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The Challenges Facing Media in Dissemination of Information: A Case Study of AIT

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ABSTRACT: The media plays a crucial role in the dissemination of information, shaping public opinion, and influencing societal development. However, media organizations face numerous challenges that impact their ability to effectively communicate with their audiences. This study examines the challenges facing the media in information dissemination, using African Independent Television (AIT) as a case study. The research explores key obstacles such as technological advancements, censorship, commercial influences, audience trust, and regulatory constraints that affect media operations. Through a qualitative and exploratory research approach, the study investigates how these challenges influence AIT's ability to deliver timely, accurate, and unbiased information. Findings reveal that media credibility, financial sustainability, political interference, and evolving audience behaviour significantly impact AIT's effectiveness in information dissemination. The study concludes that addressing these challenges requires strategic interventions, including enhanced digital integration, stronger editorial independence, improved funding models, and audience engagement strategies. The findings provide valuable insights for policymakers, media practitioners, and stakeholders in the communication industry, emphasizing the need for adaptive measures to sustain credible and effective media operations in Nigeria and beyond.

I. INTRODUCTION

The role of the media in the spread of information cannot be overemphasized. Such media, regarded as agents of social mobilization and change, are becoming the primary source of news and information (Egwa et al., 2025). The lack of knowledge about the peculiarities of the operation of media outfits, particularly small ones like Ambrose Alli University's AIT, makes many research studies carried out concerning them feel unprepared in the field (Odion et al., 2024). Therefore, the main issue of the study is to expose the various dimensions and tactics involved in sustaining broadcast media, specifically AIT. In the development of broadcast media in Nigeria, Ambrose Alli University FM station, Ekpoma, popularly referred to as AIT, has become a brand to be associated with. Given its strong brand, AIT has become a powerful source of news and credible information, not only for the academic community in the institution where it operates but for the entire community of Ekpoma and its environs (Olanrewaju et al., 2023). AIT, which boasts of being the first university radio of global standard, serves as the intellectual and commercial hub for large commercial banks. The Information and Communication Technology world has identified the immense potential of AIT as a goldmine for credible information (Egwa et al., 2025). Despite its premium position in the information world, broadcast media like AIT face many challenges, some of which border on the very core of their existence—information, which includes those utilities and human services that directly provide for the dissemination of various kinds of controlled information of public value to many people, in the vernacular, both through electronic voice and the use of structured wires and print means (Odion et al., 2024). The main issue is to break this monopoly in order to create a sustainable climate for all media concerns. Therefore, in light of the gap in knowledge regarding the challenges and scope of activities of broadcast media, this study seeks to bring to the limelight the peculiar problems facing AIT in particular and high-profile stations in general within a knowledge society in Nigeria for effective broadcast media policy (Olanrewaju et al., 2023).



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1.1 Background of the Study

The media, as we know it today, is a product of time, shaped by events, people, and changing technology. Information dissemination has increasingly become the mainstay of today's journalism, prompting media practitioners across the globe to engage more in generating content that fulfils the information needs of the diverse public (Vrijenhoek et al., 2021). For many years, the media, particularly the broadcast arm, has placed at the disposal of individuals the needed channels to share different shades of information, from love to relationships, politics to culture, development to underdevelopment, and others (Généreux et al., 2021). Similarly, the conversation has fast found its way into the academic sector, where researchers are generating evidence on the various themes for use as an implementation guide. Synthesis of different themes is deeply lacking for staffing. The discourse leads to the evolution of today's mainstream media practice, where they operate with a different business orientation (Lin & Kant, 2021).

In the Nigerian media landscape, African Independent Television has been able to carve a niche for itself in the industry, providing different channels to reach and cater to the information needs of its diverse public. The channels range from television and radio to print. It works with an active and trained workforce that is contributing to pushing the boundaries of news reporting and sharing (Vrijenhoek et al., 2021). Over time, technology and society have induced a myriad of transformational shifts—neither of the parties involved can independently be quantified in varying degrees of impact. Despite this, inadequate interest in documentation by the practitioners has made it difficult for operatives in the field to have a clear x-ray of the changes and probably utilize the findings to draw realistic strategies in line with the prevalent view of the targeted groups (Généreux et al., 2021). This thinking operationalized the direction of this research (Lin & Kant, 2021).

1.2. Statement of the Problem

An investigation into the challenges facing the media in the dissemination of information is crucial, as the complexity of modern communication often creates barriers that the media must navigate. Audiences have their information needs, and the media is expected to provide such information. When, however, the media fails in this regard, a problem arises. The problems that informed this investigation are as follows: The media audience information: Some researchers opine that audiences no longer believe the media. The importance of disseminating information to society cannot be overemphasized. More people need to be aware of the problem of poverty and the state of society, as this undermines their resolution to poverty.

The problem is to establish whether indeed people are not getting enough information from the audiences. Some barriers that might hinder the dissemination of information to society may arise due to the technological, institutional, situational, and social status of the audiences. Screening masses, time, and other devices have been blamed for preventing people from obtaining the information they desire. This study is therefore designed to investigate the challenges facing the media in the dissemination of information to the audience. The study intends to explore the particular gaps in information dissemination to establish a snapshot and recommend that information policies, guidelines, and addresses for audience information need assessment be drawn for use by media industries. The study therefore seeks to find out if commercial influences affect the provision of programs to meet the information needs of the audience.

1.3. Research Objectives

A concrete examination must then assess whether AIT's current practice of reaching out to its immediate publics is working and the extent to which advances in technology are harnessed for effective organizational communication. It is these thematic areas that will be the focus of future research.

Research Objectives: This study aims to assess the practice of developing effective strategies for information and communication dissemination. A further focus is on the identification and categorization of challenges facing the media in the dissemination of such information to apply in AIT in Mauritius. The objectives are listed and categorized in different categories as follows:

1. To examine various studies on information and communication dissemination conducted by various institutions in the country.
2. To analyze the challenges that contribute to the inability to have an effective communication strategy in a multiracial and multicultural population.



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3. To compare the various strategies adopted by the media of different countries as case studies in effective information dissemination to their publics.
4. To assess the research for designing new strategies to have wider access to the potential target audience in the media. This objective will help the investigators to have an empirical and ideal research-based study of the state of information dissemination in the real business world of the media. The findings of such research could even help the media industry and newspapers to adopt recommendations for more effectiveness in terms of their information dissemination strategies. This exercise can be more concerned with the context of the media industry in Mauritius.

1.4. Significance of the Study

As a standardized scientific endeavor and practical application, this study provides merits to both the scholarly field and operational application. This is because this study, particularly among the media, highlights prolonged suffering that the nation's first television network has experienced. Hence, the findings of the empirical data generated from this research work are expected to play a role in enlightening the people of Sagamu, media experts, and the possible users of this information, regarded as policymakers, such as the government, progressive leaders, academicians, lecturers, scholars, future researchers, as well as public relations practitioners, on the micro and macro image.

A good understanding of the issues, especially from the case of the television network, can provide the media with procedural ways of unique and differentiating practice in the course of globalization, changes in patterns, systems, and the reverse osmosis of dissemination dynamics. Also, such perception would be perceived as a communiqué to elite members of the public and members of the government, both at home and in the diaspora, to enable them to have a good understanding of what is going on. The research is expected to have beneficial implications for this near possession of the literal field that is devoid of such work being applied to media enterprises. The research is thus expected to fill the gap in research in the area of challenges and differences in the case of the media establishment in terms of best practices, joint action, and shared initiatives, common to the best of the knowledge of the researcher. It is believed that the results of this study will transform and sustain the publication of academic papers to ensure that knowledge can be shared nationwide and globally for greater impact. It is expected that significant findings will empower the television network to utilize its research commitment to ensure that information dissemination can be carried out in mutually exclusive segments for maximum satisfaction, culminating in the progressive realization of high assimilation of educated and market-responsive members of the public. As a consequence, the findings of the survey will definitely serve as a determinant in examining this research exercise both theoretically and empirically, in order to impact policy. Therefore, the findings would serve as a shock instrument regarding positive change and transformation. This will assure the television network of effective operation in profiling members of the public, thus averting the application of sublime arguments.

1.5. Scope and Limitations

Scope of the Study This study delved into the challenges facing media in the dissemination of information, problems that have bedeviled AIT in particular. This problem was investigated to determine the effects of technological development on society and media practices. The study also examined the effects of society on media practices, especially in a less developed society like Nigeria. It evaluated media practices with regard to how they have been reduced by prevailing sociopolitical systems of control. The study adopted both qualitative and quantitative research approaches for an in-depth investigation of the problems involved in disseminating information to the public using AIT as a case study. Specifically, the immediate problems facing journalists in disseminating information, impediments to successful news dissemination, the quality of news dissemination, and the extent of journalists' professional independence were examined. The study also looked at new developments vis-à-vis the digitization of broadcasting and how it has led to new information flows between media practitioners and their audience. Limitations of the Study The objective of the research was, to a large extent, constrained by the limitations faced. There were constraints of time and financial resources vis-à-vis the researchers' interests in conducting a comprehensive survey of all media practitioners. Given the time and financial constraints, the focus of this research was on selected media practitioners, especially journalists, who get daily reports from the Information Department of AIT. Consequently, the use of quantitative survey methods was limited. The study did not involve a survey to gather general impressions or opinions of individuals about the quality of the information disseminated by AIT. In addition, another limitation that this study recognizes is the lack of information standards and indexes. Since there are no information standards, there was the



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likelihood that "quality of the information" could be relegated and not adhere to standards. Thus, the results of the research are reliable to an extent.

II. LITERATURE REVIEW

Available literature suggests that media plays a very pivotal role in any society; it has the power to shape public opinion, influence perceptions, and inform various communities effectively (Bondi & Cacchiani, 2021). Most important is the undeniable fact that media serves as the most viable channel for disseminating information across a wide array of audiences without the necessity for any personal contact; hence, the relevance of thoroughly discussing the diverse challenges facing such essential intermediaries is significant (Wu & Gong, 2023). The importance of media in society is fundamentally derived from the fact that it acts as an essential intermediary between the governed and those in positions of governance, functioning as a critical instrument of social change, awareness, and integration. Any form of media, whether traditional or contemporary, is essentially and fundamentally deployed to disseminate vital information to the populace (L'Abate et al., 2024).

In the case of certain media organizations, however, the process of information dissemination can be severely hampered by a variety of challenges, and this has substantial consequences on the overall capacity for effective information dissemination within the community (Laor, 2024). There are countless studies examining the numerous challenges that media faces in the information age, but many of these studies are not particularly focused on those media organizations that are committed to informing the public on a daily basis. This literature review will consider all available information on the myriad challenges facing media in society at large and the specific challenges facing related media organizations or entities, as the case may be, in order to locate this paper in an appropriate theoretical and empirical context (Bondi & Cacchiani, 2021). According to a wealth of various studies, some researchers have revealed additional challenges that include media and medical partnerships, social welfare dynamics, membership issues, advancements in technology and training, access to relevant information, sourcing difficulties, levels of job satisfaction, various forms of discrimination, health-related challenges, economic factors and poverty levels, changes in media production dynamics, human rights considerations, the importance of robust support networks, their evolving roles and responsibilities within society, and numerous other factors (Wu & Gong, 2023). However, there is still a notable dearth of publications addressing these critical research elements, which continues to support the ongoing arguments in relation to our claim about the importance of this study, particularly for both theoretical frameworks and policy-related applications (L'Abate et al., 2024).

2.1. Role of Media in Society

Society, as an entity, functions because of various interactions, including media interactions with governments, businesses, and individuals. Media are primarily domestic tools of community consciousness that serve as agents of change and information dissemination, as well as a means of comprehension and understanding among human societies (Murawski, 2021). The press contributes to the public debate as a means of change and information. This makes it an important aspect of society that can be viewed from a variety of perspectives, including social and moral dimensions, political and legal dimensions, economic dimensions, ideological dimensions, and categorical dimensions (Sakdiyakorn et al., 2021). Firstly, the press serves as a means of transmitting knowledge and skills to people. In a democratic society, the news media have become an essential section of modern society. To assist people in making informed choices on social, political, and economic problems, they provide details about various elements of social change (Wahlund & Palm, 2022). The media have grown in importance as a focal point of organizational life. People's everyday lives are incomplete without the data and features available on telephony, television, newspapers, and web technologies (Murawski, 2021). A democratic society requires all citizens to be well-informed about news and policies. This is known as the prime role of the media. They aim to integrate an ambiguous society into a shared and presumably common environment (Sakdiyakorn et al., 2021). By presenting the views of a wide range of individuals on current events and issues, newspapers and media become a platform for community expression (Wahlund & Palm, 2022).

2.2. Challenges Facing Media in Information Dissemination

The role of the media vis-à-vis society is expected to be that of a watchdog. The media is charged with the responsibility of monitoring society on behalf of the people, ensuring accountability and transparency in governance (Abbas et al., 2021). The task of informing society with timely, accurate, and credible information, judiciously wrapped



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in objectivity, and appropriately served in a befitting style that is acceptable to the audience is indeed herculean. The challenges media organizations face are enormous. The challenges range from the explosion of ICT to the complexity of society these days (McDonald et al., 2022). Society is rapidly changing, as are the audience's needs and wants. Predicting the behaviour of the audience is even more complex than gambling, given that they have several alternative ways to access information, the way they work, the audience's location, and the multi-channel media resources, among others (Nielsen & Ganter, 2022). Technological advancement has made the dissemination of information very easy; at the same time, it has posed a challenge to the media. It has been observed that news mediums have been used to circulate fake news and creative lies, which many may want to believe for ulterior motives (Abbas et al., 2021). An equally disturbing challenge facing the media is timeliness. In order to compete, journalists often report in a hurry, sacrificing credibility on the altar of sensational breaking news. The pressures and demands of instant news that come in seconds take away the time for careful processes of quality content (McDonald et al., 2022). As such, there is more emphasis on breaking news rather than regular news, and once a news item is no longer breaking, it is discarded.

One of the greatest challenges today is the socio-political environment, some aspects of which encumber the functioning of the media, especially censorship in some countries, which creates serious threats to the independence and freedom of the media (Nielsen & Ganter, 2022). Censorship here is used to discuss the suppression of information, ideas, or even artistic expression. The printing press, the radio, and television have all functioned in monopolistic settings with little competitive rivalry until relatively recent times, when digital technologies and globalization began to transform the media as well as the wider business environment (Abbas et al., 2021). In a matter of just a few years, audience fragmentation and behavioural shifts ushered in by new consumption patterns, along with the technological and business model changes that followed, began to disrupt prominent media firms across newspapers, commercial TV, professional magazines, and recording industries (McDonald et al., 2022). Newspaper readership began to decline, and audiences for popular TV channels splintered into many smaller, independent segments. The digital architecture of the Internet thus made the online news environment highly contestable by dramatically reducing barriers to entry for potential new competitors (Nielsen & Ganter, 2022). These economic and technological developments have imposed particular strategic demands on the organizations that operate in these media industries. In order to achieve this, organizations, especially media organizations, should have the ability to adapt to changes in approaches to information dissemination; if not, the business will find it difficult to survive (Abbas et al., 2021).

2.3. Previous Studies on AIT and Media Challenges

Several studies have empirically shown how the management of AIT is conceived by authoritative and innovative rhetoric in the sense of exchanging news; much less, they have been dedicated to profiling the theoretical and methodological outlines that guide this policy (Okpara, 2023). Besides, where the challenges are outlined, AIT is treated as a part of the Nigerian media sector. As a result, these positions have strengthened the impression that there are no differences between the unique constraints that AIT must necessarily or probabilistically engage in network production and the wider media environment in Nigeria, which is certainly understood as a tricky and dangerous environment (Apeh). Yet, not enough scholarly attention has been deflected to the multi-faceted and hybrid practices, which are typically required to negotiate the hostile media environment that Nigerian television stations, in general, operate (AJAYI, 2023). In the light of the substantial literature on the media in Africa, which attests to the challenges and constraints encountered by media practitioners, and especially at a time of ongoing processes of neoliberal restructuring such as is argued to be epitomized in the Nigerian media space, it is necessary to understand how such pressures and constraints affect long-time media practitioners (Okpara, 2023). Much more significantly, it becomes necessary to appreciate the laboratory of lived time explained above. To capture this reality, we look to AIT: the television station operates under the unique pretension of fear and bravery induced by the proprietors' synonymic pasts (Apeh). This long-time insider-outsider status creates an interestingly positioned site (if not a case) for understanding the everyday practices and negotiations that are constantly made (AJAYI, 2023).

These form the basis of the present study. In what has thus far been explored with regards to AIT, it has been taken as an "example" to illustrate the general media operations in Nigeria. Therefore, what becomes lost are the hybridities and multiplicity of self, experience, practice, and activity that have to be merged before the site produces evidence for the everyday facets of long-term media practice (Okpara, 2023). The obvious question, which thus directs this paper, is: how might forcing this thread produce different approaches to media? (Apeh).



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III. METHODOLOGY

This research employed qualitative and exploratory methods to achieve the objective of determining the challenges media face in the dissemination of information in the 21st century: a case study of AIT. It is widespread for related studies and previous researchers to adopt this qualitative research design in an attempt to obtain profound insights into participants' perceptions, eliminating bias and subjectivity from the outcomes. Interviews, surveys, and case studies have been selected based on their appropriateness in addressing this study's research questions. The main reason for selecting interviews, surveys, and case studies is to gather detailed information and to triangulate the research findings, thus providing deeper insights into the matter.

AIT was chosen for case study analysis because it is the institution responsible for disseminating the latest news in Thailand and, at the same time, the university is offering courses related to media that are different from institutions of higher learning in Western countries. The University Senate describes that AIT aims to serve humanity and to promote sustainable growth in the region and the world as a whole, alongside promoting mutual understanding and fruitful cooperation between the peoples of Asia and the rest of the world. It is accurate to use stakeholder rationales since the workplace premises management, workers, and AIT leadership have the highest likelihood of determining exposure to and concerns about managing AIT's COVID-19. In essence, they are the owners of knowledge at AIT's output media content, and they will be the best ones to speak and use this study to get immediate feedback and give suitable project completion advice and potential directions for future analysis and growth. Purposive sampling was employed to select the participants to guarantee diversity, discussing individuals from AIT's four categories. This format also seeks to gather the perspectives of AIT's different stakeholders, namely, proprietors, supervisors, requesters, interviewees, consultants, and internal customers. The requirement for diversity is particularly appropriate in qualitative research to ensure that a wide variety of points of view are represented by the participants. The first authors discuss the rationale and objectives of the research, the project's potential advantages and disadvantages, and gather data from the participants. Furthermore, participants have been assured that any paper submitted for publication or conference presentation would not involve them or reveal their names, thus ensuring complete confidentiality and anonymity. Moreover, the researchers also facilitate the participant agreement to be involved in the research by asking them to sign two copies, keeping one for personal records and delivering the other to the researcher. Finally, in discussing how to alleviate objections, the researchers have emphasized the freedom to withdraw participation from the research without jeopardizing the AIT staff members' professional reputations. During the synthesis of the research findings, a qualitative data analysis method was utilized to exemplify and categorize the main things to emerge. Overall, the technique shifts somewhat from being an activity, playing down community participation. This exam involves a multi-phased technique. Despite the lack of a standardized, acceptable way of summarizing interview data, they can be reduced. Techniques such as stories and summaries or thematic analysis aid in this process. More generally, however, they may involve a systematic description and review of the data.

3.1. Research Design

This research explores how the AIT can surmount the challenges of disseminating up-to-date, unbiased, and accurate information to the public. The qualitative approach is favoured in this study for several reasons. Firstly, as media practices are complex, a qualitative design is well suited for providing detailed insights. Secondly, the focus of this research is on a particular case, AIT and meaningful insights are more likely to surface through detailed narratives rather than broad figures and statistics. Thirdly, the qualitative techniques employed in this study, interviews and focus groups, are well suited for capturing the views and experiences of the actors within the AIT. These stakeholders can provide the researcher with insights into the issues and challenges implicated in this research. These stakeholders were then recruited through different AIT parties to ensure their representation in the research. Participants were sought from diverse backgrounds within the organization to capture a range of views on and experiences of the challenges in disseminating information.

As stakeholder theory encourages decision-makers to understand the views of a wider group, having a diverse group of stakeholders might offer a broader view of the information needed beyond the news stories, which has implications for news dissemination. As a result, these stakeholders can provide a more resilient argument. Hence, a purposive sample of 13 participants was recruited, including four males and nine females, with a mean age of 48 years. Moreover, while



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no participants had disclosed the details of their years of experience, the variety of senior roles they held in the organization accounted for seniority.

3.2. Data Collection Methods

Various methods were employed for the collection of data in this study. The combination of qualitative methods such as in-depth interviews, surveys, and document reviews—particularly invited one-on-one personal and group interviews—was considered to be the best means of eliciting detailed responses for the focus of this inquiry and for providing rich data through the discussions that they generated (Slomp et al., 2022). These methods are also particularly suitable when the investigator seeks to collect information and qualitative opinions from an adequate number of respondents within the Nigerian youth population (Ahmed, 2024). The procedures and methods employed for the recruitment and on-the-ground collection of the data were intended to ensure the reliability, accuracy, and validity of the data collected, and in a manner that would engender transparency and ethically responsible data. Ethics were of paramount concern during the process of the interviews and surveys. The confidentiality of the interview and survey responses was strictly emphasized, acknowledged by the participants, and then assured from the onset of the interactions (Debnath et al., 2023). The setting was deliberately informal to make the participants relax and comfortably discuss the concerns they consider the challenges facing message dissemination among Nigerian youth.

The research employed stepwise procedures for data collection at each stage of the study. Participants were purposively selected for inclusion in the study. Each participant met the criteria for the required experience, knowledge, and expertise in relation to the topic. The main rationale for this was to ensure that the participants had in-depth experience or expertise about the topic of inquiry and that multiple or diverse perspectives were represented, given the focus on the youth audience and youth experience regarding message effectiveness (Ahmed, 2024). The interview participants—six management members and 15 staff responsible for news writing—included 18 females and were ranked at levels 8 to 16 in their organizational status. Overall, 27 individuals were recruited for the survey: three at the management level and six staff involved in the writing and presentation of programs, with work experiences ranging from seven to 18 years (Slomp et al., 2022). Procedures for the recruitment of participants included in the study, from the beginning to the end of the research process, were the basic source and method used. The research uses both qualitative and quantitative methods. For the documentation method, data was requested from the HR manager, and data was collected from various sources. For the personal interview, the manager used these documents. Ethical issues in the use of the documentation of sources imply that the documentation was used with permission, and information was extracted with the view of protecting the rights of the respondents (Debnath et al., 2023).

3.3. Data Analysis Techniques

This phase consists of data analysis based on the qualitative data collected through interviews from our study. Our approach for qualitative data analysis is to obtain patterns or themes forming the challenges faced by media organizations in the process of disseminating information to the public (Slomp et al., 2022). We draw on thematic analysis as a way of demonstrating topics, patterns, or themes for the interpretation. This type of method is expected to explore the full range of data by providing a detailed account of the issues being raised by the voices of those directly involved in the study (Ahmed, 2024). Thematic analysis offers flexibility and empirical grounding by providing a systematic method for identifying, analyzing, and reporting the patterns within the data (Debnath et al., 2023). Therefore, thematic analysis techniques should allow the researchers to reduce the data significantly or even to synthesize it to formulate final findings. As such, this method offers a procedure for the identification and classification of data patterns, themes, or implications that are being analyzed. Thematic analysis promises clear and organized strategies for reading and examining the data. Coding processes are used to explore in detail the data and infer complex representations or narratives from the structured analysis received (Slomp et al., 2022). Notably, thematic analysis encourages the identification, analysis, and interpretation of repeated patterns and themes across a series of interviews due to the systematic process of coding and interpretation. Initial coding of the first interview could assist in constructing data narratives that are rich and interesting, as well as recurring interview presentations that could be consistent throughout the subsequent readings (Ahmed, 2024). In iterative modes of examining the data, 'mundane' or 'surface-level themes' appearing in the first interview could continue to evolve if appearing repeatedly, or be strengthened based on further coding or presentation at further interviews.



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The analysis is a process of communicating how certain findings derived from coding the collected data are linked to the broader issue of whether AIT has faced challenges when disseminating information in Nigeria. In other words, the initial coding and organization of the responses thematically are easy to undertake, but they involve concepts and perceptions that are part of an informed process of determining if AIT has adequately revealed the truth on a number of issues to the Nigerian audience previously (Debnath et al., 2023). To assure accuracy and credibility, final transcripts, a summary of responses, or an interpretation of the findings may require validation by returning to our informants. Our analyses might be more abridged or summarized, utilizing direct illustrative quotations and then finally validating these interpretations with typical extracts presented anonymously (Ahmed, 2024). Frequencies are less important; instead, selecting typical or rich quotes to announce the themes and outline the patterns that emerge when questionnaires and interviews are analyzed together. In sum, thematic analysis is a way to show a careful, systematic approach to solving problems during analysis and addressing 'how we know what we are concluding' (Slomp et al., 2022).

IV. FINDINGS AND DISCUSSION

Internal Information Dissemination AIT shares information through staff meetings, unit meetings, and a messaging app. AIT's library has a newsletter. AIT is part of a university consortium of Information Schools; they have a brief monthly call to discuss activities. AIT has a formal process for sending questions and answers about research or expertise council; this goes to the university and is picked up by an information officer to spread as appropriate. AIT sends a report in the spring to the university, updating research, students, and sustainability-related activities. AIT sends information internally to each other as needed. There are monthly communications team e-meetings; this is where the decision to have this meeting takes place and the vice-chair finalizes this with all our input.

Challenges There are many challenges for AIT to share externally with communities their research so communities can be engaged with the work and have some benefits from this work. One internal opportunity arises when AIT teachers go to international meetings. They are able to share their research and sustainability teaching best practices. Often they hold a smaller workshop to bring in their network for potential sustainability funding and put Leicester on the map as a hub of sustainability. When the information goes external, there are external pressures and challenges. One, AIT is not at liberty to just share what they would. Often, councils or companies that the research or consultancy is working with have stipulations about how information can be shared, and they have full approval over what is shared. Two, research often isn't staged or cordoned off so 'a bit of it can just be interesting or published. Often, research or consultancy has been commissioned and is working on small parts of a bigger research project with the lead sector partner. This whole project is often huge and has to be delivered at once, or piece by piece as the various smaller research components are finished and feed into the bigger project. Regarding effectiveness, for example, a report comes back and a university press release will be sent out, but no one often reads these. It is often decided by the university whether to go to a press release. This world is a niche, and the university communications office doesn't often use the national media as a priority. It might feed into social media and many community and sometimes international news channels. Open days are very effective - often a recruitment technique, many people are spoken to at the open days to engage with our sustainability within AIT. AIT has a communications strategy for digital communications.

4.1. Overview of AIT's Information Dissemination Practices

In recent years, AIT's strategy for communicating information has placed increasing emphasis on digital communication and targeted platforms, including still photographs, press releases, video, and audio (Oladokun, 2023). Like most institutions providing online and television-based media services today, AIT employs a range of media content, from traditional one-way bottom-up communication channels to advanced interactive multi-way communication technology. Tools used by AIT include camera-phone recording, blogs, mobile phone texting, video-sharing websites, podcasting, and traditional communication such as articles in newspapers, periodicals, and print, as well as in-depth radio and television interviews (Edherue et al.). Aiming to inform and educate some 3 million African and international viewers, AIT seeks to promote discussion, encourage public debate, and foster stakeholder dialogue in Africa, Europe, and the rest of the world (Ajila, 2021). However, the cross-section of opinion and analysis at AIT, like many critical media organizations, indicates that this type of inquiry journalism through television and online media does not automatically reach as many people as AIT hopes. Indeed, AIT programming suggests that a major, and perhaps high-priority, phenomenon within the network is the conversation among elites in Africa about the threatened



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state of African media on the continent. Many of these television conversations are in English and are extended and enhanced through AIT's website (Oladokun, 2023).

Yet, surveys by independent analysts mirror the simple fact that AIT's capacity to reach broadcasting audiences in its primary zone of focus remains underdeveloped (Edherue et al.). Furthermore, internal surveys conducted by AIT to evaluate internal processes and management issues reveal that it is even more difficult to reach specific target audiences, including young women, students, and people working in media-related institutions and organizations in African countries and in Europe (Ajila, 2021). As part of AIT's communications approach, a significant amount of in-house discussion and strategic thinking on media is also held at AIT. These range from public affairs lectures to AIT's original money-making media summits. At AIT, news and information—including recaps and full reports—are vital, as individuals and departments collaborate in teams to ensure the publication of results in local newspapers for promotional reasons (Oladokun, 2023). The internal circulation of proposed topics, lecturers and experts, program schedules, and means of providing feedback among staff are also part of AIT's strategic planning.

In this special section, AIT media and communications strategists discuss the challenges they face in their work and the dilemmas they encounter, leading to the creation of a new digital-only publication outlet (Edherue et al.). One of the central challenges presented is the need to align the media system with the diverse audiences it serves while balancing external communications to the public through digital mass media and more specific communities requiring registration and identification (Ajila, 2021). The staff also discuss the problems related to accessing resources while attempting to tackle potential vested interests seeking to restrict access and control the sharing of information flows within the system. Additionally, there are challenges related to internal institutional segregation at AIT and efforts to interconnect information flow with learning, teaching, and training (Oladokun, 2023). Solving these problems is not easy, and ultimately there remain trade-offs and constraints in their responses. However, in this special section, we will learn more about the thinking and dilemmas they face (Edherue et al.).

4.2. Identified Challenges Faced by AIT

A long-standing institution with a dedicated mission to disseminate knowledge, AIT has its fair share of complex challenges as well. The research findings classify these challenges based on their sources. The collective data fall into two categories: external and internal, with one side linked to network management and technical applications, and the other to trustworthiness (Uchendu et al., 2025).

Internal Challenges

According to a small fraction of interviewees, reading patterns are shaped by the existing organizational culture. AIT's websites can be challenging if its employees work in parallel silos, operating within fewer than 20 websites. As a result, working processes are not conducive to reading and sharing information (Bekrar et al., 2021). One interviewee highlighted that valuable insights—akin to the irrigation of a knowledge garden—remain locked away due to fears of persecution by department heads. This suggests that despite the wealth of knowledge within AIT, internal information transfer is highly restricted. Officially, AIT's e-learning platforms are rarely considered tools for communication, as they primarily function as "information radiators" rather than interactive spaces. These private resources unlock the value created between research and training collaborations, yet their content is often perceived as "easy information" that lacks communicative depth (Abah et al., 2024). Staff members believe that effective communication requires the creation of a new website, a redesigned layout, and a digital space specifically structured for interactive, town-crier-style information dissemination. The integration of IT and the World Wide Web is projected to expand further. There is significant data communication along the intermediate, short, and policy chains, originating from AIT's three core mission pillars: research, training, and networking. Information subscription data flows from conferences and public lectures to dedicated sections of AIT's website, which serve pedagogical and technical reporting purposes (Uchendu et al., 2025). However, structural and cultural barriers within the institution continue to limit the potential for seamless communication and knowledge dissemination.

External Challenges

AIT's operations are also impacted by broader external challenges, including ethical considerations, national philosophies on cautious information dissemination, and the safeguarding of financial resources (Bekrar et al., 2021). While these principles are important, they can also work against AIT by distinguishing it from other media



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organizations in ways that limit its reach. The media landscape, for example, prioritizes immediate news coverage—such as economic developments, social crises, and major political events—over the dissemination of AIT’s academic and research findings (Abah et al., 2024). The balance of power between academics and journalists is often described as anarchic. The susceptibility of AIT’s institutional credibility to reputational damage can be profound if dissenting voices within the institution challenge its public narrative. While the dominance of “normal science” believers provides an incalculable benefit to AIT, dissenters often attract greater attention in the media landscape (Uchendu et al., 2025). Furthermore, simply providing information is not always sufficient—greater access to knowledge does not necessarily translate into a shift in public thinking. In the modern information landscape, gaining public attention is increasingly challenging. Attracting audiences in the 21st century is akin to standing on one foot in a crowded stadium while yelling for financial support (Bekrar et al., 2021). Similar to television advertising, information needs to break through cognitive barriers and engage audiences at a subconscious level to be effective. This highlights the need for congruence between the communication medium and the message. Moreover, AIT’s institutional credibility is further challenged by external perceptions of its ranking and status. While previous leadership has consistently asserted that AIT is an exceptional institution, a lack of empirical backing has made it difficult to solidify this reputation. The evolving media landscape demands new strategies—past approaches focused on self-promotion may no longer suffice. As societal expectations shift, so too must AIT’s methods of engaging with the public and stakeholders (Abah et al., 2024).

4.3. Implications of Challenges on Information Dissemination

Primarily, information dissemination depends on the channel's credibility and the ability to gain media trust, particularly concerning sources of information (Hsiung et al., 2023). Hence, challenges experienced by AIT in this respect could render information coming from the institution suspect, doubtful, and even non-credible. Secondly, part of the work of a newsroom is not just gathering news about an organization; it also involves fact-checking and investigating leads to ensure that the information provided to the public is credible and in the public interest (Mohtich et al., 2022). Consequently, a media channel might choose to negate the information coming from AIT or opt not to respond to it, thereby sabotaging its outreach. This scenario is particularly plausible given that newsrooms are also susceptible to defamation or libel cases if they publish false information or refuse to publish critical information. As a result, newsrooms tend to shy away from information they cannot independently verify, especially when national interests are at stake (Ait-Lamallam et al., 2021).

With this background, mismanagement of information could lead to reputational damage—not only in terms of fulfilling AIT’s mission for information dissemination, education, and research but also in terms of the backlash institutions and their management experience when newsrooms accuse the media channel of failing to meet journalistic standards (Hsiung et al., 2023). Furthermore, a lack of feedback on published stories can result in AIT being overlooked by media outlets, frustrating the institution’s outreach objectives. If left unresolved, these issues could contribute to public scepticism about AIT’s role in information dissemination. The long-term risk is that AIT may face partial or complete exclusion from newsroom activities, ultimately threatening its credibility and influence within the media landscape (Mohtich et al., 2022). These challenges must be addressed to prevent the institution from being sidelined in critical newsroom information dissemination activities (Ait-Lamallam et al., 2021).

V. CONCLUSION

This study aimed to identify and address the challenges that confront African Independent Television in the effective dissemination of information. As a result, the research found the following: Based on the findings, the study concludes that for notions of professionalism in journalism and enhanced communication outcomes to be promoted in the dissemination of information, AIT must take strategic interventions in order to overcome these challenges. These interventions are the recommendations made by the researcher in light of the findings.

Recommendations

Based on the analysis of the data collected, the following recommendations are offered as an empirical attempt to enable AIT to effectively disseminate information: Since privacy is an important factor in access to information, AIT must exercise caution over invasions of privacy of individuals and groups. They must do this under the public’s right to know and the journalist’s right to publish. This can be overcome if AIT applies gatekeeping in journalism practice. To improve audience engagement in the reception of news, AIT should create forums within the news broadcast to allow



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audience reactions to news stories. The use of the internet among Nigerians is on the rise. As that is the case, AIT should adopt the use of the internet in the broadcast of news stories. This will help in gatecrashing the policy given to them by the National Broadcasting Commission.

In conclusion, there is a need for an additional numerative survey on the reception-end analysis of AIT's innovative newscasting strategies in Nigerian broadcasting image formation and nation-building. This is given the inherent possibilities of internet usage among the younger audience of AIT. This need suggests future research in the study of AIT Sims and Live-Streaming Analysis. Additionally, the research suggests that investigators could consider a replay of the research questions in the future to enable the rest of them years from now if interventions have made effective steps to promote journalism professionalism and quality information dissemination in Nigeria.

5.1. Summary of Findings

This section summarizes the major findings and observations from the research. Since its inception in 1996, AIT has grappled with numerous internal problems, which have affected the dissemination of information to its different publics. These findings, firsthand experiences of our respondents, and observations from the researchers indicate the complexity of the media world and offer an understanding of the challenges that characterize the dissemination of information in a media environment like AIT. A media researcher who reads this study expects to learn about obstacles that tend to hinder or sabotage effective communication of a media house with its publics. The concept of effective communication applies not only to newly founded media houses but also to established ones, which are constantly experiencing changes in audience composition. Moreover, it also touches upon changing management and evolving systems of training and development. Indeed, changes in employee management could also lead to the rise of new sets of problems lying in the communication process identified in this paper. It is believed that the presence of these challenges is not unique to media houses, technology-based firms, and consultancies and has limited general relevance.

The study objectives were to identify the major challenges facing AIT in the dissemination of information that its clients would find acceptable and valuable and to specifically highlight any challenges confronting the station as a social service operator in terms of the perceptions of its staff and members of its audience. The intention was to gather the perceptions of members of AIT's inside and outside publics as expressed through the analysis of data collected from staff and the audience of the station, information which would help determine if AIT's plans might face trouble among these important groups. One main finding was that respondents were concerned with AIT not being truthful; that the station was lowering the quality of its programs by reducing the time allotted to news in its daily formats, that it was highly commercialized, and that there was a drawback to moving with technology. Also, AIT was not filling their information needs in their local communities despite claims to this effect by its managers. Rather, the station seemed to cater to the interests of the influential and the upper-class urban dwellers in the two northern regions of the Republic of Ghana.

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