challenge to advocates whereas,

Nwabundo Onyeabo sees these challenges from a rather different perspective. She says:

Our challenges are more internal in terms of the fact that we just need to make sure that the right messages are being passed across to all because the platforms are already there, I have not seen any challenges with using these platforms, there is nothing you can say you cannot do, it's more of what strategies. What kind of messages? Are they challenging enough? Is the right person reading? How do we follow the right person on twitter for instance? (Nwabundo, 16th, August, 2012)

Nwabundo Onyeabo is of the opinion that the new media already provides a workable platform for communication and believes the main challenge now is to be able to design and send messages in such a way that enables people to understand and participate. She is rather concerned with whether videos posted by Non-Governmental Organisations is being viewed and accessed by the right people targeted instead of people with just economic

power. We make sure everybody gets to see them as well, the challenges are more on the strategy level, and what are we doing in-house? The past people use to send us messages, they will say that they want to send us nets, or cotton board, strange it happened in the past but we brought some spam measures, we don't have them anymore, if you go to our contact page on website, if you are not a human being you cannot send us a message because we have all those measures now in-house.

Results: In answering the question posed as for the main challenges users face in using the YouTube and new media for advocacy. Respondent highlighted some of these challenges some of which includes; poor internet connectivity as a result of poor infrastructures in some developed and developing countries, poor understanding of the medium by communication experts, poor networking and training of communication experts to readout hackers and other fraudulent users of the platforms, poor design and encrypting of messages and the fact that most policy makers in Nigeria do not even use the medium so that they cannot be engaged using the New Media.

Implication: Availability of reliable internet connectivity is therefore very crucial to the success and failure of advocacy through the New Media therefore for the potentials of the New Media to be fully tapped that has to corresponding infrastructure to match the growing demand for internet connectivity or if not technology may end up widening the gap between the poor and the rich it is claims to be bridge. For new media to function effectively has a tool it has to be made available and accessible to all who are interested without barriers or impediment.

4.2:13 Peculiarities of the Challenges to the Use of New Media

This Section sought respondents' perception on whether they think these challenges are peculiar to the way medium is used or not.

Speaking on the peculiar nature of the new media as a tool for advocacy and public engagement Geoffrey Njoku posits that:

The nature of the new media, first it is new, people can arch into it, you can't write something and put in 'The Guardian' first without passing through an editor, if they hack it there is nothing you can do... I guess increasing with time, People are beginning to raise safeguards so with time, and some of these things will fall in place. It is its very nature that is a disadvantage (Njoku, 4th, August, 2012)

Mr. Njoku did not hide his mistrust for information emanating from a blog. This is because blogs sometimes can be very unreliable source for truth. He points out that already in his office they know that issues emanating from blogs are not trust worthy therefore, they don't take it serious. The way bloggers make unsubstantiated claims are begging to pull down the level of trust people have on blog.

Sulaiman Haruna is straight forward in his response he thus declares that New Media has "No gate keeping or quality control and allows excessive freedom of expression"

At the other hand Wemimo Adeoye believes that what we make out of the New Media is not based on its configuration but all depends on how the individual choose to use it positively or negatively. This determines how effective people find the new media in carrying out their daily duties.

Nwabundo Onyeabo however thinks the freedom provides a very critical problem of identity simply because other people can unanimously set up a new page in the name of another organisation thereby creating problems of distinguishing the original from the fake.

Onyeabo agrees that allowing just any individual to set up a page in any name they choose may be problematic but Non-Governmental organization must ensure everything is well linked to their corporate website of the organization. Onyeabo explains that for instance:

On our website (social media they all work together) we can link up everything that is on social media, on our website, on our twitter, on our email, anywhere we have a report on our page. The right addresses are just there, if you fall into the hands of another address that is not ours you now have yourself to blame, if you need any information, we have our infor@sfnig.org, it so good we haven't gotten to the point where people are doing some 'wuru wuru' if you go to UN website you will see a message, 'we don't charge money' am sure people have tried that, SFH doesn't have any issue. (Nwabundo, 16th, August, 2012)

However, Onyeabo explains further that measures already in place have measures already in place to handle situations as they arise and advises users not to rely on information coming out of any other source without consulting the official website of the organisation.

Results: In responding to the questions treated, responses strongly point to the fact that bulk of the new media is free in terms of access and people are allowed to express themselves without real quality control mechanism as is present in other media where there are multiple editors to cross check articles and messages before they are aired and the fact that media gatekeepers can be punished for airing offensive materials is a check but the

new media allows everyone to express themselves the way they want thus people have to pay a price for freedom of expression.

Implication: The seemingly lack of quality control mechanism and gate-keeping function in the new media is a huge drawback as it leaves a room for mischief makers to exploit to a large extent. This implies that the duty of gate keeping now lies in the hands of users who are responsible for reporting and calling the attention of both the public and website administrators to possible breach of trust by hackers and mischief makers as well. Users and advocates must be responsible for reporting such case either through their official website so other users are not exploited or misled by false information with the aim of discrediting any organisation.

4.2:14 Most Appropriate Steps and Way to Use the New Media for Advocacy

This Section sought respondents opinion on what they think should be the most appropriate steps advocates and users should take in to make or identify a work that is authentic.

In other words, respondents were asked to suggest the most appropriate way in which they think advocates using the new media should follow to make advocacy more credible.

Geoffrey Njoku makes the following suggestions:

First is to have a core of people who work with you, core of professionals. To ensure that your web site or the platforms you use are properly firewalled let me put it that way so that you don't have clones to avoid people harking into it... be in contact with officials so you have to be one step ahead, ensuring you have clear messages, ensuring that your systems are protected ensuring that your messages reaches to the right people Advocacy is tough! (Njoku, 4th, August, 2012)

Sulaiman Haruna however takes this to another dimension by suggesting that advocates “should establish branded corporate pages and must be witty to invite viewers to their page” Sulaiman believes that to adequately curb abuse an organization needs to be proactive in ensuring particular area of interest or else will be difficult for people to believe any other information that contravenes that brand because of the level of trust established on that particular brand.

Wemimo Adeoye suggests that organisations using the New Media for advocacy have a challenge of understanding the different channels and determining the most appropriate. Clarity on the issues to be addressed with specific goals and objectives. Open the space for engagement but also have tools for control and consistency with your message.

Nwabundo Onyeabo however, seems to support the idea of branding as a way out of these challenges:

First of all branding is a very big issue, have a brand, have a brand that is yours and is registered, this what you do, you name can also come from your popularity, Like I have a blog, the name is ‘Naked Girls’ people already know that I blog through naked girls everything I post using ‘Naked Girls’ people will know. When you have a brand, your brand is like your character (Nwanbundo, 16th, August, 2012)

She insisted that when you have a brand is like already a way to avoid some other controversial challenges. She also suggest that advocates should ensure that they link up with only credible people and organisation as this could in its self be amoral booster. She explains further that when you post other peoples Link you recommend them as well and when your link is posted by them they recommend you which gives you a very good reputation. For her, when you have a brand you focus on your message, your brand is

everything when some calls your name this what comes to mind. It's all about really building a brand, build credibility and focusing on your message.

Results: All respondents' points towards the fact that advocates need to have a clear cut message that they are pushing forward and make sure stay on the same message all through. Onyeabo and Haruna used a more technical term to refer known as branding and they went further to stress the importance of branding an organization in such a way that it becomes know with a particular goal and mission. Njoku and Wemimo refer to this as clarity while Sulaiman and Onyeabo sees it as branding, suggesting that the goal of the organization has to be well packaged in such a way that it speaks clearly about the organization and thus adds to her credibility.

Implication: This implies that advocacy groups and organizations needs to package their product in such a way that it distinguishes them and sets them apart from other and add more credibility to their work. Advocates also need to remain focus on the main goal in communication rather talking about virtually everything. When advocates link up with other advocates in the same field it builds the image and credibility of that organization because of the link it has with other credible one. Branding gives an organization a name and positive association for instance the name UNICEF and widely be associated with children related issues.

4.2:15 Repositioning the New Media for a More Effective Advocacy

This Section is interested in knowing respondents perception on how to reposition or redesign the New Media for a more effective advocacy.

In proffering solutions to the challenges faced by the medium, Geoffrey Njoku point out that:

More essentially its ensuring that your systems are protected, ensuring that the stuff you produce and put out there whatever you put up are not corrupted, ensuring that you are able to readout hackers an mischief makers who just go there to cause mischief, that the freedom of it I guess that's the beauty of it, it's a drawback. (Njoku, 4th, August, 2014)

While Sulaiman Haruna strongly believes that the new media “is already an effective platform” therefore nothing needs to be done to reposition it that learning how to use it effectively and pushing your message in the right way.

Wemimo Adeoye sticks to her previous suggestion of clarity of message in reposition the new media for advocacy our messages need to be clearer for better understanding.

Nwabundo Onyeabo however, believes that the New Media with its peculiarity thus, presents a peculiar and a quit difficult challenge to handle. This is due to the following reasons:

The social media is like the world, you can tell me what to do, people have some level of freedom, you cannot tell people how to behave, and everybody has their own level of morality... so we have all kinds of human beings on twitter and on Facebook so you cannot tell people how they should behave, they will murder you, they would like ‘who do you think you are? So the only thing is that on individual basis on twitter, mind that you follow! Mind who are you friends, the link you clique on, mind what you say. (Adeoye, 4th, October, 2014)

She suggests that users and advocates need to be mindful of what they say on twitter, on Facebook and on YouTube. YouTube is a bit different because you can't really control

who makes comments on your site, however, you can delete the comment or block them from commenting.

Talking about YouTube she points out that about YouTube she believes that YouTube is such a great platform for manipulation that, people can take something old edit and make it look new, just for the purpose of misleading other people.

Results: Respondents' opinion on what should be done to reposition the medium (YouTube) to be a more effective medium for advocacy at the end respondents gave answers to the question Njoku believes that is more of a technical issue which he may not be rightly qualified to answer but however states the need for training of advocacy officers on the technicality such as encrypting of messages in such a way that they don't get corrupted by intruders.

Implication: Content produced can be corrupted or misunderstood and misinterpreted if not properly organised, secured and encrypted. New media messages must be clear and made available in such a way that users can easily access them anytime and anywhere therefore, media advocates must be up and doing to make sure they improve in many areas, introducing new techniques to overcome the many challenges that are beginning to emerge before they bring the work of advocacy to disrepute.

4.2:16 Respondents' Suggestions for Content Viewers and Producers on YouTube

This Section sought respondents' suggestions and advice for those using the YouTube as advocates and participants.

In view of all the discussions, respondents were asked to suggest ways they think the medium can be repositioned.

As part of the solution for those using YouTube for advocacy and enabling participation, and support, Geoffrey Njoku suggests that:

There should always be a reality check in everything that you do, ask yourself if it is true. If it's credible before you watch it, if you see a video that has pornography, you can be sure is not from UNICEF you should be able to analyze, do a content analysis, you should also have a sharp content analysis skill (Njoku, 4th, August, 2012)

Njoku also suggests the need for media literacy skills by questioning users' right to media consumption "There is a whole issue of media literacy skill, what media literacy skill people have to consume stuff from the internet?"

However, for those who want to pursue advocacy as a full time career either online or on ground, Njoku suggests that if you are completely an online based institution, it depends on what you do, people over time will read you, overtime, people will know if you are credible but you have to work on it to gain that credibility if you are an online based system or organisation.

Sulaiman Haruna simply advises content viewers to choose and always patronize corporate pages for more credible information. While for producers, he advises them to use branded pages in order to gain trust and credibility.

Wemimo Adeoye however, offers no suggestion for content viewers and producers.

Nwabundo Onyeabo ends with a warning both to viewers and producers. She warns that:

content viewers need to be careful what they see, what they click on to watch, content producers need to be more conscientious...you can't really tell people how to behave everybody have their own way, just do your thing. Everybody can go on YouTube nowadays, anybody as long as you have a phone and an internet, like a blackberry phone for instance. Be careful people can look at what you are posting; you can be chased as well. (Nwabunndo, 16th, August, 2012)

Onyeabo concludes by saying there are already gate-keepers for the fact that you can always report abuse when contents appears offensive, what the social media experts have done is to make me and you collective gatekeepers. Make us responsible, she thinks that the misuse of the new media is a clue to human nature and fundamental reality of our existence. People always wanting to post misleading information could be compared to rumor mongering, therefore suggesting gate keeping for new media is saying the impossible or trying to remove the very advantage of freedom the new media gives uses.

Results: Corporate pages and Channels usually source reliable information because they can be called upon but individual usually engage in satirical, vindictive and unsubstantiated information dissemination and this could be problematic in the future if these excesses are not properly checked. YouTube may not be a better or perfect medium for advocacy after all, however it provides a great alternative to the conventional if its potentials are well harnessed in such a way that both the conventional and alternative are used in a more integrated form that allows for the advantages of the both to be taped instead of completely replacing one with the other.

Implication: Users must ensure they check and double check media messages before sending posting, linking and referencing them as simple mistakes can ruin the reputation of an organization. Producers and viewers must be carefully what they watch and if possible should go for corporate pages and source that have been proven and tested over time

before the believe any information coming from such sources. Users must also learn to read up and crosscheck facts and figures before making conclusion as wrong conclusion could often ruin the image of those involved.

4.3 Discussion and Lessons

From the above responses from the research, there are strong indications that the emergence of the New Media has taken communication to a whole new dimension; reshaping the way the media is used from a rather top down approach to a bottom up and more interactive way that allows everyone to participate and add voice to influence policies decision in favour of the ordinary people. This kind of communication should perfectly facilitate the process of advocacy as it already empowers users to speak but rather, mischief makers are now taking advantage of the medium in such a way that may not be of benefit to majority of subscribers.

This study shows that the New media can be an additional tool in the hands of both the advocates and the users but all these potentials are yet untapped as a result of poor infrastructures and poor living standards in Nigeria. Consequently, the people for whom the advocacy projects are designed to reach are unable to access the New Media because of the elitist nature of the medium. This implies that users may need to acquire some technical ability to be able to deploy the New Media more effectively. This also implies that those potential users who cannot afford a mobile phone with internet service will be shut out from participation.

Findings as also revealed that the New Media alone cannot handle the various challenges of advocacy but can serve as one amongst many alternatives. The New Media is good for

its ability to enable mass participation and interaction mostly amongst the youthful generation who spend more time online surfing for information. There is strong indication that the amount of time spent online may not necessarily translate to positive change, people need be willing to contribute meaningfully to engender change in their community.

Those who open anonymous accounts do it so they can mis-inform and criticize others without being held responsible. The nature of the New Media allows people to express their dual personality, either as good or bad or as both at the same time. This has enabled mischief makers to hit the systems and go scot free as people cannot be held responsible for their activities when they are not really known.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.1 Summary

The emergence of New Media has taken communication to a whole new dimension; reshaping the way the media is used for advocacy from a rather top down approach to a bottom up and more interactive dimension where everyone can participate, contribute and add their voice in realising the goals of advocacy which is: adding voice, speaking and helping the poor and vulnerable get access to a better life by seeking to influence policy decision in their favour. Needless to say that this kind of communication should perfectly facilitate the process of advocacy as it already empowers users to speak. This in itself has constituted a lot of problems for communication as people are likely to dismiss or be misled by the nature of information gotten from the New Media. Mischief makers are now taking advantage of the medium in such a way that may not be to the benefit of the poor and vulnerable but rather in such a way that may be misleading.

New Media has recorded few successes and would be more effective if we all become more responsible by playing the role of collective gate keeping. This can be by reporting any misuse of the medium to the site administrators who will shut such people out when discovered. The use of the New Media would be more effective if it is demystified, localized in such a way that it can accommodate our local needs. New media applications such as mobile phones would give local people the ability to communicate and contribute more easily if it is brought to their level.

New Media can be an additional tool in the hands of both the advocates and users as well but these potentials are yet untapped due to poor nature of infrastructure in Nigeria and the fact that just a fraction of Nigerians can access the New Media is a huge set back to a medium with such huge potential reach. Consequently, the poor and the vulnerable for which most advocacy programmes are designed to reach have no access either because of the elitist in nature of the medium, they needs some level of technical ability or they cannot afford a mobile phone and any other form of Internet subscription available in the country. New Media does not necessarily represents a much better platform for advocacy however, could be seen as one amongst the several other options available for reaching out; most especially to the young generation who are always surfing for information online and have great potentials in terms of participation and supporting great humanitarian programmes.

The New Media in advocacy poses a great challenge both to advocates and users. This is because of the level of distrust it breeds; the fact that users do not have the privilege of knowing the advocates personally is a limitation and thus both can take advantage of the various gaps and loop holes to manipulate and take advantage of other parties involved. The integrity of the New Media is under serious challenge because of its level of freedom and the fact that there are no recognised gatekeepers who can be held responsible for errors as in the case of conventional media where professionals are forced to abide by certain principles, rules and regulations.

This research has established the fact that the integrity of the New Media is under threat by users who use the medium for mischievous purposes because it has no gatekeepers to check out errors and spot out mischief makers. Enable advocates properly understanding and re-focusing their work in a more inclusive and impactful manner that enable them meet

their target. New Media is not completely reliable because the way information is sourced and shared with no one to check and authenticate its reliability and truthfulness. Advocacy groups and other Non-Governmental organisations need to study and evaluate the medium in order to be able to domesticate it in such a way that allow everybody to participate meaningfully instead of only those who can afford it.

This work has been able to establish the fact that the way new media is used can pose a great challenge to ascertaining the authenticity of information and can also reduce the level of effectiveness of advocacy programme. Establish the fact that users of the Internet for many other purposes need to cross check facts and information they get from many other sources whatever information they receive weather it is reliable before they act on them. Strengthen and improve the way and manner advocacy project are done online.

5.2 Recommendation

Having carried out a research on the challenge of using the new media for advocacy in Nigeria, the following recommendations are made as possible solutions to tackling the many challenges that bedevils the New Media.

More professionals and experts in the field of communications need to study the media more extensively with the view of testing the level of effectiveness of the medium in various contexts of advocacy. More so, experiments are needed in the area of New Media and advocacy in order to come out with a more functional solution that can enable advocates carry out a more hitch free advocacy project using the New Media as a tool for intervention. Attempts should be made in the future to consult the non-literate members of the society; most especially those who do not have real access to the New Media with the

view of studying and coming out with better way in which the new media can be domesticated to make room for more local impute and participation.

Inadvertently, Offline integrity is very essential to the success of any organization, since it is going to be difficult for an organization to build online an integrity that does not exist already offline. Because integrity is very essential to trust, advocates must make sure they build and maintain a good reputation offline that will enable other users have confidence in whatever they post. There is a strong need to train advocates and media professionals in the use of new media for advocacy as one of the solutions to solving the problems will be recruiting and training a large core of practitioners who are conversant with the use of new media. That will be enable organizations encrypt new media messages in such a way that people are able to properly identify the source of the messages they receive. Advocates need to improve the quality of their work: Both creators and users need to know those in times of diversified information sources; trust in the media is neither a matter of format nor of technology. It is a matter of the quality of content that must be based on accurate and verifiable facts clearly differentiated from personal opinion. In this sense, respect and responsibility based on the fundamental individual and human rights are required both from the content creators and the users. With the common efforts through formal and non-formal education, such issues can be addressed in a way to help young people become aware of their rights as well as responsibilities in the world of new media.

The role of media has become crucial for the work of advocacy groups; most especially youth organizations need as a tool to enhance access of young people to information and for the development of an active youth participation in democratic processes, in line with the work that has been done, most youth organizations should be willing to share best

practices on how to define and use the New Media to be able to use the best tools to reach our goals of equal participation and social inclusion as citizens; open up the space for public engagement.

Therefore, content viewers need to be more careful; to ensure they read properly and if possible cross check and confirm every fact from the source before reposting, sharing, linking and even supporting the ongoing campaigns no matter how sensational they may appear. Advocacy groups need to have a core of professionals who work with them to ensure that their web sites or the platforms they use are properly firewalled and avoid people harking into their websites and to be in contact with officials so they can always send out messages and warning signals since mischief, makers are always one step ahead, so you have to be one step ahead, ensuring you have clear messages, ensuring that your systems are protected ensuring that your messages reaches to the right people.

People should be equipped with media literacy skills not as a criterion but as an added advantage. There is a whole issue of media literacy skill, users need to possess before accessing and posting media content. People need to know how to use the new media effectively as a tool for communication. Training is very essential to effective participatory communication. Users of the New Media should be more responsible in the use of the media. There is dare need for users to become aware of it potentials for construction and destruction. Users should ensure they report any video post offensive contentment to the appropriate section of the New Media. This is because the new media makes us all collective gatekeepers. The advocacy tools described above cannot in themselves act to produce the results envisaged by advocates. The tools must be put to work more

appropriately to get results. Thus, the appropriateness of a particular tool for a particular problem also determines its success.

No matter the amount of preparation before deciding to use any of these tools, remember the unexpected frequently occurs. This could throw your advocacy project to the wind. Thus, have minimal expectations only, but have hope and believe in your potential success. Some kind of stiffer measures and control should be put in place to check some of the excess of mischief makers. This is not to say there should be restriction but a quicker way of responding to report and complains about controversial postings before they go virile and cause trouble. Both the conventional and alternative/new media should be used in a more integrated form so that uses are given the choice to choose what medium they deem fit to express themselves during interventions and not to super-impose a medium. Advocacy groups should establish branded corporate pages/ YouTube channels that properly articulate the correct vision and focus of the organization. They should also be creative and witty enough to attract large number of uses to their channel by employing several techniques, such as making video replies to give users a clearer understanding where there are controversies.

5.5 Conclusion

New Media presents advocates with a more unique tool for engagement as well as enables more people to participate in advocacy project than the conventional media. Individuals can play a more pivotal role in influencing key policy decisions either by adding their voice to an ongoing debate or registering for a petition or taking part in opinion polls that can lead to change. Today, New Media applications are readily available for many to tap

into but advocates need to be able to situate it within the context of local people who may not have direct access to some of these applications by remodeling and making easier to the ordinary person.

New media has great potential yet untapped in the area of advocacy and promoting change if only it can be domesticated in such a way everyone can be allowed to participate more in such a way that users can now be term producer and contributors to several activities targeted at improving the human condition. All these challenges are mostly due to the free nature of the medium; allowing everyone to make both top down and bottom up imputes and promotes the very ideals and virtues of development communication which is putting the tools and power of communication in the hands of ordinary people so they can use it to solve their various problems.

However, it's the way the New Media is used that is in question not the freedom that it relinquishes to the users. Users must be responsible in the use of the medium if our goals of helping other speak must be achieved, thus we are basically concerned on how the media is used and for what purpose but if we must succeed we must use the media appropriately to be able to surmount the challenges the new media is already experiencing. The same media that will yield great result when used to promote humanitarian agenda may also be destructive if not properly understood and used.

Nevertheless, new media enhances freedom of speech and expression for those who have access and therefore can be very instrumental to developing a communication system that enables everyone to contribute to a people oriented policies as well as influencing the various stakeholders to enact laws that will cater for such needs in the society. Although

New Media has not yet been used to its maximum capacity in terms of engaging and influencing users and policy makers to act on behalf of the masses. We have however seen little flashes of how Mediums such as Blog, Facebook, Twitter and YouTube have been used to report mass violation of human right and as a tool for mounting pressure for change in Nigeria in recent times. New Media can do more in advocacy if only the emerging challenges can be surmounted.

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Personalities interviewed

Adesoye Wemimo (4th October, 2012) *A personal interview* with The Communication and Human Resource Officer, Education is Vaccine Advocacy Nigeria at 11:09 am

Haruna Sulaiman, (7th, September, 2012) *A personal Interview* at The Ministry of Information and National Orientation, 3rd floor radio house at 12:17 noon Abuja, Nigeria

Njoku Geoffrey (4th, August, 2012) *A personal Interview* with The Communication and Internal Relation Specialist at UNICEF temporary office, old CBN Building, at 10:26 am Abuja, Nigeria.

Nwabundo Onyeabo (16th, August, 2012) *A personal interview* at The Strategic Behavioural Communication Department of The Society For Family Health Headquarters, Abuja at 11:07 am, Abuja, Nigeria.

APPENDIXES

List Interview Question

Interview questions

- Q1. What do you understand by the term new media and advocacy?
- Q2. What are the various new media platforms deployed by you/your organization?
- Q3. What do you/your organization use new media for?
- Q4. In what ways do you/your organization use new media to campaign or influence public opinion?
- Q5. In what ways do you/your organization use new media to get support for your cause?
- Q6. Are you familiar with YouTube? How long have you/ organization being using it?
- Q7. What in your opinion makes YouTube a unique medium for advocacy?
- Q8. Will you describe YouTube as absolutely reliable and trustworthy medium?
- Q9. What in your opinion are the strengths and weaknesses of the new media? Explain with examples
- Q10. Does the way and nature of new media affect its level of credibility and trustworthiness or does it strengthens it? How?
- Q11. Why do you think the New Media provides a better platform for advocacy?
- Q12. What are the challenges do you /your organization face in using new media for advocacy?
- Q13. How and why are these challenges peculiar to the way the new media is used?
- Q14. What are the most appropriate steps those who want to use the new media for advocacy should take to make their work authentic?
- Q15. What do you think should be done to reposition the medium as a more effective tool for advocacy?
- Q16. Your suggestions for those using YouTube as content viewers and producers

Appendixes

List of Professionals interviewed

Njoku Geoffrey (4th, August, 2012) A personal Interview with The Communication and Internal Relation Specialist at UNICEF temporary office, old CBN Building, at 10:26 am Abuja, Nigeria.

Nwabundo Onyeabo (16th, August, 2012) A personal interview at The Strategic Behavioural Communication Department of The Society For Family Health Headquarters, Abuja at 11:07 am, Abuja, Nigeria.

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Adeoye Wemimo (4th October, 2012) A personal interview with The Communication and Human Resource Officer, Education is Vaccine Advocacy Nigeria at 11:09 am

TRANSCRIPT OF FULL INTERVIEW TEXT

Njoku Geoffrey (4th, August, 2012) A personal Interview with The Communication and Internal Relation Specialist at UNICEF temporary office, old CBN Building, at 10:26 am Abuja, Nigeria.

Good morning sir, my name is Mr. Samuel Lawal, a Post graduate Student of the Ahmadu Bello University. I am carrying out a research on YouTube, New Media, Advocacy and the Challenges of authenticity in using the new media for Advocacy. So am asking you to share from your personal experience.

Q1. What do you understand by the term new media and advocacy?

Geoffrey Njoku

Advocacy is gotten from a Latin word which means to ‘add voice’ to raise issues to advocate for a particular point of view or an issue. For instance I can be an advocate for children’s right; I can say my whole life’s work is to continue to ensure that children get the right education, advocacy is a lifelong and the lifestyle of always speaking or creating an opportunity for others to air their views with the aim of influencing policies in their favour: I can begin work to ensure that there are policy changes in education for children, so I can begin to lobby the national assembly, I can begin to lobby the state assembly I can begin to lobby the ministry of education officials in other to get policy changes that will influence better enrolment, better maiden achievements, better quality of education for children. An advocate is somebody who uses his position or authority to influence and get a peculiar outcome”

Q2. What are the various new media platforms deployed by you/your organization?

Geoffrey Njoku

we use all of them, social media we are there from onset, I will show you a report that shows that amongst all the charity in the whole world UNICEF is number one in the use of social media, UNICEF comes out very strong in the use of social media, I hope I will be able to dig up that report so I can share with you

Q explains how?

We use YouTube to produce short –short advocacy videos focusing on particular subject matters, and then we post it on YouTube, for instance we did something on mal-nutrition. We use YouTube for posting to say this is the situation, do something about it. Raising issues, so we do YouTube, the production of videos for academia’s, for donors, for everybody to see and to react to how we have to try to solve the problem.

Q3. What do you/your organization use new media for?

Geoffrey Njoku

We raise issues, we allow people to follow. We say look, Sahel have issues of mal-nutrition; children die, children getting stunted. We generate followership both on YouTube and on twitter and what we are doing? We try to build up following and the critical mind of people who are raising concerns. We raise issues; we raise concerns so that we can get activation, the whole idea is so that we can to get issue like that on, Facebook, and Twitter, the whole idea is to get activation and action, if you can get activation, people can act.

Q4. In what ways do you/your organization use new media to campaign or influence public opinion?

Geoffrey Njoku

First what are the issues, when you know what the issues are; we discuss it, we develop pointers, raise discussions we say this and this and this we say this is what is happening;...The new media is a dissemination platform as well as mobilization platform, then when you mobilize more voices...you get people talking about it then you are getting action, you will get action.

Q5. In what ways do you/your organization use new media to get support for your cause?

Geoffrey Njoku

We also use new media for fund raising, so we have donation platforms in the new media, from where we call for fund raising and ask them this is how you can support, so it's also a platform for fundraising, we develop platforms; donation platform, website, Facebook, twitter; we call for people to donate. For every fundraising you do you let the people know, when they know you can get them on your side, when they know they can act, calling for action.

Q6. Are you familiar with YouTube? How long have you/ organization been using it?

Geoffrey Njoku

We are familiar with the entire platform for sharing videos, 'we share' we use the other ones for sharing photos, "You share' the ones for sharing photos, and then content, we know all of them, we use all of them. We have been using the YouTube from the day of it came out.

Q7. What in your opinion makes YouTube a unique medium for advocacy?

Geoffrey Njoku

The power of pictures, the power of videos, you know in communication when you add voice, when you add words to pictures, it has more impact, (telling stories) so when you tell a stories is not just the story but the power of pictures, the power of video, people are seeing it, if you are just telling them people will think 'maybe is true' maybe is not true but this one they are seeing it.

Q8. Will you describe YouTube as absolutely reliable and trustworthy medium?

Geoffrey Njoku

Nothing is perfect, you can make videos, but if it comes from and organization, your integrity is at stake, of cause you can fake videos, you can fake videos, some people can concoct or fake videos but if it comes from a credible organization, then you know that, so your credibility is important so issues of organization. Creditability is an issues in social media, sometimes we have rumors been circulated all another person picking it up and before you know it has gone virile. Where as if it is traditional media somebody will cross check the information they get to, make sure it is approved, so quality assurance, gatekeeping, for social media there is no gatekeeping, there is no quality assurance except for all those sites that are controlled. Pointing at the New York Times, as a well-controlled website where whatever you read there is the exact copy of the print version of The New York Times; and thus can only be credible because it has gone through series of editors.

Q9. What in your opinion are the strengths and weaknesses of the new media? Explain with examples

Geoffrey Njoku

First is the reach, Facebook is having close to one billion people now, and there is no platform that can be able to have such kind of reach, that kind of people the penetration is high, but the drawback is also, it is still quite elitist, not a lot of people has internet access especially in Nigeria as a result people are marginalized, because they are poor, and maybe illiterate, because one requires some level of education and infrastructure which are very lacking in Nigeria. Notwithstanding the fact that Cell phone has made it a lot easier to participate on the go, you can check you can create, you can record here and it's spontaneity and immediacy is becoming a big issue.

Q10. Does the way and nature of new media affect its level of credibility and trustworthiness or does it strengthens it? How?

Geoffrey Njoku

The way the new media is use has a lot of effect on its credibility and thus waters it down. It affects its credibility, of cause it does. Because the bulk of the new media has no gate keeping function, there are no gate keeping functions, the issues of quality control is not there; by its very nature is affected and it does reduces credibility to a very large extent. With this disability mischief maker can sit in their room and concoct messages and send them out to cause confusion since no one can be held responsible.

Q11. Why do you think the New Media provides a better platform for advocacy?

Geoffrey Njoku

New Media cannot really be said to be a better platform but agree that it's good and just an additional platform, its only gives advocate's choice. it has improve our reach, it is giving us additional platform for advocacy, it does not necessarily means that its better, when you meet me 'eyeball to eyeball' is more effective, but its good, it's an addition to what we are doing, which makes the work much easier, it enables you to reach a large number of people you know!

Q12. What are the challenges do you /your organization face in using new media for advocacy?

Geoffrey Njoku

If there are challenges; one of it will be recruiting and training, training a large core of practitioners who are conversant with the use of new media. That will be encrypting our messages in such a way that people know, it is UNICEF and so it retains our credibility some of this bloggers will not clone it. there is a need to train a core of people to work on the new media in other to reduce cloning by hackers, he stresses that if organizations set up fund raising website, others can as well set up theirs that looks the same like to collect money, the same name, the can clone the logo, so that's a challenge, but we have to do something about it. The point he makes is all about the issues of security, the need for communication officers understand digital security by learning how encrypt your system in a way that it protects it from hackers, continue messaging, "fraudsters are going about using it to asking for money"

Q13. How and why are these challenges peculiar to the way the new media is used?

Geoffrey Njoku

The nature of the new media, first it is new, people can arch into it, you can't write something and put in 'The Guardian' first without passing through an editor, if they hack it there is nothing you can do... I guess increasing with time, People are beginning to raise safeguards so with time, and some of these things will fall in place. It is its very nature that is a disadvantage. Already in my office we know that issues emanating from blogs we

don't take it serious, somebody would just say 'UNICEF is a thief!' you know we stole money from them, globally we know about the credibility of blogs.

Q14. What are the most appropriate steps those who want to use the new media for advocacy should take to make their work authentic?

Geoffrey Njoku

First is to have a core of people who work with you, core of professionals. To ensure that your web site or the platforms you use are properly firewalled let me put it that way so that you don't have clones to avoid people harking into it... be in contact with officials so you have to be one step ahead, ensuring you have clear messages, ensuring that your systems are protected ensuring that your messages reaches to the right people Advocacy is tough!

Q15. What do you think should be done to reposition the medium as a more effective tool for advocacy?

Geoffrey Njoku

I don't know because am not technical person, more essentially it ensuring that your systems are protected, ensuring that the stuff you produce and put out there whatever you put up are not corrupted, ensuring that you are able to readout hackers an mischief makers who just go there to cause mischief, that the freedom of it I guess that's the beauty of it, it's a drawback.

Q16. Your suggestions for those using YouTube as content viewers and producers

Geoffrey Njoku

There should always be a reality check in everything that you do, ask yourself if it true. If it's credible before you watch it, if you see a video that has pornography, you can be sure is not from UNICEF you should be able to analyze, do a content analysis, you should also have a sharp content analysis skill. There is a whole issue of media literacy skill, what media literacy skill do you have to consume stuff from the internet. If you are completely an online base institution, it depends on what you do, people over time will read you overtime, people will know if you re credible but you have to work on it to gain that credibility if you are an online base system or organization.

Nwabundo Onyeabo (16th, August, 2012) A personal interview at The Strategic Behavioural Communication Department of The Society For Family Health Headquarters, Abuja, Nigeria.at 11:07 am.

Good morning Ma, my name is Mr. Samuel Lawal, a Post graduate Student of the Ahmadu Bello University. I am carrying out a research on YouTube, New Media, Advocacy and the Challenges of Authenticity in using the New Media for Advocacy. So we start by asking to share from your experience.

Q1. What do you understand by the term New Media and advocacy?

Nwabundo Onyeabo

New media is basically what I would refer to as web 2.0, social network, there's YouTube, there's Facebook, there's twitter, there different blogs platforms word press and the likes there's MySpace, some are already extinct, but those that are very popular once are YouTube, Facebook, twitter. There is BigGates, all kinds of things.

Advocacy is basically, carrying a message to ensure that whatever message you have, let's say there is a pressing thing that you need a couple of people to be aware of do whatever it takes for them to change their behaviour and the way they think about certain messages, that's advocacy... just pushing, pushing a message."

Q2. What are the various New Media platforms deployed by you/your organization?

Nwabundo Onyeabo

We are on Facebook, obviously, we have followers we also on YouTube as well, we have videos from there, we are on twitter, we thinking of opening a Blog but we haven't started yet, we are on Wikipedia but I don't know what happened, so those are the platform that we use.

Q3. What do you/your organization use new media for?

Nwabundo Onyeabo

We use new media to advocate, in some way, push behaviour change, as well because there are behaviour change messages that we put on our Facebook, YouTube and twitter page. We use it as well to create awareness; we use it to keep our followers and friends abreast with

Q4. In what ways do you/your organization use new media to campaign or influence public opinion?

Nwabundo Onyeabo

We use new media to broadcast to other people for instance even if it's just taking the link of one of our YouTube video to our UN-AIDs oh! We did this tell your friends, or people that follow you they will retweet it and then it goes virile everyone will now know that this what SFH has done.

Q5. In what ways do you/your organization use new media to get support for your cause?

Nwabundo Onyeabo

when you follow big brother when you are in communication with big brothers like the UNNEEDs, the malaria Envoy, they have a huge supporters that will rebroadcast whatever you shared with them...On our website we have supporters section which basically is a call if you want to contribute in cash or in kind people support us however way they want. We have tones of volunteers in SFH

Q6. Are you familiar with YouTube? How long have you/ organization being using it?

Nwabundo Onyeabo

Yes! To my knowledge our YouTube page was created, however, before even had our YouTube; our stuff was on YouTube because our stuff was so good everyone was like oh my God! Do you remember this gold circle thing, do you remember this thing that SFH did they just remember that it is something that touch their life so the put it on YouTube.

Q7. What in your opinion makes YouTube a unique medium for advocacy?

Nwabundo Onyeabo

I find YouTube to be a very solid for avenue for advocacy, because people actually watch it period. YouTube is done in such a way that you can embed videos to your web site you can embed it into a blog or bog posting, As long as you have internet connection, you can even download videos. All these social networking sites make the tendency for it to go virile.

Q8. Will you describe YouTube as absolutely reliable and trustworthy medium?

Nwabundo Onyeabo

I won't say absolute because it would look as if they are just geniuses or the best but right now, it's a very reliable way of sharing videos right now.

Q9. What in your opinion are the strengths and weaknesses of the new media? Explain with examples

Nwabundo Onyeabo

The interactive nature of the new media makes it a somewhat better platform because people can be carried along in the day to day activities of the organization

Q10. Does the way and nature of new media affect its level of credibility and trustworthiness or does it strengthens it? How?

Nwabundo Onyeabo

the only new media sites that I think I have issues with is Wikipedia, because on wiki people add to your articles, you can put an article and people comes and edit they have their own security measures, but the fact that people can edit what you write, we have not had any issue on our YouTube

Q11. Why do you think the New Media provides a better platform for advocacy?

Nwabundo Onyeabo

I don't think it's a better platform to me it's just one other way to get your message out. If am not saying the right thing people still won't listen to me and what the main aim of advocacy if not to get people to change and get something done. New Media may not be necessarily more effective but a tool like every other tool to make policy makers; I don't think SFH can influence policy makers just through the new media. But, can be a good tool for reaching you people she admits.

Q12. What are the challenges do you /your organization face in using new media for advocacy?

Nwabundo Onyeabo

our challenges are more internal in terms of the fact that we just need to make that the right messages are been passed across to all because the platforms are already there, I have not seen any challenges with using this platform, there is nothing you can say you cannot do, it more of what strategies. What kind of messages, are they challenging enough? Is the right person reading? How do we follow the right person on twitter for instance? videos posted by organizations is viewed by the right people targeted we make sure everybody gets to see them as well, the challenges are more on the strategy level, what are we doing in-house? The past people use to send us messages, they will say that they want to send us nets, or cotton board, strange it happened in the past but we brought some spam measures, we don't have them anymore, if you go to our contact page on website, if you are not a human being you cannot send us a message because we have all those measures now in-house.

Q13. How and why are these challenges peculiar to the way the new media is used?

Nwabundo Onyeabo

These challenges are peculiar to the medium because other people can unanimously open their own page with the name of other organization thereby creating confusion, on which page it is original and which is fake. As I said before our challenges are right now if you go on our Facebook page, if you type SFH, tones of SFH will appear.

Q14. What are the most appropriate steps those who want to use the new media for advocacy should take to make their work authentic?

Nwabundo Onyeabo

First of all branding is a very big issue, have a brand, have a brand that is yours and is registered, this what you do, your name can also come from your popularity, Like I have a blog, the name is 'Naked Girls' people already know that I blog through naked girls everything I post using 'Naked Girls' people will know. When you have a brand, your brand is like your character. When you have a brand is like already a way to avoid some other controversial challenges while the other way may be linking with credible people as well. This is because when you post other peoples Link you recommend them as well, you know that you already have a good reputation. So when you have a brand you focus on your message, your brand is everything when some calls your name this what comes to mind. It's all about really building a brand, build credibility and focusing on your message.

Q15. What do you think should be done to reposition the medium as a more effective tool for advocacy?

Nwabundo Onyeabo

The social media is like the world, you can tell me what to do, people have some level of freedom, you cannot tell people how to behave, and everybody has their own level of morality... so we have all kinds of human beings on twitter and on Facebook so you cannot tell people how they should behave, they will murder you, they would like 'who do you think you are? So the only thing is that on individual basis on twitter, mind that you follow! Mind who are you friends, the link you clique on, mind what you say.

Q16. Your suggestions for those using YouTube as content viewers and producers
Nwabundo Onyeabo

Users and advocates need to be mindful of what they say on twitter, on Facebook and on YouTube. YouTube is a bit different because you can't really control who makes comments on you site, however, you can delete the comment or block them from

commenting. YouTube it's such a great platform that people can take people can take something old edit and make it look new, just being mischievous.

Thank you!

Haruna Sulaiman, (7th, September, 2012) A personal Interview at The Ministry of Information and National Orientation, at 12:17 noon Abuja, Nigeria.

Good morning sir, my name is Mr. Samuel Lawal, a Post graduate Student of the Ahmadu Bello University. I am carrying out a research on YouTube, New Media, Advocacy and the Challenges of Authenticity in using the new media for Advocacy. So we start by asking you.

Q1. What do you understand by the term new media and advocacy?

Sulaiman Haruna

The term “New Media” refers to the contemporary dimensions to media, with instances such as the internet, websites, social media such as Facebook, twitter, YouTube, mobile technology etc. Advocacy on the other hand refers to the public support or recommendation of a particular cause, often times, through diverse means.

Q2. What are the various new media platforms deployed by you/your organization?

Sulaiman Haruna

We deploy bulk SMS, website, Facebook, Twitter and YouTube

Q3. What do you/your organization use new media for?

Sulaiman Haruna

influencing public opinion is not easy, especially with so many opposition and negativity” as a result of which they shift their attention to those set of people actively involved in the use of new media therefore, since government is working, we spend some time to let the public know the progress of government and to regularly update them. Government is conscious that youth use new media more and they form a large part of the population. They are therefore captive audience for our campaigns.

Q4. In what ways do you/your organization use new media to campaign or influence public opinion?

Sulaiman Haruna

Influencing public opinion is not easy, especially with so many opposition and negativity” as a result of which they shift their attention to those set of people actively involved in the use of new media. Therefore since government is working, we spend some time to let the public know the progress of government and to regularly update them. Government is conscious that youth use new media more and they form a large part of the population. They are therefore captive audience for our campaigns.

Q5. In what ways do you/your organization use new media to get support for your cause?

Suleiman Haruna

Same as in question four”

Q6. Are you familiar with YouTube? How long have you/ organization being using it?

Suleiman Haruna

Yes. I am familiar with YouTube. The ministry uses it for delayed video broadcast of its events. If you check the ministry’s page you will see videos of various events of the ministry.

Q7. What in your opinion makes YouTube a unique medium for advocacy?

Sulaiman Haruna

It is video based and therefore offers an opportunity to view the real actor and hear from the horses’ mouth the position of government. It provides a veritable and credible reference on the position of government.

Q8. Will you describe YouTube as absolutely reliable and trustworthy medium?

Sulaiman Haruna

For the ministry, the new media is a credible medium for ministry of information to disseminate their information.

Q9. What in your opinion are the strengths and weaknesses of the new media? Explain with examples

Sulaiman Haruna

Example is a recent YouTube video that was posted online being offensive to Muslims and resulted to the death of many people, after which He resorted that Videos have helped publicize worthy humanitarian causes. So like everything new it has its strength and weaknesses. It would however serve the larger public interest if stiffer controls are put in place.

Q10. Does the way and nature of new media affect its level of credibility and trustworthiness or does it strengthens it? How?

Sulaiman Haruna

Corporate pages are usually sources of reliable information; and resorts that “it is individual pages that engage in satirical, vindictive and unsubstantiated information dissemination”

Q11. Why do you think the New Media provides a better platform for advocacy?

Sulaiman Haruna

new media is not a better alternative

Q12. What are the challenges do you /your organization face in using new media for advocacy?

Sulaiman Haruna

None!

Q13. How and why are these challenges peculiar to the way the new media is used?

Sulaiman Haruna

is straight forward in his response when he declares “No gatekeeping or quality control, freedom of excessive expression”

Q14. What are the most appropriate steps those who want to use the new media for advocacy should take to make their work authentic?

Sulaiman Haruna

Advocates “should establish branded corporate pages and must be witty to invite viewers to their page” to adequately curb abuse. Suleiman believes that if an organization is well known to be proactive in a particular area of interest it will be difficult for people to believe any other information that contravenes that brand because of the level of trust established on that particular brand.

Q15. What do you think should be done to reposition the medium as a more effective tool for advocacy?

Sulaiman Haruna

strongly believes that the new media “is already an effective platform” therefore nothing needs to be done to reposition it that learning how to use it effectively and pushing your message in the right way.

Q16. Your suggestions for those using YouTube as content viewers and producers

Sulaiman Haruna

The new media is already an effective platform” therefore nothing needs to be done to reposition it that learning how to use it effectively and pushing your message in the right way. Thank you!

Adeoye Wemimo (4th October, 2012) A personal interview with The Communication and Human Resource Officer, Education is Vaccine Advocacy Nigeria at 11:09 am

Good morning Ma, my name is Mr. Samuel Lawal, a Post graduate Student of the Ahmadu Bello University. I am carrying out a research on YouTube, New Media, Advocacy and the Challenges of Authenticity in using the new media for Advocacy. So we start by asking you from your experience.

Q1. What do you understand by the term new media and advocacy?

Wemimo Adeoye

New media refers to those methods of communication that are technology based, these includes both telephone and internet based. Advocacy refers to reaching out for support of authorities in marketing a product, policy or idea.

Q2. What are the various new media platforms deployed by you/your organization?

Wemimo Adeoye

The Internet: Websites, Facebook, Twitter, YouTube, LinkedIn, Mobile phones etc.

Q3. What do you/your organization use new media for?

Wemimo Adeoye

To educate our followers on their Sexual and Reproductive Health, inform our followers on happenings in our organization, in Nigeria and in the world at large, in terms of progress in the provision of education for Orphans and Vulnerable Children and in terms of improving the Sexual and Reproductive Health and Rights of young people advocating for issues.

Wemimo Adeoye

Q4. In what ways do you/your organization use new media to campaign or influence public opinion?

Wemimo Adeoye

BlackBerry Messenger, our Facebook page and twitter account, with a hashtag we created for that purpose (#YouthVoicesonASB) to drive traffic to this radio program and sensitize thousands of Nigerians about this pressing issue, which hitherto, had been silent...With Social Media and physical outreaches, we were able to get hundreds of students in Nigerian secondary schools to sign a petition, which was written, in form of red postcards and addressed to representatives in the National Assembly. Our Youth Advocates are currently working to create "Human Interest Advocacy Videos", some of which might be

on YouTube, apart from other videos of the organization, to draw the attention of the public to issues the Persons Living with HIV/AIDS (PLWHA) face and what can be done about it. In all of the above we have effectively used different platforms like twitter, face book and blogs to create awareness and also to engage with both young people and policy makers.

Q5. In what ways do you/your organization use new media to get support for your cause?

Wemimo Adeoye

Through the blogs we write on www.amplifyyourvoice.org/nigeria, where young people in various parts of the world read and participate in our campaigns. Through the donate button and the general information on our website (www.evanigeria.org) through posting of information about projects, campaigns, volunteer opportunities etc.

Q6. Are you familiar with YouTube? How long have you/ organization being using it?

Wemimo Adeoye

Yes. I can't recollect specifically

Q7. What in your opinion makes YouTube a unique medium for advocacy?

It is also the most popular. In the course of our work, we have realized that using videos to pass across our message makes valuable impact because they are all human interest stories that can help initiate actions.

Wemimo Adeoye

Q8. Will you describe YouTube as absolutely reliable and trustworthy medium?

Wemimo Adeoye

YouTube cannot be said to be absolutely reliable and trustworthy, especially with the case of poor internet services in some parts of the world, such as Africa.

Q9. What in your opinion are the strengths and weaknesses of the new media? Explain with examples

Wemimo Adeoye

The fact that there is so much information out there competing with yours could be a challenge if the right channels are not used considering the targets for the work. However, the advantage of being able to reach many people at the same time is phenomenal.

Q10. Does the way and nature of new media affect its level of credibility and trustworthiness or does it strengthen it? How?

Wemimo Adeoye

There are no direct answers to this because it will depend on the message, messenger and the channel used to determine credibility

Q11. Why do you think the New Media provides a better platform for advocacy?

Wemimo Adeoye

One key advantage is the amount of people that can be reached at the same despite location or time. It is also important to note that advocacy sometimes is about the things we can see to make us take action no matter where we are and social media provides that platform not only to raise awareness but also taking actions like petition signing.

Q12. What are the challenges do you /your organization face in using new media for advocacy?

Wemimo Adeoye

Efficiency and internet connectivity mostly

Q13. How and why are these challenges peculiar to the way the new media is used?

Wemimo Adeoye

It all depends on how it is been used positively or negatively “because this determines how effectively it is used for our work

Q14. What are the most appropriate steps those who want to use the new media for advocacy should take to make their work authentic?

Wemimo Adeoye

Understanding the different channels and determining the most appropriate. Clarity on the issues to be addressed with specific goals and objectives. Open the space for engagement but also have tools for control and consistency with your message.

Q15. What do you think should be done to reposition the medium as a more effective tool for advocacy?

Wemimo Adeoye

Clarity of message in reposition the new media for advocacy “As previously mentioned

Q16. Your suggestions for those using YouTube as content viewers and producers.

Wemimo Adeoye

No suggestions!