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FUTURE TREND, PROSPECTS AND CHALLENGES

OF DIGITAL MEDIA REPORTAGE IN NIGERIA

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Abstract

The trend in the use of digital media for reportage in Nigeria is dynamic due to the impact of technology, growth in internet usage, and the adoption of social media. This paper aims to identify the future trends of digital media reportage in Nigeria by assessing the latest trends in digital media. Prospect was also assessed and challenges were discussed to provide a balanced view of the discussion. In light of the rationale grounded on media ecology theory, the study was conducted with a survey design approach accompanied by key informant interview analysis. The target population was 2936 postgraduate students of Delta State University, Abraka. The sample was 293 indicating 10% of the target population. The tool employed for data collection was a structured questionnaire containing a Likert scale and a purposive sampling technique. Consequently, the use of descriptive statistical analysis facilitated a summary of demographic information, media consumption and exposure toward digital media in Nigeria. STATA 0.13 statistical app aided the analysis process to assess the mean and standard deviation values. The study findings reveal that there is a trend towards consuming more engaging content, particularly through the use of A. I and A.R. Digital media have the potential to increase chances of inclusion, share information, and increase citizen journalism. However, challenges have not been completely done away with, like misinformation, and lapsed regulatory hurdles. Based on the findings of the study, it can be asserted that there is great potential for the development of digital media reportage for effective civic engagement, representation of pluralism, and socio-economic advancement in Nigeria. As a result, it is recommended to establish effective regulation by the positioned bodies and stakeholders to fight against false information, personal data protection, and investigative journalism standards to protect the public's interests.

Keywords: Digital Media, Media engagement, Misinformation, reportage and Internet Penetration

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Introduction

Globally, the advance in information technology has radically changed the map of media and this has not left Nigeria behind. Nigeria has in the last two decades experienced steady growth in the employment of digital media platforms due to the development of technology, availability, and access to the Internet, and the popularity of social media (Ahadiem 2017). Jedlowski (2023) argues that such a transformation is recasting the process of information production, distribution, and consumption, which holds both prospects and challenges to media workers, authorities, and citizens alike. Digital media in Nigeria can be dated back to the beginning of the year 2000 when Nigeria joined other countries in experiencing enhanced internet connection and the use of portable mobile phones (Ufuophu-Biri & Ijeh 2021; Omenugha, 2018). This technological advancement enabled the creation of online news portals, bloggers, and social sites as other platforms for transmitting the news and engaging the public (Dwyer & Hutchinson, 2019). First of all, such sites and applications acted as extensions of the usual channels of distribution of information where people could share their genuine thoughts and experiences which did not fit the mainstream media outlets. With these developments that entail enhanced internet facilities for the citizenry, and cheaper mobile data services over the recent past, and because a greater proportion of the Nigerian populace comprises youths, the consumption of digital media escalated. Currently, social media sites such as Facebook, Twitter, Instagram, and WhatsApp are central to the management of people's communication, and the determination of political agendas and social change agendas. Such platforms have made it easy for the general public to be involved in fully-fledged discussions and even bring the leaders to book in what was hitherto inconceivable (Jost et al. 2018).

Objectives of the Study

1. Identify Emerging Trends in Digital Media Reportage in Nigeria
2. Evaluate the Prospects of Digital Media Reportage in Nigeria
3. Analyze the Challenges Facing Digital Media Reportage in Nigeria

Literature Review

Emerging Trends in Digital Media Reportage

The way that environment of reportage in the sphere of digital media is most likely to experience various transformations resulting from the regulation of novel technologies and soft elements of consumer demand. Machine intelligence caters to the content of the users based on their history and what they are likely to prefer; this increases user interest and thus loyalty (Anantrasirichai & Bull 2020). Social media networking sites and news aggregators apply artificial intelligence to launch personalized news feeds which while being beneficial a subject to filter bubbles and echo chambers that only deepen given bias. Thus, the additional Augmented reality (AR) and virtual reality (VR) technological interfaces are also revolutionizing the face of digital media experience by offering immersiveness to storytelling (Zhan et al. 2020). Nigerian media organizations are gradually adopting the use of AR and VR to enhance the coverage and effectiveness of the content provided. For instance, while news is being relayed with the use of AR to map out data, a medium of VR is being employed to allow the viewer to be taken right in the middle of the news whether it be environmental or political events (Bruckner et al. 2022).

In addition, with the swirl of mobile journalism known as mojo people, especially journalists and citizens are now able to produce new content as they see it happen with the help of their mobile phones (Prestianta 2022). As mobile phone ownership vastly outstrips that of desktops in Nigeria, mojo has become a resourceful means of reporting at the community level for the oppressed and sustaining activist journalism (Burum 2013). Two of the social media sites in circulation today, which are Twitter and YouTube, have transformed into major distributing points of user-generated content, which allows the citizen journalism discipline to break news and document incidents as they happen (Jost et al. 2018).

Prospects for Digital Media

Digital media points towards better civil involvement and demos for the expression of their rights together with improved socio-socio progress (Omenugha 2018). These technologies give a means and voice to the expression of stereotypically marginalized populations affecting change in the currently dominant paradigms (Mbanaso et al. 2015). The involvement of youths in protesting has been especially seen to be so through social media platforms, for instance, the #EndSARS protesting against police brutality, shows how social media has helped in the organization of protests and amplification of grassroots activism (Inobemhe & Santas 2022). Also, through the help of digital media Nigeria journalists can have access to worldwide clients and interact with the overseas media complicating the visibility of Nigeria in the global map (Aribisala 2023; Oi 2017). The use of internet news portals has therefore come to enrich the availability of news sources for consumption by the Nigerian audience in terms of divergence of opinion and comprehensive investigative journalism that might not be discovered by traditional forms of media (Adelakun 2018). The presence of multiple sources enhances democracy by enhancing honesty, responsibility, and overall public discussion (Inobemhe & Santas 2022).
The dynamic nature of socio-political events as well as other breaking events require real-time reporting capabilities that are offered by digital media. Mobile journalism enforces the ability for journalists to go to distant and less reached areas for stories related to rural advancement, health inequality, and the unconstitutional part of elections that the traditional media pass on ((Prestianta 2022; Dwyer & Hutchinson 2019). Regarding equity, the use of digital media in closing the information divide between the urban and rural populace supports the regions' social integration with the diverse ethnic and cultural settings within Nigeria (Adesola & Olla 2019).

Challenges Facing Digital Media

Nonetheless, the use of digital media is faced with certain difficulties. However, some of the emerging areas of concern include the spread of fake news or what is otherwise referred to as mis/disinformation (Landon-Murray et al. 2019). Although social media has made information readily available to the general public, it has equally been a source of passing and encouraging rumors, hoaxes, and propaganda for any social abuse such as mobilizing hate speech (Abdullahi et al. 2020). The very shareable nature of the content that proliferates the digital platform allows for fake news throughout the channels hard to contain and hence debunk once circulated online. Another challenge is digital literacy especially because Nigeria has a very large population most of which are not very embracing of technology (kwoma et al. 2016). Although the use of computers has granted equal access to information to the masses, a majority of the groups of people using computers and the internet have poor judgment in determining the authenticity of the information being sought. The insidious effectivity of such scam-dripping platforms can be explained by the fact that the audience remains vulnerable to clickbait headlines, sensational

content, and the echo chamber effect, which proves the necessity for the profound implementation of digital literacy programs that will help users become conscientious digital citizens (Landon-Murray et al. 2019). Moreover, there is still inadequate legislation controlling social media and at times this regulation is poor in enforcing new challenges like incitement to racism, bullying, and harassment (Yina 2020). Such weakness of institutions further escalates the conflict of interest between symbolizing the freedom of speech on one hand and equal protection of people's rights to safety and order on the other (Jørgensen & Zuleta 2020). Achieving these concerns' delicate equilibrium must involve a line between protecting the freedom of speech and holding the digital platforms to address troubling users' policies and moderation decisions. Another equally important challenge that has affected digital media organizations is economic sustainability (Ojo 2018). A significant number of news websites are financed through advertising sales, and the income from them can drastically decrease due to changes in market conditions and social networks' algorithms. Monetizing digital content and diversifying revenue streams are ongoing challenges for media entrepreneurs seeking to maintain editorial independence and financial viability in an increasingly competitive digital marketplace (Appel et al. 2019).

Theoretical Framework

Media Ecology Theory

Media Ecology Theory is a concept developed by Marshall McLuhan, and it describes the media and other communication processes affecting human experiences (Landes 2020). Regarding this, it highlights the consideration that the media environments influence the perception, understanding, feelings, and values of people. The phrase of the theory 'the medium is the message' implies that the nature of the medium greatly determines the nature of the message (Islas & Bernal 2016). In Nigeria, this kind of analysis is useful to comprehend how several media, including social media, news websites, and mobile journalism, differently affect the flow of information, interaction, and comprehension. According to the theory of technological determinism pointed out in the paper, the technological effects of digital media technologies including AI, AR, VR, and real-time reporting in Nigeria have been transformational (Hoyer et al. 2020). This accounts for why such technologies are quickly embraced and incorporated into Nigerian digital media. However, it requires criticism since it appears to overemphasize the medium at the expense of content, or even eliminate its importance. Audiences in Nigeria engage with digital media, thus being able to select the content they want to consume, engage with on social media, and propagate through creating content. A possible limitation of the current focus on the medium is that it might not capture extremities in content quality or content's proximity to a given topic (Bolat 2019).

The Media Ecology Theory strengthens the study additionally as it gives center-stage to user agency motivation which is critical for a complete understanding of new media technologies (Filipović 2012). However, gaps may be observed concerning the reliability of the theory in addressing the socioeconomic determinants of digital media in Nigeria. Factors like using technology, demarcation of the poor, and the availability of technology influence how various groups of people engage in digital media. Media Ecology Theory provides an understanding of how new technologies such as AI, AR, and VR are influential in re-designing Nigerian media message creation, dissemination, and reception (Hoyer et al. 2020). Thus, the optimism regarding digital media's future in Nigeria shares the focus of the theory, pointing to the characteristics of the medium and the potential for future civil society expectations, economic

opportunities, and connectivity. Yet, the same theory sheds light on how the specificities of new media can be responsible for issues like fake news or ethical questions (Islas 2015). Consequently, the Media Ecology Theory is useful in explaining the Nigerian experience and the patterns of digital media reportage as evident in this research. The advantages are: that media effects are seen from a broader perspective, and the limitations are: that media is overemphasized, the theoretical framework has not been tested and validated empirically, the users' role is not considered, and more attention is paid to macro factors.

Questions

1. What are the emerging trends in digital media reportage in Nigeria, particularly in the use of artificial intelligence, augmented reality, and mobile journalism?
2. What are the prospects for digital media reportage in enhancing civic engagement, promoting more inclusive and diverse narratives, and facilitating real-time, on-the-ground reporting in Nigeria?
3. What challenges do digital media reportage face in Nigeria, specifically regarding misinformation, digital literacy, regulatory balance, and economic sustainability, and how can these be effectively addressed?

Research Method

This research aims to understand these processes more thoroughly, and in this regard, this research shall incorporate both qualitative methods of analysis as well as a more conventional quantitative design. According to Creswell and Plano Clark (2018), the approach enables the get of a totalistic view to elaborate on multifaceted phenomena by including the benefits from the use of both quantitative and qualitative research methods. The target population is 2,936 postgraduate students of Delta State University Abraka who will be deemed suitable for the study as a result of their exposure arising from their admitted postgraduate degree programs that may have exposed them to the subject matter. To achieve a manageable sample size, the researcher deliberately targeted 10% resulting in 293 which is recommended for high statistical reliability and generalizability in population, as recommended by Cochran (1977). This made it possible to have a sample size that would enable the study to gather a variety of responses and have Statistical Significance. For data on the emerging trends, evaluating prospects, and dissecting the challenges, a survey through a questionnaire was used. The electronic copy of the questionnaire available in the network was developed using the Likert scale of highly reliable five-point scaling from the highest to the lowest method representing levels that included Strongly Agree (5), Agree (4), Undecided (3), Disagree (2), and Strongly Disagree (1). The instrument was judged on content validity by the professionals and the reliability test done using Cronbach alpha met the 0. 7 measurement benchmark. For the collection of qualitative data, the media professional and the digital technology specialist were administered key questions which were answered, and their responses were subjected to analytical analysis based on the focus of the study. Quantitative data collected through the survey were analyzed descriptively as the research sought to determine the demographic profile, media consumption behaviour, and perception of digital media in Nigeria. STATA 0. 13 statistical app helped in the process of analysis to demonstrate the mean and the standard deviations. Applicable standards for ethical concerns – such as informed consent and data confidentiality – are complied with concerning the participant's rights and research quality, while the findings are generalized only for specific contexts and the sample demographics encountered in the research.

This research aims to understand the processes of digital media consumption in Nigeria by incorporating both qualitative and quantitative methods. The target population is 2,936 postgraduate students at Delta State University Abraka, chosen due to their exposure to the subject matter. The sample size is set at 10%, resulting in 293 respondents, ensuring high statistical reliability and generalizability. A survey was used to gather data on emerging trends, prospects, and challenges. The electronic questionnaire was developed using the Likert scale, with content validity and reliability tested using Cronbach alpha meeting the 0. 7 measurement benchmark. Key questions were administered to media professionals and digital technology specialists, who were then subjected to analytical analysis. Quantitative data collected through the survey was analyzed descriptively to determine the demographic profile, media consumption behavior, and perception of digital media in Nigeria. The STATA 0.13 statistical app was used for analysis. Ethical standards such as informed consent and data confidentiality are complied with, and findings are generalized for specific contexts and sample demographics. The study aims to provide a comprehensive understanding of digital media consumption in Nigeria.

Data Presentation

Table 1: Return Rate of the Questionnaire

S/N	Description	F	%
1	Copies Retrieved and Found Usable	281	96
2	Copies Not Retrieved and Those Found Not Usable	12	4
	Total	293	100

Table 4.1 shows that three hundred copies of the structured questionnaire were administered, of which 281 were properly filled and retrieved making 12 out of the questionnaire representing 4% were not retrieved or found usable. This represents a questionnaire return rate of 96% which is considered significantly accurate for the study.

Demographic Data

Table 2: Respondent Gender, Age and Postgraduate Programme

GENDER	Male	Female			
	129(46%)	152 (54%)			
AGE	18-24	25-34	35-44	45-54	55+
	14 (5%)	83 (29%)	97 (35%)	46 (16%)	41 (15%)
POSTGRADUATE	Postgraduate Diploma	M-Phil	Masters	Doctorate	
PROGRAMME					
	65 (23%)	29 (10.3%)	139 (49.4%)	48 (17%)	

Table 2 on the study's demographic breakdown reveals a balanced gender distribution, with females slightly outnumbering males by 8%. This balance ensures that gender-based

perspectives are captured, enhancing the reliability of the findings. The age distribution is diverse, with the majority falling within the 25-44 age range. Younger and older adults are less represented but still significant. The postgraduate program of the participants is well-captured, with M.Sc. programs representing nearly half of the sample (49.4%). Postgraduate diploma aspires to constitute 23%, doctorate candidates at 17%, and M-Phil students at 10.3%. This academic diversity is particularly relevant in a study focusing on digital media, as higher education levels are often associated with better digital literacy and critical thinking skills. The demographic composition of the sample provides a comprehensive analysis of future trends, prospects, and challenges of digital media reportage in Nigeria.

Thematic Data

Table 3: Survey Output on Emerging Trends in Digital Media Reportage in Nigeria

SN	DESCRIPTION OF ITEMS	NO	SA	A	UND	SD	D	TOTAL	MEAN SCORE	DECISION
1	AI is significantly enhancing the personalization of digital media content in Nigeria	281	94	102	59	18	8	1099	3.91	Accepted
2	Augmented Reality (AR) and Virtual Reality (VR) are becoming common tools in Nigerian digital media	281	64	67	124	9	17	995	3.54	Accepted
3	Mobile journalism is widely practiced by Nigerian journalists.	281	91	72	84	14	20	1043	3.71	Accepted
4	User-generated content is a significant part of digital Media Reportage in Nigeria	281	41	53	125	13	49	948	3.37	Accepted
5	Social media platforms are the primary source of news for many Nigerians.	281	179	68	25	7	2	1256	4.46	Accepted

Source: Researcher's Field Survey, 2024

Information from a survey in Table 3 is useful to present the increasingly developing trend in Nigeria's Digital Media coverage. The mean score is 3. Specifically, 91 provides the information that the respondents' opinion within this study is that AI is highly enhancing the targetability of content in the digital media in Nigeria. The mean score was worked out to be 3. 54 statistically

implies a positive movement in the takeoff of AR and VR in Nigeria's digital media, though a significant number of respondents are still in the 'unknown' category; 124 out of 281. This shows a trend that hasn't yet gone mainstream but is embraced by a few as this next point illustrates. Nigerian journalists most often apply mobile journalism, which is evidenced by the mean score of 3. 71. With a mean score of 3. 37, the use of such material as one of the rather important elements of Internet coverage is gradually growing. Overall, the gender differences mean score was 4. 46 It was discovered that as much as 46 percent of the respondents get their news predominantly from social media. These patterns depict how reporting on digital media in Nigeria is ever-evolving and constantly extends its characteristics and changes.

Table 4: Survey Output on Prospects of Digital Media Reportage in Nigeria

SN	Description of Items	No	SA	A	UND	SD	D	Total	Mean score	Decision
6	Digital media has enhanced civic engagement among Nigerians	281	104	71	86	12	8	1094	3.89	Accepted
7	Digital media promotes more inclusive and diverse narratives compared to traditional media	281	57	82	99	13	30	966	3.43	Accepted
8	Real-time reporting through digital media has improved news accuracy and timeliness in Nigeria	281	102	81	63	17	18	1070	3.80	Accepted
9	Digital media provides significant economic opportunities for journalists and media entrepreneurs in Nigeria	281	77	59	93	36	16	988	3.51	Accepted
10	Digital media has expanded the global reach of Nigerian news outlets	281	171	81	17	10	2	1252	4.45	Accepted

Source: Researcher's Field Survey, 2024

Table 4 of the study, revealed that the level of civic engagement in Nigeria has been boosted by digital media in line with the respondents' mean score of 3. 89. The above is underscored by a considerable mean of 3 a view that is supported by the following findings. 43, 3. 80 and 3. This is further supported by the index of 51 which shows its ability to encourage people to be more involved in their society. It was found that a more significant proportion of the respondents believed that digital media creates a more diverse representation compared to traditional media, however, there was a considerable number of participants who had no clear stand on the issue meaning that traditional media is still a factor to reckon with. There is also enhanced accuracy and immediacy of news through the use of digital media in real-time reporting. Indeed, digital media offers substantial economic opportunities for journalists and media entrepreneurs in Nigeria, however, a rather high percentage of indecisive respondents points to the fact that some people are either unsure or received mixed messages when it comes to economic advantages. The respondents' mean score of 4 indicated that the global audience accessibility of Nigerian

news outlets has greatly been boosted by the new media technologies. 45, thus emphasizing the part played by the Internet in publicizing Nigerian news the world over.

Table 5: Survey Output on Challenges Facing Digital Media Reportage in Nigeria

SN	Description of Items	No	SA	A	UND	SD	D	Total	Mean score	Decision
11	The spread of misinformation and fake news is a significant challenge in Nigerian digital media	281	121	72	43	25	20	1091	3.88	Accepted
12	A lack of digital literacy among the Nigerian population hinders effective use of digital media	281	22	39	51	97	72	685	2.43	Rejected
13	Current regulations are insufficient to address the challenges of digital media in Nigeria	281	52	28	54	87	60	768	2.73	Rejected
14	Economic sustainability is a major issue for digital media organizations in Nigeria	281	73	64	91	44	9	991	3.52	Accepted
15	Maintaining ethical standards in digital media reportage is challenging in Nigeria	281	81	76	67	38	19	1005	3.57	Accepted

Source: Researcher's Field Survey, 2024

Table 5 presents survey findings that concern the challenges of digital media reportage in Nigeria. It shows that high susceptibility to fake news is still a concern; the mean output of 3. 88, suggest respondents very much agree with the statement. But more than that, respondents do not concur with the statement that lack of digital literacy is a major barrier to the optimum use of digital media as given by the mean of 2. 43. Thus, the overall reaction is moderate and does not indicate readiness to pay for improved digital literacy indicating that it may not be as much of an issue as one would expect. The latter's mean value was equal to 2. 73 implies that respondents do not vehemently agree with the view that current regulations are inadequate to tackle digital media problems in Nigeria. The analysis provides a mean score of 3. 52 proves that respondents share the opinion that economic sustainability is a significant problem for modern digital media organizations, 137 participants agree or strongly agree with the statement. The last is the problem of ethical practices in the coverage of digital media reports, which has a mean score of 3. 37, respondents identifying the ethical choices and concerns present in the jobs of digital reporters.

Analysis

Table 6: Descriptive Statistics: summarize of etdmr pdmr cfdmr

Variable	Obs	Mean	Std. Dev	Min	Max
ETDMR	281	3.75089	.7893991	1	5
PDMR	281	3.916726	.5969308	2	5
CFDMR	281	3.194306	.6650212	1.4	5

The output of the descriptive statistics provided an in-depth analysis of three key variables on digital media reportage in Nigeria: Emerging Trends (ETDMR), Prospects (PDMR), and challenges (CFDMR). The statistical characteristics of the variables is presented in the table shows 281 observed or response received from the participants. As informed by Mcleod, (2023), if the difference from mean or median value or range is less than standard deviation, it is deemed to be within the categories of natural variability in the population. Thus, the respondents are probably at the same level of thinking and the findings are valid if the standard deviation number is less or equal to one (1). That is seen in the figure above whereby the standard deviation value is not even as high as 1; therefore, it can be deduced that the results march with the survey response which has the mean score above the 3.00 benchmark for all the variables. This, in a way, reveals that most people in Nigeria regard new directions in digital media narrations positively. This implies the existence of agreement on noticeable patterns that define the realm of the digital media and paints a very bright picture indicating a high level of confidence in the future of digital media reportage in Nigeria. The respondents are almost unanimous when it comes to identifying growth and a positive impact of digital media. It also reveals that there is an acknowledgment of substantial issues affecting digital media reportage in Nigeria. What to some people may be regarded as challenges, others do not consider them to be significantly so. The conclusion drawn from the analysis of the cross-sectional survey data reflects that it is imperative to attend to the mentioned challenges to optimise the use of digital media in Nigeria.

Qualitative Data from the Interviewed Key Informants

Opinion of media professional and digital technology specialist on the experience on digital media trends, its prospects and challenges

AI is now improving content personalization; while AR and VR are yet to gain more grounds for integrated narrative which involve making of interesting and interesting experiences. The trend of Mobile Journalism has led to more decentralized reporting due to the increased ability for journalists to report and post news immediately. Digital media has the possibility to generate additional revenue generating sources and employment Avenue through online channels. Another potential is economical ones which stem from the increased demand reflected in marketing communication digital advertising and content creation services. Dealing with misinformation, ethical considerations, and the economic feasibility of the particular line of work are considered to be the most formidable oversight. This brought out the notion that today's regulation are insufficient and must be modified to suit current challenges in digital media. The strategies it was suggested that would be needed to address the challenges include protecting privacy as one of the critical assets, continuously responding to technological advancements, and owing to the rising competition. Some of the things that are considered to be useful if there is a consistent social sensitization of the public, lobbying for the improvement of laws, and encouraging the practice of responsible and professional journalism.

Discussion of Result

The survey sought to find out the new trends of digital media reportage in Nigeria, establish the prospect as well as assess the issues affecting digital media reportage. The findings of this study offered useful information about these areas and are consistent with the media ecology theory and other empirical studies. In support of the findings of Anantrasirichai and Bull (2020), AI is making social media content even more personalised than before, this corresponds to the Media Ecology Theory as the nature of the medium shapes the reception of the message (Islas & Bernal 2016). The finding implies that the establishment of AR and VR tools in digital media is becoming today's reality, which corroborates with the findings of Bruckner et al. (2022), where the tendencies of fully immersed media experiences are being discussed. Another conclusion that was drawn from the study is that mobile journalism has become prevalent among the Nigerian journalists hence moving more towards the mobile and real-time type of journalism. This trend also proved related the media ecology theory where user seeks the motivations which is important for the complete understanding of the digital media that get the need of immediacy and accessibility as observed by Filipović (2012). This study thus supports that (Mbanaso et al., 2015) as well as Inobemhe & Santas (2022) whereby the main areas that the respondents identified are that Social Media is the main source through which many Nigerians get their news. New media improves political participation among the Nigerian citizens, as it creates a more socially diverse outlook than the traditional media. The findings thus support the analysis of Aribisala (2023) and Oi (2017) that enhanced reporting via the digital media increases news credibility and relevancy. They lend credence to Nigeria journalists who can now target the world and reciprocate with international news organizations hence boosting the status of the country in world news reporting.

Furthermore, the findings made it possible to denote that indeed digital media offers numerous economic opportunities for the journalists and media businessmen and women in Nigeria as well as increasing the Nigeria news media companies to international outlets. Although this is not linked in the media ecology theory, it provided a foundation on how is needed for a more accurate analysis of the dynamics of new media in relation to Filipović (2012). However, the study result indicates that fake news is one of the major issues in the Nigeria and it is evident that nature of digital media that exist allows the fake news to spread quickly. This supports the studies of Landon-Murray et al. (2019), Abdullahi et al. 2020 and contradict kwoma et al. (2016) who postulated that lack of digital literacy is what limits the effective use of digital media. From the study, there is no overwhelming consensus that a claimed poor level of digital literacy poses a major blockage to the optimal utilisation of digital media at the present Nigeria. In the same way, the experience confirms that existing legislation is not enough to respond to the problems of digital media. Consistent with the revelations made, economic sustainability emerged as a significant concern for digital media organizations which is sync with the logic of Ojo (2018) who pointed out that a vast number of online news channels depend on advertising revenues which are quite elastic and volatile in relation to business and marketing trends as well as changes in algorithms of social media platforms. It also addresses the business values according to the media ecology theory concerning economic differences that change the production, distribution, and consumption of content (Hoyer et al. 2020).

Conclusion

To promote the strategic development of the digital media, it is necessary to work on the populations, economics, and ethoses of misinformation. The view of opportunities, personal and organizational, depicts a favourable view of the future if these opportunities are harnessed and challenges addressed as a system that can be solved. Not surprisingly, the study's outcomes are consistent with theory and other studies to offer a sound baseline and prognosis of digital media reportage in Nigeria. The changes that the new technologies are bringing, the positive view on the role of digital media, and the challenges that must not be left unsolved are important for the stakeholders willing to understand and manage the opportunities of digital media in Nigeria. In other words, there is a great potential for digital media reportage in Nigeria in the future in terms of its contribution to enhancing the citizens' participation, telling multiple stories, and contributing to socio-economic growth. However, to achieve these opportunities, the following challenges need to be overcome: misinformation, digital literacy, and regulatory issues, and the economic sustainability of these technologies. If Nigeria incorporates technological advancement, improve media literacy, strengthen the regulations, and develop sustainable business models, then the country will be able to achieve the democratic values, social justice, and citizens' power in the digital media. As Nigeria enters this new phase of digital media, sound decisions, and collective actions will be critical in creating a healthy, diverse, and ethical digital media landscape that contributes positively to democracy and society.

Recommendation

1. The study showed that current laws are inadequate to meet the test of digital media in Nigeria hence, it is recommended that to check the excesses of digital media, enforce proper standards, and guard the interest of the public, effective regulation by positioned authorities should be encouraged.
2. Likewise, it is a recommendation that the positioned stakeholders should take necessary actions to develop the constant learning opportunities through the workshops, online courses, and community to update the technologies for the better reportage at the global stage.

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