The Dynamics of Digital Journalism in Institutional Communication: A Focus on Polytechnics

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Abstract
This study explores the dynamics of digital journalism in institutional communication with a focus on Kenpoly, Bori. It sought to examine how Kenpoly's digital journalism initiatives have influenced citizen participation, awareness and engagement with local issues, the strategies employed to foster civic engagement, and the challenges encountered in promoting digital journalism within local communities. Guided by Convergence Theory, the research underscores how merging communication channels and technologies shapes participatory communication and strengthens civic involvement. A survey design was employed, targeting 400 randomly selected students of Kenpoly. Data were collected through structured questionnaires to capture perceptions, attitudes and experiences with the institution's digital journalism initiatives. Quantitative analysis of the responses revealed that Kenpoly's efforts have positively influenced citizen awareness and engagement with local issues in Bori. However, limitations persist in fostering active participation in decision-making processes. Findings further indicate that strategies such as the use of social media platforms and online news articles have been effective in promoting civic engagement. Nonetheless, there remains an underutilization of public forums, events and citizen journalism initiatives that could further deepen participatory communication. The study identified challenges including limited access to technology, inadequate funding, and insufficient support structures as major impediments to the effectiveness of digital journalism in local communities. The paper concludes that while digital journalism holds significant promise for institutions like Kenpoly, its benefits are yet to be fully harnessed in Bori. It recommends improving access to technology, diversifying funding sources, and creating inclusive platforms for citizen participation.

Keywords: *digital journalism, communication technologies, Kenpoly*

Introduction

Producing news articles exclusively for internet distribution is known as digital journalism or online journalism (Salaverra, 2019). The proportion of Americans who prefer to read news in interactive, digital environments is increasing, according to recent patterns in consumption (Mitchell, 2018; Walker, 2019). According to a Pew Research study, 86% of Americans are least likely to read print news and are most likely to consume news on digital devices like smartphones, laptops, and tablets. According to the study's age-segmented results, American adults in college

(18 to 29) preferred to consume news online more than any other age group (Shearer, 2021). Since the invention of the internet, need for digital journalism abilities such as video production and editing, SEO, familiarity with content management systems, and HTML coding has only risen (Ureta & Fernández, 2018). Professionals in the news sector are realizing that digital strategies will be essential to maintain operations as engaging with online audiences stabilizes or grows readership (Newman, 2020). There is research on how media organizations and journalists should design their websites to best facilitate information finding (Garett, Chiu, Zhang, & Young, 2016; Harpel-Burke, 2006; Richardson, 2018), but there is an obvious lack of studies on online news topics and other promotional web content used to engage potential students. However, there is a wealth of study on the creation of web-based news stories from traditional news sources, often known as digital journalism (Salaverra, 2019). This project will use research on digital journalism to identify essential ideas, condense the scholarly debate on those ideas, and extract the best practices that may be used.

Statement of the Problem

The proliferation of digital media has revolutionized the way citizens engage with civic issues, with digital journalism emerging as a key driver of civic participation. However, despite the potential of digital journalism to foster civic engagement, many communities continue to grapple with issues of disengagement and disconnection from the democratic process. In the Niger Delta region of Nigeria, the city of Bori has been plagued by various socio-political challenges, including corruption, environmental degradation, and inadequate representation. The lack of effective civic engagement in Bori has contributed to the perpetuation of these issues, with citizens often feeling disenfranchised and disconnected from decision-making processes.

Kenpoly, a local digital news platform in Bori, has sought to address this challenge by providing citizens with a platform to access information, engage in discussions, and hold leaders accountable. Through its online news portal and social media channels, Kenpoly has been at the forefront of promoting civic engagement in Bori, shedding light on critical issues and amplifying citizen voices. However, despite its efforts, there is limited understanding of the impact of Kenpoly's digital journalism on civic engagement in Bori, and the specific strategies that are most effective in fostering citizen participation. This study seeks to explore the role of Kenpoly in fostering civic engagement in Bori, with a particular focus on the potential of digital journalism to promote citizen participation and hold leaders accountable. This study aims to contribute to a deeper understanding of the relationship between digital journalism and civic engagement in local communities. The findings of this study will have implications for the development of effective strategies to promote civic engagement through digital journalism, not only in Bori but also in other communities facing similar challenges. The problem of disengagement and disconnection from the democratic process is not unique to Bori, but is a widespread challenge facing many communities in Nigeria and beyond. The consequences of civic disengagement can be severe, including poor governance, corruption, and social unrest. In this context, the role of digital journalism in fostering civic engagement is critical, and requires careful examination. This study aims to shed light on the potential of digital journalism to promote civic engagement and contribute to the development of more effective strategies for citizen participation.

Objectives of the study

This study seeks to:

1. investigate the extent to which Kenpoly's digital journalism initiatives have influenced citizen

participation, awareness, and engagement with local issues in Bori.
2. identify the strategies employed by Kenpoly in promoting civic engagement through digital journalism.
3. determine the challenges of digital journalism in promoting civic engagement in local communities like Bori.

Research Questions

The following research questions guided the study:
1. To what extent have Kenpoly's digital journalism initiatives influenced citizen participation, awareness and engagement with local issues in Bori?
2. What strategies does Kenpoly employ to promote civic engagement through digital journalism?
3. What are the challenges faced by digital journalism initiatives like Kenpoly in promoting civic engagement in local communities like Bori?

Significance of the study

This study seeks to contribute to the growing body of research on digital journalism and civic engagement, with a particular focus on the local context. This study sought to provide insights into the ways in which digital journalism can be harnessed to promote citizen participation and hold leaders accountable. The findings of this study will have implications for policymakers, journalists, and civil society organizations seeking to promote civic engagement and improve governance in local communities.

Theoretical Framework

The ideas that constitute digital journalism are the outcome of numerous forces. Theoretically, technological advancements, alterations in news organizations, alterations in public consumption (Deuze, 2003), alterations in journalist self-perceptions (Du & Lo, 2014; Nielsen, 2018), and the interaction among these four factors will result in shifts in how news is written, transmitted, and read (Chao-Chen, 2013).

Convergence Theory

Henry Jenkins first proposed the media convergence idea in 1992. According to this hypothesis, the emergence of new communication technologies would cause all forms of mass media to converge and eventually become one medium. According to Henry (2006), the media environment is being redefined as a result of new communication technologies that bring together various communication mediums. According to this hypothesis, advancements in communications and information technologies have reshaped and altered our daily lives, creative habits, how we consume news and television, how we learn, and how we interact with others. It is the combining of various tools and equipment for creating and distributing news information. This can be done by using new media applications like Facebook, Twitter, Zoom, Skype and other similar ones.
The concept of media convergence is described as a process, with a focus on the technological, economic, social, cultural, and global effects it has on books, mobile content, and traditional media (Henry, 2006). The integration and interoperability of computing networks, information and communication technologies, and digital forms of information that are inherently adaptable are at the heart of media convergence theory from a technological standpoint. These elements are delivered via "intelligent" platforms, applications, and devices. In the same way that we generate

and consume digital media to transmit science, politics, sport, and other topics, the processes that support media convergence theory are molded by social practices and cultural values. Digital technologies are now playing a significant role where once people had the opportunity to gather and filter scientific knowledge via numerous "conventional" communication routes.

According to Holliman (2010), many online newspaper editions now produce text and images on a regular basis, as they have in the past, but with the addition of audio, photo galleries, moving images, computer stimulations, and graphics, among other things, we can now watch, listen, and subscribe to digest news content. At times, users can also participate by leaving comments. Similarly, there are now more opportunities to listen to music from a variety of genres on digital radio and television, such as through networked desktop computers, digital television, and podcasts that you subscribe to on a device of your choice. Some of these screams may be multiple, and there is also the option of added content online (Bennett, 2009).

Reviewing Digital Journalism

The study of digital journalism focuses on how conventional journalism has changed to accommodate internet formats. According to research, conventional journalism refers to the practice of gathering news through traditional media (newspapers, radio, and television) that excludes interactive features like comments or email contact as well as multimedia components like videos and input-responsive graphics. Emerging technology, alterations in organizational structures, and the changing responsibilities of journalists and audiences have all had an impact on the transition from print to online news (Boers, Ercan, Rinsdorf, & Vaagan, 2012; Tárcia & Marinho, 2008). Although these impacts are highlighted in the research, neither academics nor professionals have readily embraced a common label. Digital journalism has been the most extensively used phrase to describe news writing on the web (Salaverra, 2019), but other names like online journalism and multimedia journalism are also frequently used.

Many academics, including Dutta and Gangopadhyay (2019), Deuze (2003) and Matheson (2004), used the terms virtual journalism and online journalism interchangeably, but distinguished them from multimedia journalism. Others have connected online journalism with "multimedia journalism, including Abraham (2002). Multimedia journalism is distinguished by the requirement that there be more than just text and one multimedia component. The news story must have a minimum of two different types of media, such as text, music, moving or still pictures, animations, interactive hypertext, and/or video (Pincus, Wojcieszak, & Boomgarden, 2017). According to Deuze (2001) and Matheson (2004), a piece of journalism is only considered digital if it was created entirely for the web. Online journalism does not need to include multimedia features, and academics largely concur that multimedia should only be utilized when it improves a story (Thurman & Lupton, 2008). However, Salaverra (2019) and Nielson (2018) regarded multimedia as one of the primary characteristics of digital journalism. According to most authors, a news article must not be shovelware, which is a print-only item that is simply duplicated into a digital platform without any changes or improvements (Deuze, 1999; Dimitrova & Neznanski, 2006; Matheson, 2004; Salaverra, 2019).

Regardless of nomenclature, Deuze (2003) outlines the following essential principles that can be used to identify and separate digital media from traditional journalism:

The news story must meet the following criteria:

a) interactivity, which gives readers the chance to respond or participate in the creation of news stories;

b) Hypertextuality, which links to other websites; and

c) Multimediality, which employs more than one type of media or media format to tell the story, such as text, video, audio, graphics, games, etc.

Since the 1990s, when digital journalism study first began, these three factors have led studies and will do so through 2020 (Steensen, 2011). This paper carries on the trend by investigating how interactive, hypertextual, and multimedia best practices might be used to create online feature stories that effectively engage and persuade potential students. Examining the theoretical frameworks that shaped and inform these notions' development and application is crucial to comprehend these three facets of digital journalism.

Types of Online Journalism

Online journalism can be categorized into four main categories (Deuze 2003): mainstream news websites (such as CNN and the BBC), index and category websites (such as Google, MSN, and Yahoo), meta and comment websites (such as media watchdogs), and discussion and sharing websites (such as weblogs and forums) that function in the context of hypertextuality, multimediality, and interaction.

1. **Mainstream News Sites**: These websites, which include editorial material and participatory (filtered or moderated) communication, are the most widely used kind of internet journalism. This kind of news website gets its information from the Internet, from external sources like links or television networks like CNN or the BBC. They use techniques comparable to those used in print or broadcast journalism, such as journalistic storytelling, news values, and the interaction it has with audiences. The majority of online newspapers and Net-native news sources are of this sort.

2. **Index and Category Sites**: This kind of internet journalism is primarily linked with search engines (such as Yahoo and Google), which provide news from already-established services and link to conventional news sources without producing any original editorial material.

3. **Meta and Comment Sites**: Sites that deal with media-related topics in general, act as media watchdogs (such as Freedom Forum and Poynter's Media News), and serve as alternative media voices for extended indexes and category sites are included in this category. The editorial content for these websites is created by a variety of journalists, and they frequently host conversations about information from other websites. By allowing readers who may not follow the sources of mainstream news the option to contribute, meta and comment sites also encourage readers who may not follow these sources to do so.

4. **Share and Discussion Sites**: By utilizing the communication capabilities of the Internet, these websites offer visitors a venue to discuss a wide range of regional and international topics. Users can interact with others by sharing their personal experiences.

Technological Convergence

According to Pavlik (2001), the distribution of news via radio and television marked the beginning of a profound transformation in the nature of how news information is both produced and received. However, the internet significantly changed journalism, turning it away from linear, one-way communication on a select few platforms and toward nonlinear, interactive communication on a wide range of platforms (Garca-Avilés, Kaltenbrunner, & Meier, 2014; Deuze, 1999; Deuze, 2001). News is now read, discussed, shared, and analyzed on computers, cellphones, tablets, and

other digital devices rather than in print media. Audiences are no longer just information consumers; they are also active participants in the story who can engage in forums and comment sections, share via social media and email, and create content by writing, filming, and reporting news from their own personal devices (Bowman & Willis, 2003, as cited by Spyridou, Matsiola, Veglis, Kalliris, & Dimoulas, 2013).

User-generated content and participatory journalism were created as a result of technological convergence, the meeting point of journalism and new technology. The prevalence of technology has changed the power dynamics between professional and amateur journalists, where formerly journalism was only practiced by professionals. The impact of technological convergence on the competencies required of digital journalists was clearly stated by Boers et al., who said that "the successful journalist must project his/her narrative talents to a cross-media context" (2012, p. 57). Online writers need to be adept at multimedia tasks like taking and editing photos, recording and editing video, publishing podcasts, interacting with readers through comments threads and social media, doing online research, utilizing content management systems, and more. They also need to be able to craft stories that have an impact on the reader's device.

Social Convergence

According to Deuze (2008), convergence blurs the distinctions between various media channels, forms, and formats, as well as between various components of the media industry, acts of production and consumption, the creation and use of media, and active or passive spectatorship of mediated culture. This was referred to as social or organic convergence by Tárcia and Marinho (2008), who highlighted consumers' improved capacity for multitasking and environment-hopping. A person is experiencing social convergence, for instance, if they are watching a basketball game on TV, tweeting about it on their phone, and video-chatting with a friend on their computer who is also watching the game. Trans-media storytelling, which is the creation of content for many channels, is how social convergence manifests itself (Tárcia & Marinho, 2008). Whether they realize it or not, consumers are seeking for additional ways to connect with social convergence, and content creators are doing the same in an effort to monetize audience involvement.

Civic Engagement

Civic engagement is a vital component of a healthy democracy, encompassing various activities that citizens participate in to influence the decisions that affect their communities (Verba et al., 1995). According to a study by the Pew Research Center, nearly 70% of Americans believe that civic engagement is essential for a functioning democracy (Pew Research Center, 2019). This sentiment is echoed by scholars who argue that civic engagement fosters a sense of community and promotes social cohesion (Putnam, 2000).

One form of civic engagement is voting, which is a fundamental right in democratic societies. Research has shown that voting is linked to higher levels of civic engagement and community involvement (McFarland & Thomas, 2006). However, voter turnout rates vary significantly across different demographics, with younger citizens and those from marginalized communities often exhibiting lower turnout rates (File, 2017).

Volunteering is another important aspect of civic engagement. Studies have found that volunteering not only benefits the community but also has positive effects on the individual volunteer, including improved mental health and social connections (Lyons & Nivison-Smith, 2006). According to a report by the Corporation for National and Community Service, over 77

million Americans volunteered in 2020, contributing billions of hours of service (Corporation for National and Community Service, 2021).

Civic engagement can also take the form of activism and advocacy. Social movements, such as the Civil Rights Movement and the Women's Suffrage Movement, have played a crucial role in shaping the course of history (Tarrow, 2011). In recent years, activism has taken on new forms, including online activism and hashtag campaigns, which have been used to raise awareness about issues such as racial justice and climate change (Yang, 2016).

Despite its importance, civic engagement faces numerous challenges. One significant barrier is the lack of civic education, which can leave citizens feeling uninformed and disconnected from the democratic process (Galston, 2001). Additionally, structural barriers, such as restrictive voting laws and gerrymandering, can limit opportunities for civic engagement (Wang, 2012).

Technology has also been seen as a potential solution to enhance civic engagement. Online platforms and social media have made it easier for citizens to access information, connect with others, and participate in civic activities (Bimber et al., 2012). However, the digital divide remains a significant issue, with many communities lacking access to reliable internet and digital technologies (NTIA, 2020).

Civic engagement is a multifaceted concept that encompasses various activities, including voting, volunteering, and activism. While it faces numerous challenges, civic engagement remains essential for a healthy democracy.

Participatory Journalism and User Generated Content

The term participatory journalism has been used interchangeably with terms like "citizen journalism (Hermida, 2008), reciprocal journalism, and conversational journalism throughout the research (Nielson, 2018). Despite the variations, greater user-generated content (UGC) integration during news production is acknowledged to be part of participatory journalism (Paulussen, 2008). To create material, journalists engage with non-journalists, most frequently using digital technology (Nielson, 2018). Internet users gather, choose, publish, distribute, comment on, and openly discuss news as part of the news production process (Singer, 2011).

User-generated content (UGC), also known as crowdsourcing (Boers et al., 2012; Salaverra, 2019), refers to digital content (such as but not limited to text, photographs, videos, audio, and blogs) created by non-professional users without the assistance of professionals (Barredo-Ibáez et al., 2020). Anyone with internet connection can produce and disseminate UGC on a large scale (Nee, 2013). According to one study, participatory journalism and user-generated content can happen at the following five stages of content creation: Non-professionals are encouraged to submit content ideas through;

a) access and observation;
b) selection and filtering;
c) processing and editing; and submission of original content by users.
d) distribution, in which users decide which content is shared, how it is shared, and with whom it is shared;
e) interpretation, in which users give feedback on and engage in conversation about content (Domingo, Quandt, Heinonen, Paulussen, Singer, & Vujnovic, 2008). Participation can happen at any stage of the news cycle, from leaving simple comments on articles to creating original content.

The main premise is that journalists and users interact throughout the news-producing process, even though the level of interaction and journalist perceptions of user contributions vary (Barredo-Ibáez et al., 2020; Paulussen & Ugille, 2008; Spyridou et al., 2013).

Journalists frequently rely on official sources of information when reporting on work procedures. Some, despite concerns about its validity, acknowledge that the internet is increasingly a tool for news gathering (Thurman & Lupton, 2008). As a result, they occasionally employ UGC as secondary sources. Some journalists avoid using UGC because it increases their burden too much (Domingo et al., 2008; Paulussen, 2008). According to Paulussen and Ugille's (2008) study, journalists are often prepared to accept user-generated content (UGC) that does not call for source or verification, such as personal or "daily life" content. Although journalists are becoming more aware of the value of UGC and audience involvement, some still claim that UGC lacks credibility because it is not objective and accountable (Paulussen & Ugille, 2008; Thurman & Lupton, 2008). UGC makes it possible for more people to produce content that expresses public opinion and enables hyperlocal news coverage free from corporate pressures (Chao-Chen, 2013; Dutta & Gangopadhyay, 2019); however, the credibility of the piece will be questioned given that non-journalists rely on opinion rather than research (Domingo et al., 2008). UGC is a helpful tool for providing quick coverage of events that may be inaccessible to professional journalists, such as terrorist attacks and other eyewitness events, but users should be aware that there is a risk involved in doing so because the content may not always be verifiable (Barredo-Ibáez et al., 2020; Dimitrova & Neznanski, 2006). According to the findings of the study by Barredo-Ibáez et al. (2020), journalists mistrust user contributions because users are still seen as consumers rather than citizens. Journalists believe that UGC is more suitable for the debate of ideas for fresh, official content. In contrast, the Spyridou et al. (2013) study indicated that journalists believed gatekeeping and agenda-setting should be left to experts and that UGC should not be the source of news.

Who legally owns the content the individuals who produce it, media organizations who utilize and disseminate it, both, or neither is another issue with UGC. Boers *et al*. (2012) and Domingo et al. (2008) acknowledged the potential of crowdsourcing material but also the increasing inclination of users to take the place of experienced journalists. As users become more involved in content creation, journalists must share ownership and control of news production with users, regardless of whether they intend to do so (Paulussen & Ugille, 2008). Now, both users and journalists can act as contributors and distributors.

Methodology

The study utilized survey design. The survey involved students of Kenpoly, from which data was gathered on their perceptions, attitudes and experiences with digital journalism initiatives while in school. The survey captured quantitative data, allowing the analyses of the responses using statistical methods. The questionnaire was administered to 400 students based on availability using the random sampling technique.

Data Presentation

From the 400 copies of questionnaires 398 copies were duly filled and returned and a fatality rate of 2 unreturned copies.

Table 1: Influence of Kenpoly's Digital Journalism Initiatives on Citizen Participation, Awareness, and Engagement

Statement	SA	A	D	SD	Mean
Kenpoly's digital journalism initiatives have increased my awareness of local issues.	120 (480)	200 (600)	50 (100)	28 (28)	3.04
Kenpoly's digital journalism initiatives have encouraged me to participate in local decision-making processes.	90 (360)	180 (540)	80 (160)	48 (48)	2.79
Kenpoly's digital journalism initiatives have improved my engagement with local issues.	100 (400)	220 (660)	40 (80)	38 (38)	2.96
Kenpoly's digital journalism initiatives have provided me with a platform to express my opinions on local issues.	80 (320)	150 (450)	100 (200)	68 (68)	2.61

Table 2: Strategies Employed by Kenpoly to Promote Civic Engagement

Strategy	SA	A	D	SD	Mean
Kenpoly uses social media effectively to promote civic engagement.	140 (560)	180 (540)	50 (100)	28 (28)	3.09
Kenpoly's online news articles are informative and engaging.	160 (640)	200 (600)	20 (40)	18 (18)	3.26
Kenpoly's public forums and events are well-organized and effective.	100 (400)	150 (450)	80 (160)	68 (68)	2.71
Kenpoly's citizen journalism initiatives are empowering.	120 (480)	140 (420)	80 (160)	58 (58)	2.81

Table 3: Challenges Faced by Digital Journalism Initiatives like Kenpoly

Challenges	SA	A	D	SD	Mean
Limited access to technology is a major challenge for digital journalism initiatives in Bori.	180 (720)	140 (420)	40 (80)	38 (38)	3.16
Lack of funding is a significant challenge for digital journalism initiatives in Bori.	200 (800)	120 (360)	50 (100)	28 (28)	3.24

Censorship and government interference are major challenges for digital journalism initiatives in Bori.	80 (320)	100 (300)	120 (240)	98 (98)	2.40
Other challenges (e.g., lack of trained personnel) are significant.	60 (240)	80 (240)	140 (280)	118 (118)	2.21

Discussion of findings

Research question 1: To what extent have Kenpoly's digital journalism initiatives influenced citizen participation, awareness and engagement with local issues in Bori?

The findings suggest that Kenpoly's digital journalism initiatives have had a positive influence on citizen participation, awareness, and engagement with local issues in Bori. The weighted mean scores for the statements "Kenpoly's digital journalism initiatives have increased my awareness of local issues" (3.04) and "Kenpoly's digital journalism initiatives have improved my engagement with local issues" (2.96) indicate a generally positive opinion. However, the scores for "Kenpoly's digital journalism initiatives have encouraged me to participate in local decision-making processes" (2.79) and "Kenpoly's digital journalism initiatives have provided me with a platform to express my opinions on local issues" (2.61) are slightly lower, suggesting room for improvement. The positive influence of Kenpoly's digital journalism initiatives on citizen awareness and engagement is consistent with previous studies. For instance, a study by Bimber et al. (2012) found that digital media can increase civic engagement by providing citizens with access to information and opportunities for participation.

The data suggests that Kenpoly's digital journalism initiatives have been effective in raising awareness and promoting engagement, but may need to focus on creating more opportunities for citizen participation in decision-making processes.

Research question 2: What strategies does Kenpoly employ to promote civic engagement through digital journalism?

The findings suggest that Kenpoly employs a range of strategies to promote civic engagement through digital journalism. The weighted mean scores for the statements "Kenpoly uses social media effectively to promote civic engagement" (3.09) and "Kenpoly's online news articles are informative and engaging" (3.26) indicate a generally positive opinion. The scores for "Kenpoly's public forums and events are well-organized and effective" (2.71) and "Kenpoly's citizen journalism initiatives are empowering" (2.81) are slightly lower, suggesting that Kenpoly may need to improve these areas.

The use of social media and online news articles as strategies for promoting civic engagement is consistent with previous studies. For example, a study by Yang (2016) found that social media can be an effective tool for promoting civic engagement and social movements.

The data suggests that Kenpoly's digital journalism initiatives are effective in promoting civic engagement through social media and online news articles, but may need to focus on improving public forums and events and citizen journalism initiatives.

Research question 3: What are the challenges faced by digital journalism initiatives like Kenpoly in promoting civic engagement in local communities like Bori?

The findings suggest that digital journalism initiatives like Kenpoly face significant challenges in promoting civic engagement in local communities like Bori. The weighted mean scores for the statements "Limited access to technology is a major challenge for digital journalism initiatives in Bori" (3.16) and "Lack of funding is a significant challenge for digital journalism initiatives in Bori" (3.24) indicate a generally strong agreement. The scores for "Censorship and government interference are major challenges for digital journalism initiatives in Bori" (2.40) and "Other challenges (e.g., lack of trained personnel) are significant" (2.21) are lower, but still indicate some level of agreement.

The challenges faced by digital journalism initiatives in Bori are consistent with previous studies. For example, a study by Galston (2001) found that lack of access to technology and funding can be significant barriers to civic engagement. The data suggests that digital journalism initiatives like Kenpoly need to address the challenges of limited access to technology and lack of funding in order to effectively promote civic engagement in local communities like Bori.

Summary of findings

The findings of this study are consistent with previous research on digital journalism and civic engagement. Studies have shown that digital media can increase civic engagement by providing citizens with access to information and opportunities for participation (Bimber et al., 2012). However, digital journalism initiatives also face challenges such as limited access to technology and lack of funding (Galston, 2001).

The use of social media and online news articles as strategies for promoting civic engagement is also consistent with previous research. Studies have shown that social media can be an effective tool for promoting civic engagement and social movements (Yang, 2016). The findings of this study highlight the importance of addressing the challenges faced by digital journalism initiatives in order to effectively promote civic engagement in local communities like Bori. The study found that:

1. Kenpoly's digital journalism initiatives have positively influenced citizen awareness and engagement with local issues in Bori, but there's room for improvement in encouraging participation in decision-making processes.
2. The initiatives effectively promote civic engagement through social media and online news articles, but could improve public forums, events, and citizen journalism initiatives.
3. Digital journalism initiatives like Kenpoly in Bori face significant challenges, particularly limited access to technology and lack of funding, which need to be addressed to enhance civic engagement.

Conclusion

This paper examined the issues with digital journalism in a time when information is power. It provided an explanation of the idea, significance, definition, theories, and characteristics of online journalism. It also examined some significant facets of online journalism. The role the internet plays in the practice of journalism was among the paper's argument. The benefits of online journalism have not been fully tapped in societies especially in places like Bori and Kenpoly that truly need it. Blogging and other individualistic forms of journalism has not been properly harnessed and practiced for the benefit of the Nigerian society. On the premise of this, it is imperative that the effective usage of digital platforms be considered by journalists in Nigeria and

not left at the mercy of citizen journalists who often times are untrained for the journalism profession.

Recommendations

1. Kenpoly should improve access to technology and enhance citizen participation in decision-making processes to further promote civic engagement in Bori.
2. Kenpoly should explore diverse funding sources and partnerships to secure resources and support for its digital journalism initiatives.
3. Kenpoly should prioritize addressing challenges such as limited access to technology and lack of funding to effectively promote civic engagement in local communities like Bori.

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