A Comparative Study of Digital Competence and Response to Digital Innovations by Korean and Nigerian Newspaper Journalists

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by

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A thesis submitted in partial fulfilment of the requirements
for the degree of

Master of Science

In the department of Mass Communication, The Graduate School,
Pukyong National University

November, 2016

i. ACKNOWLEDGMENT

I am one of the many of them who are awed by the mysteries of the universe, and to keep my heart at peace I acknowledge the intricacies as the handwork of a creative maker. So, whenever I achieve the goals I set for myself, my mind always towards that unseen, perfect maker, in whom all things are held together, the source of eternal strength and wisdom. So, it is to Him, God almighty, I first give thanks for the accomplishment of this work. Without that inner strength that often seemed to come from nowhere—and that inner wisdom and insight and all such things one could not endow oneself—I know this work would have failed. So, I acknowledge God the giver of strength, wisdom and knowledge.

Then to my Professors who endeavoured to learn new skills in order to guide me across the boundaries of new language and culture. Prof Hyekyoung Han who became literarily a mother, Prof Kim Mookyu, Lee Sang Gi and Kim Jeong Kyu. Your efforts yield a wonderful result today. I am so grateful to you all.

I remember my family: my late father, Mr. Paulinus Okeke; my mother, Paulina; siblings Ifeanyi and Grace his wife, Ngozi, Obianuju, Chinedu and Sunday. And the rose waiting to bloom, Uzoma. I have always had your support while wading through these tortuous waters. I cannot forget your patience, words of encouragement and support when it matters. I am so grateful to you all.

And the wider circle of my extended family; the Okeke Ikpos of Ubahu Nanka and their kin everywhere they are found in the earth. Today, we celebrate that fact that there is way for every will and there is great grace for great dreams. The Mmaduabuchis'; Rebecca, Ndidi, Chizoba, and all your children, to whom I have special attachment. Thanks for your love and sacrifice.

My sojourn and study to Korea has been a blessing; by institutions and people: the Korean government, NIIED, Sehan Church in Suwon, AIM church in Busan, the ambassadors group, Bethel/Joy group. The one and only Eun, my angel in Seoul, what could I have done if you were not created here? Your life brings sunshine, for you are gold! And for all others who supported me in kind and prayer, and the fellowship I have shared with all; these have been of immense help. I am so grateful to you all.

My study mates: Kim Yeong-bin, Yang Myung-cheol, Nam Tae-su, Lee Seul-gi, Lee Mei, Heo Seo-yeong, Lee Jeoung-ha, Lee Mi Jin. You all have stood with me on this journey. I cannot express all your personal sacrifice, love, valuable ideas, comments, material support and emotional cheering during our study time and thesis process. I keep asking myself; how could I have been able to do this without the unceasing support I always got from you wonderful people. I am so grateful to you all.

Yet, life's journey that has a lot of people in it. Those who form part of the shadows that cover us and those who form part of the shadows that trail us, those who pray for us, those who have made and still are making personal sacrifice for the joy we share: my brothers Christian Anierobi, Sunday Ogugua, Jerry Adesewo, Obinna Umenwosu, Dr. Isiaka Aliagan, Barrister Godwin Ekpete, Emeka Eziukwu, Ramson Nyamukondiwa, Vicent Ssenyodo,

Pastor Ray, Pastor Chris, Pastor Edozie, Uju, Oluchi, Ozioma, Chinyere Obi-Obasi, Teresa Ameh, John and Bianca Dorrell, I cannot say I understand fully the measure of your love and commitment to my life, but even at this moment, I appreciate you all.

I am extend my thanks to journalists that worked with me: in Korea, Park Si-soo, Shin Hyon-hee, Kim Youg-dong, Jung Min-kyu, Jung Chi-sung, Kim Bu-mi, Kim Eui-tae, Joseph Joh, Joh Seul Gina, Lee Wha-jong, and in Nigeria Lekan Otufodunrin, Olawale Abideen, Abubakar Adam Ibrahim, Issa Jibrin, Isiaka Aliagan, Dipo Onabanjo, Chiemezie Patrick, Emeka Osondu, Lawan Danjuma, AbdulKareem Baba Aminu, and AbdulRahman Aliagan. I owe all of you a dept of gratitude for your patience and understanding.

This is a milestone, and sometimes at such a time, one sometimes forgets all the hands which worked to ensure the leap one had made. So for those of you whom I may have forgotten due to lapse memory at this instant; nothing diminishes your value, worth and contribution to my life and study. And I am grateful for the role you played, play and will continue to play. I appreciate you all.

May God bless you!

ii. DEDICATION

To the man
From whose loins I proceeded
Who has gone before the stars shone
Mr. Okeke Paulinus.
Rest on, the best of fathers!

iii. CONTENTS

iv. ABSTRACT

In the 21st century, digital innovations beset many industries, but particularly the journalism and mass media industry. This invariably has forced changes in how the profession is studied and practised. A lot of new possibilities came with respect to news gathering, processing and dissemination. A lot of new gadgets and software programmes are now available, many of which make the practise of journalism quite easier, and also some quite disrupt the industry.

Followed with the advent of internet, journalism has effectively entered a new era. Readership demography is changing as online and social media usage increase. In some cases, old media giants have slowed down while new digital giants emerge. The gate-keeping role of the traditional media is being challenged by user generated contents and citizen journalists. The revenue streams of the traditional media get fractured, and with the fracture some media organisations fail in business and sometimes close down entirely.

For journalists too, these changes have brought new realities. For many of them, this is no longer the profession they used to know; it has become a new one with different dynamics, which require new skill sets and force on them new job specifications in order to remain in it. For some who cannot cope with this new reality, they have to leave the profession for good.

Because digital competence has become a requisite for the practise of journalism in the now, what makes sense is for every journalist to train and keep retraining to be able to function in the digital environment. Also as many new technology facilities emerge, it is also necessary to keep retraining to be able to use them. But not all journalists are always able to learn new skill or acquire premium competence. For many reasons; like digital divide with regards to their countries of residence, economic realities, attitude, etc. these journalists are not getting the required training. And when this is the case, it has consequences for journalism itself.

In the light of all said above, this paper aims to conduct a comparative study of digital competence and response to digital innovations by Korean and Nigerian newspaper journalists. Korea and Nigeria share some common realities with respect to political and media history, and yet there are a lot different with regards to newsroom culture, media economy and opportunities.

This study aims to discover how these realities may affect and shape the capacity of journalist to acquire new skills for journalism practise in the digital era and, importantly, if there are similarities and differences that could be observed among Korean and Nigerian newspaper journalists in the acquisition of digital skills for journalism practice in the now.

Chapter I. INTRODUCTION

1. Background to the study

On 12th and 13th day of September, 2013 over 200 scholars from more than 35 countries in the world gathered at the Cardiff University, Wales, for the Future of Journalism Conference. The conference with the subtitle "The Future of Journalism in an Age of Digital Media and Economic Uncertainty" according to Franklin (2014: 469) was convened to address some current concerns in the field of journalism, among which are issues related to the developments in digital media and consequences of same for journalists' education, training and employment, along with journalists' changing perception of their professional roles.

Indeed, not only in Cardiff; all over the world there is an ongoing concern for the field of journalism with respect to challenges posed the profession by digital technologies and new economic realities. Meanwhile, many in the field of communication research can recall that some years back, Marshal McLuhan, a man touted to be ahead of his time, had stated that electronic media would usher in the global village, a foreshadowing of the Internet and the Web. He also suggested of the power of crowd sourcing and other things that would come with these (McLuhan, 1964; Logan, 2011: 34; Levinson, 1999: 65-79). Indeed, McLuhan's pronouncements about the effects of electric media were prophetic. He correctly described the internet, predicted its age and cultural challenges it would pose; first to media itself, then to society and culture (Ibid). Today, the journalism profession is experiencing the reality of those predictions. The industry has made a lot of leaps and also faced a lot of challenges in recent years. One of the most critical of the challenges is the changing media technology landscape (Logan, 2011: 29-45, Kaul, 2013: 125; 131, Salman et al, 2011: 2-3). Almost daily, new technologies are developed as the world increasingly comes under the power of the internet and digital innovations. For a journalist working in a newspaper company these days, the increasing deployment of digital facilities means that he/she will have to continue acquiring new skills in order to have a successful career. As matter of survival, some journalists do this. But on the hand, it is not always easy for some others given the nature of the industry and other challenges that are personal. It is the reality of this digital changing newspaper newsroom and the continuing adaptation of journalists to it that form the basic research interest of this study.

2. Purpose of study

The changes in the newspapers' newsroom due to digital innovative products bring new and challenging realities to the industry players, especially the journalists. Anchored on the power of ICT and internet, the digital era has not only changed the newsroom but also the life, career and welfare of the journalists. Unfortunately, however, this change, which is far reaching, is often taken for granted as a natural corollary of a changing generation. In fact, the speed at which the internet was developed and the digital invaded the newsroom make it look as if the internet had been here over the years. Yet, it was just in 1989 that its main component, the World Wide Web, was developed by Tim Berners-Lee (Norris, 2001:3), nor do many internet users today actually know that the diffusion of the net yet evenly spread across the world (Ibid: 45). In essence, many of the journalists practising in the traditional

media today, especially the newspaper, were not trained with the internet. They have to learn working with it while already on the job. And while many find it easy to do this, there are still some who do not. However, irrespective of a journalists personal disposition or opportunity with respect to the internet, this phenomenal technology continues to develop at fast pace, bringing with it not only opportunities, but also challenges to the media practitioners. The deployment of digital tools; hardware, software, social media on the one hand and democratisation of the online journalism environment with growing number of independent journalists who are taking to online media practise as a career on the other hand, are some of the newest challenges brought by the internet that faces the traditional media industry, especially journalists working in the newspaper. It has become imperative for the journalists, especially those working in traditional newspapers, to continue acquiring digital competencies to be able to cope with the requirements of the industry in the current era (Miljan, 2008: 1).

However, the role of technology diffusion in each media culture and context with regards to the outcome of the aforementioned challenges needs to be highlighted. While the effect of new technologies could be said to be universal across sectors, the impact of the diffusion is felt quite differently by journalists depending on the social and economic realities of their regions, nations, newsroom culture and level of education. In essence, in developing countries like Nigeria with lower education and lower economic capacity, the challenge of new media technologies in the field of journalism is much different from say United States of America or even Korea, an OECD country.

So, since the practise of journalism has turned mostly digital, how the media industry copes in each country or socio-political block, now and going into the future, depends in large part on the digital competence of the journalists practising in the industry in these countries. How the journalists are adjusting and acquiring the required competence, therefore, is of great research interest to this researcher; hence, a comparative study which focuses on the Korean and Nigerian newspaper journalists with respect to their willing response in acquiring digital skills to work in the modern newspaper newsroom in their countries.

In pursuance of this objective, this study will proceed with the theoretical discussion of digital innovation, their effects and changes they force on the media in general, and the newspaper industry and the newspaper journalists in particular. And then, by using purposive sampling technique, the thesis will study the relationships on the newspaper journalists' re-adaptation of their skills in the digital media era, using a developing nation, Nigeria and developed one, Korea, as examples in this comparative study approach. The selected and interviewed journalists will have their opinions theme-coded and analysed for the research.

3. Significance of the study

A lot of studies have already been undertaken on the phenomenon of digital changes in the media, however not many of those studies have focused on the newspaper journalists specifically as an element in the chain of effects of digital revolution in the newsroom. Importantly, there are not cross regional studies focused on comparing two digitally and culturally differing countries and lessons their attitude and adaptation to these changes can

offer to the rest of the industry elsewhere. That is the gap this paper hopes to fill. So, this thesis hopes to throw some insight into the realities and possible struggles encountered by newspaper journalists acquiring digital skills in their countries, in the face of digital invasion of the modern newspaper newsroom and dwindling fortunes of newspaper in the digital age. South Korean and Nigerian newspaper journalists are so chosen as population in this comparative study, which aims to understand immediate and extant factors that aid or disrupt their readiness to acquire new digital skills with a notion that the findings of the study can be helpful for the industry practitioners in designing containment strategies in the ongoing industry changes facing the newspaper journalism.

It is important, also, to note that that this study is all about innovation. Because of this, there is the need to draw on Sergej van Middendorp (2009) critique of Christensen (2007) who introduced the theory, where he notes among other things, the centrality of products and services in the disruption theory rather than the firms or people producing products. In essence, Christensen's theory did not account for forces within the firms, which contribute to derail or drive innovation or are themselves being affected by the changes taking place in the value chain due to innovation. For the newspaper, the journalists are the key unrecognised element in the newspaper industry value chain. Actually, it is not possible to entertain a discourse of newspaper value chain without the journalists working in them, who themselves are part of the value creation chain. This thesis breaks out on the discourse of innovation with a study which focuses on the newspaper journalists. It seeks to find out what happens to journalists in the new media chain.

This study also takes into consideration the fact that South Korea and Nigeria share some similar experiences, like political and media history, and yet have a lot different with regards to economic development and opportunities, and other realities which affect the availability and accessibility of digital facilities, as well as willingness and readiness of journalists to acquire them. It is hoped that the outcome of the study, thereby, can throw some light to the realities facing newspaper journalists, especially those practising journalism outside the Western media industry block, which South Korea and Nigeria journalists duly represent. And, importantly, the study seeks to know if there are similarities and differences that could be observed among Korean and Nigerian newspaper journalists in their acquisition of digital skills for the practice of newspaper journalism, and what are responsible for these observed differences.

4. Scope and limitations of the study

This study is limited to a focus group; Korean and Nigerian newspaper journalists. Meanwhile, it could have been great and probably ground-breaking to research this topic on a wider scale. Cross national study on how the journalists are adjusting in the digital age could have been more enlightening and fact producing. But because of paucity of fund for the researcher, wider scope for this kind of study is not possible. So, alternatively, the researcher focuses on Korean and Nigerian newspaper journalists. The study limits itself to understanding the levels of digital competence acquisition and factors that affect them. And to achieve these, the researcher conducted interviews with select newspaper journalists in both countries. Meanwhile, journalists are very busy people and are psychologically attuned

to interviewing other people than having themselves interviewed. Hence, it was very difficult getting the approval of many of them to be interviewed which robbed this research of valuable insight and experience of those who opted out. This situation notwithstanding, the researcher was still able to conduct 20 in-depth interviews with experienced journalists across seven (7) cities; three (3) in Korea and four (4) in Nigeria. The analysis of the findings of this thesis, however, will be limited to the views expressed by these interviewees which respond directly to the theme of this study. Also, this study is a mixed method study, hence will not adopt entirely quantitative measurement, which means that conclusions reached here will need further research for its thesis to be fully adopted.

5. Summary

This chapter has introduced the study and what the researcher aims to do, the significance and the purpose for which he sets out to do it. In the next chapter shall be a review of literature related to the subject matter of the study. After that, there shall be a chapter each on the analysis of the data and summary/conclusion of the work.

Chapter II. LITERATURE REVIEW

1. Introduction

In this section attempts are made to review theories, ideas and concepts related to the subject matter of this thesis. In pursuance of this objective, attempts shall be made to discuss theoretical perspectives on digital innovation in the media, journalism in the new media environment, digital competence, digital divide, newspaper and newspaper journalists in the digital era, current realities in the Korean and Nigerian newspaper industry. The aim of this attempt is to understand and underscore these issues and how they relate to the problem and discourse of this study.

2. Theoretical perspectives on digital media innovation

At the end of 1990s, a new concept on disruptive technologies was introduced by the researcher Clayton Christensen (1997) which aimed to distinguish between sustaining and disruptive technologies. His thesis became popular with the publication of "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail". Christensen observed and documented a repeated pattern of incumbent business failure due to new products introduced by small innovating firms. Usually, the existing market leaders choose to concentrate on their core markets rather than adopt the new, initially weaker technology, until a tipping point is reached when the new technology takes over. Christensen (Ibid), states that his concept is generally applicable to all kinds of industries, technologies and companies.

Relating Christensen's findings to the media and communications industry, Abendroth (2013: 3) notes that with the influx of 'smart' technology, the way in which media are developed, consumed and shared are rapidly and dramatically changing, thereby disrupting the existing industry. Latzer (2009: 600) also echoes that:

> "The long periods of technology and policy stability in communications subsectors ended in the late 20th century. During this time, clusters of innovations, often described as radical, successively affected telecommunications, broadcasting and the rest of the copyright and publishing industries. Technological life-cycles became shorter, as did the life-cycles of predictions on the development of the sector. Rapid technological change in the information and communication technology (ICT) sector is accompanied by equally fast-changing assessment and predictions about the diffusion and impact of innovations."

Latzer's opinion summarizes the technology revolution that has enveloped the media industry in the 2000s. But like Christensen argues, once the disruptive tipping point is reached, the new firm(s) with new technology takes over. This revolution has led to the emergence of hitherto small firms with new technologies which are now the new media giants due to their superior technology. Sadly, many traditional news media which did not key early into the revolution have found themselves on a downward spiral. In the United States, Google, BuzzFeed, Yahoo News, Flipboard, Circa, YouTube, Facebook, etc., represent some of the new giants that emerged through the internet digital innovation (Simon, 2013: 3, 43, 67, 89, 113; NY Times, 2014: 16).

However, not all scholars agree that the digital and the internet disrupt the media industry. For instance, Porter (2001) quoted by Latzer (2009: 609), argues rather that the internet is an enabling technology that leaves the fundamentals of competition unchanged. However, Latzer (Ibid: 611) himself counters this opinion, arguing that conventional mass media have been affected by the disruptive digital media, and Picard (2003: 128), supporting Latzer's idea, points out that the pressure on the publishing media industries by internet is ever increasing. Picard writes:

> *"Publishing industries are surrounded by challenges to their traditional positions as central providers of information and entertainment. Changes in audiences, shifts in advertising expenditures, structural impediments to change, competition difficulties, and stagnant markets are forcing publishers to think more widely of the future of their enterprises and how to ensure survival and growth in the coming decades. The challenges created by both general electronic media and new digital media are especially significant because the newspaper, magazine, and book industries are mature industries in which opportunities for natural growth are generally limited (Picard, 2003: 128)."*

Meanwhile, Abendroth (2013: 7) clearly points out the critical areas where innovations have intervened in the media industry. First, there are innovations in the devices and software which allow consumers to access digital content and services. Second, there are innovations which allow service providers to collect data from digital users and combine them with big data technology in order to provide tailor made content and service offers to consumers. Thirdly, there are innovations in technologies that allow consumers to have a community experience and generate their own content. These technologies which used not to be here all come through digital innovations and the internet.

So, in these two decades, the web has changed the world and revolutionized how information is generated, stored, disseminated and consumed. The ripple effect is felt across the spectrum of the media; from content production to business approach and consumer behaviour. Since the internet is innovation driven, new ideas, programs and apps become almost daily experience. With each new idea and app, the media more and more change from what they used to be, and with the changes, the news consumers' behaviour also change. Among the changes already seen include, the rise in social networking in the digital environment, the challenge of the gatekeeper role of the traditional media, shift in the function and job specification of journalists, the increasing role of consumers as news producers themselves, the plethora of information easily made available through hyperlinks on the internet, personalising of news and advertisement etc. (Kaul, 2013: 128-130; Salman et al., 2011: 5-9; Mitchelstein & Boczkowski, 2009: 570-574).

However, it can be argued that the most critical area the effect of innovation is felt is the shift in media business; seen in the poor revenue of the traditional media in recent years due to adverts funds being channelled online, drop in subscription and circulation of television and newspaper respectively. In Africa and in particular Nigeria, the internet coupled with the harsh reality of economic meltdown has changed the outlook of the media industry

dramatically, sign-posting high debt profile, downsizing, retrenchment, drop in circulation and in extreme cases, closing operations. These highlight the challenges faced the traditional media in the digital era (Gicheru, 2014).

In drawing this subsection to a conclusion, it is important to mention Knight (2001) who says that by using the lens of the disruptive model, strategic leaders can learn how to cause their organizations to evolve. In line with this argument, one needs to ask how the leaders in the journalism industry are responding to these challenges posed by innovations to make the media today evolve. Also, how are the media practitioners, the journalists, reacting? Are there changes taking place, are there actions being undertaken? Generally, how is the journalism industry reshaping itself in the digital era? But before doing that, there shall be a discourse of digital divide as a factor of digital competence.

3. Theoretical perspectives on digital competence

Among the core issues in the discourse on ICT and information age is digital competence, a concept which according to Ilomaki et al (2011: 1) became widely used to describe a person's ability in relation to ICT skills. Especially for journalism and related industries, digital competence has long ceased to be just one of the requirements for the practice these days; it has become a necessity. And for this reason, governments, policy makers, bureaucrats and researchers have tried to study and make theoretical statements about this concept.

Meanwhile, before the term digital competence became widely adopted, scholars had variously discussed and researched on related terms like technology skills, 21st century skills, information literacy, e-skills, digital skills, and sometimes in a narrower sense, internet skills, media literacy skills, digital literacy etc. (Ilomaki et al, 2011; Jenkins et al, 2006; Krumsvik, 2008; Adeyemon, 2009; Gallardo-Echenique et al, 2015). The debate among scholars, who hold divergent views and scholarly interests – from economics, academics, media and innovation etc. – as van Deursen and van Dijk (2009) say, is how to draw the standard criteria on this subject. Many years after the discourse began there is not yet a general and research-based acceptance and justification of the concept itself. However, a few definitions will suffice here.

First, there is Perez-Tornero et al (2010: 87) who describe digital competence from the point of view of literacy, stating that it is "the process and outcome of acquisition of the bunch of abilities, attitudes, habits and knowledge related to Information and Communication Technology (ICT)". Also, the European Commission's e-Competence Framework (2007) holds that digital competence should be defined beyond literacy to include "ability to access, analyse and evaluate the power of images, sounds and messages that we face daily, which have an important role in contemporary culture." However, Ferrari's (2012: 30) definition of the concept stands out because it was produced by merging and comparing definitions from different scholarly frameworks. Accordingly, he defines digital competence as:

> *"The set of knowledge, skills, attitudes, strategies, values and awareness that are required when using ICT and digital media to perform tasks; solve problems; communicate; manage information; collaborate; create and share content; and build*

knowledge effectively, efficiently, appropriately, critically, creatively, autonomously, flexibly, ethically, reflectively for work, leisure, participation, learning, and socializing."

From these submissions, the critical argument to be made is that digital competence describes skills and competence for using digital technologies. However, what degree of it exactly makes one competent is not yet defined by scholarship. Perez-Tornero et al (2010: 90) state that "the complexity of the subject makes it difficult to quantify…which is a complicated phenomenon observable but mainly not directly quantifiable."

According to Ferrari, et al (2012), there are two main approaches to the concept of digital literacy and digital competence. The first understands digital competence at the convergence of multiple literacies; the second understands digital competence as a new literacy that goes beyond the sum of the various literacies—internet literacy, ICT literacy, information literacy and media literacy—and involves other components that come into the framework of digital competence. Larraz (2013) on the other hand makes a different proposition by stating that digital competence requires the presence of four literacies: a) information literacy—for managing digital information; b) computer literacy—for treating data in different formats; c) media literacy—for analysing and creating multimedia messages; and d) communication literacy—for participating in a safe, ethical and civic manner from a digital identity.

If one evaluates all the views, what comes out clear is that journalism is one of the industries at the core of the discourse of digital competence. Every journalist, by virtue of requiring the mentioned literacies, cannot shy from obtaining digital competence, to whatever extent. The challenge, however, is that this proposition raises the question of digital divide: a situation where despite understanding the need and importance of digital competence some media practitioners are still unable to acquire it because of certain personal or external factors. The reason, as Perez-Tornero et al (2010: 90) puts it, is that "adaptation to the ICT and acquisition of competency in the digital environment depends on the capacity and abilities of institutions and individuals to accept innovation and change". As a proof of this assertion, what has been documented by research and literature is that innovation and change in the digital environment have largely been led by the industrialized nations. The same cannot be said of developing nations, giving rise to the increasing concern of global digital divide.

4. Concepts and discourse on digital divide

The concept of digital divide has been one generating much interest among institutions, governments and scholars, and according to Fuchs and Horak (2006: 99) it concerns the unequal access to and usage of new technologies. Norris (2001) identifies three broad categories of digital divide: the global divide, accounting for the divergence of internet access between industrialised and developing societies; social divide, accounting for disparity between the information rich and poor in each nation; and democratic divide, accounting for those who do and do not use the panoply of digital resources to engage, mobilize, and participate in public life.

After its emergence in 1969, the internet surged from about 3 million worldwide users in 1994 to more than 400 million in the late 2000s. When this surge is reviewed statistically, there emerges a clear bias on the types and regions of people who access it. For instance, in the research done by NUA Surveys, an online based organization in 2000, 51.5% of the population of the people in the Scandinavia were online, 42.8% of the population of people in North America, 20.4% of Western Europe, 7.6% of middle East, 7.4% of Central and East Europe, 3.3% of Asia, 3.1% of South America, and only 0.5% of Africa (Norris, 2001: 47). It must, however, be acknowledged that between 2000 and 2016 a lot of changes have taken place with regards to internet connectivity. But despite these changes, a number of statistics remain unchanged. For instance, the developed countries of the world still lead on internet access and broadband subscriptions. The percentage of households with internet access in Europe stands at 82.1%, the Americas 60.0%, CIS 60.1%, Arab states 40.3%, Asia and Pacific 39.0% and Africa 10.7% (ITU, 2015). Altogether, in the developed world, over 80% of households have internet access as against 34% in developing countries and 6.7% in least developed countries (Ibid). Over the years, some countries in some regions have made some progress, but the deduction that can be made from these statistics is that digital divide is real, and this spreads effects into many industries which depend on the internet to grow, especially the media.

However, Korea and Nigeria do not exactly stand on opposite ends of the digital divide. While both countries were not early starters in the internet race, Korea has been much faster in catching up and now is one of the leading digitally developed countries. Nigeria is much slower, but has done fairly well in the last few years. These assertions can be properly seen through statistics. According to Intentional Telecommunication Union's Broadband Commission report (2014: 40), Korea has the highest household internet penetration in the world, which then stood at 98.1%. Also the website, Internet World Stat (2015), states that in the year 2000, some 19,040,000 people in Korea had internet access; however, by November 30th 2015, among the population of 49,115,196 some 45,314,248 people have internet, and this accounts for 92.3% penetration; which is one of the highest in the world (Ibid).

Meanwhile, compared to some other countries in the sub-Saharan Africa, Nigeria can be said to have made more progress. Pippa Norris had written in 2001 that the thirty-five societies classified by the UNDP with low levels of human development, such as Nigeria, Bangladesh, and Uganda, contained about 1% of the online population, although these countries were home to half a billion people (Norris, 2001: 45). The website, Internet World Stats (2015) puts the actual number of Nigerian internet users by 31st December, 2000 as paltry 200,000 people. If the statistics are compared with 2015, the difference is enormous. According to the same website, the number of internet users in Nigeria by 30th November 2015 stood at 92,699,924 in a population of 181,562,056, which accounts for 51.1% of internet penetration, and accounting for 28.0% of internet use in Africa. To understand this statistics even further, Nigeria's internet penetration of 51.1% is much above Africa's average of 28.6% and world even world's average of 46.4% (Ibid). The reason for Nigeria's progress is partly the result of liberal democracy and free market competition which has been in place in Nigeria since 1999 (Adelaja, 2013). And this accounts for why digital innovation has become a discourse at

various levels in Nigeria because of the significant population of Nigerians online, which has forced some changes on a number of exiting industries like banking, commerce and media etc. (Ayuba & Aliyu, 2015).

In concluding this subsection, it is important to note that going by the extent of internet penetration in Korea, the discourse of digital divide has to focus basically on the social divide. That is; a discourse on the inequality in how people within the same society puts the internet to use (Norris, 2001: 4). Specifically, how do the newspaper journalists put the digital technology available to them to use. However, for Nigeria, both global divide and social divide may apply. That is; a discourse about the low digital capacity of the nation, as well as the social inequality of the users where they are available (Warschauer, 2011: 1). Like noted earlier, this research acknowledges that there has been an increased availability of digital technology in Nigeria, but for other extant factors, a lot people are still not able to acquire the needed digital competence. Importantly, this study focuses on the newspaper journalists who may/not acquire the required digital competence because of some of these reasons. Meanwhile, going forward, there shall be a review of journalism generally and newspaper in particular in the digital era.

5. Journalism in the digital era

Journalism itself was once largely based on print technology (Kaul, 2013: 126). That was until the advent of television, and then the internet. The verdict of scholars and analysts with regards to journalism in this age is one of change, challenges and (as some still believe) opportunities (Garrison, 1996; Salman et al, 2011: 2; Bathelemy et al, 2011; Mijlan, 2008: 1-5). In the early years of the internet, Dahlgren (1996: 60) famously wrote that:

> *"Journalism is carried out in specific institutional circumstances, within concrete organisational settings and under particular technological conditions. The advent of cyberspace will inevitably impact on the factors which shape how journalism gets done - and may well even colour how we define what journalism is."*

Dahlgren's words prove to be prophetic, as all he said has come to pass. Kaul (2013: 125) acknowledges the new challenges which digital age has posed to every profession but particularly the journalism profession. Digitalization has altered the way the public obtains its news and information, the revenue stream of media houses (Abendroth, 2013: 7), and deprived the conventional media of its traditional monopoly. But most importantly digitalisation has forced a change in the way journalism itself is practised (Ibid: 11).

Price (2015: 2-3) notes that the rise of the internet–alongside developments in the news aggregation, online search and social media–which has transformed how news is produced, distributed and accessed has had a profound effect on job and economics of the industry. So, in the new media environment, Mitchelstein & Boczkowski (2009: 568) write that convergence of print, broadcast and online operations is now a norm. Also, news is faster and the consumers are keen to have them on the go (Kaul, 2013: 125, Abendroth 2013: 7). Globalization makes news reach wider than the previous era (Cubitt, 2009: 27). No more are news published at particular time(s) of the day, rather are published online as soon as they

break (Boczkowski, 2009: 569). With falling revenue, funding journalism becomes more risky. The line between editorial content and advertising blurs. In some media, fewer journalists are required to do more work (Miljan, 2008: 1). Technology is used to monitor audience behaviour so that news and adverts are customized to their interest and sent to them (NY times, 2014: 14-25). The news consumers become news producers, as citizen journalists and virtual communities generate and share news content among themselves through the internet (Creeber, 2009: 19-20). Digital competence becomes a critical requirement for practising journalists (Abendroth, 2013: 11-12). Also, journalists are required to multitask and be able to work on multiplatform digital since consumers use several media simultaneously (Cawley, 2008: 45; Lawson-Borders, 2006). Alongside these changes are concerns over ethics (Ibid), as some online media practitioners, in their bid to meet up with the required speed, do not often wait to verify news source before publishing. Also there are concerns on who pays for journalism when consumers are reluctant to pay for online content (Abendroth, 2013: 11). The mentioned here are just few among other changes.

In summary, the media and journalism industry in the digital era are a whole lot different from what they used to be. Meanwhile, since the focus of this enquiry is about the newspaper journalists, it is pertinent to underscore how newspapers and newspaper journalists have fared in the reality of digital innovations. This comes in the next subsection.

6. Newspaper in the digital era

Many analysts had predicted the demise of the newspapers in the new media era. For instance, in 2012, the Centre for the Digital Future at the University of Southern Carolina, Annenberg School of Communication, predicted that within five years only the largest and smallest newspapers would survive (Price, 2015: 2). The trend with newspaper vis-à-vis online media gave reason for this ominous prediction. But despite that, the newspaper has been surviving, remaining resilient in the increasingly competitive market. According to World Association of Newspapers and News Publishers (WAN-IFRA, 2015) rather than demise, there has instead been a marginal increase in newspapers' business since then. For instance, in 2014, across the globe some 2.7 billion people read newspapers in print and more than 770 million on desktop digital platforms. Print circulation with a worth of $89.9 billion was also up by 0.4%. Meanwhile, digital circulation in the same period stood at $2.5 billion, which though was up by 45.3% (Ibid: 6). The charts below from Price (2015: 2) presents a picture of this reality.

Figure 1. Chart on global print newspaper circulation revenues in 2010-2014
Source: Price, 2015

global print newspaper **circulation revenues** 2010-2014

89,985	90,149	90,232	89,564	89,906
2010	2011	2012	2013	2014

US$ million at current prices

Source: WPT database and WPT analysis
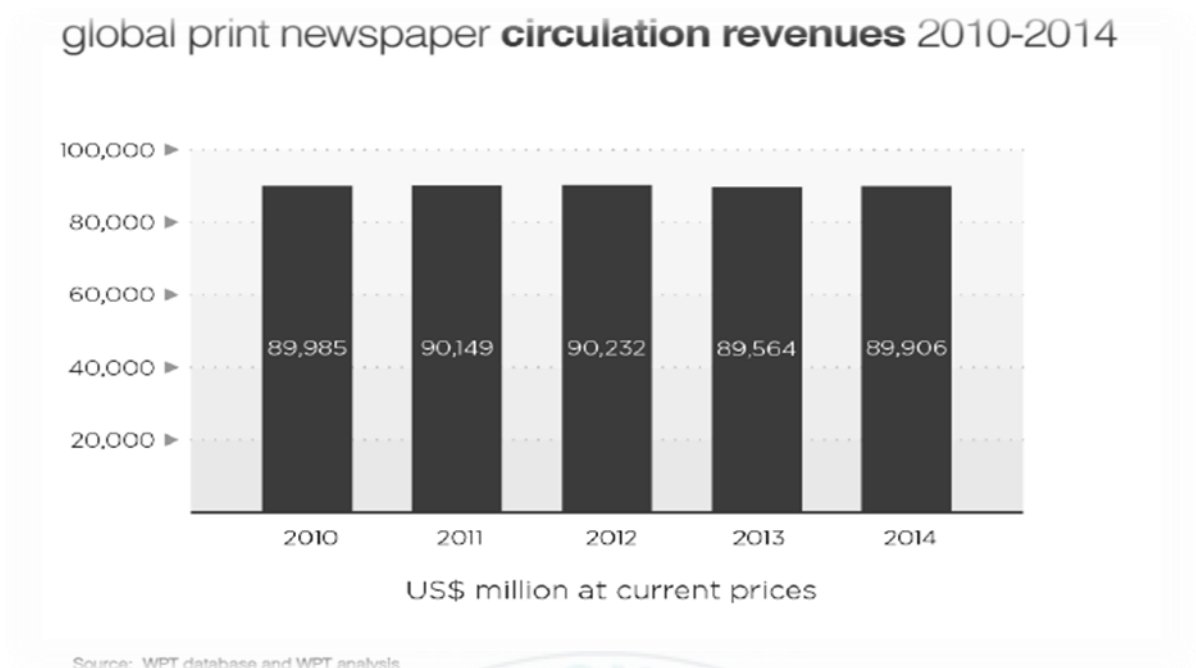
Figure 2. Chart on global digital newspaper circulation revenue in 2010-2014
Source: Price, 2015

global **digital newspaper circulation** revenues 2010-2014

165	501	1029	1711	2486
2010	2011	2012	2013	2014

US$ million at current prices
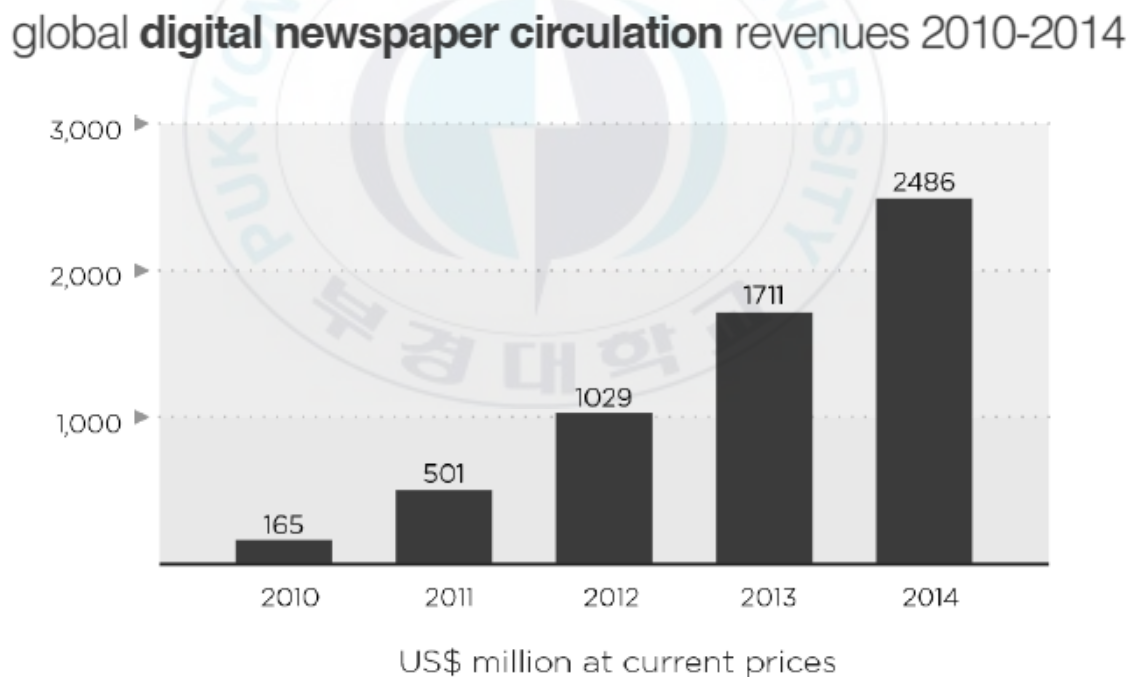
Kilman (2004) also says that there is increasing evidence – from countries with sophisticated and robust metrics – that print and digital combined are increasing audiences for newspapers globally. Importantly, he states that print circulation has shown a five year growth of 16.5%, though this is attributed largely to the result of circulation increases in India and elsewhere in Asia. However, Africa and Middle East also showed a marginal increase of 1.2% (Ibid).

Summarily, the global revenue analysis of newspaper still shows that more than 93 per cent of all newspaper revenues still come from print, and there is a projection that print will continue to be a major source of revenue for the newspaper in many years to come, and also newspapers around the world are investing efforts and are increasingly innovative in turning their business model from two-dimensional to multi-dimensional (Ibid).

However, while the positive outlook for newspaper is heart-warming to the industry practitioners, it does not actually tell all the stories about the economic realities the newspaper faces in this era. According to Dragomir and Thompson (2014: 16) the fact actually is that print newspapers have suffered the most in this era. Price (2015: 2) calls it the most volatile period than ever in the last 100 years for newspaper. Mijlan (2008: 6) points out that newspaper weathered the storm once posed to it by radio and television, but the threat posed by radio and television then cannot be compared to that of the internet now. She writes:

> *"Despite the problem and limitations of television and radio, neither of these innovations comes anywhere close to the threat posed by the internet to journalism…What the internet ultimately threatens is journalism's core value of commercialization. All the old media had expensive start-up costs that prohibited entry by small players: one needs a large press to print a daily paper; a radio station needs a certain level of infrastructure in order to reach a large audience; and television requires substantial investment in order to go on air…None of these market limitations affects someone starting a blog or an online service. The technology is already provided, the vast infrastructure exists and, amateurs with simple keystroke can reach a mass audience. The entry cost to producing online content is quite low for the average blogger or citizen journalist (Ibid).*

However, despite this stated increase in online journalism, blogging activities and general shift of readership to the online content, Yap (2009) write that newspapers have still not been able to monetize their online content. In fact, according to Kilman (2014: 6, 13), while digital advertising still represents a small part of overall global media revenue, it continues to grow significantly, increasing 8% in 2014 and 59% over five years. Sadly for the newspaper industry, the main benefactors of digital advert spending continue to be social media and digital technology companies and service providers. Google took the biggest share, with 38 per cent (US$19.3 billion) of digital advert revenue. Facebook took nearly 10 per cent, and is the biggest recipient of total digital display and mobile display advertising revenue (Ibid). Also, the growth registered in the industry, actually, is not evenly spread across the globe: Asia is growing, South America, Middle East and Africa are marginal, but Europe and North America are on a downward spiral (Kilman, 2014: 24; Oriola PR Network, 2009: 1-2; SUNY LEVIN Institute, 2014: 16).

With much content going online and little earning coming from it, many newspapers find it difficult to cope; some suffer debt burdens, bankruptcy and failure of their business, among other problems (Domingo and Heinonen, 2008; Mahmud, 2009). For instance, Price (2015: 3) states that since 2000, newspaper advertising sales in Europe have fallen across board because advertisers have shifted to new media and personalised marketing which now

accounts for 75% of advertisement spending. In Canada, the *Toronto Star* states that the company lost 32 million dollar in 2007 (Shecter, 2008). In the USA, some major newspaper chains are burdened with heavy debt loads. Some have cut down on production and service costs, some have declared bankruptcy, some have cut down the physical size of their newspapers, and some have actually shut down production (Kirchhoff 2009: 5). For example, the Detroit Free Press and New York Times, two of the foremost news media in the USA have limited their home delivery service to thrice a week, and closed down some of their key subsidiaries respectively (Lendon, 2008; Pena, 2009; Sanders-Ware, 2009).

In Asia, while advertising revenue remains important in newspapers market, it is also predicted to slow as internet connectivity increases. It therefore becomes important to note that the aforementioned growth that happened in the newspaper industry in Asia, for instance, is attributable in part to the protection given the newspapers by vernacular languages (Price, 2015: 2). How long this protection shall hold is not predictable.

Figure 3. Chart on daily print newspaper circulation change in 2010-2014
Source: Price, 2015
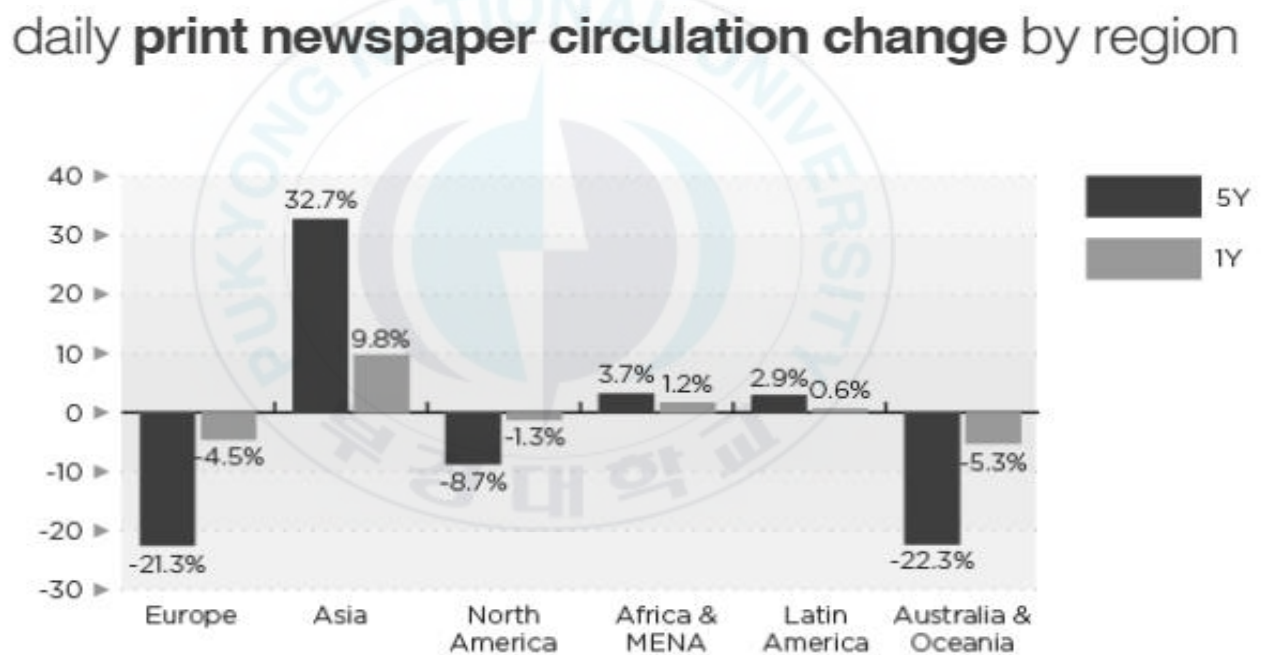
Source: WPT analysis

But the challenge which newspapers and journalists working in them face in this era is not limited to advertisement revenue. There is an obvious changing newspaper's consumption pattern, with more people preferring to read their news online rather than wait for the hardcopy of the newspaper to be delivered to them (Mitchelstein & Boczkowski, 2009: 562, 563; Price, 2015: 6). And the same consumers are reluctant to pay for the online content (Kirchhoff, 2010: 1). Meanwhile, the gate-keeping role of the traditional media is forcefully challenged by social media (Price, 2015: 6). Today, it is no longer news media deciding what

is newsworthy. Social media, which disrupt the mainstream news industry, also enable consumers to decide what counts as news and distribute such to their contacts daily (Ibid). Also, newspapers have long acted as news aggregators by combining news with columns on sports, entertainment, and so forth. But now news aggregation role is increasingly being taken over by services like Yahoo, Google, Naver, Daum, etc. The challenge, Price (Ibid) notes is, if the future is in aggregated data, where will the content – especially investigative journalism content – come from? This question leads us to focusing on the newspaper journalists in these changing times.

7. The newspaper journalist in the digital media era

The digital era is a transition time for many newspaper journalists. Many years of doing the same thing every day suddenly gave way to a time of flux when the newspaper journalists have to play catch up every day with new technologies. Therefore, there are many triumphs and trials. Many newspaper journalists have taken advantage of this era to be better at their jobs. Many others are stuck in the transition. But in some regions of the world the challenges newspaper journalists face seem to outstrip the gains they can make. For instance, Miljan (2008: 1) notes the emerging pattern of cross-ownership of media platforms of newspapers, internet, television, or even radio, in the same market with companies realizing that they can provide less content in the different platforms by re-purposing existing content. So, in essence, the media houses require fewer journalists to do more work (ibid), if the existing journalists can work on more than one platform. Also, this era sees a new competition of traditional journalists with bloggers, vloggers, citizens' journalists, and social media etc. According to Bullas (2012) the subscriber base of blog service provider *Tumblr* by the end of the year 2012 was estimated at 77 million and *WordPress* was estimated at 56 million. These, among other blog service providers, which include Google, Wix, Naver, Daum, Weibo, Squarespace etc.

Advertisers, therefore, are turning their money online. According to Kirchhoff (2010: 1) newspapers historically have depended on advertising for about 80% of their revenue, and often, it is the journalists who suffer from the diversion of the newspapers advert revenue. Mahmud (2009) states that the newspapers are forced to take measures to cope with falling circulation and advert. Some of these measures include job and salary cuts. For example, the US Bureau of Labour Statistics show that newspapers in the USA cut nearly 50,000 jobs— roughly 15% of the industry work force—between June 2008 and 2009. Some of them shut down operations and laid off editors and reporters and some imposed pay reductions (Kirchhoff, 2010: 5). In another place Kirchhoff (Ibid) writes;

> *"Daily papers cut their newsrooms by 11%, or 6,000 full-time workers, in 2008, the biggest one year drop since 1978. Newspaper publishers reduced newsroom staff by another 5,200 jobs in 2009, for a total reduction in daily newsroom staffing of more than 25% from the recent 2001 peak of 56,400. According to Erica Smith, a reporter with the St. Louis Post-Dispatch, more than 2,200 workers at U.S. newspapers were laid off or took buyouts in the first eight months of 2010. The number of reporters covering state legislatures in 2009 was down more than 30% from 2003."*

In Europe, the situation is not any better. In France, the situation was so bad that the government of Nicholas Sarkozy decided to channel financial aid to some affected newspapers (Chrisafis, 2009). In the United Kingdom many newspapers including the *Guardian* were reported to have lost about 5% of their circulation, and *The Times* experienced 1.57% drop within one year (World press Trend, 2008), a situation which also led to staff losing their jobs. In Africa and in particular Nigeria, the digital inputs as well as the harsh reality of economic meltdown have changed the outlook of the newspaper industry dramatically, and among other things has led to pay cuts, downsizing and retrenchment (Agboola, 2014: 110-111; Gicheru, 2014: 37, 41-62).

In conclusion, despite these enumerated challenges facing newspaper journalists in these times, journalists are still expected to adapt to the paradigm shift and acquire the necessary competence and skill set to practise in the new media environment (Sterling, 2009: 470). As some scholars say, this is the only way they can be relevant now and going into the future.

Meanwhile, before the analysis of the data set on how the journalists in Korea and Nigeria are adapting their skills in the digital era, there shall be an attempt at a brief overview of the current status of newspaper in both countries.

8. Current status of the South Korean newspaper industry

Newspapers and magazines, according to Woo (2015: 62) accounted for 8.2 percent of media consumed in South Korea in 2014. Some of these newspapers are print-based while some are online (Ibid: 22). Also considering their operation, press time, media environment and reach of circulation, the newspapers in South Korea are classified and categorised differently. There are national general dailies, local general dailies, economic dailies, sports dailies, foreign language dailies, other special dailies and free dailies (Ibid.). Also, there are weekly newspapers that can be categorised as national weeklies, local weeklies, and special weeklies. The internet newspapers also have internet general, internet local, and internet special newspapers (Ibid).

However, the business of newspaper in Korea presents an disturbing contrast between the big firms and small ones; with the big three newspapers Chosun Ilbo, JoogAng Ilbo, Dong-A Ilbo accounting for combined readership share surpassing 50 percent in 2014 (Kim, 2014). However, the 2013 revenue of these big three worth about 918,532 won[1] is small when compared with the three big television stations which grossed 3,094,462 won at the same period (Woo, 2015: 28).

Actually, in Korea like in most countries of the world, a lot of changes have been witnessed in the newspaper media industry following the advent of the digital. One of these changes, sadly, is the newspaper's continually waning relevance. While television maintains its strong dominance in the market, smartphone has surged over radio and newspaper (Ibid). For instance, in a survey conducted by Korea Communication Commission (KCC) in 2014, only 0.3 percent of the 6,042 respondents considered reading newspaper as a daily necessity. This contrasts with the response regarding television 44.3 percent and smartphone, 43.9 percent

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[1] Won is the Korean currency

(Ibid: 63). In summary, newspaper readership trend in Korea has been fluctuating since the early 2000s following the advent of the digital age (Ibid). This trend is presented below.

Figure 4: Newspaper readership trend in Korea
Source: Woo, 2015

Print Newspaper Readership Rate Trends (unit: %)

82.1 76.0 68.8 58.5 52.6 44.6 40.9 33.8 30.7 25.4
2002 2004 2006 2008 2010 2011 2012 2013 2014 2015

2002~2006 n=1,200 / 2008 n=5,104 / 2010~2012 n=5,000 / 2013 n=5,082 / 2014 n=5,061 / 2015 n=5,062

Meanwhile, according to the Korean Press Foundation, by the end of the year 2014, there were some 171 print newspaper companies in Korea, together with 2,332 internet based newspapers (Ibid:25). The industry also employed 36, 983 personnel out of which 24, 555 were reporters, who accounted for 67.1 percent of the newspaper industry practitioners.

With the changing newspaper media ecology, the industry, more and more, adopts convergence media; increased use of social media, entrance of some print media into the online, and some online media into print, increased use of data journalism, and increased popularity of card news. Also some newspapers are securing paid subscription, which improves revenue, as well as the industry witnessing increase in online advertising. On the other hand, though, advertising on the traditional media continues going down (Ibid: 4-14).

Meanwhile, as Woo (Ibid: 4) notes, there has not been a substantial change in the newsroom culture in the country despite the changing era. In his words, "newsroom culture is an intangible asset that cannot be changed easily, not least because it reflects each media outlet's unique production practices that are formed over time". In essence, while the Korean newspaper newsroom and production system have experienced rapid change over a short time, the industry has also managed to remain conservative in preserving its traditional news values (Ibid). Also, Lee (1998: 5) says that despite the crisis of change, no closure has been reported yet of South Korean newspapers, except one case of bankruptcy in Taegu area. And despite the bankruptcy announcement, the newspaper involved continued publishing.

However, despite the newsroom culture, the effect of the digital is still being felt, and the newspapers devise containment strategies to cope with it. These strategies, developed as in-

house newspaper policies affect the journalists; like the downsizing of staff of newspaper media houses, which scholars say at the start stood at an average of 14.3 percent; also there were the mandatory imposition of unpaid leave of absence, drastic salary cuts, and sometimes forced resignation (Woo, 2015: 28). However, Woo states that whatever has happened, the newspaper journalism in South Korea has remained an institution with public obligations run by committed professionals.

9. Current status of the Nigerian newspaper industry

Newspaper splayed a pivotal role in Nigeria's independence from British colonisation. Because of this, the newspaper journalism in the country has over the years been robust and buoyant, and many scholars say it is the largest in Africa (Daramola, 2006; Okoro, 2012; Onuoha and Onwubere, 2012; Aliagan, 2014: 9-14). Many scholars tout the peak of this industry to be about 1986 when the circulation of the popular Nigerian newspapers peaked at about 2 million copies daily (Aliagan, 2015: 9). However, changes have been taking place since then, especially in the years following the introduction of digital/online journalism in the country. Studies conducted by scholars in this era showed that the newspaper market is in a decline following digitalization (Obijiofor, 2003; Olukotun, 2005; Ekwo 2011; Kperogi, 2011).

Among the changes happening to the newspaper industry in Nigeria, according to Aliagan (2015:10), is the perpetual decline of circulation. The circulation of major newspapers dropped to 500,000 in 1999, 570,000 in 2003, and 530,000 in 2003 (Ibid: 10). Also a survey conducted by the Advertisers Association of Nigeria (AAN) in 2009, showed that the top seven Nigerian national dailies, comprising The Punch, The Nation, The Sun, Vanguard, Guardian, Thisday and Daily Trust polled a daily combined circulation of 174,312, which though represents 91.8% of the market share (Ibid: 11). Though this figure is contested by some of these newspapers (Ibid), it is probably not far from the reality, given that the major Nigerian newspapers no longer disclose their circulation publicly, leaving a lot to guesses regarding the fact of this (Nigerian Press Council, 2016; Aliagan, 2011:451-466). Aliagan (2015: 15) also notes significantly that within the period of 1990s to the second decade of the 21st century, many newspapers have become extinct due competition from the internet and new media technologies represented in new devices; and competition from news aggregators that offer free services. Among the major newspapers that have folded include New Nigerian (established 1966); Daily Times (established 1926); Compass and 234Next (which came into being in 2003 and 2009, respectively).

Aliagan (Ibid: 11) also writes that one of the factors that cause the loss of readership and revenue of the Nigerian newspapers is the internet and the explosion in new technologies, particularly the GSM phones. Ekwo (2011: 41-42) writes that the Nigerian National Communication Commission (NCC) in 2009 recorded 132.7 million mobile telephone subscribers, a 50% increase over the previous year. And according to World Internet Stats website (2016), out of about 186 million Nigerians, over 97 million use the internet, which accounts for 52% of internet penetration in the country. Importantly, there are also about 16 million active Facebook users in the country. These are seen well in the table below.

Table 1: Nigeria population and internet users statistics for 2016
Source: World Internet Stats website

AFRICA 2016 POPULATION AND INTERNET USERS STATISTICS FOR 2016						
AFRICA	**Population (2016 Est.)**	**Internet Users 31-Dec-2000**	**Internet Users 30-Jun-2016**	**Penetration (% Population)**	**Internet % Africa**	**Facebook 30-Jun-2016**
Nigeria	186,879,760	200,000	**97,210,000**	52.0 %	28.5 %	16,000,000

Hence, the media in Nigeria is more and more moving to online. And as Titus and Brombart (2015: 8) note, there is a special case of absence of any law or regulation guiding online media in Nigeria. So, individuals and institutions in Nigeria can create and run websites, blogs and other digital platforms without seeking authorisation. This contributes to the explosion of online media in Nigeria; so many that it is impossible to estimate the number of online news and blogs that are owned by Nigerians. Aliagan (2015: 10) writes that one of the effects of this explosion of alternative sources of news is that newspaper readers are migrating online, with readers also obtaining news through several new media inventions such as smartphones and tablets, etc.

Facing the reality detailed above, the Nigerian media owners design several means of containing the shock, some of which, according to Aliagan (2015: 12-15), include cutting down on running cost, importantly by cutting down on staff recruitment,—unlike in the 1960s up to the 80s, there are now fewer staff in newsrooms of major Nigerian newspapers—leveraging on social media and mobile platforms, as well as operating multimedia platform etc. These efforts are at best trials and errors, as Aliagan (Ibid) notes that none of the new strategies has given the Nigerian newspapers a strong revenue support or operational guarantee.

As a corollary of the hard times faced by the newspaper, the working condition of the journalists is also poor. Nweke (2010: 20) reports that journalists working in Nigerian federal government owned media are the only ones with a manageable wage structure and some training support. Journalists employed in the services of state and private media organizations are not as lucky. Some are owed salaries running to months. They often lack the requisite tools to efficiently perform their duties. The general conditions of service are predicated by market forces; if revenue from sponsorship and advertising sales drops, this is immediately reflected on non-payment of salaries. Also many newspapers do not have adequate non-salary benefits and routine on the job training for working journalists, and staff turnover is often high. However, he notes also of efforts being made to come up with better working conditions that will serve as a benchmark for the industry in Nigeria.

10. Summary

From the review so far, it is evident that the Korean and Nigerian press share some things in common on the changes taking place due to the digital innovation era. These changes affect

how the industry is run, though the Korean newspaper industry seems to cope better than the Nigerian, in that the advert market is stronger than in Nigeria.

In all, this chapter has focused of the review of literature related to the subject matter of this study. In the next chapter, there shall be the presentation of the research methodology of the study.

Chapter III. RESEARCH METHODOLOGY

1. Introduction

In this chapter, there shall be a discussion on the general conduct of the research. In pursuance of this, there shall be a discussion of the research design, research method, survey method and data collection, and then the conclusion of the chapter.

2. Research design

As already mentioned in Chapter 1, this thesis intends to study how Korean and Nigerian newspaper journalists are re-adapting their skills in the digital media era by their response to media innovation, at such a time when the constant introduction of new and radical innovative products in the newsroom challenges the traditional skill set of practising journalists. Digital innovations or technologies in the consideration of this thesis encompass innovative hardware used in the field for gathering news, like cameras and drones; software used in digital newsroom for news presentation and publishing like Excel, Photoshop, Mapping Software etc.; and of course the internet and accompanying programmes, applications; and social media used today to advance journalism.

Therefore, for this research, the researcher considered a mixed method (MM) design of enquiry, in pursuance of which a brief survey questionnaire and in-depth interview were used simultaneously to gather the data for analysis (Creswell, 2003: 18). The respondents, who are still active newspaper/online journalists in Korea and Nigeria, form the sample population for the research. They were made to respond first to the survey questions before detailed and in-depth interviews were conducted with them. Both the survey and interviews were administered to them with a view to eliciting the responses that formed the data for analysis of this study. After the data were obtained, coding was applied to the qualitative data, and this helps to organize the ideas of the interviews under thematic categories and made convenient for analysis. In the end, analysis was done and conclusions reached both with the aid of statistical results from the survey and the coding of the qualitative data. Also, explanations and direct quotations from the interviews and illustrative designs were used where necessary.

3. Research method

Because the research population comprise two groups in two different countries being compared in the research, the researcher considers that comparative analysis is the appropriate analysis to test the assumptions drawn on the study. As Azarian (2011: 118-123) states, "comparison broadens our sight, widens our horizon and helps us to see things in perspective." She also notes how by taking into consideration social actions and events belonging to other contexts comparison enables us to see better the implicit and often taken-for-granted basis of our own practices and phenomena, as well as having the potential of revealing and challenging the less evident assumptions and conceptions we hold about our world, especially the familiar ones to us (Ibid). Tilly (1984:145) also says that comparison has a "rare clarifying power" and serves well in identifying problems and issues, which would not be seen without it, as one is led to assume something analogous should or might have taken place elsewhere. This researcher therefore expects that comparative analysis will help to shed light on phenomena around acquisition of digital competencies among Korean

and Nigerian journalists that might be diminished without a cross context evaluation which this study affords.

Like said above, this research was designed as a mixed method (MM) testing, which was adopted because it incorporates both quantitative and qualitative approach to data analysis. The researcher considers this method the best approach to secure the most reliable outcome since not only survey but also in-depth interview was conducted with each member of the research population. While the brief survey interprets the reality with digital competence, the in-depth interviews analyses attitudes and other extant realities about the quantitative changes observed and reveal some other hidden factors that may be influencing the responses of the journalists to acquiring digital competence. Even though MM evaluation is relatively new method of enquiry, Bamberger (2012: 1) points out that it "draws strengths of both the quantitative and qualitative approaches and integrates them to overcome their weaknesses. He also says that MM is particularly helpful "when one is examining the interactions among the complex and changing contextual factors that can influence impacts. Importantly, many processes and outcomes are difficult to observe, or in some cases even to know that they exist" (Ibid). MM helps to open lid on such processes and outcomes. And importantly, also, Small (2011: 59) notes that MM is equally effective for small size population, and hence good for a researcher under constraints of resources.

4. Sampling method and data collection

The survey sampling method used in this study is purposive, non-probability sampling method, where the researcher selected some newspaper journalists working in South Korean and Nigerian newspapers organisations (both print and online) for interview. The interview questions administered on them had both quantitative and qualitative design, and were designed to capture the testing criteria that would address the research problem being tackled in the study. This approach was necessary because the problem the research is addressing is limited to the newspaper media industry (Teddlie & Yu, 2007: 77) and also limited to a specific issue related to the practise of journalism—digital competence acquisition. So, in this case, the purposive sampling is, and have to be, limited to the population chosen from among journalists working in newspaper companies (print and online) in South Korea and Nigeria. The interviewees have minimum of 5 and maximum of 36 years working experience either in South Korea or Nigeria. The choice of them was based first on their experience, consent and insight they showed during the pre-interview screening with the researcher which underscore their field experience, active industry participation, and understanding of the changes taking place in the digital newsroom, all which are helpful and taken into consideration during the selection of the sample population. The list of interviewees is presented under the K and N codes. The K codes are the population from Korea, and N codes are the population from Nigeria. In all, twenty journalists (N=20) were interviewed, ten (10) in each country. The interviews were conducted between January and October 2016. In the table below is presented the list of all the interviewees and their positions in the various media organizations they work for.

Table 2. Research population and their positions in their various media organizations

		South Korea				Nigeria	
	Names	**Editorial positions**	**Career years**		**Names**	**Editorial positions**	**Career years**
1	K1	Editor, digital news	10	1	N1	Sunday Editor	36
2	K2	Reporter	7	2	N2	Managing Editor,	27
3	K3	Reporter	13	3	N3	Online Editor	31
4	K4	Managing Editor	28	4	N4	Managing Editor	9
5	K5	Bureau Correspondent	11	5	N5	Editorial Director	33
6	K6	Bureau Correspondent	5	6	N6	Reporter	5
7	K7	Bureau Correspondent	5	7	N7	Bureau Chief	14
8	K8	Bureau Correspondent	7	8	N8	Acting Editor	10
9	K9	Bureau Correspondent	15	9	N9	Saturday Editor	12
10	K10	Bureau Correspondent	8	10	N10	Editor	13
	Average career span		8.6		**Average career span**		19

The second and third tables below present a brief demography of the Korean interviewees. From the table, it is seen that the ten interviews were conducted across 3 cities in different provinces; four (4) in Seoul, the capital, two (3) Sejong city and three (3) in Busan. The position of the interviewees in their organizations varies from reporters (2), bureau correspondents (6) to editors (2). Their average career span is 8.6 years. Among the newspapers they represent, there are those which publish both printed copies and online— Korea Times, Korea Herald, JoongAng Ilbo, Hankyoreh, Dong-A Ilbo and Hankook Ilbo— and those which publish only online—Oh my news, 건설경제(CNews), 아시아경제(Asia Economy) and Seoul Times. The interviews with the Korean journalists were conducted between April and October, 2016.

Table 3. Demography of the Korean interviewees

No	Name	Sex	City of practice	Current newspaper	Websites	Date of interview
1	K1	M	Seoul	Korea Times	http://www.koreatimes.co.kr	2016/04/16
2	K2	F	Seoul	Korea Herald	http://www.koreaherald.com	2016/06/23
3	K3	M	Seoul	JBTC/JoongAng Ilbo	http://joongang.joins.com	2016/06/13
4	K4	M	Seoul	Seoul Times	http://www.theseoultimes.com	2016/10/16
5	K5	M	Busan	Hankyoreh	http://www.hani.co.kr	2016/04/16
6	K6	M	Busan	Oh my news	http://www.ohmynews.com	2016/04/18
7	K7	M	Busan	Hankook Ilbo	http://www.hankookilbo.com	2016/04/18
8	K8	F	Sejong city	건설경제(CNews)	http://www.cnews.co.kr	2016/05/16
9	K9	F	Sejong city	Dong-A Ilbo	http://www.ichannela.com	2016/05/16
10	K10	F	Sejong City	아시아경제 (Asia Economy)	http://www.asiae.co.kr	2016/10/16

In Nigeria, the ten (10) interviews were conducted across four main cities in four main geo-political zones of the country; three (3) in Abuja, the federal capital of Nigeria, two (2) in Ilorin in the middle belt, three (3) in Lagos in the south west, and two (2) in Awka in the

south east. The positions of the interviewees range from reporter (1), bureau correspondent (1) to editors (8). Their average career span in the industry is 19 years. Among the newspapers they represent, six (6)—The Herald, The Nation, Tell, Thisday, Daily Trust and Time Nigeria, publish both in print copies and online; while three (3)—Security Monitor, Kwara Arise and NAN publish only online. The interviews with the Nigerian journalists were conducted between January and February, 2016.

Table 4. Demography of the Nigerian interviewee

No	Name	Sex	City of practice	Current newspaper	Websites	Date of interview
1	N1	M	Ilorin	The Herald	http://www.theheraldnews.info	2016/01/26
2	N2	M	Ilorin	Kwara Arise	http://www.kwaraariseonline.com	2016/01/26
3	N3	M	Lagos	The Nation	http://thenationonlineng.net	2016/01/27
4	N4	M	Lagos	Security Monitor	http://www.securitymonitorng.com	2016/01/27
5	N5	M	Lagos	Tell	https://www.tell.ng	2016/01/27
6	N6	M	Awka	NAN	http://nannewsnigeria.com	2016/01/29
7	N7	M	Awka	Thisday	http://www.thisdaylive.com	2016/01/29
8	N8	M	Abuja	Daily Trust	http://www.dailytrust.com.ng	2016/02/03
9	N9	M	Abuja	Daily Trust	http://www.dailytrust.com.ng	2016/02/03
10	N10	M	Abuja	Time Nigeria	http://timenigeria.com	2016/02/02

To conclude; the in-depth interviews conducted with these journalists, which touched on their digital experiences in the newsroom, in particular, and the newspaper industry, in general, were analysed as the data for this research. However, the points and opinions expressed which are utilized for analysis are those that are related to the subject matter of this thesis, which are about digital competence and response to digital innovations by the newspaper journalists.

5. Method of data analysis

The analysis of the data for this research shall proceed in a sequence. First, the interviews with the selected sample population shall be coded as a qualitative data—the coding is done according Glaser and Strauss's (1967) Grounded theory. From this, the thematic categories of the opinions that are related to the subject of this study will be coded accordingly. The software for the coding is Dedoose, a qualitative statistical software developed by a team of researchers from the University of California. Dedoose was designed for making sense of variety of opinions expressed during the interviews through digital code occurrence binaries, and that makes it appropriate for this work. Then, there shall be the analysis of the quantitative data (Ragin, 2009) used to compare and contrast responses related to the digital competence of the interviewees. The software for the quantitative data is SPSS. Finally, mixed method (MM) analysis is used to investigate all the code occurrences from the data, noting observed similarities and differences, and other extant observations and explaining them as they relate to the subject of this study.

5.1 Grounded theory and qualitative coding

As said above, the data for this research are in-depth interviews, where the interviewees were free to express their opinion as they wished. In order to ensure the reliability and credibility of the analysis of the data, therefore, the researcher adopts coding analysis focusing on the

grounded theory (Glaser & Strauss's, 1967). Adopting this method, the first thing that comes to mind is that the researcher shall depend entirely on the information embedded in the data. This is one of the strengths of grounded theory, which involves the progressive identification and integration of categories of meaning that comes only from the data (Ibid). Other strengths of grounded theory as a method are that it provides guidelines on how to identify categories, make links between categories and establish relationships between them. When well executed, it also provides us with an explanatory framework with which to understand the phenomenon under investigation (Ibid).

Grounded theory emerged "as a reaction against the pervasiveness of hypothesis-testing and the application of existing theories to new data" (Strauss and Corbin, 1990). It was designed to minimize the imposition of the researcher's own categories of meaning upon the data during the research process. So, the process of making meaning out of the data normally involves the inclusion of a specific coding paradigm, which helps the researcher identify particular patterns in the data. A coding paradigm identifies a set of dimensions of interest and explores the data in the light of these. Here, through the use of the coding paradigm, the researcher is sensitized to those aspects of the data that are considered to be essential to our understanding of social phenomena (Ibid).

Grounded theory follows a detailed, and often rigorous and systematic method of analysis. Bryant (2002) notes that one of the core advantages of this method is that it reserves the need for the researcher to conceive preliminary hypotheses, as well as provides the researcher with greater freedom to explore the research area and allow issues to emerge. Following on this, grounded theory is useful in providing rigorous insight into areas that are relatively unknown by the researcher, in so far as the researcher objectively seeks the evidence only from the data.

5.2 Coding steps in grounded theory

Coding follows after the process of data collection. With numerous studies over the years focusing on grounded theory, a lot of divergent views have emerged on what should be the best coding steps in order for the researcher to achieve the best possible analysis. Different scholars who hold different views have offered different arguments to the process, which sometimes agree but many times conflict with one another at different steps. However, a careful study of these ideas would show that they usually consist of three important steps, which are open coding, axial coding, and selective coding. The three steps are the ones mostly discussed in literature of grounded method.

Figure 5. Steps of text coding according to grounded theory
**Source: Hirscheider, 2014)**
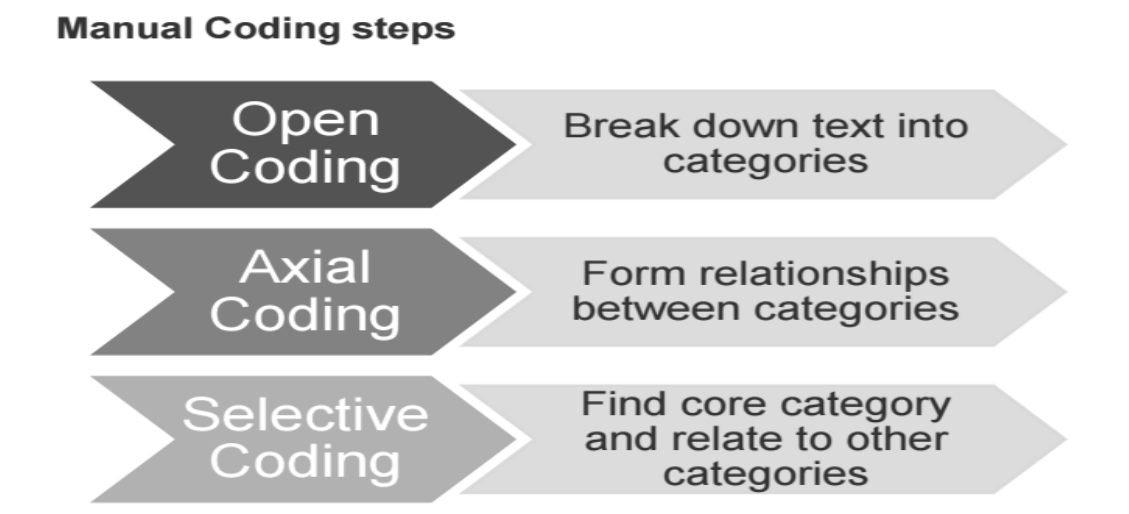
Open coding is the first coding done after the raw data has been collected. At this stage, the interview is coded into discrete threads of data. These data are collated; and they accrue to form categories of similar phenomena. The process of open coding examines the data without limitations in its scope and without the application of any filters, thus all data are accepted and none are excluded (Jones and Irit Alony, 2011). This allows the researcher to look for patterns that may lead to social processes which may be of eventual interest. As the categories begin to fill, those that are most dense become known as core categories (Glaser, 2001). Through this process of densification, core categories build to become the core focus of theoretical articulation through to the development of a basic social process (Glaser, 1978: 93).

The second coding step is the axial coding, which is used to form relationships between the categories. This step serves to refine and differentiate concepts that are already available and lends them the status of categories (Böhm, 2004: 271). One category is located at the centre and a network of relationships is developed around it. Typically, axial coding is used particularly in the middle and later stages of an analysis. In the same way as open coding, axial coding is applied to very short textual segments (in the sense of a detailed analysis), to larger extracts or to the entire text (Ibid).

The third coding step is selective coding which aims to find the core categories of meaning and relate them to other subcategories. A core category is a category that has developed through densification and that explains most of the variation which represents the participants' major concern. The core category should be an issue upon which the basic social process is centred. It should relate meaningfully and easily to other categories. It should have clear and grabbing qualities (Glaser, 1978; Glaser & Holton, 2004). Selective coding allows the researcher to filter and code data which are deemed to be more relevant to the emerging concepts. Therefore, only the most pertinent passages of a transcript are used and coded at this level (Ibid).

In this study, the researcher seeks relationship between spatial realities and the journalists' willingness to, and actually adjusting their skill sets following the introduction of innovative digital facilities in their newspaper newsrooms. After coding the data, the researcher shall do analysis which shall seek to find and describe the pattern or phenomena from the convergence of contexts/ intervening conditions of the journalists, other conditions, their consequences, and the actions these elicit from the journalists in Korea and Nigeria (Böhm, 2004: 272)

Figure 6. Coding paradigm for social science research question
Source: Andreas Böhm, 2004
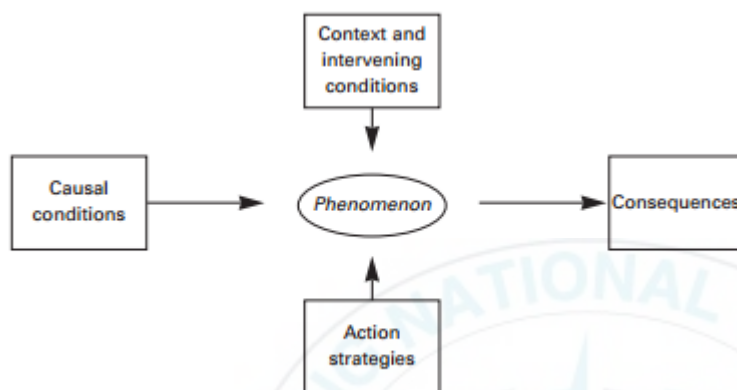
Meanwhile, to underscore the results and the draw the right conclusions, direct quotations of the responses of the interviewees are sometimes matched against each other and conclusions are reached with respect to how they prove the findings of this study.

6. Summary

In this chapter, the research methodology adopted for this study has been discussed. In the next chapter, the result from the research data and analysis of same will be presented.

Chapter IV. FINDINGS AND ANALYSIS OF THE DATA

1. Journalists' perception of the changing newspaper industry

1.1 Changes in the newspaper newsroom

> *"Today, news aggregators like Naver and Daum are much stronger while the newspaper themselves struggle to make ends meet. To tell you the difference, many years ago, Donga Ilbo owned a helicopter it used to cover news events. These days, no Korean newspaper can boast of that."* **–K4, Managing Editor, Seoul Times.**

> *"Today we have the challenge of the social media and new technology. These are the big ones now. You are in an economy that is bad, then with the digital media comes increasing competition...All these are challenges facing the Nigerian newspapers, and invariably affecting the journalists."* **–N5, Managing Editor, Tell Nigeria.**

Analysis of the data set shall start with the analysis of the journalists' perception of the changing media industry in their countries. This analysis is based entirely on the data gathered for this research. In essence, it encapsulates the experience and perception of the journalists about their profession in their particular context—either South Korea or Nigeria— and how they understand the effects of digital innovation in the newspaper newsroom and newspaper journalism in their country. This analysis is important for this research because it helps to understand and underscore how these realities shape the journalists' perception of their job in the newspaper media organizations and how this in-turn shapes their attitude and willingness to acquire digital skills.

The digital era of journalism has presented a much different experience for the newspaper journalists in Korea and Nigeria. The interviewed journalists pointed at the different ways in which journalism has changed since digital was first deployed in the newsroom, and continues to change as new, innovative products are being introduced.

In this era, the journalists say the tools for practising journalism have changed, and competence required to be an effective journalist also has changed, as well as journalism's newsroom culture itself. From pen and paper, the journalists in the digital era in Korea and Nigeria are now required to be able to use a wide range of digital software and hardware to be able to function effectively. There used to be a newsroom deadline, and because a media company used to be quite a large organization there are many staff members, with a standard organizational structure. These days, however, the structure is degenerating. In some cases with online media, you have just a one man team who does everything, from editing to uploading of stories. Also the days when the journalist was given only to newsroom experience have passed. While some newspapers media still maintain newsroom, the online forums are increasingly being encouraged, especially in Nigeria where the reporters are expected to keep sharing their stories on the social media and actively engage with the readers who have comments or questions regarding the stories.

Table 5. Presentation of the key changes the interviewees observe taking place in the new media era

Changing newspaper media	Conventional media environment	New/digital media environment
Medium	Newspaper	Online web, online blogs, SNS
Tools	Analog: Pen, paper, tape recorders, camera, etc.	Digital: Computer, recorders, translators, digital camera, software programmes and applications, etc.
Skill/competence	Interview skill, writing skill, analysis skill, etc.	Digital skills, software use, internetand SNS ability, etc.
Newsroom culture	Press deadlines, top/down organizational set up, one-way communication, newsroom experience, less competition, emphasis on ethics, etc.	No more press deadlines, one man/small team media, two-way interactive communication with audience, convergence media, social media sharing, increasing competition, less emphasis on ethics, etc.
Content	Mostly serious, Light content/gossip published in soft magazines	Mixed, both serious and soft content published simultaneously online
Business	Circulation sales, adverts on print	Online/offline, adverts, pay-per-click, forums/events,

Looking at the code frequency of the responses of the journalists, about 201 times (Korean 75 and Nigerians 129) in the course of the interviews there were mentions about the changing of the newspaper medium from 'analogue' to 'digital' or 'online'. The changing of the newspaper journalism tools, from the usual analogue to digital and software types were mentioned 24 times. Changing skill set or competence requirement was mentioned 22 times. Expressions related to the changing newspaper newsroom culture were used 67 times. Expressions related to changing content of the newspaper were used 29 times, and expressions related to the changing business model of the newspaper industry were used 61 times.

Table 6. Code occurrence of expressions related to the change in newspaper in Korea and Nigeria

Nationality	Medium	Tools	Skill	NR culture	Content	Business
Korea	75	5	9	27	16	32
Nigeria	129	19	13	40	13	29
Total	**201**	**24**	**22**	**67**	**29**	**61**

Below are some of the interviewees' themed comments on the changes in the newspaper media in Korea and Nigeria.

1.1.1 Themed comments on changing media environment

"Previously before the digitalization there was concrete deadline and reporters were obliged to get their news in before that deadline…in the digital era, there are lots of news outlets competing with each other, hundreds of reporters are competing with each other to write stories, update and send it (out) to the portal and have them online." –K1, Digital Editor, Korea Times on changing newsroom culture.

"With the digital, it is easy to research for your articles. If a reporter is very familiar with the digital programmes and uses them well, it is straight forward and easy to practise journalism."—K5, Hankyore, on the change of skill set requires for journalism in the digital time.

"You discover that out of fear of losing their readers some of the traditional newspaper have begun taking stories from unethical sources…In view of this, you see a kind of dilution of the content of the media." –N5, Publisher/Managing Editor, Kwara Arise, on the changing of media content.

"In the next few years, journalism will be more of computers, iPad, and less of printed papers. So, surely we will eventually have to go all digital." –N6, Reporter, NAN on the changing newspaper medium to online.

1.2 Effects of the changes in the newspaper newsroom

The changes in the newspaper media environment in the digital era in Korea and Nigeria have some far reaching effects on the industry and journalists who work there. From the interviews, how the journalists perceive the degree of these effects determine how they adjust to acquiring digital skills. However, the journalists are not altogether diametric to effect of these changes. They opine that while they consider some of the effects hurtful to the practise of the profession, some others have been positive and have actually helped the journalists in the practice of their profession. For instance, the increased use of convenient digital tools is believed by all to have helped speed up the work of the journalists and make content presentation faster, simpler and more beautiful. The use of the Internet and social media makes it possible for news content to have wider distribution through the sharing of the HTML links. Use of convergence media makes content more widely available since it can be shared across different platforms. Also, the direct effect of digital webhosting service is the

lowering of the threshold for establishing a media organization. In essence, it is easier for journalists to leave traditional media organizations to start on their own whenever they feel like doing so. So the digital era creates the opportunity for journalists to have greater freedom to be independent. Also using the social media use makes it possible to interact with the audience faster and one on one through the comment platform. All these, the journalists say, have been helpful in advancing journalism in their respective countries.

Table 7. Feelings of interviewees on the effects of the changes in both countries

Positive effects of the changes	Negative effects of the changes
Enhanced design and presentation of content.	Explosion of and competition with online media organisations and bloggers.
Wider reach of online news content.	Waning influence of the newspaper.
Online complimenting the print newspaper.	Declining circulation and advert revenue of the newspaper.
Faster access and sharing new of news online.	Poor welfare for journalists due to drop in circulation and revenue.
Faster online research opportunity.	Diminishing quality of content: Gossip, rumour, blackmail, soft contents being more popular online.
Convergence simplifies the media.	
Convenience of online journalism.	Newspaper loss of gate-keeping role.
Lower threshold for establishing media (online).	Local media competition with foreign media.
	Declining ethics and plagiarism of news online.
Social media makes interaction with audience faster and easier.	Abuse of journalism rules and ethics in digital age news reporting.
	Cost of purchasing and training in new media.
	Lack of new income source from online.
	Pressure on journalists since there is no longer clear newsroom deadline.

Particular to Korea	Particular to Nigeria
Blackmail as a strategy of earning revenue.	Insolvency of newspaper companies.

However, on the other hand, there are marked negative effects of the digital advancement on the practise of journalism in both countries. The journalists say that the digital era has allowed an explosion of media organizations, many of which latched on the lowering of the threshold for establishing media online, because the internet offers an alternative platform to float media very cheap or even for nothing. They also contend that the explosion has led to unnecessary competition in the media industry, and with that a lot of unethical behaviours by journalists and media companies. In Korea, some of the interviewees noted situations where stories are created by some media companies for the purpose of harassing businesses to force them to subscribe for adverts, or where stories are biased or made favourable to some interest groups in order to gain some form of patronage. The uncontrolled increase in the number of online media has also led to increase in unqualified journalists coming into the industry; some

who do not know about or understand the ethical rules that should govern the profession. The fact that online advertisement is determined by visits, hits and clicks means that newspaper companies will continue the shift of presenting more soft news content in the online environment. So, going into the future, the newspaper will see more soft content like gossips, rumours, celebrity news, sometimes explicit sexual content or outright blackmail than serious conservative news content that used to dominate the print and conventional type newspapers.

Meanwhile, of these effects on the newspaper journalism, one which the journalists considered most fundamental to their profession is the declining revenue of the newspaper, due in part to the continued migration of the reading audience to online. While in Korea this has led largely to poor remuneration for newspaper journalists, in Nigeria it leads newspaper journalists being owed salaries and in extreme cases the newspaper companies go into insolvency.

1.3 Journalists' adjustment to the changes in Korea and Nigeria

Despite the general effects of the digital innovation products to the newspaper industry in the two countries, the analysis of the interview reveals a slight difference in how the journalists in the newspaper industry in each country are adjusting to this. It can be concluded from the interviews responses that adjustment strategies are localised, depending on how the industry players perceive the change. In Korea, the turbulence is seen to be steadying, much more than in Nigeria. The Nigerian interviewees perceive the industry as still undergoing adverse 'change' unlike their Korean counterparts who perceive the industry as 'conservative/steadying' now. From the graph of the code occurrence of the expressions themed 'conservative', and 'change', this difference can be observed clearer. The Koreans used words/phrase/sentences related to 'conservative/steady' for a combined 46 times, while the Nigerians used such words just 10 times, which shows that the Koreans feel this way about the industry more than the Nigerians. On the other hand, the Koreans used expressions related to 'change' about 18 times while the Nigerians used such expressions about 50 times, which shows Nigerians feel the newspaper industry less conservative and more prone to change than their Korean counterparts.

Figure 7: Code theme frequency chart (Note Change and Conservative)
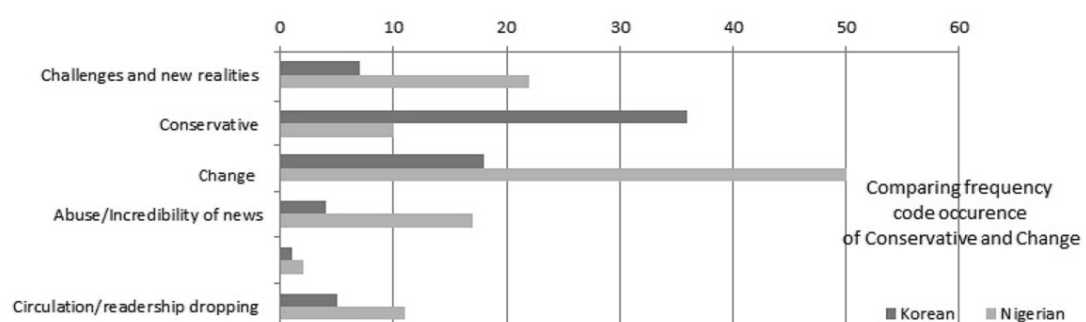
The conclusion made here is better understood from the perspective that in Nigeria, due to severe falling advertising, the newspapers are going into insolvency, and the interviewees expect this situation to continue. They say that the newspaper circulation and advert revenue

continue to decline. To cope with this, the newspapers have preference for journalists who not only possess writing skills but are also quite capable of taking some digital/online responsibilities, like design work or being able to promote their published news items on the social media to generate traffic for their company. Also the media companies which now, also, operate convergence media expect their reporters to be able to take photo and record video, and where necessary, be able to edit and upload them online, and then share the links on social media. So, many of the Nigerian interviewees strive to acquire skills to be able to do these things. The thinking behind this being that the newsroom will continue to get smaller; hence the journalists who have more of the required skills or digital competence have greater chance of being retained in their companies. And in a situation where there is need to move to a new job, the opportunities favour those journalist with more digital skills. In conclusion, the Nigerian journalists believe that someday, in Nigeria, the newspaper will cease to circulate, meaning that only journalists who are digitally skilled could function in the emergent media environment.

The situation above is not exactly the case with Korean newspapers where, despite the falling circulation, newspapers still claw on a sustainable share of the advert market. Under the analysis of the code themed 'conservative' expressions, the Korean interviewees said they do not expect more changes in the current structure and newsroom culture of the newspaper industry in the foreseeable future, because the newspapers are strongly established to fail in their business. They believe and say that even though the circulation of the newspaper may continue to dwindle for some more time, it will not cease to print. Also in the Korean newspaper, the existing structure and working organogram do not change. For example, there is still strict distinction between the editorial section and the digital and graphic design section, which means that the focus of the newspaper journalists in the newsroom set-up is just to gather and report news. The graphics and related job of uploading the news online are the core responsibility of the digital and design section.

Table 8. Journalists' opinion on 'conservatism' and 'change' of the media

Koreans	Opinion
K1 Online Editor, Korea Times	*"Digital innovation has undermined the business model of newspaper and traditional media outlets… (but) I do not think that newspapers will go out of the market completely."*
K4 Managing Editor, Seoul Times	*"Like I said, there will always be demography of people who will prefer to read the hardcopy of newspaper. So there will always be the paper."*
K2, Reporter, Korea Herald	*"Business failure and bankruptcy have not happened (in Korea) because of digital innovations. Not yet."*
Nigerians	Opinion
N1, Sunday Editor, The Herald	*"If care is not taken, very soon the conventional journalism (newspaper) will fizzle out, because if I can, with 50 naira[2], read all the news online, then why do I have to buy newspapers."*

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[2] Naira is the Nigerian currency

N3, Online Editor, The Nation	*"What is going to happen is that some (conventional) media organizations are going to fold up because the capital outlay for running newspaper will be too much to sustain in the face of decline of purchase of newspapers."*
N4, Managing Editor, Security Monitor	*"Many Nigerians people are no longer buying newspapers anymore. There is low patronage of newspapers, and because of that media houses are collapsing."*
N8, Acting Editor, Sunday Trust	*"We are heading towards a situation where, may be one day, we may not publish hard copies of newspapers anymore. We are afraid, very afraid. We do not want that time to catch us unawares."*

1.4 Summary

From the analysis in this segment, it is seen that the journalists in South Korea and Nigeria perceive that journalism has changed in their countries since the digital was first deployed in the newsroom, and has continued to change as new, innovative products are being introduced. They mentioned changes in the medium, tools, skills, newsroom culture, organizational set up, content and business of newspaper media. These changes have positive sides, like enhanced design and presentation of content, wider and faster reach of media content online, social media interaction, and lowering of threshold for establishing media. There are also the negative sides, like the explosion of online media organisations and bloggers, waning influence of the newspaper, declining circulation and advert revenue, poor welfare for journalists due to drop in circulation and revenue, diminishing quality of content, where you now have gossips, rumours, blackmails and all sorts of soft contents, etc. Of these effects, one which the journalists consider most fundamental to their profession is the declining revenue of the newspaper, due in part to the continued migration of the reading audience to online. While in Korea this has led largely to poor remuneration for newspaper journalists, in Nigeria it leads to newspaper journalists being owed salaries, and in extreme cases the newspaper companies go into insolvency.

Meanwhile, it can also be concluded from the interviews that the turbulence of the change is steadying in South Korea much more than in Nigeria, as a result of what the Koreans believe to be the 'conservative' nature of the Korean newspaper industry. So, while the changes have been leading to severe job loss and sometimes insolvency of the newspapers in Nigeria, same is not the case with Korean newspapers. Korean newspapers witness declining circulation and advert also, but still have a fair share of the advert market.

From the interviews, it is seen that the changes affect the Nigerian journalists more than the South Koreans. Hence, the Nigerians perceive the change as drastic, and are more inclined to acquiring more digital skills as a way of surviving the disruptions, since the digital skills journalists possess are seen as a factor in their relative capacity to earn or retain their job; while their South Korean counterparts who perceive their industry as 'conservative' do not feel the pressure in equal measure. The Koreans say that the existing newsroom culture, structure and working organogram of the newspaper companies maintain strict distinction

between the editorial section and the IT/graphic design sections, which means that the focus of the newspaper journalists in the newsroom set-up is just to gather and report news. The job related jobs of graphics, uploading the news online and managing the social media are the core responsibility of the digital/IT and design section. In this way, the difference between South Korean and Nigerian journalists' digital skill acquisition and use begins to be understood.

2. Comparing attitude and digital competence of the interviewed journalists

2.1 Comparing the journalists' attitude to importance of digital skill

"I see fellow journalists who lost their jobs and could not get it back because they don't have new competence....Two journalists came here today to look for job. I asked them, 'Do you have a Twitter account?' They said they didn't have. 'Do you have Facebook account?' One said he had. I asked, 'What do you on that Facebook account? How is your traffic?' He couldn't explain. But you know we are in an era where everybody must share their stories on the social media. So how do I give you a job when you don't have a functional social media?"—N3, Managing Editor Online, The Nation.

"I know in Korea, if someone cannot use digital technology, he is not put under pressure...the digital tools, if you work in broadcasting or newspaper in Korea, you may not have need to use them because the duties are divided. There are departments which work with those, the responsibility of the journalists is to cover the beat. "—K3, Reporter, JBTC/JoongAng Ilbo.

The journalists' perception of 'conservative' or 'change' as the cases apply about the newspaper industry in Korea and Nigeria is, in part, responsible for the digital competence of the newspaper journalists in these countries, and even their desire for continuing education in digital skills. However, before this assumption is discussed in further details, there shall be a presentation of the analysis of the opinion of the journalists on the importance of digital skills. To elicit this response, the journalists were asked, "If you are asked to recruit new staff today, will you consider their advanced digital skill important?" Their responses are code ranked as presented below:

Table 9: Cross tabulation of interviewees' notion on the importance of advanced digital skill
Count

| | | Interviewees' nationality | | Total |
		Korea	Nigeria	
Interviewees sentiment on digital skill	Important	1	7	8
	Necessary	1	3	4
	Not necessary	8	0	8
Total		10	10	20

The result of this analysis shows that the Nigerian journalists have a more positive attitude to advanced digital skill than their Korean counterparts. 7 of them consider advanced digital skill important to a journalist in this era. 3 of them think it is necessary to have but not important, and actually none of them consider it is unnecessary. On the other hand, more of the Korean journalists believe that advanced digital skill is not a necessity for newspaper journalism. Actually only 1 of the interviewed journalists consider advanced digital skill important. 1 considered it necessary. While the 8 others are of the opinion that advanced digital skill is not necessary for the practise of newspaper journalism in the now. These ones opine that the primary skill a journalist requires is writing skill. If the journalist possesses an excellent writing skill together with basic computer skill, it should be alright for the practice of newspaper journalism.

A further discussion on the reasons for the difference observed in the attitude of Korean and Nigerian journalists towards advanced digital skill will be done later. Meanwhile, there shall be below a presentation and analysis of the journalists' capacity with some advanced digital software programmes and use of social media.

2.2 Comparing the journalists' use of selected software programmes and social media

"In many media houses, the journalist's job is to gather news. The issues of design and web are handled by design personnel and the webmaster or programmer…Or they hire other companies who do that professionally."—**K4, Managing Editor, Seoul Times**

"I should tell you the truth; anybody who wants to be a journalists in Nigeria today, if he doesn't have adequate digital knowledge, he is not employable." –**N10, Editor, Time Nigeria.**

"So what has happened to me who used to be a traditional journalist is to relearn those things (digital skills), to get used to all those things which I was not used to, like Adobe, Photoshop, etc…. What we are still trying to do is to have more knowledge about how to do more technical things."—**N3, Managing Editor Online, The Nation.**

It should be noted that all the journalists interviewed for this study have basic capacity to use digital facilities like personal computer and digital camera. They all could write, do their work using popular, basic 'text' programmes especially 'Word' either Microsoft or Hanword. Hence, this study tacitly did not ask them questions regarding basic computer competence, rather, the programmes/applications usage which was compared are those beyond the basic which are required in newspaper journalism.

2.2.1 Use of select software

From the cross tabulation analysis of the interviewees use of software programmes in their journalism—for analysis, uploading of news and working online—it was observed that the Nigerian journalists use more digital software tools than their Korean counterparts. These software include, Analytics software, Infographics, graphic design, video editing/graphics and photo editing software.

Table 10. Cross tabulation of the interviewees use of select software programmes against their nationalities

Count

		Interviewees nationality		
		Korea	Nigeria	Total
Interviewees use of select software	Yes	6	9	15
	No	4	1	5
Total		10	10	20

From the analysis, out of the 10 interviewed Nigerian journalists, 9 of them expressed that they work regularly with all or some of the software programmes. While among the 10 interviewed Korean journalists, 6 said that they regularly work with all or some of these software programmes. Only 1 out of the 10 Nigerian journalists and 4 out of the 10 Korean journalists do not use any of the software programmes at all. However, if their responses are further broken into little more details by looking at the extent to which they use the software programmes, the difference between the two groups becomes more obvious.

Below is presented a table which analysed the extent to which the interviewed journalists use the select software programmes.

Table 11. Cross tabulation of the extent the interviewees use the software against their nationalities

Count

		Interviewees' nationality		
		Korea	Nigeria	Total
Extent of the software use by the interviewees	All	0	3	3
	Three or four	2	6	8
	Two or three	4	0	4
	None	4	1	5
Total		10	10	20

From the analysis, 3 Nigerian interviewees said they work with all the software, and 6 said they work with 3 or 4 of them, and only one person said he was not working with any at all. While among the Korean, none work with all of the software, 2 said they work with 3 or 4 of them, 4 said they work with 2 or 3 of them, and 4 said they work with none at all. This shows that in their practise of journalism, the Nigerians are much more likely to use software programmes in writing, designing or analysing news than their Korean counterparts.

2.2.2 Use of Social Media

The observation above with respect to software is not much different with the social media use among the interviewed journalists. Another interview question had required them to indicate the social media they use in the practice of journalism, to share and popularise their stories. These social media include Facebook, Twitter, Pinterest, and YouTube. While the Nigerians said they inculcate social media in their practice of journalism and actively share

their stories online, their Korean counterparts, in the most, do not do so. A cross tabulation of the responses of the interviewed journalists on their use of social media to promote their journalism explains this situation more.

Table 12. Cross tabulation of the interviewees use of SNS against their nationalities

Count

		Interviewees' nationality		
		Korea	Nigeria	Total
Interviewees use of SNS	Yes	4	10	14
	No	6	0	6
Total		10	10	20

From the result of the analysis it is seen that all the 10 Nigerian interviewees use social media for journalism purposes, while only 4 of their Korean counterparts use social media to promote their journalism. The other 6 interviewees said they do not have the need to use social media to promote their journalism. Breaking this question further, also, by looking at the extent to which the interviewees use the social media, the difference in the extent of use of social media by the two groups of newspaper journalists becomes clearer. Below is presented a table which analysed the extent to which the interviewed journalist use the select social media.

Table 13. Cross tabulation of the extent of interviewees use of SNS against their nationalities

Count

		Interviewees' nationality		
		Korea	Nigeria	Total
Extent of SNS use by interviewees	All	0	4	4
	Three or four	1	4	5
	Two or three	3	1	4
	None	6	1	7
Total		10	10	20

From this analysis, it is understood, clearer, that the Nigerian newspaper journalists show a greater disposition to using social than their Korean counterparts. 4 of them use all the select four social media. Another 4 of them use three for four. 1 uses one out of the four, while only 1 uses none at all. Among the Koreans, none uses all of the social media, 1 uses three or four, 3 use two or three, while 6 of them use none at all. The reason for this can be accounted for by what the journalists said during the interview. Many of the Nigerian journalists spoke that their media companies require the journalist to popularise their work online by sharing links across popular social media platforms. The Korean journalists, on the other hand, have no such obligation.

2.3 Summary

From the analysis—and against expectations based on understanding of digital technology diffusion and other factors like digital divide—the Nigerian journalists more than their Korean counterparts, have a more positive attitude and actually possess more digital and social media skills required of journalists in this era. From the analysis of the interview questions drawn to elicit their level of competence in some key software and popular social media, it is understood that the Nigerians possess more skill to use these. The reasons responsible for this observation, which are based on the interviews, are discussed below.

3. Underscoring the reasons for the difference in digital use between Korean and Nigerian interviewed journalists

From the interview with the journalists, the basic reasons which explain the Nigerians' more positive attitude towards acquisition of and actually possessing more of the skill can be understood. These reasons include, among other things, the notion of general 'conservativeness' or 'change' the practitioners hold about the industry and how they expect this situation to affect the profession, their career and the industry. The prospects of securing a good job and career mobility if one has digital capacity are strong motivation factors. Also, is the advantage of retaining one's job. At a time when many news media companies are downsizing because of the decreasing revenue, having digital skills gives a newspaper reporter a greater chance of retaining their job. Also, with less people working in the newsroom, the journalists are expected to do more than just write news. Added to this is the feeling that possessing digital skill is increasingly becoming a requirement for entry into the industry. Finally, Nigeria is an English speaking country, and there is an increasing feeling by the journalists that their work online is more visible and read across the world, hence they want to be more digitally skilled to be able to perform well in the online environment. Some of them also pointed out the fact that foreign English media is dominating the local market and competing with the local media for advert revenue. So, learning advanced digital skill is one way of being able to challenge foreign media domination of the local media market.

Table 14. Key points on the reasons for the difference in digital use by Korean and Nigerian newspaper journalists

Korea Less keen of acquisition	Nigeria More keen on acquisition
1. Industry generally conservative and slowly changing. 2. Some measure of stability in the industry. 3. No pressure on job retention. 4. Large newsroom. 5. Strict delegation of duty. 6. Not much external media pressure.	1. Industry generally progressive and fast changing. 2. Some measure of instability. 3. Prospect of career mobility. 4. Prospect of job retention. 5. Merging of newsroom duties. 6. Digital as requisite for entry into the industry. 7. External pressure from competing foreign media.

On the other hand, the reasons for the Korean's conservative approach to acquisition and use of the digital facilities on the job include the fact that the industry has some measure of stability and the journalists experience less pressure to retain their jobs in Korea. Secondly, there is still a strong advert market that supports the newspaper, and the newspaper companies can still maintain a pretty large newsroom. Thirdly, there is a clear delegation of responsibility in the Korean newspaper newsroom. Many of the interviewees stated that the job of the editorial team in Korea is primarily to gather, write and analyse news. They do not need to interfere with the work of the design and IT team or the social media team. So, even when they have acquired the digital skills they often do not have the need to use them, because it will take them beyond their own delegated duty. Also, most Korean newspapers publish exclusively in Hangeul, and in this respect do not feel much pressure of foreign media competing with them for the local market. In essence, for the journalists in Korea, acquiring advanced digital skills is not an important factor in competing in the international digital media environment.

3.1 Quotes on why the digital skill is not too important: Koreans

*"The Korean newspaper is different, I think. For example, my job is to gather news from my beat, write and fill my pages. There is a digital newsroom in the company; designing and digital work is their responsibility. For journalists like me, we just write news and find the pictures to go with them. That is our responsibility. So even if I have the capacity to do graphics or other digital work, I don't think it is my responsibility."—**K10, Reporter, Sejong City Bureau, 아시아경제 (Asia Economy).**

*"In the past when I worked for the online, there was a clear classification between 'writing journalists' and 'editing journalists'. So our responsibility is clearly separated."—**K7, Reporter, Busan Bureau, Hankook Ilbo.**

*"I think the TV people have the need for a lot of training. Not so for newspapers. Newspapers are not given to change; but there is not the situation where newspaper journalists are treated badly because they cannot use digital technology, as long as they can write well."—**K9, Reporter, Sejong City Bureau, Dong-A Ilbo.**

*"We don't really use those kinds of (select) programmes because we have an editorial department. If I forward my news story to them, they employ the programmes they need to work on it."—**K6, Reporter, Sejong City Bureau, Oh My News.**

*"The only SNS I use actually is Kakao and it is personal. I refer to Facebook only for interesting things, and sightseeing. I don't use Twitter. Other SNSs I don't use them also. Because in my company we are not required to work with SNS."—**K5, Reporter, Busan Bureau, Hankyore.**

"When I was in school in the US, I took classes in computer assisted reporting that involves the use Excel, Access, GIS mapping software, and Final-cut programme. But I have never actually gotten to use them since I started working here...like I said

before, there is an editing team, they are the ones who mainly use the programmes."—**K2, Reporter, Korea Herald.**

3.2 Quotes on why the journalists have to acquire digital skills: Nigerians

"If you look at the way stories break today in Nigeria; through the Facebook and Twitter, it tells you that the internet is increasingly becoming the most popular medium for Nigerians. So yes, journalism is thriving in Nigeria, but no longer necessarily the print newspaper. Rather more people read online. That is why journalists are migrating online."—**N4, Managing Editor, Security Monitor.**

"We used to have a lot of staff at Tell. But now, because revenue is very low and affected pay package, most journalists who used to work here have gone. We have tried to remedy the situation by joining the social media so that we can gain from whatever advantage it brings."—**N5, Editorial Director, Tell Weekly.**

"I don't think the question (we should ask today) is whether we should be keen to acquire new media skills. I think the question should be whether we actually have another choice, because change has already caught up with us in the industry.*"*—**N3, Managing Editor Online, The Nation.**

"What is happening now in Nigerian newspaper industry is like the industrial revolution. A lot of people are being laid off. So it is a changing time, and as a journalist one should relearn skills cope with any trend."—**N7, Bureau Chief, Awka, Thisday**

4. Digital training support and challenges face journalists face in obtaining them

Beyond the possessing digital knowledge, this study enquired into how the journalists could acquire and fund their study when they are interested in advancing their skills, and what factors hinder them when they desire to advance such skills. Hence, how the journalists obtain training support was enquired into. What hindrance they experience in obtaining funding was also enquired into.

Concerning obtaining training support, the study observes some differences. In Korea, the newspaper companies where the journalists work often do not support them to train further to obtain digital skills. Rather, the company may facilitate the journalist to undergo the required training at the Korean Press Foundation (KPF), a semi public institution partly funded by government. 5 of the Korean journalists mentioned KPF as the agency which fund further training of Korean newspaper journalists. However, 2 of the journalists said the newspaper company they work for fund trainings for journalists, while 1 said he personally funds his training, and 2 said they were not sure since they had never obtained further digital training since they became journalists.

In Nigerian, on the other hand, the newspaper companies are more likely to undertake the funding of training of journalists. 6 of the Nigerian journalists alluded that their newspaper companies arrange and fund their training on digital competence. 3 others said they

personally fund their training without any support from the government or their newspaper companies. 1 person he was not sure since he had never undergone such training since he joined the industry. The difference that can be seen here is that while in Korea the Korean Press Foundation, a quasi-agency of government plays active role in the training of journalists, in Nigeria the journalists' training are mostly funded by their newspaper companies.

Table 15. Cross tabulation of the interviewees' source of funding for digital acquisition

Count

| | | Interviewees' nationality | | Total |
		Korea	Nigeria	
Interviewees source of funding for digital acquisition	Company	2	6	8
	Government	5	0	5
	Personal	1	3	4
	Not sure	2	1	3
Total		10	10	20

There are also factors that hinder the journalists' readiness to acquire digital competence to cope with the changing newspaper's newsroom. These factors were mentioned in the course of the interviews, and include; the nature of the industry and profession. Some of the journalists who pointed this out noted that the journalists are very busy people. Usually they are out in the society scouting for news on their beat, and this makes it difficult for them to consider taking time to advance their digital skills. The second reason advanced is funding. Some of the journalists said that even though government (in Korea) or the media companies (in Nigeria) can and do fund training programmes for journalists, these trainings do come far in between. Often there are many other staff members in queue for training, and so it takes a long time for slots to go round. Also, the journalists shy from funding the training by themselves, because the welfare package in the newspaper industry is small compared to other industries. They do not have enough for their basic survival, so taking personal fund to pay for training will be additional financial burden they could hardly afford. The third factor mentioned was attitude. The journalists who pointed this out said that in general newspaper industry and newspaper journalists are very conservative, hence they are not always keen to accept change. They said that while the television reporters often undergo regular training whether funded or at their own expense, the newspaper journalists often do not consider to do that. The fourth and final factor mentioned, which was principally the view of Korean journalists, was that there is usually no pressure from the newspaper companies for the journalists to go for these trainings. This is unlike Nigeria though. In the Korean newsroom where duty is strictly delegated and the journalist's role is primarily to gather news and not to edit, design or promote it on the social media, the journalists concentrate just on gathering the news and writing them. The staff in IT section, saddled with designing and uploading, are the ones who focus more on digital skills.

Table 16. Factors that affect competence acquisition

Key interview points on factors that affect the journalists' digital competence acquisition
1. Conservative nature of the industry and profession.
2. Funding.
3. Attitude.
4. No pressure (In Korea).

Below are some of the themed comments related to digital training support the journalists get and the factors that hinder them from acquiring digital skills.

*"…And also newspaper writers are very slow to change. And we are busy. And we are used to weaving our work according to printing deadline. And there are also factors in terms of organizational structure; like I said, even if we are made to learn digital skills, we rarely get to use them…"—**K2, Reporter, Korea Herald.***

*"Newspaper is very traditional and conservative; the production process has remained the same for 400 years. Not like TV. Same way newspaper journalists are very conservative. They are less keen to acquire new skills."—**K1, Editor Digital News, Korea Times.***

*"Some people are more active about adapting themselves to the digital while others don't act much. But as I said, people are not concerned about losing their job for not having digital skills here. So their attitude is relaxed about digital."—**K3, Reporter, JBTC/JoongAng Ilbo***

*"Many newspaper journalists in Nigeria are poorly paid. And sometimes they are not even paid at all. So a journalist needs first to have resources to keep his body and soul together before thinking of acquiring digital facilities and further training."—**N1, Acting Editor, The Herald.***

*"So far I have not been recruited even once for any training, if I have to be entirely sincere with you. The company offers training opportunities, but it not as often as supposed to be."—**N6, Reporter, NAN.***

*"During the time Tell was strong, in the days when we were printing and publishing strongly, we were even sending our reporters abroad for a lot of trainings. Sadly the resources have dwindled so much due to the time we are in."—**N5, Editorial Director, Tell.***

5. Summary

In this chapter, there has been an analysis of the data for this study, which aimed at comparing the general attitudes of the journalists to digital skill acquisition, the current situation with respect to digital skills of the South Korean and Nigerian newspaper reporters,

and factors which encourage them or otherwise. From the analysis, it was seen that in both South Korea and Nigeria the journalists believe that every journalist needs basic digital skill to practise journalism in this era. However, beyond that, there is difference in their attitude and opinion about more advanced digital competence as well as their actual-possessed digital skills. Analysis of the data shows that the Nigerians do possess more of the tested skills than their Korean counterparts. There was also an analysis of the reasons for the difference observed with respect to the attitude of the journalists and their willingness to actually cquire digital skills, and the analysis also shows that various reasons account for this, important of which is how the journalist perceive the change taking place in their industry and how they think the change affects them. In the next chapter, there shall be a full summary of the findings of the study and conclusion of the work.

Chapter V. SUMMARY AND CONCLUSION

1. Summary

In this chapter there shall be a general summary of the study and conclusion of the study. The discussion here shall centre on what the study aimed at and achieved. The conclusion shall follow up, and emphasize on the observed similarities and differences between Korean and Nigerian newspaper journalists' with respect to the subject matter of the thesis, this being an important significance of this study.

Meanwhile, in the research, the researcher had sought to identify and analyse existential relationships between spatial realities—immediate and extant—and the willingness of the Korean and Nigerian newspaper journalists to, and actually, be adjusting their skill sets in the practice newspaper journalism now. The analysis sought to find and describe the phenomenon from the convergence of contexts; the intervening conditions in both countries, and related these to the consequences and the actions these elicited from the journalists.

Like stated earlier in the study, the notion of digital innovation products/tools in this study comprised of programmes, software, internet and social media facilities that are used in the practice of journalism in the digital age. Across the world, there is increasing deployment of these digital tools in the newspaper newsroom, but that does not mean that every journalist is inclined to or capable of working with them. Challenges abound, due in part to digital divide, media culture, economic factors and attitude of the journalists, among others. This study, therefore, made enquiry into how the Korean and Nigerian newspaper journalists are adopting these digital tools taking into considerations the effects of the aforementioned and other extant hindering factors.

2. Conclusion

From the literature, it was evident that while Korea and Nigeria share some similarities in their political and media history, they also have some differences, especially with regards to economic and development statistics. Korea is one of the world's most advanced countries in the world, an OECD country, while Nigeria is a developing economy. In terms of digital development and internet connectivity, Korea is also much more advanced, having one of the world's best internet connectivity. On the other hand Nigeria is still a developing country, though with above average internet connectivity; above world's and Africa's average. Korea is digitally largely independent in terms development of its software products, while Nigeria is not.

So, this study set out with a notion that the digital competence of Korean newspaper journalists and their attitude towards acquiring more of it will be more positive than Nigerians. However, from this study, it is actually the other way round. The study observes that despite its lower digital development, the Nigerian journalists generally manifest a more progressive attitude to acquiring digital skills. They also have more digital capacity in the sampled digital software used in the practise of journalism and are keener to using social media.

The reasons that account for this observed difference are a number. First, it was observed that the Korean newspaper industry is much strongly established and conservative than the Nigerian. The Nigerian newspaper industry is a little volatile and still in the mid-phase of turmoil of digitalization which is forcing the journalists to adjust their skill sets as matter of surviving in the industry. So, while in Korea more digital skill is good but not much important for a newspaper journalist, in Nigeria digital skill is increasingly a necessity for entry and staying in the industry. In Korea, writing skill is still much preferred for newspaper journalists, but in Nigeria digital skills and strong social media presence are being given the onus. Also, in Korea the newspaper newsroom is still pretty large and there still exists a strong duty delegation across sections. Going by the existing structure, the people whose job it is to use more of digital facilities are the staff in information technology (IT) section. The primary duty of the journalists is to gather and write news on their beat. If only they are able to do this, their media companies are satisfied. However, for the Nigerians, the modern newspaper newsroom scenario is different; it is changing fast, and the newspapers are trying to adapt to the change. Print circulation is falling. Foreign English language media are competing with the local media for audience. Some newspapers have gone insolvent— something which does not happen in Korea yet. Local businesses are redirecting advert to online. The existing newspapers, therefore, are working hard to contain the situation. Part of the strategy they are adopting is convergence media. They are also shrinking the newsroom, maintaining less staff. So the fewer people working there have to have more digital capacity, because more is demanded of them. The ability of the journalists to function in convergence situation, use digital facilities to edit and design their content, plan their pages, and participate in sharing their stories on the social media, therefore, are seen as advantage and being encouraged. So in Nigeria, possessing digital skill is an asset for job mobility and retention in the shrinking newsroom and increasing online/convergence media. So, the journalists there need more advanced digital skills to remain in the industry, more than the Koreans. This is the key finding this study has made.

3. Suggestion for future research

This study used a mixed method (MM) method approach of analysis, and hence did not involve in much quantitative details. Another research can be set to deepen this study. Hence, the finding of this research can be the background of a further study that could assign quantitative details to the subject matter, and if possible could involve more countries to discover if this observation – the localisation of response to digital media innovations – is replicable across wider circle of observation.

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