



## THE INTERNET AND JOURNALISM: PROS AND CONS

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### ABSTRACT

The internet has revolutionised journalism, offering unprecedented opportunities while presenting significant challenges. This paper explores the dual impact of the internet on journalism, focusing on its advantages and drawbacks. Balancing technological advancements with journalistic values of accuracy, transparency, and public accountability is crucial. Addressing issues of misinformation, sustaining quality journalism amidst economic shifts, and navigating ethical complexities are essential for preserving the integrity and relevance of journalism in the digital age. This paper aims to provide a comprehensive overview of the impact of the internet on journalism, highlighting both the opportunities for innovation and the challenges that require careful consideration and adaptation by media professionals and organisations.

**Keywords:** Balancing, cons, communication, digital, internet, journalism, pros

### Introduction

Before the internet era, journalism primarily relied on traditional mediums such as newspapers, magazines, radio, and television. These mediums served as the primary sources of news dissemination, with journalists working within established editorial structures of newsrooms. Information was gathered through direct reporting, interviews, and investigative techniques, often requiring significant time and resources. The news cycle was slower compared to today's instantaneous updates, with print deadlines and broadcast schedules shaping how and when news reached the public. Professionalism, accuracy, and editorial oversight were crucial pillars of journalism, ensuring credibility and trust among audiences.

The internet's rapid growth has fundamentally reshaped global communication dynamics. Initially developed for military and academic purposes, it quickly expanded into a worldwide network connecting diverse communities. Its decentralised structure and open protocols facilitated instant communication, transcending geographical barriers (Ahuja,2023). This transformation democratised access to information, empowering individuals and organizations to share ideas, conduct commerce, and mobilize social movements with unprecedented speed and reach. The internet's influence spans from enhancing cross-cultural dialogue to revolutionizing industries, making it a cornerstone of modern society's interconnectedness and communication infrastructure.

The advent of the internet heralded a transformative era in global communication, revolutionizing how individuals and organizations interact, share information, and conduct business on a scale unparalleled in human history. Born out of collaborative efforts among researchers and engineers, the internet rapidly evolved from its inception in the late 20th century into a vast network connecting billions

of people worldwide. Its decentralized architecture and open protocols facilitated unprecedented levels of connectivity, enabling instantaneous communication across borders and cultures.

In the rapidly evolving landscape of modern media, the internet has revolutionized journalism, offering both unprecedented opportunities and presenting significant challenges. This digital age made for easy access to information, empowering journalists to reach global audiences instantaneously. However, alongside these advantages come concerns such as misinformation, ethical dilemmas, and the shifting dynamics of media ownership and revenue models. This essay explores the dual impact of the internet on journalism, examining its positive contributions as well as the critical issues it raises in today's interconnected world.

The internet's influence on journalism began to take shape in the late 20th century as digital technologies evolved. Initially, news organisations used the internet primarily for distributing content online. This shift from traditional print and broadcast mediums marked the beginning of a digital transformation in journalism.

The 1990s witnessed the emergence of dedicated online news platforms, offering news in digital formats accessible to a global audience. This transition allowed for instantaneous updates, multimedia storytelling, and interactive features that transformed how news was consumed and produced.

With the proliferation of social media and blogging platforms in the 2000s, citizen journalism gained prominence. Ordinary individuals could now report news and share information in real-time, often breaking stories ahead of traditional media outlets. Bowman and Willis (2013) define this brand of journalism as the act of a citizen, or group of citizens, playing an active role in the process of collecting, reporting, analysing and disseminating news and information, noting that the intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires. Radsch (2013) vividly captures the spirit and essence of citizen journalism in his definition of the concept as an alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a repose to shortcoming in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism." This democratisation of news production challenged established journalistic norms and gatekeeping practices.

### **Statement of the Problem**

The advent of the internet has profoundly transformed journalism practices, presenting a complex landscape of opportunities and challenges. On one hand, the internet has democratized access to news and information, enabling journalists to reach global audiences instantly and fostering participatory journalism through citizen reporting and social media platforms. This democratisation has empowered marginalised voices and diversified perspectives in media coverage.

However, alongside these benefits, the internet has also introduced significant challenges to journalism ethics, credibility, and sustainability. The proliferation of online platforms has blurred the lines between professional journalism and user-generated content, raising concerns about the reliability and accuracy of information shared online. Misinformation and disinformation have become pervasive issues, exacerbated by echo chambers and algorithmic biases that prioritise engagement over accuracy.

Furthermore, the economic model of journalism has been disrupted by the internet, with traditional revenue sources such as advertising and subscriptions facing new pressures and competition from digital platforms. This has led to concerns about the financial viability of quality journalism and the consolidation of media ownership in the hands of tech giants.

Therefore, the central problem lies in understanding and evaluating the dual impact of the internet on journalism: how it enhances access to information and audience engagement while simultaneously challenging journalistic standards, integrity, and economic sustainability. Addressing these issues is crucial for safeguarding the role of journalism in democratic societies and ensuring that the benefits of the internet in enhancing communication do not come at the expense of journalistic integrity and societal trust in the media.

## **Methodology**

This paper adopts the desk research or library research method. This method allows for the use of secondary data from reference materials. This secondary data allows a researcher to support or debunk an argument in a study (Jumbo et al., 2022).

## **Changes in News Consumption Patterns**

### *Offline vs Online News Consumption habits*

Offline news consumption typically involves traditional media such as newspapers, magazines, television, and radio. Access to offline news requires physical copies or tuning into scheduled broadcasts. Engagement with offline news tends to be a focused activity, often involving dedicated reading or viewing time. These sources are generally perceived as credible due to established editorial oversight and reputation. However, accessibility is limited by geographic location or the availability of print copies.

In contrast, online news consumption occurs via digital platforms such as websites, apps, social media, and streaming services. Access is immediate and on-demand from anywhere with internet connectivity. Engagement with online news is characterized by shorter attention spans, frequent browsing, and multitasking behaviors. Credibility varies significantly; while reputable sources exist, online platforms require critical evaluation due to varying editorial standards. Online news offers global accessibility, breaking down geographical barriers for news consumption.

Factors influencing the choice between offline and online news consumption include convenience, trust in sources, interactivity, and speed of updates. Offline media often builds trust through longstanding reputation, while online news provides instant updates and customization options. Both methods cater to different preferences, technological access, and habits related to news consumption in the digital age.

## **Impact of Social Media Platforms on News Dissemination**

Social media platforms have profoundly transformed the landscape of news dissemination, ushering in both opportunities and challenges. One significant impact is the democratization of information distribution. Platforms like Facebook, Twitter, and Instagram allow users to share news stories instantly and globally, amplifying the reach of traditional media outlets and citizen journalists alike. This democratization has empowered individuals and organizations to participate in public discourse and share diverse perspectives on current events (Talabi, 2011; p16).

Moreover, social media has accelerated the speed at which news spreads. Breaking news can now reach millions of people within moments, often before traditional media outlets have had a chance to verify or provide context. This immediacy has reshaped audience expectations, fostering a demand for real-time updates and encouraging journalists to prioritize speed alongside accuracy.

Conversely, the rise of social media as a primary news source has raised concerns about misinformation and disinformation. The viral nature of content on these platforms can lead to the rapid spread of rumors, hoaxes, and biased narratives, which may undermine public trust in reliable journalism. The lack of editorial oversight on many social media platforms further complicates efforts to combat misinformation, as algorithms prioritize engagement over accuracy (Nworgu, 2019).

Additionally, social media algorithms play a pivotal role in shaping the news consumption habits of users. These algorithms personalize news feeds based on user preferences and behavior, creating filter bubbles where individuals are exposed primarily to content that reinforces their existing beliefs. This phenomenon can contribute to polarization and echo chambers, limiting exposure to diverse viewpoints and challenging the public discourse essential for a healthy democracy.

Despite these challenges, social media platforms have also facilitated new forms of citizen journalism and activism. Users can report on events in real-time, document injustices, and organize grassroots movements, bypassing traditional gatekeepers and amplifying marginalized voices. This democratization of reporting has empowered communities to advocate for social change and hold powerful institutions accountable in ways previously unimaginable.

While social media platforms have revolutionized news dissemination by enhancing accessibility, speed, and inclusivity, they also pose significant challenges related to misinformation, algorithmic biases, and the erosion of trust in traditional journalism. As these platforms continue to evolve, it is essential to explore strategies that harness their benefits while mitigating their risks to ensure a responsible and informed public discourse (Yize Hu, 2023).

### **Challenges Faced by Traditional Journalism**

Traditional journalism faces numerous challenges in the modern era, stemming from technological advancements and shifts in audience behaviour. One prominent challenge is the rapid evolution of digital platforms, which have disrupted traditional revenue models based on advertising and subscriptions. This shift has often resulted in declining revenues for traditional media outlets, making it harder for them to sustain high-quality journalism (Nworgu, 2019).

Moreover, the proliferation of social media as a news source has led to concerns about the spread of misinformation and the erosion of trust in traditional journalistic institutions. The rise of citizen journalism and user-generated content has further complicated the landscape, as it challenges the authority and expertise traditionally associated with professional journalism (Yize Hu, 2023).

Another significant challenge is the 24-hour news cycle, fueled by the demand for real-time updates and breaking news. This constant pressure to deliver news quickly can sometimes compromise the thoroughness and accuracy of reporting, as journalists may struggle to verify facts amidst the rush to publish.

Furthermore, the digital age has enabled greater global connectivity, exposing journalists to risks such as online harassment, threats, and surveillance. The safety and security of journalists, particularly in conflict zones or authoritarian regimes, have become increasingly precarious.

Ethical considerations also pose challenges, as journalists navigate issues like privacy concerns, conflicts of interest, and maintaining objectivity in an era where sensationalism and clickbait can drive traffic at the expense of balanced reporting.

Lastly, demographic shifts and changing consumption habits among younger audiences have forced traditional media to adapt their content and delivery methods to remain relevant and engage with

new generations of readers and viewers. Adaptation to these challenges is crucial for traditional journalism to maintain its role as a cornerstone of democratic societies.

### **Opportunities Created by the Internet**

The internet has opened up a wealth of opportunities for traditional journalism, transforming how news is produced, distributed, and consumed. Digital platforms provide traditional media outlets with a global reach, enabling them to reach audiences far beyond their traditional geographic boundaries. This expanded audience base allows journalists to amplify their reporting and impact, reaching diverse communities and fostering a more inclusive public discourse (Ahuja, 2023).

Additionally, the internet has democratized access to information, making it easier for journalists to conduct research, access archival material, and collaborate with colleagues across the globe. This wealth of digital resources enhances the depth and breadth of journalistic investigations, empowering journalists to uncover stories that may have been previously inaccessible or overlooked.

Moreover, digital storytelling tools and multimedia platforms enable journalists to innovate in their storytelling techniques, incorporating interactive graphics, videos, podcasts, and immersive storytelling formats. These multimedia approaches not only engage audiences more deeply but also offer new avenues for journalists to convey complex issues and amplify marginalized voices.

Furthermore, the internet facilitates greater audience engagement and interaction through social media, comments sections, and online forums. This direct feedback loop allows journalists to connect with their audiences in real-time, gather insights, and even crowdsource information or story ideas. Such engagement fosters transparency and accountability, as journalists can respond to audience questions and concerns, correct errors promptly, and build trust through open dialogue.

Additionally, digital analytics and data-driven journalism tools provide journalists with valuable insights into audience behavior, preferences, and trends. By harnessing these tools, journalists can tailor their content more effectively to audience interests, optimize distribution strategies, and measure the impact of their reporting more accurately.

Lastly, the internet offers new revenue opportunities for traditional journalism through digital subscriptions, paywalls, memberships, and targeted advertising. While economic challenges persist, these digital revenue streams provide alternative sources of income and sustainability for media organizations, enabling them to invest in quality journalism and maintain editorial independence.

The internet presents significant challenges to traditional journalism but, it also creates numerous opportunities for innovation, audience engagement, global reach, and economic sustainability. By embracing digital technologies and adapting to changing audience behaviors, traditional media outlets can leverage these opportunities to strengthen their role as trusted sources of news and information in the digital age.

### **Ethical and Legal Considerations**

The advent of the internet has brought about profound ethical and legal considerations for journalism, reshaping the landscape in which journalists operate and how news is disseminated and consumed.

Ethically, the internet has introduced challenges related to the accuracy and verification of information. With the rapid spread of news across social media and digital platforms, journalists face pressure to report quickly, often leading to errors or the dissemination of unverified information. This challenges the traditional journalistic values of accuracy, fairness, and objectivity. Journalists must

navigate these pressures while upholding standards of verification and fact-checking to maintain credibility and trust with their audiences (Nworgu 2019; P.13).

Moreover, the internet has blurred the line between news and opinion, with the rise of partisan news sources and echo chambers on social media. This raises ethical concerns about transparency and bias in reporting, as well as the responsibility of journalists to provide balanced coverage and diverse viewpoints. Ethical guidelines for disclosure of conflicts of interest, sponsorship, and affiliations become crucial in maintaining journalistic integrity in the digital age.

Legally, the internet has presented new challenges and complexities regarding copyright and intellectual property rights. Journalists must navigate the legal implications of using digital content, images, and multimedia in their reporting, ensuring compliance with copyright laws and obtaining proper permissions where necessary. Issues such as fair use, attribution, and the reproduction of online content require careful consideration to avoid legal disputes and uphold ethical standards.

Furthermore, privacy concerns have become increasingly prominent with the rise of digital surveillance, data breaches, and the collection of personal information online. Journalists must exercise caution when reporting on private individuals or sensitive issues, balancing the public interest with respect for individuals' right to privacy. Ethical guidelines on consent, anonymization of sources, and minimizing harm are critical in navigating these legal and ethical complexities.

Additionally, the internet has raised issues of press freedom and censorship, particularly in countries with restrictive regimes that seek to control online information and suppress dissenting voices. Journalists and media organizations face threats such as online harassment, surveillance, and legal persecution for their reporting, necessitating advocacy for press freedom and protections for journalists working in challenging environments.

Although the internet has revolutionized journalism by enhancing global reach, engagement, and accessibility to information, it has also posed significant ethical and legal challenges. Journalists must uphold rigorous ethical standards, navigate complex legal landscapes, and advocate for press freedom to maintain credibility, integrity, and the essential role of journalism in democratic societies in the digital age.

## Case Studies

We delved into some specific examples of successful digital journalism platforms and tried to analyze what makes them stand out:

### 1. **The New York Times (NYT):**

- **Engaging Content:** NYT offers a variety of multimedia content including videos, podcasts (e.g., The Daily), and interactive graphics.
- **User-Centric Approach:** The website is designed for easy navigation and optimized for mobile devices, ensuring a seamless user experience.
- **Personalization:** NYT uses algorithms to recommend articles based on user preferences and reading history.
- **Community Interaction:** It allows reader comments and engages actively on social media to foster community.
- **Monetization:** NYT uses a metered paywall for digital subscriptions, alongside advertising revenue.
- **Adaptability:** It has embraced VR for immersive storytelling and AI for personalized content recommendations.

**2. BBC News:**

- Engaging Content Formats: BBC incorporates videos, infographics, and live blogs to cover news comprehensively.
- User-Centric Approach: The BBC website is highly accessible and provides a consistent experience across devices.
- Trust and Transparency: Known for rigorous fact-checking and transparent reporting, building credibility.
- Global Reach: BBC utilizes its extensive global network to cover international news comprehensively.
- Monetization: BBC operates under a publicly funded model (TV license fee in the UK) and also generates revenue through commercial activities.
- Adaptability: BBC has embraced AI for content curation and uses social media extensively for distribution.

**3. The Guardian:**

- Innovative Journalism: The Guardian is known for investigative journalism and in-depth reporting on global issues.
- User Engagement: It encourages reader contributions through user-generated content and active comment sections.
- Digital Strategy: The Guardian has successfully transitioned to a digital-first approach, focusing on digital subscriptions and membership models.
- Data-Driven Insights: It uses analytics to understand reader behavior and tailor content accordingly.
- Social Media: The Guardian maintains a strong presence on social media platforms, amplifying its reach and engagement.
- Sustainability: It has diversified revenue streams including membership, donations, and partnerships to ensure financial sustainability.

**4. Premium Times:**

- Investigative Journalism: Premium Times is renowned for its investigative journalism, uncovering corruption and holding government officials accountable.
- User Engagement: It encourages reader interaction through comment sections and feedback mechanisms.
- Digital-first Approach: Premium Times focuses primarily on digital distribution, leveraging social media and mobile-friendly platforms.
- Monetization: It monetizes through advertising, sponsored content, and partnerships with NGOs and international organizations.
- Credibility: Known for its commitment to factual reporting and transparency, enhancing trust among readers.

**5. The Cable:**

- Comprehensive Coverage: The Cable provides comprehensive coverage of Nigerian news, politics, business, and culture.
- Multimedia Content: It includes videos, podcasts, and infographics to enhance storytelling.

- **Mobile Accessibility:** The Cable ensures its platform is optimized for mobile users, reaching a broader audience.
- **Revenue Model:** It utilizes advertising, sponsored content, and native advertising as revenue streams.
- **Community Engagement:** The Cable fosters community interaction through comments and social media engagement.

#### **6. Sahara Reporters:**

- **Citizen Journalism:** Sahara Reporters is known for citizen journalism, encouraging ordinary citizens to contribute news tips and stories.
- **Social Media Presence:** It leverages social media platforms extensively to disseminate news quickly and engage with its audience.
- **Transparency:** Sahara Reporters emphasizes transparency in its reporting, often publishing source documents and recordings.
- **Advocacy Journalism:** It advocates for social justice and government accountability through its reporting.
- **Revenue Generation:** Sahara Reporters relies on donations, crowdfunding, and occasionally, sponsored investigations for revenue.

#### **7. Pulse Nigeria:**

- **Youth-Centric Content:** Pulse Nigeria targets a younger demographic with content on entertainment, lifestyle, and trends.
- **Visual Storytelling:** It uses video content, photo galleries, and memes to engage its audience effectively.
- **Social Media Strategy:** Pulse Nigeria has a strong presence on social media platforms, driving traffic to its website.
- **Monetization:** It monetizes through advertising, sponsored content, and partnerships with brands targeting millennials.
- **Agility and Timeliness:** Pulse Nigeria covers breaking news and viral trends swiftly, appealing to its audience's interests.

These platforms demonstrate a blend of technological innovation, user engagement strategies, ethical journalism practices, and effective monetization models that contribute to their success in the digital journalism landscape. The platforms in Nigeria exemplify successful digital journalism in Nigeria by leveraging technology, engaging with their audience effectively, maintaining journalistic integrity, and implementing diverse revenue strategies to sustain their operations. They play crucial roles in informing the public, promoting accountability, and shaping public discourse in the country.

### **Recent Incidents that Highlight the Impact of the Internet on Journalism**

#### **1. COVID-19 Pandemic Reporting:**

- **Impact:** The COVID-19 pandemic has accelerated the reliance on digital platforms for news dissemination and audience engagement. News outlets worldwide have utilized websites, social media, and mobile apps to provide real-time updates, health guidelines, and analysis.



- **Journalism Practice:** Journalists have adapted to remote reporting, using video conferencing for interviews, live-streaming press conferences, and utilizing data visualization tools to track infection rates. This digital shift has emphasized the importance of accurate and timely information dissemination during crises.
- 2. Misinformation and Vaccine Disinformation:**
- **Impact:** The internet has been a major battleground for misinformation and disinformation campaigns surrounding COVID-19 vaccines. Social media platforms have been used to spread false claims about vaccine safety, efficacy, and conspiracy theories.
  - **Journalism Practice:** Journalists have been actively involved in debunking misinformation, fact-checking viral claims, and providing evidence-based reporting on vaccine development, distribution challenges, and public health policies. This underscores the role of trusted media sources in countering misinformation online.
- 3. Black Lives Matter Movement and Social Media Activism:**
- **Impact:** The Black Lives Matter movement and protests against racial injustice have been amplified through social media platforms such as Twitter, Instagram, and Facebook. Citizen journalists and activists have used these platforms to document incidents, share personal stories, and organize demonstrations.
  - **Journalism Practice:** Traditional media outlets and independent journalists have integrated social media content into their reporting, amplifying marginalized voices and highlighting systemic issues of racism and police brutality. This has reshaped narrative framing and audience engagement strategies in journalism.
- 4. Online Harassment and Journalist Safety:**
- **Impact:** Journalists, particularly women and minorities, face increasing online harassment and threats. Social media platforms have been criticized for inadequate moderation of abusive content and for facilitating harassment campaigns against journalists.
  - **Journalism Practice:** News organizations are grappling with strategies to protect journalists' safety online, including training on digital security, advocacy for platform reforms, and legal support for targeted individuals. This has prompted discussions on the intersection of free speech, safety, and accountability in digital journalism.
- 5. Podcasts and Digital Audio Journalism:**
- **Impact:** The rise of podcasts and digital audio platforms (e.g., Spotify, Apple Podcasts) has expanded opportunities for long-form storytelling and niche journalism topics. Podcasts offer a new avenue for in-depth interviews, investigative reporting, and creative storytelling.
  - **Journalism Practice:** Journalists are increasingly producing podcasts to engage audiences, explore complex issues, and reach younger demographics. This trend highlights the convergence of traditional reporting skills with digital audio production and distribution strategies.

These incidents illustrate how the internet continues to reshape journalism practices, from crisis reporting and misinformation challenges to the evolution of digital storytelling formats. Journalists and media organizations are adapting to these changes, leveraging digital tools while navigating ethical considerations and maintaining trust with their audiences.

### **Future trends and Predictions**

Looking ahead, several future trends and predictions are expected to shape the landscape of journalism in relation to the internet:

#### **1. Artificial Intelligence (AI) and Automation:**

- **Prediction:** AI will play a larger role in journalism, aiding in content creation, data analysis, and personalized news delivery. Automated writing algorithms may generate routine news stories, freeing up journalists for more complex reporting tasks.
- **Impact:** This trend could enhance efficiency, personalize content experiences for audiences, and streamline news production. However, ethical concerns about transparency, bias in algorithms, and job displacement in newsrooms will need to be addressed.

#### **2. Augmented Reality (AR) and Virtual Reality (VR):**

- **Prediction:** AR and VR technologies will revolutionize storytelling by offering immersive experiences. Journalists may use AR/VR for interactive news reports, virtual tours, and visualizing data in three-dimensional spaces.
- **Impact:** These technologies could enhance engagement and understanding of complex stories. News organizations will need to invest in technology and training to integrate AR/VR into their reporting practices effectively.

#### **3. Blockchain Technology:**

- **Prediction:** Blockchain could facilitate trust and transparency in journalism by verifying the authenticity of news sources, combating misinformation, and ensuring copyright protection.
- **Impact:** Blockchain-powered platforms may emerge for decentralized journalism, crowdfunding investigative projects, and rewarding quality journalism. However, challenges such as scalability, regulation, and user adoption will need to be addressed.

#### **4. Subscription and Membership Model:**

- **Prediction:** The shift towards digital subscriptions and membership models will continue, driven by declining ad revenues and the need for sustainable revenue streams.
- **Impact:** News organizations will focus on quality journalism to attract paying subscribers, offering exclusive content, ad-free experiences, and community engagement. Successful strategies will involve understanding audience preferences and delivering value for subscription fees.

## 5. Ethical and Regulatory Challenges:

- **Prediction:** Discussions on ethics, privacy, and regulation in digital journalism will intensify, particularly regarding data privacy, algorithmic transparency, and platform accountability.
- **Impact:** Governments, tech companies, and media organizations will grapple with balancing free speech, safety, and accountability online. Regulatory frameworks may evolve to address misinformation, protect journalists, and ensure ethical standards in digital reporting.

## 6. Mobile-First and Social Media Journalism:

- **Prediction:** Mobile devices and social media platforms will remain central to news consumption and distribution, influencing how news is produced and consumed.
- **Impact:** Newsrooms will optimize content for mobile users, prioritize social media engagement strategies, and adapt storytelling formats to capture shorter attention spans. Collaboration with social media platforms will be crucial for audience reach and engagement.

These trends indicate a dynamic future where technology continues to shape journalism practices, audience behaviors evolve, and ethical considerations remain paramount. Journalists and news organizations will need to innovate, adapt to technological advancements, uphold journalistic values, and navigate new challenges to thrive in the digital age.

## Conclusion

To crown it all, the integration of journalism with the internet has reshaped the media landscape, ushering in a new era of both promise and complexity. This transformation has fundamentally altered how news is gathered, reported, and consumed worldwide.

The internet has democratized access to information, enabling journalists to reach global audiences instantly and fostering a more inclusive media environment through citizen journalism and diverse storytelling formats. Multimedia capabilities, interactive features, and real-time updates have enhanced engagement and enriched the depth of news coverage.

However, alongside these advancements come challenges. The proliferation of misinformation and fake news poses a threat to journalistic integrity and public trust. Economic pressures from digital disruption have strained traditional media models, prompting adaptations to new revenue streams while navigating ethical dilemmas in digital reporting.

Moving forward, addressing issues of misinformation, sustaining quality journalism amid economic shifts, and maintaining ethical standards will be critical. Balancing technological innovation with journalistic values of accuracy, transparency, and public accountability remains essential to preserve the integrity and relevance of journalism in the digital age.

Ultimately, while the internet empowers journalism with unprecedented opportunities for global reach and audience interaction, navigating its complexities requires vigilance, adaptation, and a steadfast commitment to serving the public interest with credible, responsible reporting.

## Recommendations

Despite the cons, this paper suggests that the internet can be leveraged to improve journalism in the following ways:

1. Fact checking initiatives should be employed and the digital audience should be educated on how to identify trustworthy sources.
2. Social media laws should be strictly enforced to serve as deterrent to others that might try to break media laws.
3. Considering the fact that citizen journalism has come to stay, the masses should be educated on the ethics of journalism using social media influencers, online media, etc.

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