

**EVALUATING MULTI-PLATFORM NEWS
DELIVERY CULTURE IN NIGERIA'S
NEWSROOM: FOCUS ON GENDER IN
CONVERGENCE JOURNALISM PRACTICE IN
EBONYI STATE**

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Abstract

This paper explores the multi-platform news delivery culture within the newsrooms in Nigeria, with a specific focus on gender dynamics in the context of convergence journalism practices. The pervasive influence of

convergence journalism, wherein content is disseminated across various platforms, shapes the contemporary landscape of media practices, particularly under the umbrella of technological advancements. The study adopts the Convergence Culture Media Theory (CCMT) as its theoretical framework to investigate this phenomenon. The researchers generated quantitative data for analysis through the use of SPSS version 23.0. The paper contends that convergence culture has become an integral aspect of media practice, necessitating journalists to acquire the requisite skills to navigate and contribute meaningfully to societal discourse. Emphasizing the enduring nature of convergence culture, the paper recommends that practicing journalists engage in the study of operational efficiency across diverse channels used for content distribution, sharing, and circulation. This, it argues, would empower journalists in Ebonyi State to harness these channels effectively, thereby reinforcing the convergence culture within the realm of journalism practice. The paper underscores the importance of journalists adapting to the evolving media landscape shaped by convergence culture. It advocates for a proactive approach, encouraging journalists to not only embrace but also master the various channels available for content sharing. The study's focus on gender dynamics within this context adds a valuable dimension to the discourse, highlighting the need for inclusivity and diversity in the evolving landscape of journalism practices in Nigeria, particularly within Ebonyi State.

Keywords: *Convergence culture, Multi-Platform News Delivery, Female and Male journalists.*

Introduction

In recent years, significant technological transformations in the realm of information sharing through communication technology have given rise to convergence journalism practices. Media technology has played a crucial role in shaping the dimensions of information dissemination (Malik & Dhiman, 2022; Sutrisno, 2023; Okedi & Enyindah, 2022). The far-reaching effects of rapid developments and the interconnectedness of computer technology and communication networks are reshaping the landscape of journalism practice in the African continent (Tshabangu & Salawu, 2022; Matsilele & Makwambeni, 2023).

Throughout human social existence, the communication apparatus has wielded tremendous influence over journalism practice and other professions linked to computer technology and communication networks. In developing countries, the transformation of news content generation and circulation has been particularly pronounced, as outlined by Okon, Obukoadata & Ekwok (2022). Journalists now engage in the generation and dissemination of public communication content across various media platforms, reflecting a dramatic shift due to available options in media technology. The conventional approach to content generation and circulation has been significantly influenced by this new trend. The adherence of journalists to multiple news

production and distribution is contingent upon factors such as the availability of internet facilities in the newsroom, the percentage of journalists who are internet-compliant, internet time devoted to news gathering, and the frequency of internet training (Alao & Patricia, 2012; Oloredo & Oyewole, 2013).

Karthryn & Gail (2016) assert that advancements in communication through social media technologies are revolutionizing the global communication process. The term "convergence," originally denoting an increasing correspondence between two phenomena and entities to create more digitized content for cross-media distribution, continues to shape and influence journalism practice in Nigeria.

The trend of employing multiple news gathering and circulation techniques reflects the widespread adoption and acceptability of technological influences in journalism practice. This culture is embraced by notable media organizations to circulate their content across all social media platforms, alongside conventional journalistic practices. Despite the positive and negative consequences explored by various researchers (Salamzadeh, Markovic & Masjed, 2022; Kanyeki, 2017; William & Tkach, 2021; Ridwanullah & Bala, 2002; Motsaathebe, 2022; Mututwa & Ufuoma, 2022), convergence culture is firmly taking root in journalism practice.

Jenkins (2004) posits that media convergence describes the blurring of boundaries between fixed and mobile communications, encompassing broadcast, newspapers, magazines, telephone mobiles, and other home network facilities that merge content distribution across all media platforms. The term has also been applied to technological developments such as the integration of video on the internet, marketing efforts involving cross-promotion of media partners, and corporate mergers of information content through the internet (Alao & Patricia, 2012).

While journalism practitioners and scholars have primarily focused on producing content for multiple media platforms, they have often overlooked the logistical constraints associated with this practice (Bounce, Wright & Scott, 2018). Jamil and Appiah-Adjei (2019) define convergence culture in media practice as the combination of technologies and media products such as video, accompanied by the blurring of geographical constraints associated with distinct provinces of print, television, and online media platforms. Since the mid-1990s, the influence of information and communication technology on media organizations has instigated fundamental changes for every journalist working in any media organization. The digitization of media production has facilitated changes in both organizational structures and the day-to-day practices of journalists (Ivar, 2019).

Statement of the Problem

The prevalent adoption of a multi-platform news production and circulation approach by news agencies and organizations is fundamentally transforming the landscape of news production and content circulation in Nigeria. This approach, commonly referred to as multi-platform publishing or convergence culture, represents a discernible trend in journalism practice. In Ebonyi State, akin to global norms, journalism is a profession practiced by individuals of both genders (male and female). However, practicing journalists in this region grapple with various challenges in their daily routines as they endeavor to assimilate this new trend amidst their demanding schedules.

The requirement for objectivity in reporting events, whether in mainstream media or other platforms, exposes journalists to multiple tasks, necessitating a significant commitment to sharing content across platforms while adhering to tight deadlines. The imperative for journalists to adeptly apply their knowledge, skills, and experience within this evolving landscape necessitates empirical examination to assess their capacity in ensuring job security within their chosen profession.

Media organizations, driven by the imperative to maintain multiple audiences across diverse open channels (both offline and online), seek to keep their audience informed about daily occurrences to sustain readership or listenership. This strategic imperative for

media organizations underscores the critical need for an empirical evaluation of the capacity of practicing journalists in Ebonyi State. The ability of journalists to make their content available across all platforms is not only a professional requisite but also a critical factor for revenue generation for their respective organizations, as highlighted by Wangusi, Abuya, and Osogo (2018).

The incorporation of technology in news content generation and dissemination across multiple platforms, in a departure from conventional content generation practices, presents significant challenges for practicing journalists. Competence in device manipulation, audience identification across diverse platforms, and the provision of adequate training for practicing journalists emerge as key factors driving convergence culture, as articulated by Cummings (2020). This study, therefore, takes a qualitative research approach with the aim of enhancing our understanding of the causal link between the capabilities of practicing journalists (of both genders) to share their content (news stories, feature articles, videos, opinions, editorial comments, etc.) across all channels.

Objectives of the Study

1. To assess the extent to which male and female journalists in Ebonyi State share content across multiple platforms, thereby examining the gender-specific patterns in the adoption of multi-platform journalism practices.

2. To identify and evaluate the predominant news distribution platforms used by practicing journalists in Ebonyi State for the dissemination of content, providing insights into the platforms that play a central role in shaping the convergence culture within the region.
3. To investigate and quantify the extent of content sharing across platforms by journalists working in both electronic and print media in Ebonyi State, offering a comprehensive understanding of the convergence practices within different media formats in the region.

An Overview of Convergence Culture

The concept of convergence culture in journalism practice continues to exert a profound influence on the profession globally. This development has prompted media researchers to closely examine the manifestations of changes brought about by convergence culture and its impact on the noble profession. Researchers such as Meneke, Kinnebrock, Krestzschmer, Aicherger, Broersma, and Hummel (2016) report that the research focus on the new trend of media ecology in Europe and other developed regions has predominantly comprised national case studies of flagship media outlets, with comparative and qualitative studies yet to be extensively explored by research communities to empirically determine the trajectory of the new approach to journalism practice (convergence culture).

The processes of production, distribution, access, and reuse of information, knowledge, and entertainment by users have undergone transformation due to media convergence. Specifically, technology, facilitated by the instrumentality of social media, has significantly enhanced human capacity to deliver content and maximize the impact of human communication through platforms that were not aligned with information gathering and dissemination a few decades ago (Ridwanullah and Bala, 2022). We are now exposed to different forms of cross-media distribution, providing us with a cross-media experience where we can easily consume and interact with specific events, stories, or news through various media simultaneously.

The increasing challenge of cross-media integration has raised concerns about trust and belief in convergence culture. In the current media ecology, the environment is saturated with content that is reformatted and reproduced to feature on many media platforms, primarily to engage audiences loyal to those platforms. In this context, Starkey (2013) reports that the media environment is becoming more acute as audiences in the developed world are confronted with an increasing variety of news sources and comments, forming part of a rapidly changing mediatized world.

Media consumption habits have been significantly impacted by convergence culture. The concept of platformization in the distribution of media content, according to Su (2022), is transforming the landscape of

media distribution strategies. This new understanding in journalism practice, driven by technology, has affected established forms of news content production, consumption, and distribution. Karaoglu's (2022) writing affirms the importance of technology in the changing media ecosystem, stating that social media platforms and the online environment now provide an additional channel to reach prospective audiences or readers. This development has opened a new vista for news production and revealed different media usage patterns from traditional media consumers. These assertions demonstrate that media content production, sharing, and circulation have taken a new dimension, requiring practicing journalists, especially in Ebonyi State, to align with this new trend to advance the course of journalism practice through convergence culture.

Convergence Culture and Journalism Practice in Nigeria

The continuous evolution of technology and its impact on communication technology has been a driving force shaping the 21st-century media environment. The concept of convergence culture in journalism practice has transcended boundaries, fueled by technological innovations. In Nigeria, this concept has left a noticeable mark in academic literature. In their study titled "Media Convergence and Journalism Practice in Nigeria: Issues and Challenges," Ufot, Akanka, and Ukpe (2023) reported that media convergence has brought significant modifications to the functions and operations of journalists. Their study delved into the challenges facing

journalism practice in Nigeria during the era of media convergence.

The study identified several challenges hindering the adoption and establishment of convergence culture in Nigeria, such as time pressure, professional incompetence, concerns about quality, internal competition, the rise of user-created content, poor remuneration, and the welfare of journalists. The paper further observed that technology has amalgamated the various roles of journalists and media institutions, creating multimedia outlets for news production, gathering, and circulation through multi-platform news distribution, sharing, and circulation channels.

Another study conducted by Emwinranwankhoe (2020), titled "Media Convergence and Broadcasting Practice in Nigeria: Three Broadcast Stations in Focus," critically evaluated the impact of the construct 'convergence culture' on the broadcasting industry in Edo State, Nigeria. The study found that convergence culture had a predominantly positive influence on broadcasting practice, leading to additional and improved opportunities as more distribution channels for broadcast media contents emerged.

Ridwanullah and Bala (2022) conducted a study titled "Media Convergence and the Change in Media Content Production and Distribution in Nigeria," which reported that media convergence culture has brought about significant changes, including user-generated content

and the transition of people from mere audiences to active participants. The study argued that content previously exclusive to specific communication media or channels, such as print and broadcast, is now accessible to billions of people through multiple channels. In conclusion, the study emphasized that conventional media organizations with social media presence should extend the same professionalism displayed on traditional media platforms to their social media posts to enhance the credibility of convergence media practice.

The influence of convergence media culture in journalism education in Nigeria has also been advocated. In Emma-Okoroafor's (2016) study titled "Media Convergence: A Paradigm Shift in Journalism Education in Nigeria," the researcher affirmed a mass shift of consumers from newspapers and broadcast television to web media. This trend, not unique to developed countries, is also evident in developing nations like Nigeria. The study noted the challenges faced by journalism and mass communication educators in incorporating ever-increasing innovations into the curriculum to provide balanced and industry-relevant knowledge to students pursuing communication-related courses.

A study titled "Beyond Classroom-Newsroom Gab: Why Do Nigeria Students Study Journalism in the Age of Convergence?" explored critical questions about journalism education in Nigeria by examining the career expectations and choices of journalism students in the

era of convergence culture. The study contended that newsroom jobs are diminishing globally, with non-professional journalists, as content creators and distributors, taking the place of traditional professional journalists. It found that journalism students in Nigeria still adhere to the traditional conceptualization of journalism practice, conflicting with the evolving perception of the profession in the era of convergence culture.

In summary, the reviewed studies illustrate that the concept of convergence culture is not new in Nigeria's media ecosystem. Therefore, evaluating multi-platform news delivery culture in Nigeria's newsroom, considering gender, will undoubtedly contribute to the existing literature on convergence culture in Nigeria.

Convergence Culture Media Theory (CCMT)

This study aligns with the Convergence Culture Media Theory (CCMT) due to the postulations in the research objectives that seek to examine the most frequently used platform for content sharing by practicing journalists in the study area. The CCMT, popularized by Henry Jenkins in 2006, postulates and explores the mechanisms of content flow across various media channels, especially through non-conventional platforms. Jenkins (2006) suggests that the future of content sharing may ultimately depend on the uneasy truce brokered between commercial media and collective intelligence. These paradigm shifts in media ecology have significantly

impacted predominant conventional media cultures globally.

The rate of convergence will be uneven within a given culture, with those who are most affluent and most technologically literate becoming the early adapters and other segments of the population struggling to catch up. In as much as these trends extend beyond a specifically American context, the rate of convergence will also be uneven across national borders, resulting in the consolidation of power and wealth within the 'have' nations and some shift in the relative status and prominence of developing nations, Jenkins (2004).

Wirth (2006) describes media convergence as a multifaceted concept, drawing on perspectives from media economics, management scholars, communication scholars, and professionals. Over the last 15 years, the concept has become more intriguing due to driving forces identified by Wirth (2006), such as technological innovations leading to internet use and the digital revolution creating multiple channels with audience-based evidence.

The concept of CCMT, as reported by Aviles and cited in Tussey (2017), is considered relevant to this study. The idea of full integration questions media capability in allowing and adopting exclusivity in multi-platform news production and sharing, as advocated by this study. The convergence culture of full integration posits that media managers view convergence as a strategic goal for

the media company to attract and sustain a digital audience. This approach subordinates production and distribution on different platforms to news content production. "Online First" symbolizes a paradigmatic shift from newspaper production to multimedia production. Full integration also implies providing training for all journalists to prepare them for multimedia production (Rsumovic, Jusic & Numanovic, 2014).

Research Method

A descriptive survey method was employed to generate qualitative data for analysis. According to Nworgu (2006), the descriptive survey is utilized to collect and scientifically describe the characteristics of the targeted population or facts defining the sampled population. The instrument employed for this study was the questionnaire. The targeted population comprised the total number of registered journalists in Ebonyi State, estimated to be approximately 262 journalists, according to the Ebonyi State Chapel of the Nigeria Union of Journalists (NUJ). A total of 184 questionnaires were distributed among journalists, including reporters, news anchors, and program directors in selected media organizations: Government House Press Unit, Citizen's Advocate, Radio Nigeria Unity FM, Ebonyi Broadcasting Corporation, Salt TV and FM, and Nigeria Television Authority NTA, Abakaliki. The rationale for selecting these media organizations and on-duty journalists was to encompass the entire spectrum of the conventional media landscape (print and electronic) reporting newsworthy events in Ebonyi State.

As Asika notes in Izogo and Anumudu (2013), the method of selecting the sample determines the researchers' ability to generalize their findings. Based on this premise, a total of 158 respondents participated in the study. Questionnaires were distributed in the offices of the selected media organizations and correspondents' chapel between 9 am and 4 pm. The researchers were unable to wait for respondents to fill out the questionnaires on the spot due to the majority of journalists either being absent from the office or engaged in news coverage or night shifts. The researchers made repeated visits over the course of about one week to collect the instruments, thereby boosting the number of participants in the study.

Data Presentation, Analysis & Interpretation

Table 1: Demographic Characteristics of the Respondents

Variables/Description	Frequency	Percentage (%)
Gender		
Male	107	67.7
Female	51	32.3
	158	100%
Marital status		
Married	91	57.6
Single	67	42.4
Divorced	0	0
	158	100%
Age bracket		
18-28 years	22	13.9
29-38 years	81	51.3

39-48 years	48	30.4
49-58 years	7	4.4
59 years and above	0	0
	158	100%
Academic qualification		
SSCE	3	1.9
OND	3	1.9
HND/BSc	117	74.1
MSc/PhD	35	22.1
Total	158	100%

Source: Field Survey, 2024

A total of 184 questionnaires were distributed and 158 questionnaires were found valid and usable for the analyses. The rest were either lost in transit or discarded for incompleteness. Table 1 above summarizes the results of the respondent's demographic composition. The findings indicate that male journalists dominated the sampled respondents (67.7%) compared with female journalists (32.3%). In terms of marital status, 57.6% of the participants were married while 42.4% were single. The age of the respondents shows that the age bracket of 29-38 years accounted for more than half of the sampled respondents (51.3%) followed by journalists within the age bracket of 39-48 years (30.45%), journalists that were 18-28 years of age (13.9%) recorded the least of the sampled respondents. No journalist sampled journalists was 59 years or over but 4.4% of them were within the age bracket of 49-58 years. Concerning educational qualification, the majority of the journalists sampled

(74.1%) have a university degree while 22.2% possess a postgraduate certificate.

Figure 1: Challenges of Multi-platform News Production/Circulation by Gender



Source: Field Survey, 2024

To answer the research questions relating to whether gender differences influence multi-platform news production, sharing, and circulation, we submitted the data set to an independent *t*-test analysis through SPSS version 23.0 software. On average, gender differences between journalists did not account for any differences in multi-platform media production approach and skills ($M_{\text{male}}=1.978$, $SE=0.533$; $M_{\text{female}}=1.847$, $SE=0.489$; $t(158)= 1.476$; $p= 0.142$; 95% confidence interval: -0.044, 0.305) and media organizations approach to multi-platform news production ($M_{\text{male}}=2.596$, $SE=0.543$; $M_{\text{female}}=2.463$, $SE=0.534$; $t(158)= 1.452$; $p= 0.149$; 95% confidence interval: -0.048, 0.315). In

contrast, results indicate that female journalists share more content using multi-platform news production, sharing, and circulation when compared with their male counterparts ($M_{\text{male}}=2.157$, $SE=0.525$; $M_{\text{female}}=2.506$, $SE=0.606$; $t(158)= -3.714$; $p= 0.000$; 95% confidence interval: -0.534, -0.163). A visual depiction of this difference is captured in Figure 1 above.

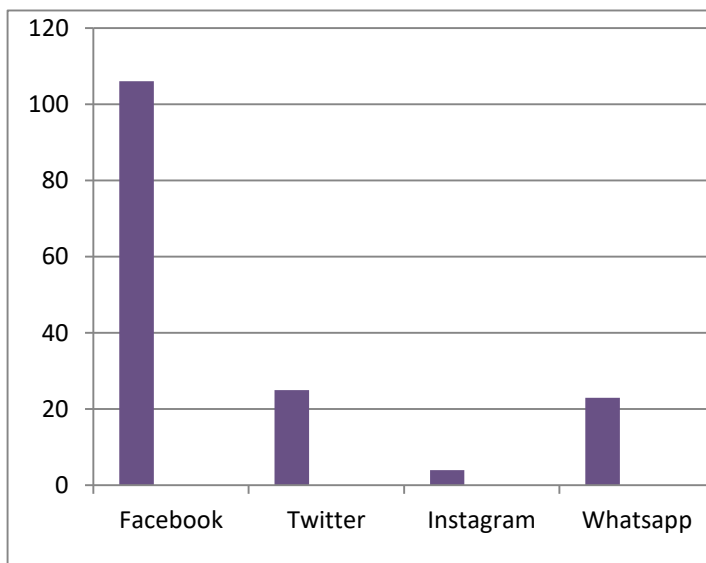


Figure 2: Most Used Multi-Platform News Sharing and Circulation Channels

Source: Field Survey, 2024

The most used multi-platform news sharing and circulation is Facebook (67.1%) followed by Twitter

(15.8%) and WhatsApp (14.6%). The least used multi-platform news sharing and circulation platform by the sampled journalists is Instagram (2.5%). Finally, 46.8% of the sampled journalists work for a print media organization while 53.2% of them work for an electronic media organization. Further analysis indicates that the condition for normal distribution is met because the positive and negative skewness statistics for all the demographic variables ranged from 0.196 to 1.459 and -0.128 to -0.627. Additionally, the positive and negative values of kurtosis ranged from 0.575 to 3.848 and -0.213 to -2.009. Taken together, the skewness and kurtosis statistics were well below the maximum threshold of ± 3 and ± 7 . Thus, our demographic data exhibit normal distribution and can be generalized to the entire population.

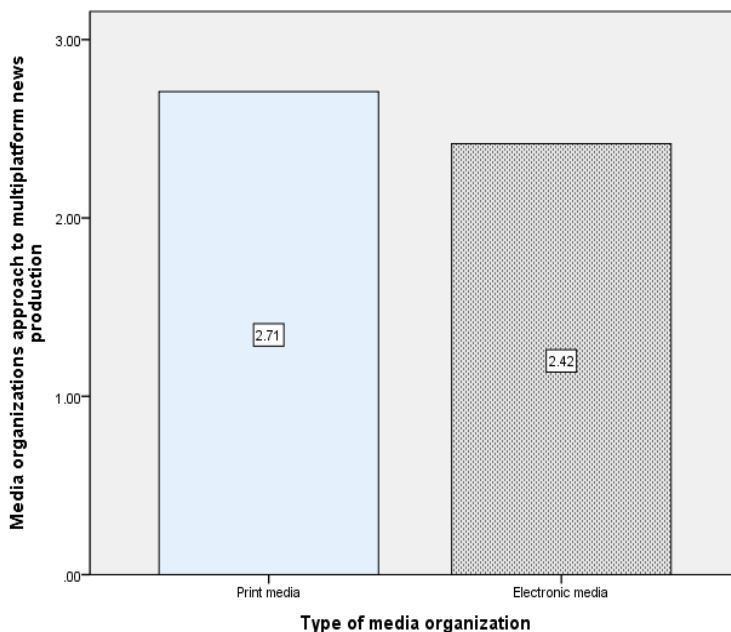
To realize the research objectives and resolve the research questions, all the measures of the variables under study were averaged with the aid of the SPSS transformation tool for further analyses. Prior to this, we ascertained the distribution of the dataset by submitting it to skewness and kurtosis tests of data normality. The outputs indicate that the key variables of interest were normally distributed. Specifically, the five measures of the most deployed multi-platform news distribution, sharing, and circulation channel had skew statistics of 0.180, 1.437, 1.257, -0.159, and 0.662 respectively, and kurtosis statistics of -1.993, 2.252, 2.325, -1.557 and 1.941 respectively. Also, the five measures of the extent female or male journalists share content using multi-

platform news distribution, sharing, and circulation in Ebonyi State have skew statistics of 0.780, 0.892, 0.350, 0.124, and -0.703 respectively, and kurtosis values of -0.066, 1.146, -0.804, -0.949, and -0.403 respectively. Finally, the five measures of the extent to which journalists employed by print or electronic media organizations use multi-platform news distribution, sharing, and circulation strategy in Ebonyi State have skew values of 1.099, 0.843, 0.946, 1.076, and 0.452 respectively while the kurtosis values are 0.824, -0.135, 0.362, 0.342, and -1.265 respectively. When the five measures of each of the three variables were averaged, the skew values were -0.301, -0.213, and 0.446 respectively for the highest circulation channels, female or male journalist content sharing ability, and print or electronic media organizations deployment approach while the kurtosis values were -1.055, -0.539 and 0.705 respectively. These results show that our data exhibit normal distribution and also support the averaging of measures of respective variables for further analyses.

Also, an independent sample *t*-test was used to determine if the media organization in which a journalist works for determined or influenced multi-platform news distribution, sharing and circulation approach and media organisations' approach to multi-platform news production and challenges on multi platform news distribution, sharing and circulation among the journalists. Results show that type of media organization did not influence or determine multi platform media production approach and skills ($M_{\text{print media}} = 2.008$,

$SE=0.451$; $M_{\text{electronic media}} = 1.871$, $SE=0.572$; $t(156.158)=1.677$; $p=0.096$; 95% confidence interval: -0.024, 0.298) and challenges on multi platform news distribution, sharing and circulation ($M_{\text{print media}} = 2.262$, $SE=0.525$; $M_{\text{electronic media}} = 2.276$, $SE=0.617$; $t(158)= -0.153$; $p=0.879$; 95% confidence interval: -0.195, 0.167). In contrast, media organizations differed in their approach as shown in figure 3 below.

Figure 3: Media Organizations Approach to Multi-platform News Distribution, Production and



Circulation

Source: Field Survey, 2024

Specifically, the results indicate that print media organizations have a more practicable approach to multi-platform news production and delivery compared to electronic media organizations ($M_{\text{print media}} = 2.708$, $SE=0.480$; $M_{\text{electronic media}} = 2.417$, $SE=0.560$; $t(158)=3.489$; $p=0.001$; 95% confidence interval: 0.126, 0.456). Figure 3 above is a pictorial representation of the viability of the multi-platform news distribution, sharing and circulation approach by media organizations.

Discussion of Findings

The study revealed that Facebook is the most used multi-platform news distribution, sharing and circulation channel used by journalists in the study area. This finding agreed with that of Ekeli and Enobakhare (2013) when they found that journalistic influence is growing less important; however as social networking sites like Facebook now provide a constant source of alternative news sources for users. The importance of reporters' knowledge in news distribution sharing and circulation using a multi-platform approach was stressed by Aviles and Carvajal (2008) when they posit that it is not enough for reporters to master writing techniques alone, other skills are required, skills such as sharing contents via various platforms, video editing, page design, photography, audio editing and voice-over narration as additional skill is very necessary in this technological media influence era. The result from the research instrument on the most deployed multi-platform news distribution, sharing and circulation channels, the extent female or male journalists deploy multi-platform news distribution, sharing and circulation; and the extent journalists employed by electronic or print media use multi-platform news distribution, sharing and circulation were evaluated. Variables such as multi-platform news distribution, sharing and circulation enhance my skills as a practicing journalist; news delivery across all platforms is fun; my organization enforces all reporters/news anchors to share news contents on any platform of their choice and lack of constant training hinders my determination to share news contents across all platforms

were considered. The results show that our data exhibit normal distribution and also supports the averaging of measures of respective variable for further analysis.

The gender of the respondents was considered, this is to identify the possible challenges both genders could face when multi-platform news distribution, sharing and circulation is brought to the fore by their respective media organisations. The result showed that female journalists share more content using multi-platform news distribution, sharing and circulation when compared with their male counterparts. Print and electronic media organizations approach to multi-platform news content distribution, sharing and circulation was also examined. The finding shows that journalist that work for print media organizations have a more practicable approach to multi-platform news distribution, sharing and circulation compared to electronic media organizations (see Figure 3).

Alviles and Carvajal (2008) findings when they studied two (integrated model and cross-media model) basic models of newsroom convergence indicated that each model has different distribution, sharing and circulation system, distinct newsroom organization, degree of journalists' multi-skilling and business strategy were key factors that support journalists' adherence to content sharing across all platforms. The implication of this finding to the present study is that the distribution mechanism, journalists' skills and business strategy of any media organization differs. The reason for sharing

contents across many-platform by employees of either print or electronic media organisations could be hinged on the following factors; audience expansion, creating organisational visibility, increase in advertising revenue or adoption of convergence culture as a new trend in journalism practice.

This makes the result of this study relevant to media organizations (print or electronic) in the management of convergence culture. Practicing journalists could also find the result very useful to enhance their convergence culture skill and business strategy to re-evaluate their professional credibility in the field by accessing compliance to the trending convergence culture in the media industry. The result of this study also has implications on the convergence culture media theory. What this result means to this theory is that both media organisation and practicing journalists' support this paradigm shift in journalism practice where contents (news stories etc.) are shared through multi-platform to engage both conventional and digital audiences.

Conclusion and Recommendation

Because female journalists share more content using multi-platform news distribution, sharing and circulation ($M_{\text{female}}=2.506$, $SE=0.606$; $t(156)= -3.714$; $p= 0.000$; 95% confidence interval: -0.534, -0.163), the researchers conclude that convergence culture in journalism practice in Nigeria especially in the study area has come to stay. The study surveyed more male journalists than female but female journalists are more adaptive to the new trend

(convergence culture) than male journalists. Therefore, practicing journalists especially male journalists should improve on their capacity to follow the new trend in journalism practice.

It was also concluded that Facebook is the most used multi-platform news distribution, sharing and circulation channel. It was observed that practicing journalists in the study area share more content on Facebook (67.1%) than any other platform. It was the believe of the researchers that factors such easy to use and manipulate, having multiple followers on Facebook than any other channel and existence of Facebook before the emergence of other channels as factors that informed the respondents choice of Facebook as the most used multi platforms news distribution, sharing and circulation channel. This believe is subject to empirical evaluation to determine it veracity or otherwise. The operational efficiency of other channels used for content distribution, sharing and circulation should be studied by journalists to enable them utilize those channels in sharing content to their audience to further entrench the convergence culture in journalism practice in Ebonyi State.

The study concluded that based on the finding which showed that journalist employed by print media organizations have a more practicable approach to multi platform news distribution, sharing, and circulation compared to journalists employed by electronic media organizations. The study recommends that media organisations should develop and streamline their

respective media convergence policy and adoption procedure for all journalists working in every media organisation. Media organisations should ensure adequate training of their staff to comply with the new trend.

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