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Overview of Digital Communication And Nigeria's Transformation

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Chapter One



Overview of Digital Communication And Nigeria's Transformation

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In a constantly evolving world, digital communication has become a principal element of the modern society. The advances in digital technology have revolutionised the way the world communicates and shares information. Nigeria is no exception to this digital transformation. The proliferation of mobile devices, social media, and other online platforms has created new avenues for Nigerians to connect and participate in the global digital space.

This book delves into the ways in which digital communication is reshaping Nigeria's landscape and fostering new

opportunities for growth, innovation, and collaboration across sectors including politics, business, education, peacebuilding and culture among others.

Leveraging Artificial Intelligence (AI) and the transformation of the petroleum sector in Nigeria was captured in chapter two. Considering its strategic position of Nigeria as an oil-producing nation, it is faced with persistent challenges that have stagnated economic development. The chapter highlights the potentials of AI in addressing the challenges in the mainstream and downstream oil segments to enhance efficiency, safety, and environmental sustainability in the country.

In chapter three, this book delves into the impact of fake news, and disinformation and its implications for Nigeria's transformation agenda. This chapter highlights the prevalence, the contributing factors, and the impact of fake news on Nigeria's digital landscape. While chapters two and three focus on document analysis as a method of data collection, chapter four conducts a survey of the opinions of practising journalists on digital safety in Kano State. This chapter delves into threats and the scale of attacks on journalists in Kano State. With the continued rise in the production, distribution, and consumption of digital products digital safety becomes paramount. Journalists should ensure they are well-trained (chapter four) in the areas of journalistic safety and data security. Away from the digital landscape in Nigeria, chapter five explores framing and spinning in the 2023 presidential election in the country. This chapter brings to empirical exposition the extent to which frames and spins were employed in the 2023 general election. Aside the fact that this chapter will expose readers to the connection between theory and politics, readers will also gain the practical application of textual analysis and focus group discussion. The use of Triangulation here is arguable as there are only two, not three,

methodological techniques.

Should journalists be scared of AI taking their jobs? Chapter six proposes an answer to this question. This chapter delves into a trendy AI tool - ChatGPT chatbot, and the transformative potential it has in journalism practice in the country. Journalism as a profession is human-machine driven and with the development of ChatGPT AI, a chatbot that is capable of generating human-like media content, the chapter throws more light into the practical impact of ChatGPT on news gathering, processing and dissemination, and the challenges of leveraging this growing AI innovation. Another growing concern due to the growth in AI technology is deepfake. This new cyber threat has great implications for cybersecurity and Nigeria as a society.

Chapter seven examines the danger of deepfake in the country and the various sectors it has affected such as the media, politics, and individuals. As the Fourth Estate of the Realm, the role of the media in combating deepfake is highlighted in this chapter. Anchoring on the Agenda-Setting theory, this chapter argues that deepfake can be arrested through awareness, education, and sensitizing the people about the negative implications of deepfake.

Chapter eight examines Big Data and how it can enhance cultural transformation in Nigeria. Nigeria is lagging in harnessing the power of Big Data for national development. The chapter argues that Big Data has the power to inspire social justice, diversity, inclusion and promotes cultural education. Similarly, chapter nine, like chapter three, focuses on Fake News. The chapter examines fake news in the digital media during the 2023 general elections in Nigeria. Aside the fact that Information Fictions Theory is used to shed more light on the research problem, the chapter also employs the Textual

Analysis method. During the elections, fake news in political communication increased, especially on social media. To find out, flip to chapter nine and read.

Chapter ten focuses on harnessing Big Data for Peacebuilding in Nigeria. Unlike chapter eight which focuses on Big Data and cultural transformation, Nigeria is battling insecurity. To find lasting peace, this chapter looks into Big Data for possible solutions. The chapter examines how Big Data can foster peacebuilding and combat possible challenges. While one of the challenges in using Big Data for peacebuilding is the huge financial cost, Big Data could help in the areas of hate speech, and early warning and prediction (chapter ten). In recent years, the use of robots has become very common in journalism practice globally.

Chapter eleven examines the application of robotics in news gathering during the 2023 general elections in Nigeria. Propping on the Technological Determinism theory, media houses in Nigeria employed robotics in gathering news during the elections how? This chapter should be of interest to readers because the media landscape is undergoing a paradigm shift in the use of new communication technologies, and media professionals and houses that refuse to move with these trends will be relegated. Chapter twelve is similar to chapter five. Readers should enjoy reading the two chapters to have a broader perspective on the issue of online safety in Nigeria. Chapter twelve further highlights the types of online safety issues faced by journalists in Nigeria and their consequences.

Chapter thirteen focuses on the knowledge and use of AI tools among journalists in Owerri, Imo State, Nigeria. The chapter examines the journalists' awareness of AI tools and the application of these tools in journalism practice. Uses and

gratification theory was used to provide the reader with a better understanding of the research problem. The closing chapter (chapter fourteen) of this knowledge-packed book examines the perception of students of Elizade University, Ondo State, on virtual learning for educational transformation in the country. One interesting perspective in this chapter is the theoretical triangulation of the social cognitive theory and Marshall McLuhan's Technological Determinism theory. Although COVID-19 is gone, the chapter buttresses that virtual learning has become a part of Nigeria's educational landscape.

As Nigeria continues on its path towards digital transformation, this book serves as a resource for policymakers, scholars, practitioners, and anyone interested in understanding the complex dynamics of digital communication and its impact on Nigeria's future. This is a book that you should have in your collection, read, and be generous in sharing your knowledge gained from it with others.

