

GHANA INSTITUTE OF JOURNALISM



**INTEGRATION OF RADIO AND SOCIAL MEDIA AS A TOOL TO PROMOTE
VISIBILITY AND INFLUENCE ON ADVERTISING REVENUE**

BY

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CANDIDATE'S DECLARATION

I declare that the work in this dissertation titled “The integration of radio and social media as a tool to promote visibility and Influence on advertising revenue” has been carried out by me. The information derived from the literature has been duly acknowledged in the text and a list of references. No part of this dissertation has been presented for another degree at any other institution.



14th December, 2021

Grace Adiepena Appau

Date

SUPERVISOR'S DECLARATION

I hereby declare that I supervised this dissertation in accordance with the guidelines on the supervision of research works as laid down by the Ghana Institute of Journalism.



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Date : 14/12/2021



.....
Grace Adiepena Appau

Date: 14/12/2021

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DEDICATION

This work is dedicated to my mentor Mr R. Quartey and my mother Georgina Amponsah for their continuous support and contribution to this academic journey. God richly bless you.

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ABSTRACT

This study focuses on how traditional media houses/platforms use social media to promote their brands and how that influences the allocation of advertising revenue by advertisers. In recent years, Ghanaians have embraced social media. This has driven traditional media to use the new media as a platform for real-time communication with various markets.

A key advantage of social media in comparison to traditional alternatives is its mass reach and easy accessibility. Combining traditional and social media helps to build a wide audience share. Radio stations can use the extra engagement and direct relationship with their social media audience to help promote station and brand visibility. Brand awareness has become an important variable that impacts customers' perceptions of a brand (Karam et, al., 2015)

Social media presence or visibility seems to be important to advertisers and corporate organizations when allocating advertising budgets in recent times. The notion is that social media "numbers" determine whether a particular station has a wide audience share or not.

Despite the growth of social media, traditional media remains a formidable news creation and dissemination platform. Although a significant number of people consume news from social media, it is observed that such news traces its sources to traditional media outlets. Traditional media platforms, therefore, while they may be threatened by social media, remain an important source for validating the credibility of news items shared online. The association of such stories to credible traditional media platforms serves as a useful guarantee.

In Ghana, corporate organizations and advertisers primarily rely on geo-poll ratings to determine which station has more audience.

This process informs companies on how to distribute their advertising budgets and which stations should receive more budget. On the other hand, a radio station may have very good

content but once it is not rated highly on geo poll, the station may struggle to raise revenue which usually comes from advertisement. It has been observed that corporate organizations now consider social media “metrics” as evidence of how visible a radio station is to the target market. The credibility of the Geopoll has been questioned by industry players as unscientific. The question, therefore, is, towards reevaluating audience share and visibility, how might social media presence or “metrics” be useful in allocation of advertising budget? This study seeks to examine the credibility of using social media presence as proof of radio visibility to the target market. In this research, Media Convergence theory and the Gratification Theory will be used as well as interviews, to investigate traditional radio (Onua FM, Okay FM, Accra FM, and Angel FM) use of social media as a tool for promoting visibility.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In 1935, a British governor named Sir Arnold Hodson was credited with launching radio broadcasting in Ghana. The short-term purpose was to allow the Crown to communicate with and convey propaganda to its colonial subject. The fastest way for "coup-makers" to announce the takeover of power and following administrative monopoly is through radio.

There was a call to the government to free the airwaves to allow privatization, but the government was still reluctant. The ruling Peoples National Defense Council refused to surrender control of the airwaves even after the 1992 constitution and demanded that they be privatized. (Nyarko, 2020)

In 1994, the Accra-based Radio Eye was one such example. The confiscation sparked riot in Accra, ending the first attempt at breaking state monopoly over broadcasting. It was not until July 1995 that Joy FM was licensed to operate in Accra (Ghanaweb, 2005). Other Private FMs were established afterwards.

Casting our eyes back, some radio stations whose licenses had expired were forced to close as a result of new legislation enacted in 2017; however this did not deter new radio owners from entering the market.

New radio stations are launched almost every year. Radio is thought to be the country's most popular media. According to the National Communications Authority, as of 2018, Ghana had 31

public radio stations; five foreign radio stations; 71 community radio stations; 22 campus radio stations, and 358 commercial radio stations (Nyarko, 2020). This shows the increasing rate of Ghana's airwaves

In rural parts of many developing countries, radio is the most popular form of mass media, as lower literacy rates and electricity penetration rule out newspapers, television, and internet for many individuals. Radio coverage is therefore important to ensure communities have access to information (Walsh, 2020).

Radio stations can be funded non-commercially, for instance by a government or an organization, or commercially by advertising. A station can get part of its funds non-commercially and the rest from advertising, since nowadays radio stations are also present in other mediums, social media included, the advertising revenue can be also collected on these platforms (Karttunen, 2017). In Ghana, GBC is a typical example of a station partly funded by the government.

Today radio has evolved from its early form of family-style entertainment that families used to listen to together at home into a mobile, personal companion. Today radio stations try to stand out from each other by choosing a format that attracts only a certain group of people, such as different age groups or the listeners of a certain music genre (Karttunen, 2017). Some radios target the youth, others middle class audience, children and diverse target groups.

1.1.1 The Evolution of Radio Advertisement

The History of radio advertising began almost a hundred years ago when businesses discovered that they could use the world's favorite mode of communication to get customers buzzing about a new product or service. Organizations turned to radio advertising to promote themselves in 30

or 60 second spots. You could even sponsor the entire show or broadcasts. Today, despite countless evolutions in digital marketing, radio continues to be one of the most valuable methods of promotion – reaching 93% of adults each week (Theisen, 2019). Television and digital media may have a part to play in the marketing world, but radio has an impact on the consumer world that simply can't be matched.

Whenever someone is sitting in their car, or waiting to get home on the train, the radio is always there to come to the rescue.

Newspapers have been around for hundreds of years, since the invention of the printing press. However, it was radio advertising that offered companies a near real-time opportunity to reach their target audience.

In an article published by Hodgson most records, the first radio ad (officially) was developed by the WEAFF organization in America, by AT&T. In 1922, the group offered businesses a chance to appear on their radio station in exchange for a fee of \$50 plus long-distance access fees. The first sponsor to take advantage of the deal was the Queensboro Corporation of New York, who used their advertisement to sell real estate

Radio advertising history began because marketers had already discovered the benefits of newspaper marketing. Companies were looking for a way to reach more customers, and they paid for the ever-popular radio stations to plug their products with ads and sponsorship (Hodgson, 2021)

Most private radio stations generate revenue to support their running cost through advertisement. In Ghana, the radio stations have become quite competitive, each trying to get as many advertisements on their platform as possible. The various channels therefore are expected to

position their brand very well to create content that appeals to the audience to be able to get more listeners. An advertiser has to consider many other factors before choosing which radio station it will allocate budget to.

1.1.2 Radio Rating

Geopoll Audience measurement uses “timeblocks” to determine what media was consumed at what time and to communicate those findings with clients. Timeblock is a crucial aspect of Geopoll Audience measurement’s value because the data shows highly granular views of media consumption. For example, a media buyer looking for ad placement can use Geopoll Audience measurement data to match specific radio shows with spikes in viewership on a particular station. This helps the media buyer better understand the content that the audience engages with and the ideal 30 minutes block of time to purchase an ad spot. Similarly, a broadcaster is able to use Geopoll Audience measurement to determine pricing for ad spots based on peak to determine pricing for ad spots based on peak and null viewership times which help ensure no revenue is lost (Botchway, 2019). Corporate organizations relied on Geopoll to plan advertising expenditure or find related ad slots.

Even though most corporate organizations use Geopoll, some believe it has biases. In fact, there are companies that claim that doing business with some of the emerging radio stations who are not rated yielded them a good result.

1.1.3 Integration of Social Media

Though the traditional radio is still useful, the youth especially are closer to their smartphone than the radio set, and this has compelled the radio stations to compete for visibility of social

media. About 87% of internet users have smartphones (McGrath, F. 2016), and the common – use of smartphones has also served as a catalyst for the engagement on media platforms by audiences.

Unlike traditional radio, content on social media can always be revisited. An advertiser can go to social media if the content was streamed to check if/how an advertisement was aired. Most of the content on traditional radio is live on social media. Unless a radio station is showing visuals on facebook for instance, it is hard to hold an audience throughout a show considering the cost of data. Mostly the “views” are not in real time. According to an article by Arm Gesenhyes, on Facebook and Instagram, viewing just 3 seconds of a video of any length is considered a view. Youtube on the other hand, counts a video view when someone is engaged with an ad or watches 30 seconds of a video, seems more interactive when streaming because it’s more like watching a TV. Most of the social media “numbers” are loyal audiences of the particular station. Combining the two could create further reach and ensure better targeting of the audience in a new and exciting way to build brand awareness.

Media audiences and advertisers are turning attention to digital alternatives due to the immediacy and interactivity of the internet (Chandra A and Kaiser U. 2011), (Picard RG 2002).

Some of these corporate organizations believe that if a radio station is already popular and liked by many, then their product or service will have an easy way in the market. Social media metrics like engagement, reach and others are becoming a reference point to determine allocation of advertising budget. This study seeks to examine how Adom Fm, Angel fm, Accra fm and Okay fm use social media as a tool to promote their brand to generate revenue. On the other hand, how corporate organizations use social media to determine advertising allocations.

1.2 STATEMENT OF THE PROBLEM

Although radio's survival as a major cultural phenomenon may appear to be under threat from new media technologies, convergence makes it possible for it to remain a significant arena of information dissemination and change (Mudhai, 2011)

Karttunen (2017) conducted a study to examine the relationship between social media as a radio station's publishing platform and listener's contacting channel. In this study, it looked at the advantages and disadvantages of social media and why radio stations should create social media strategy. It was indicated in her work that the timely amount of listening has decreased, and a slightly smaller number of people listen to the radio every day. However, the number of people that radio reaches weekly has stayed almost the same during these years. These statistics vary globally but on average in the Western countries, the listening figures have stayed rather stable over the past decade, although there has been a slight decrease. Despite this, the radio advertising revenue has increased yearly and seems to keep increasing globally. This has been explained with the increase of digital and internet advertising (Karttunen, 2017). Research has been done on integration radio and social media use, it was limited to Asia and certain parts of the western context. In another study, (Zakaria, 2017) examined how Ghana's radio stations are using social media for news production. Social media complements rather than replaces traditional radio news productions activities such as news gathering, sourcing, public engagement and interactivity, and news dissemination.

Nti (2015) conducted a study about the role of social media in the daily routines of radio journalists in Accra. The study reinforces Christian Fuchs assertions about social media which states that social media is social because they are products of social processes. Conversation is a form of communication that people resort to everyday to get information from each other. By

using social media, radio journalists are able to communicate with people that matter over pressing issues no matter where they are. This study was conducted in Ghana, however, was limited to journalists.

Most of the radio stations in Accra depend on revenue generated by the organization to run the business. Over the years, some of these radio stations have folded up mainly due to lack of funds, others that run multiple channels have consolidated the channels because it could generate enough funds. This revenue is usually generated through advertisement and sponsorship programs. Previous studies have examined the integration of radio and social media in diverse ways but did not consider how the new media influence revenue generation; therefore this work intends to examine this gap.

1.3 RESEARCH OBJECTIVES

- To examine how social media enhances the advertising reach of the radio station.
- To examine how radio stations have integrated social media and the impact on business in the present day.
- To analyze the social media metrics businesses consider when choosing a radio station for advertising.

1.4 RESEARCH OBJECTIVES AND SUB-QUESTIONS

How does the social media presence of radio stations influence how businesses choose advertising channels?

Specific questions

- Do social media enhance the advertising reach of radio stations?

- In what ways have radio stations integrated social media in their operations and business in the present day?
- What social media metrics of radio stations do firms consider when choosing them for advertising?

1.5 SIGNIFICANCE OF THE STUDY

The introduction of social media appears to have influenced how different businesses allocate funds for advertising. At the end of this study, it will help stakeholders understand if the integration of social media plays a role in allocating advertising budget. This work will also help radio stations to be aware of the various metrics on their social media pages advertisers consider so that they can improve their interactions on these handles.

1.6 LIMITATIONS OF THE STUDY

- Collection of data due to language barrier. Some of the heads in the dominant coalition cannot be interviewed because of the language barrier. Because they are foreigners and do not understand the language, they usually choose English stations. I believe their contribution or perspective would have made an impact in the results, however, in a future research, both the English and Akan speaking stations can be included to have diverse opinions from both Ghanaians and Foreigners who take decisions on advertising budget allocation.
- There is little research on the revenue aspect of the topic that could have served as a guide to this research.

- Covid 19 pandemic: Also, due to the pandemic, some of the respondents will not be comfortable with face to face interviews.
- Time: The deadline for this study is limited. In future, more time can be spent to do a thorough research by looking at other factors.
- Sample size: Looking at the number of Akan speaking radio stations we have in the country and the sample size, the findings in the research work cannot be generalized. Other researchers would have to do research on the same topic with a large sample size to generate more accurate results.

1.6.1 DELIMITATIONS OF THE STUDY

This work is focused on how social media is used as a tool to promote visibility and the impact in revenue generation of the selected radio stations. It has been observed that the Akan radio stations are growing in the media industry, therefore the research is limited to Akan speaking radio stations in Accra. Social media has become an integral part of traditional broadcast, therefore the aim of this research is to examine how the integration is used to promote audience share and its influence on revenue generation. The selection looks at Media houses that have multiple platforms in the same organization competing for audience share. Onua Fm is under the Media General, Okay Fm is part of United Group of Company, Accra Fm is under the Class Media Group and Angel FM is part of the ABN Group.

Four radio stations are selected to be able to have more sample sizes for the research.

This study engages social media managers and employees of the selected radio stations. Also, information is sought from advertisers/corporate organizations to know why they choose a particular platform to advertise.

1.7 ORGANIZATION OF THE STUDY

The study is organized in five chapters. Chapter one comprises the background of the study, statement of problem, research objectives, research questions, significance of the study, limitation and delimitation of the study and organization of the study. In Chapter two, a literature review, theoretical review, empirical review and conceptual review will be done.

Chapter three examines the methodology. In the methodology, a research design will be looked at, defining the population, sampling and sampling procedure, data and data collection procedure, research instrumentation, pre-testing of instrument, method of data processing and analysis, model specification and estimation procedure and measurement of variables will be discussed.

Chapter four will discuss descriptive statistics and interpretations, diagnostic checks and interpret findings.

The last chapter will look at the summary of findings, conclusions, recommendations and future recommendation for future research.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

These papers include an analysis of the nature of radio operations in an era of new media, the concept of media visibility, and the employment of social media for the expansion of reach and generation of revenue. Moreover, the section also includes definitions and discussions of concepts that help broaden the scope of knowledge on the topic. This chapter also presents the theoretical framework underpinning the study.

2.1 THEORETICAL FRAMEWORK

It is worth noting that several researchers have in recent times explored the relevance of social media to media firms and advertisers. This section discusses the theoretical foundation of the study. This study seeks to assess how the social media presence of radio stations influences how businesses choose them as advertising channels. It is through these findings that we appreciate the basic advantages of social media to traditional media firms which include the extension of reach leading to broader audiences and higher advertising revenues in the end. It is also through observations of new media that researchers have identified the power of media convergence. Several theories have also been developed to explain the use of social media as a tool for increasing radio visibility and generating more revenue. In this study, three theories would be employed to examine these phenomena. These are:

1. Media Convergence theory
2. Uses and gratifications theory
3. The Theory of Communication Visibility

2.1.1 Media Convergence theory

The theory of Media Convergence posits that new technologies bring together different mediums and consequently redefine the media environment. According to the theory, changes in communications and information technologies reshape and change everyday life, altering patterns of creation, consumption, learning, and interpersonal interaction. New technology redefines media content and alters human interaction with social institutions such as government, education, and commerce.

Henry Jenkins popularized the concept of convergence culture in his 2006 book of the same name. In "Convergence Culture," Jenkins analyzed many aspects of media convergence currently redefining the technological, economic, aesthetic, organic, and global media environment.

According to Jenkins, convergence is both a "top-down" and "bottom-up" phenomenon. When a new technology is created, both the manufacturers and the users of the product influence the way it is used. Thus, no matter how much thought and planning a manufacturer puts into a product, consumers will ultimately decide its fate in the cultural marketplace, (Jenkins, 2006).

In a technological sense, media convergence is all about integration and interoperability; the coming together of computing networks, information and communication technologies, and digital forms of information that are inherently adaptable, delivered via 'intelligent' platforms, applications, and devices. The processes that facilitate media convergence are shaped by, whilst also shaping, social practices and cultural values; the ways that we produce and consume digital media to communicate science, politics, sport, and so on.

From an end-user perspective—those consuming and contributing—media convergence involves digital technologies that encode and decode multiple streams of content. This can involve (linked and aggregated) text, (galleries of) still images, moving pictures, digital simulations, sounds,

music, or any combination thereof, to one or more devices and platforms of the end user's choosing, such as a mobile phone or personal digital assistant (PDA). And these media can be customized and consumed 'automatically' via feeds that match the users' profile on the device(s) of their choice; change your profile and you rearrange the content to be downloaded, and/or re-order the aggregated content that you have received.

In this present study, media convergence theory is used to explain the extent to which Radio as a conventional media is integrating with new media. Since the pattern of media consumption has changed, this theory will enable the researcher to assess how radio is using social media such as Instagram, Facebook, and Twitter to capture a wider range of audience that is more loyal as sought in the first objective of the research.

2.1.2 Uses and gratifications theory

Uses and gratifications theory (UGT) is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. UGT is an audience-centered approach to understanding mass communication. Diverging from other media effect theories that question "what does media do to people?", UGT focuses on "what do people do with media?" It postulates that media is a highly available product, and the audiences are the consumers of the same product (West and Turner, 2007).

This communication theory is positivistic in its approach, based on the socio-psychological communication tradition, and focuses on communication at the mass media scale. The driving question of UGT is: Why do people use media and what do they use them for? UGT discusses how users deliberately choose media that will satisfy given needs and allow one to enhance

knowledge, relaxation, social interactions/companionship, diversion, or escape (Devadas and Meghana, 2021).

It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification, (Severin and Tankard Jr, 2000).

2.1.2.1 Assumptions of the theory

Unlike other theories concerning media consumption, UGT gives the consumer power to discern what media they consume, with the assumption that the consumer has a clear intent and use. This contradicts previous theories such as mass society theory, which states that people are helpless victims of mass media produced by large companies; and individual differences perspective, which states that intelligence and self-esteem largely drive an individual's media choice, (Leung and Wei, 2000).

Given these differing theories, UGT is unique in its assumptions: (West and Turner, 2007)

- The audience is active, and its media use is goal-oriented
- The initiative in linking need gratification to a specific medium choice rests with the audience member
- The media compete with other resources for need satisfaction
- People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.

- Value judgments of media content can only be assessed by the audience.

According to the research, goals for media use can be grouped into five uses, (McQuail, 2010)

the audience wants to:

- be informed or educated
- identify with characters of the situation in the media environment
- simple entertainment
- enhance social interaction
- escape from the stresses of daily life

At the core of UGT is Gratifications sought (GS) vs. gratifications obtained (GO). it is a contrast between "what you were seeking from experience" versus "what you got from the experience - whether it was a satisfying experience or not." UGT in today's media landscape looks at how traditional media outlets are using new technology to meet the new demands of their audience, (McQuail, 2010). This study will gather current data to determine how radio stations are using non-traditional channels to reach their audiences, and how the extent of social media integration influences the advertising decisions of advertisers. In this context, advertisers are users of media, and UGT is adapted to explain the goals or needs that they seek to fulfill regarding selecting radio stations based on the extent of social media integration.

2.1.3 The Theory of Communication Visibility

Leonardi (2014) developed the Theory of Communication Visibility. His paper offered a grounded theory of communication visibility. The emerging theory suggests that once invisible communication between others in the organization becomes visible for third parties to see, those third parties may be able to improve their meta knowledge (knowledge of “who knows what”

and “who knows whom” in the organization). Communication visibility leads to enhanced awareness of who knows what and whom through two interrelated mechanisms: message transparency and network translucence. Seeing the contents of other people’s messages helps third-party observers to make inferences about the knowledge other people have and seeing the structure of other people’s communication networks helps third-party observers to make inferences about who those people talk with on a somewhat regular basis.

The emerging theory further suggests that enhanced metaknowledge can lead to more innovative products and services and less knowledge duplication if individuals learn to work in new ways. Enterprise social media play a central role in this theory because they are the technology that is used to make visible the communication occurring between other people within the organization that is, for all intents and purposes, invisible to others. Specifically, the enterprise social networking site used among employees enabled them to see into other people’s messages (message transparency) and view other people’s communication networks (network translucence). Thus, by enabling message transparency and network translucence, a social media tool like an enterprise social networking site creates the enabling conditions for the dynamics of communication visibility.

The notion of visibility is tied to the amount of effort it takes to locate information from people’s communications. If people perceive that information is difficult to access, or they don’t know what information exists to access, they will likely not seek this information out (Brown & Duguid, 2000). In this regard, information, though it may be “out there” in someplace waiting to be looked at, is invisible. Simply putting in the effort can help make invisible communications visible.

This theory is useful to this study as it will aid in examining the effort put in by radio operators in Accra and how this yields results for their firms. The Theory of Communication Visibility will also aid in explaining how social media aids in increasing the visibility of the radio stations in focus.

2.2 CONCEPTUAL FRAMEWORK

2.2.1 The Concept of Media Visibility

Yang and Kent (2014), refer to visibility as the public presence of an individual or organization in the media and has an influence on organizational perceptions in times of crisis, buying preferences, and trust. The two scholars further define social media visibility as to how frequently social media users discuss an individual, organization, or related issue. Public Relations scholars have mainly examined organizations' use of social media from a dialogic relationship-building perspective (Bortree & Seltzer, 2009; Briones, Kuch, Liu & Jin, 2011). Taylor (2009) mentioned that studies have found that social media visibility is valuable for enhancing an organization's overall media visibility including media houses themselves. As these firms become more visible among social media users and other journalists, the chances of building contacts and expanding audience share become more. Consequently, a new kind of media engagement has emerged that is different from the traditional model of practitioners seeking out audiences.

Effective organizations use a range of strategies that work together to create awareness, produce a positive image, and communicate effectively with a targeted audience (Hartnett and Matan, 2016). A visibility and communication plan provides the structure for media houses to demonstrate their value and grow and retain their audiences. The terms visibility and

communications cannot be used interchangeably. As Woodward and Vlasich (2016) posit, promotion of the media firm occurs through a purposeful plan to be visible in the media system and society at large. Visibility occurs through persistent presence on-air and online amidst interesting shows and activities. Communications represent the institutional perspective, establish a position statement, and connect that statement to the interests of the target audience. The best practice combines the most effective strategies to increase visibility with the most effective communications approaches (Williamson, 2016).

Visibility has been discussed in many different fields and contexts in the social sciences, but there are many unanswered questions about how to conceptualize and measure visibility as well as how to reflect upon our positioning as researchers (Blaagaard et al., 2017, p. 1115). Brighenti (2010b) contends that visibility regimes are fundamentally interwoven with technologies of power and constitutive of political regimes. As such, visibility is not just what is visible and visual (such as images) but “meaning inscribed in material processes and constraints” (Brighenti, 2010b). This explains the fact that even for media organizations who play the role of visibility agents, the visibility of their platforms is and should be a carefully planned and skewed process.

2.2.2 The Internet and Radio

The Internet model is gathering steam in terms of user preferences and visible economic benefits for society. The internet (as it is currently architected) is indifferent to the nature of the packets that use its protocols; it is the first communications medium that allows separation of "content" from "transport" (Crawford, 2007). Crawford (2008) also opines that the internet does not now transport packets differently based on the content (voice, video, data) of those packets.

In the 2000s, while traditional radio stations were slow to start delivering audio programming over the Internet, new companies were springing up with radio-like formats. In 2001, online radio broadcasts were being delivered by providers as varied as non-media businesses and newspapers to pure Internet broadcasters (America Online, 2001). But today, entrepreneurs are launching new Internet ventures that can attract capital from investors (Crawford, 2008). It is no surprise that radio owners and producers are fast grabbing the advantages of the internet to their radio stations. Campaign and Smith (2001) posit that as millions of households gain Internet connections, stakeholders such as the incumbent private and public broadcasters are faced with potentially new competitors for audience share and, in some cases, advertiser support.

According to Finnpanel (2017), digital radio was created to give a clearer signal and thus a better sound quality. Digital transmission differs from analog transmission as information is not being transformed in the form of an analog sound signal but is in bits, meaning in zeros and ones.

Nowadays many broadcast radio stations stream their signal online, which is called webcasting.

The Internet has made creating one's own radio station easier for everyone, and some webcasters are personal Internet stations that are run from bedrooms and basements. The recordings of the radio broadcast can be published online for later listening, and these podcasts are becoming increasingly popular (Karttunen, 2017).

Amegatcher (2014) mentioned that research in Africa has shown that, in the past, internet applications were focused on marketing and communications but recently, solutions focused on service delivery are on the rise. Legacy media companies provide services. This means that the internet is offering more effective and efficient platforms to provide content to an audience with a wider reach at each point in time. For legacy media companies, this spells greater opportunities for expansion in both the short and long-term as a profit-making business among its competitors.

The World Bank reported that a 10% increase in broadband in Africa correlates to a 1.38% increase in GDP growth. This implies that online activity especially for businesses can positively affect economic growth and development (Dalberg, 2013).

Today, radio broadcasters use the internet not only as a means of reaching a greater number of audiences but also as a means of consumer engagement and marketing.

2.2.3 Media Convergence: Integration of Radio with social media

Convergence is an ambiguous term used by various disciplines to describe and analyze processes of change toward uniformity or union. Its application in the communications sector, often referred to as media convergence, also encompasses valuable approaches and insights to describe, characterize and understand the digital creative economy (Latzer, 2013). The beginnings of research on media convergence (Pool, 1983) and the subsequent large bulk of the convergence literature concentrate on the process of blurring lines between individual and mass communication. It focuses on the convergence of modes of communication and the blurring of boundaries between traditional media and their sub-sectors in the communications sector. More precisely, convergence between telecommunications and the traditional mass media, in particular with broadcasting is analyzed (Latzer, 2009;2013).

Nowadays people have their mobile devices on almost all the time and there is a massive competition for people's attention online (Second Screen, 2012). The majority of the time people spend online is done on social media. Social media is becoming more popular and broadly used, moreover, it has gained a significant role in today's world. Social media presence is important for a radio station since it is the place where people in today's world spend their time. By

utilizing this platform, the station can get more visibility and a bigger audience (Mika et al, 2016; Statistica, 2015).

A great deal of research has revealed how media organizations are using social media networks today to promote their content and build a new relationship with the user, (Manual, 2010; Torres, 2011). The challenges of social media faced by Radio Broadcasters are the integration of multimedia resources into their content. Converting on-air needs to equal traction online and Radio producers need to create an environment of interaction and devise strategies to exploit the potential of these virtual spaces (Costa & Amoedo, 2012). The preference of one social media account over the other, and given the abundance of material, online users still tend to favor a select group of media sources. (Hindman, 2008; Shirky, 2003). The conversation that may begin on the radio waves may continue over the social network. This continuation marks the intensification of their efforts to normalize a narrative, within the bounds of the media organization's control. Younger audiences value the diversity of social media posts, and it mostly borders on trivia or fun posts, (Gheorghe, 2013).

Radio Stations, which are a part of a media group as a case in point in the UAE, affirms a solid user base. Often, news organizations create their own communities by integrating and acculturating expats to national culture and themes. Local events and government announcements are shared on social media platforms bringing together common ideas. A feedback mechanism is also crucial in this interdependence between organizations, their readers/listeners, their competitors, and partners, (Haque and Biju, 2015).

2.2.4 Social Media and Radio Reach, Engagement and Advertising

According to Dunay (2013), the world of linear broadcasting is embracing social media, but debate remains as to how engagement can drive the bottom line for traditional media. He noted that new research in both television and radio is showing that getting the crowd involved can influence the most important of all metrics for broadcasters: ratings. Dunay's (2013) research revealed that the broadcasting industry has the opportunity to increase its appeal to both consumers and advertisers by leveraging social engagement. He revealed that cloud radio platform Jelli announced new data that shows a correlation between social engagement and ratings for radio stations, similar to the recent Nielsen research about the impact of Twitter on television ratings.

The data from Dunay's (2013) research shows that a 127% increase in engagement on their playlist crowdsourcing platform had a corresponding 30% increase in ratings during the measured period. The impact of synced display ads (on mobile and website) on the audio creative was also studied, showing that 0.10% to 0.15% of the overall audience interacted with the ad, with a click-through rate of 1-3% for listeners that were logged in. He concluded that if the traditional radio broadcasters can seize the chance to leverage their airwave monopolies offline with technology that allows greater audience engagement and online measurement standards to be applied to their audio advertising, the fight for the dashboard will be one to follow with interest.

Social Media can extend the possibilities of audience participation in Radio Broadcasting, thus enriching the listener's experience. (Shaw, 2010). Media planning has become much less about picking from the traditional outlets to place a commercial buy and more about establishing a pattern of interaction with the target consumer (Mulhern, 2009). This management of the

interaction between the audience member and the brand no longer needs traditional media outlets to serve as the moderator. Instead, it becomes one of the many menu items available in the advertising media mix

As social media has emerged, it has been increasingly integrated into the activities of radio, with journalists adopting social media as a tool of their trade (Ordaan, 2013). For example, Rooke and Odame (2013) found that community radio hosts in Canada were using blogs primarily to generate a larger audience base and to interact and connect with listeners. In community radio in South Africa, there has been an increasing but uneven use of social network sites, and even a negative correlation between the number of listeners and the number of followers on social media (Bosch, 2014).

Furthermore, Bosch (2014) found that audiences already on social media tended to have greater access to, and participation in, community radio, with, for example, their messages being read on air. She also notes that the virtual and distributed nature of these networks is redefining the notion of a community, beyond geographic confines. In addition to building a relationship with their listener base, broadcasters cannot ignore the potential of social media to complement fundraising efforts (Rooke & Odame, 2013) and to generate an additional advertising revenue stream. However, this places greater demands on broadcasters, who must continue to pay attention to the quality of their radio broadcasting as well as effectively integrate their use of social media, (Albarran & Moellinger, 2013; Lietsala & Sirkkunen, 2008).

2.2.5 Innovation of Radio Operators amidst Social Media Prevalence

Zakaria and Ofori-Birikorang (2018) investigated social media use by selected radio stations in Ghana. This was against the backdrop that the integration of social media into radio news

production has received minimal investigation and documentation, especially within the Ghanaian context. Employing cyber ethnography, interviews, and documents analysis as well as the Technology Acceptance and Technology Appropriation models, this study examined how two radio stations in Accra (Peace FM and Citi FM) use social media for news production. The research revealed that social media has been useful in enhancing journalistic tasks of news gathering, sourcing, news reporting, news editing, and public engagement or interactivity. However, the point of departure in terms of the appropriation of social media by the two radio stations lies in the area of news dissemination. Citi FM appeared to appropriate social media for news dissemination in a variety of innovative ways through the use of multimedia applications and tools compared with Peace FM. The rationale for the variation in social media use for news production by the two radio stations may be linked to linguistic considerations as well as the instrumentality of the use

Gani et al (2019) investigated Social Media and Radio Broadcasting Integration to Expand the Market of I-Radio Jakarta. This Research Objective was to find out the use of social media in broadcasting programs on I-Radio Jakarta to expand the market or audience reach. They used qualitative approaches, conducting observations, looking for internal data, and conducting interviews with relevant speakers. This study also used Philip Kotler's marketing concept approach (segmenting, targeting, and positioning) to explain the use of social media platforms, to broaden the reach of listeners.

Haque and Biju (2015) looked at radio broadcasts and their continuum with social media in the UAE. This study explained the new form of relationship with audiences online and how it empowers the radio stations to co-generate content, reach out to prospective advertisers and stakeholders. The study employed a complex instrument based on the quantitative and qualitative

content analysis of social media accounts of the radio stations. In addition, in-depth interviews with multiple hierarchies of social media teams, radio presenters & show producers of the selected radio stations were organized. Participatory activities, which run parallel on radio and social media, are examined and comparisons were done on the construction of the public discourse, through variables, which helped explain any changes in the mode of participation with the listeners due to the social media channels like Facebook and Twitter. Given the popularity of social media networks among the youth, the introduction of radio listeners to social media helps connect user profiles with the radio stations with a promise of a greater fan base.

Using UGT theory, Alyxandra (2015) studied how radio stations are reaching beyond the dial (and their competitors) to connect with their audience. The present study sought to determine to what extent radio stations in New York State have adapted to use non-traditional media channels, how often they update those channels, and if revenue type affected what channels were used to connect an ever-changing audience. Findings suggested that non-commercial public and college radio stations have the edge in the newest social media channels while commercial stations maintain their strength in local news and mobile apps.

Gavaza and Pearse (2019) assessed the social media maturity of a community radio station: the Rhodes music radio in South Africa. This study used a social media maturity model (SMMM), developed from available literature, to assess the social media maturity of a South Africa community radio station, Rhodes Music Radio (RMR). The study found that RMR had a level 3 rating on a 5-level maturity scale, indicating that it was quite, but not yet fully, mature in its social media use.

2.2.6 Revenue Generation by Radio Stations in an era of Social Media

According to Smith (2018), traditional radio stations compete with Internet radio to offer marketing solutions to media buyers. Zoll (2015) examined effective marketing strategies offered by traditional radio stations. Zoll (2015) determined that radio is a portable medium with most listening taking place outside of the home. Many radio stations use technology to host marketing sporting events and conduct remote broadcasts in their communities. Zoll (2015) analyzed the evolution of how technology has improved the broadcast radio industry. Social Media websites such as Facebook allow consumers to post videos and reports to their Facebook page. Increased reliability, improved sound quality, as well as access to millions of titles have enabled stations to provide more diverse programming. Zoll (2015) determined that the Internet and smartphones have driven a revolution of change in broadcast radio.

Internet radio advertising emerged as the most economical marketing method because of easy accessibility, cost-effectiveness, and flexibility. Bok (2014) analyzed strategies to evaluate Internet radio advertising and marketing strategy effectiveness. Bok (2014) found factors influencing internet advertising effects and practical contribution by developing an internet advertising strategic model. Marketers view Internet radio as an effective marketing media platform to roll out ad campaigns. Mayakkannan and Senthilkumar (2016) investigated the importance of Internet radio marketing strategies. The goal of advertisers is to make their ads more involved. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction can drive brand attitudes. Mayakkannan and Senthilkumar (2016) found that web advertising is moving away from banner ads. Marketers are experimenting with new forms such as games and interactive product demonstrations.

New technological developments have changed the operational structure of traditional radio. Kuyucu (2014) examined how the demand for marketing strategies has increased in Internet radio compared to traditional radio. Radio has been affected by new media. New media which has been created by the new technological developments have created new forms of distribution. Kuyucu (2014) determined that new media has affected the advertising revenue of traditional radio.

The Internet's technological advances have taken advertising in a new direction. Stole (2014) explored emerging trends affecting digital advertising. The research focused on the important consequences for how scholars think about internet policy issues and how media scholars think about the changing relationship of advertising to content production. Stole (2014) determined that nearly all of what is transpiring reflects some of the basic methods developed by marketers beginning a hundred years ago. More listeners are consuming radio online through computers and mobile devices. Ogutu, Ogutu, and Njanja, (2014) examined the effect of internet marketing on attitude towards internet advertising. In the online world, the more listeners you have, the more it costs to provide the service.

2.3 Chapter Summary

This chapter presented the conceptual discussion of Radio and new media (social media) as media channels as well as social media worldwide and in Ghana. This was followed by a discussion of the theoretical foundation of the study- theory of Media Convergence, Uses and gratifications theory, and the Theory of Communication Visibility. Media convergence theory is used to explain the extent to which Radio as a conventional media is integrating with new media. Since the pattern of media consumption has changed, this theory enables the researcher to assess

how radio is using social media such as Instagram, Facebook, and Twitter Radio to capture a wider range of audience that is more loyal. UGT on the other hand is adapted in this study to explain the goals or needs that advertisers seek to fulfill regarding selecting radio stations based on the extent of social media integration while the Theory of Communication Visibility is employed to help explain the efforts employed by radio operators to expand the visibility of their firms using social media.

The next sections focused on Radio Integration with Social Media and Social Media and Radio Reach, Engagement and Advertising. The literature revealed that radio media organizations are using social media networks today to promote their content and build a new relationship with the user and the broadcasting industry has the opportunity to increase their appeal to both consumers and advertisers by leveraging social engagement.

Empirical studies relating to the study are reviewed, drawing from both developed and developing country contexts. The review showed that extant studies have focused mainly on social media integration in the operations of radio with little emphasis on how radio can appropriate social media to enhance its advertising rating and the social media metrics that influence advertisers to choose a specific radio station for their advertising needs. This study seeks to fill this gap by looking at how social media enhances the advertising ratings of radio stations in Ghana and the social media metrics or maturity level of radio stations that advertisers consider in their advertising decisions.

Again, evidence gathered through the review of the literature points to the discovery that although there is a vast amount of studies on the convergence of radio and social media in the area of advertising and audience reach, there is very limited or no literature on how this plays out within the context of Ghanaian radio stations, specifically, radio stations in Accra. Perhaps, the

situation is different within the context of radio stations in Accra. This is hence a gap in the literature that this study intends to fill.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

As defined by Rememyi and Williams (1998), research methodology is the procedural framework within which the study is conducted. It comprises the theoretical and ideological basics as well as the fundamental principles that guide a researcher in the selection of a particular research method over the other. As such, this chapter describes the methodology employed in this study and discusses how the study would be conducted in order to achieve the objectives of the study; to examine how social media enhance advertising reach of radio stations, examine how radio stations have integrated social media and the impact on business in present-day and to analyze the social media metrics businesses consider when choosing a radio station for advertising. This chapter discusses the research design and as well as justifies the choice of the survey research strategy. It also describes the sample and population considered as well as the sampling techniques employed in the study. The sources of data, the data collection procedure, and the type of research instrument used are also discussed. The chapter further describes the method of data analysis adopted for the study and ends with ethical considerations.

3.2 Research Approach

For the current study, a mixed-method approach made up of quantitative and qualitative research will be used. Mixed methods may be defined as research in which the investigator collects and analyses data, integrates the findings, and draws inferences using both qualitative and quantitative approaches and methods in a single study (Tashakkori & Creswell, 2007, p4). According to Doyle (2009), some interpretations view mixed methods as the collection and

analysis of quantitative and qualitative data. More contemporary writings in this area had sought to develop an understanding of the importance of complete integration of the two approaches (Hanson, et al., 2005; Bryman, 2007; Creswell & Clark, 2007).

Creswell (1999) explains quantitative research as the research phenomena in which there is the collecting of numerical data that is analyzed using mathematically based methods. Thus, the quantitative method allowed the researcher to represent data using numbers, charts, tables, and mathematical equations. It assisted the researcher to have a numerical view of the data and variables in the study to make meaning out of them. This method was applied because it is flexible.

On the other hand, the qualitative research method according to Neuman (2014), examines individuals, organizations, movements, events, and geographic units through detailed, varied, and extensive studies. Yin et.al., (2011) indicates that qualitative studies can be used to study social phenomenon under real-world conditions by representing the views and perspectives of participants. This approach helped to get a deeper understanding of respondents' gendered experiences in the media. It also gave the researcher a first-hand understanding of the complex matters around the work and experiences of radio operators in Ghana.

This approach did not only help generate the statistics of the perception of radio visibility of the respondents but also helped to get a deeper understanding of respondents' knowledge, experiences in the area of their work as radio producers and personalities.

3.3 Research design

A research design is the 'procedures for collecting, analyzing, interpreting and reporting data in research studies' (Creswell & Clark 2007, p.58). It is the overall plan for connecting the

conceptual research problems with the pertinent (and achievable) empirical research.

In other words, the research design sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Grey, 2014). The research design describes the techniques and the nature of the study. It can be referred to as the overall strategy that is chosen to integrate the different components of the study coherently and logically, thereby, ensuring an effective address for the research problem and it constitutes the blueprint for the collection, measurement, and analysis for data (De Vaus, 2008). In other words, the research design describes the various methods that the researcher uses to go about the overall research process.

For the present study, the survey research design and qualitative interviews were for study.

Survey research is defined as the process of conducting research using surveys that researchers send to survey respondents. The data collected from surveys is then statistically analyzed to draw meaningful research conclusions (Cresswell,1999). A survey helps because it allows researchers to get data that is quantifiable from respondents. It also allowed the researcher to draw meaningful conclusions that could be generalized on the entire population of radio operators in the capital city of Ghana, Accra.

According to Creswell (1999), qualitative interviews are in-depth conversations with respondents where first-hand information is obtained on a particular topic. The interviews are considered semi-structured because the researcher targets a particular topic, and then asks questions that seek to get responses from respondents on the matter. The primary goal of an in-depth interview is to hear what respondents think is important about the topic by allowing them to express themselves.

3.4 Research Population

According to Dulock (1993), the population is an aggregate of the totality of all the objects, subjects, or members that conform to a set of specifications. In other words, the population of a study includes all the subjects in the region or locale of the study from which the study group is selected. In this case, the population of the study is made up of employees of radio stations; Accra FM, Angel FM, Okay FM, and Onua FM. Only the four (4) media houses were selected for the study following the limited timeline of the study and the impracticability of assembling media practitioners of all radio stations in the capital, Accra. It is worth noting that all the media houses in focus fall under Class Media Group, ABN Group, Despite Media Group, and Media General respectively. These radio stations are also Akan speaking stations.

3.5 Sampling Technique

As Lindlof and Taylor (2002) point out, the sampling technique or strategy directs the researcher's choices on what to observe or whom to interview. They argue that an intelligent sampling approach permits researchers to establish systematic touch with communication phenomena with the least amount of effort possible. Brink (1996) considers a sample to be the subset of a population selected to participate in a study. It is the fraction of the whole selected to participate in the research project. When dealing with people, it can be defined as a set of respondents (people) selected from a large population for a survey.

This study made use of convenience sampling under the non-probability sampling technique because, for the quantitative aspect, the participants were carefully selected but two separate online questionnaires were distributed at once to two separate targets who were part of contacts of the researcher in the media houses under focus as well as some organizations to run ads with

media houses. Anyone who fell within the requirement and was available within the stipulated time frame would be filled. One questionnaire was targeted at advertisers whereas the others were targeted at the employees of radio stations. Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the study (Etikan et al, 2015).

Section D of the questionnaire sought to assess the extent to which the respondents' organization uses the under-listed social media strategies to enhance their advertising rating - Social Media reach (following) and engagement (likes, shares, and comments). The degree of use was measured as follows.

1. To a very low extent
2. To a low extent
3. To a moderate extent
4. To a high extent
5. To a very high extent

For the qualitative aspect of the research, purposive sampling was employed. Purposive sampling, also known as judgment, selective or subjective sampling is a sampling technique in which the researcher relies on his or her own judgment when selecting members of the population to take part in a study (Black et al, 2010). Purposive sampling is a non-probability sampling technique. This enabled the researcher to save time and resources, and also to get the right people to take part in the study.

3.6 Sampling Size

A sample size of 95 was employed for the study. This number was made up of 19 respondents from the businesses that advertise. Ten of the respondents in addition to the 19 were employed for the qualitative aspect of the study. The remaining 67 were made up of 23 from Class Media Group, 16 from Despite Media Group, 15 from Media General, and the remaining 13 from Angel Broadcasting Network (ABN). In all, a sample size of 95 was employed for the study.

3.7 Instrument for Data Collection

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The goal for all the data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers to the questions that have been posted. The instruments that were used for collecting data were a questionnaire and interview guide.

Research techniques are the step-by-step procedure in the collection and analysis of the data (Saunders et al, 2007). The procedure to be employed in this study was to gather data through the use of structured questionnaires. The first section of the questionnaire included the biographic data of the respondents such as age, level of education, and other socio-economic characteristics. The second and third sections dealt with issues relating to the various research objectives. The employment of mostly close-ended questions made it easy for the responses to be coded and analyzed. This also made it easy for the researcher to collect a large number of data within a short period.

For the in-depth interviews, an interview guide was developed to help aid the researcher in asking respondents questions that are relevant to the research topic. Although respondents will be allowed to express themselves, the interview guide, which is a list of questions prepared by the researcher, helped to moderate the conversation, and where possible, follow-up questions were asked for clarity.

3.8 Data presentation and Analysis

Data analysis according to Srivastava and Thomson (2009) involves examining, categorizing, tabulating, or otherwise recombining the data. This means data analysis can also be said to be an expansion of data to make meaning using different methods, whether quantitative strategies or qualitative representations. Famili et. al (1997) also argue that analysis is a systematic method for analyzing textual information in a standardized way that allows evaluators to make inferences about the information. Thus, data from the surveys were analyzed using quantitative methods.

Tables and charts were used to represent data that was gathered from the survey.

Qualitative data from interviews were presented and analyzed using words. The analysis was in the form of written descriptions of respondents' responses from interviews.

The study employed Cresswell's (2009) technique to theme analysis, as follows:

1. To begin, the researcher transcribed the bulk of the interview material from the speech recordings into a written language to facilitate comprehension of the topics discussed with the participants.
2. The second stage entailed poring over the transcribed material to have a better understanding and appreciation for the topics under examination. Additionally, the

researcher observed and recognized several significant points, particularly in places where respondents agree or disagree on a certain topic.

3. The third stage was to assign codes and create themes. The researcher painstakingly divided the text at this step before bringing forth the information's obvious significance.
4. The final stage was to interpret the numerous themes gleaned from the data. The researcher then evaluated the themes by providing a detailed description of the data and comparing the findings to material gleaned from the literature. Following that, conclusions were reached.

In the end, both the quantitative data from the survey questionnaires and the interviews were merged and analyzed for similarities and differences, and the results were presented as a unified whole. The survey responses and analysis, as well as the qualitative data and analysis complemented each other to provide a holistic understanding of the subject under investigation. In this way, while the survey responses afforded the researcher the opportunity to get numerical evaluations of the subject for generalization purposes, the qualitative analysis provided a general exploration and deeper understanding of the subject, giving the research coherence and more validity.

3.9 Validity

Validity concerns the appropriateness or fits between a variable and its measurement items (Burns & Burns, 2008). Validity critically assesses the value of research by verifying the data quality and the corresponding results (Creswell & Plano Clark, 2007). The main categories of validity identified in the literature are – content, criterion, and construct validity (Ghauri & Gronhaug, 2005; Malhotra, 2007; Streiner, 2013). This study made use of content validity to

confirm the research instrument. Observing the suggestions of some researchers (Ghauri & Gronhaug, 2005; Hair et al., 2009), that a simple test for face validity is to seek the views of others well-versed with the study as well as a pre-test of measuring instrument, content validity were ensured by allowing the research supervisor to review the scales used in the study.

3.10 Ethical Consideration

Ethical considerations are a very vital aspect of research that must not be disregarded, the consent, confidentiality, and consequence for the respondents should be of great concern to a researcher (Malhotra and Birks, 2007). The conduct of research requires not only expertise and diligence but also honesty and integrity. Crewell (2009) argues that ethical consideration must be an integral aspect of research. The right to self-determination, anonymity, confidentiality, and informed consent must be observed to render the study ethical. In this regard, respondents were assured of the confidentiality of both general and personal information that the research sought to solicit from them. Permission and approval were sought from the respondent or participant involved in the study. They were told that the research is solely for academic purposes and the outcome of the study would be exclusively based on the analysis of the data collected from them. The respondent or participant's voluntary agreement to take part in the study was key.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.1 INTRODUCTION

This study sought to find out how radio stations of today integrate their activities with social media and how this integration influences the generation of the advertising revenue of these stations. This chapter presents the study based on the data gathered from the field. It sought to assess the knowledge, practices, and experiences of employees of radio stations and advertisers about the use of social media as a tool to reach a wider audience and generate more advertising revenue. The results and analysis of the qualitative data collected are presented per the research questions. The questionnaire came in two forms; one targeted at advertisers and the other targeted at employees of radio stations. The findings of the qualitative data analysis provide information that formed the basis including the demographic profile of respondents and descriptive statistics such as percentages, mean and standard deviation.

For the qualitative data, the three levels of coding in the thematic analysis were employed; open coding, axial coding, and selective coding. (Strauss 1987, p. 29). Gallicano (2013) explains the three levels of coding. For open coding, she explains that basically, you read through your data several times and then start to create tentative labels for chunks of data that summarize what you see happening (not based on existing theory – just based on the meaning that emerges from the data). Record examples of participants' words and establish properties of each code. Axial coding consists of identifying relationships among the open codes. What are the connections among the codes? This will be easier to understand when you see the last chart of this blog post. Then in selective coding, you figure out the core variable that includes all of the data. Then reread the transcripts and selectively code any data that relates to the core variable you identified.

The analysis was done in the form of written descriptions of respondents' responses from interviews.

Finally, the results of the mean, standard deviation, and thematic analysis performed are discussed or discussion, conclusion, and interpretation of the results and recommendations of the study.

4.2 QUANTITATIVE DATA

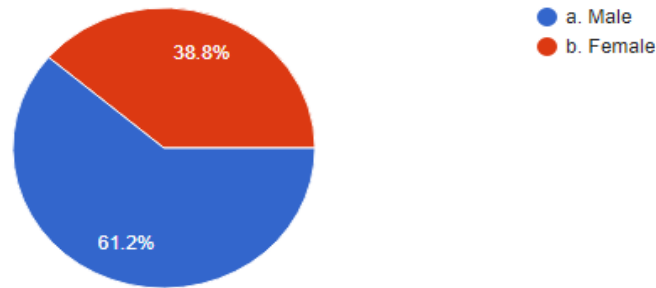
4.2.1 Survey of Advertisers

This questionnaire was aimed at generating insight from advertisers regarding the factors they consider before placing adverts with radio stations and the average amount they allocate to adverts. The questionnaire is divided into three sections; demographic characteristics of participants, organizational characteristics, and social media metrics for selecting radio stations.

4.2.1.1 Demographic Characteristics of Respondents

This section of the chapter presents the demographic characteristics of the sampled respondents for the first aspect of the quantitative part of the study. 19 respondents were reached by administration of online questionnaires. Out of the 19 people, 10 were males representing 52.6% and 9 females representing 47.4%. This is represented in *Figure 1.0* below.

2. Gender
67 responses



The researcher was also interested in establishing the age bracket of the respondents. The study found that the majority (42.1%) of the respondents were above 40 years followed by those in the age bracket of 31-35 and 36-40 representing 26.3% respectively. The age bracket of 25-30 came next representing 5.3%. Lastly, the age bracket 18-24 had no respondent. This is represented in *Figure 1.1* below.

1. Age
19 responses

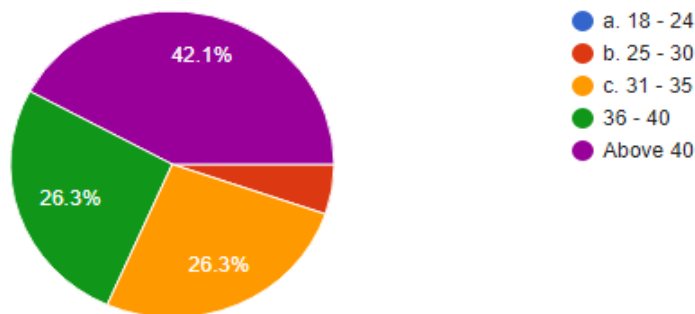


Figure 1.1: Age of Respondents

Another variable that was used to profile the sampled respondents was their role in the organizations they work for. 68.4% of the respondents are in managerial positions with 21.1% play supervisory roles and 10.5% being officers. *Figure 1.2* shows a representation of this data.

4. Role in your organization

19 responses

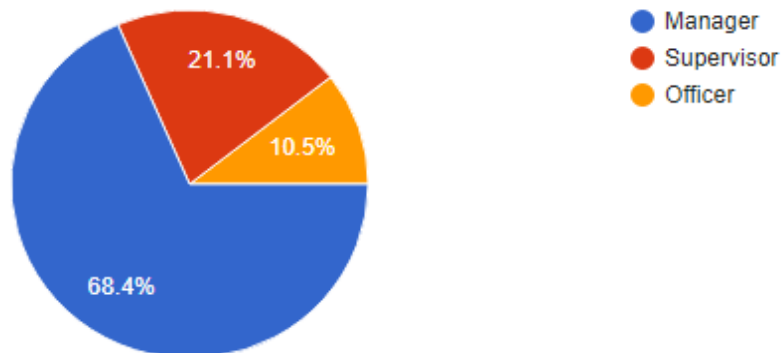


Figure 1.2: Respondents' role in their organizations

The study also considered the number of years that the respondents had worked in their respective organizations. Respondents' number of years experience in their organization was ascertained. It was revealed that 5 respondents each representing 26.3% had worked for 4-6 years, 6-10 years and above 10 respectively as shown in **Figure 1.3** below.

5. Years working in your organization

19 responses

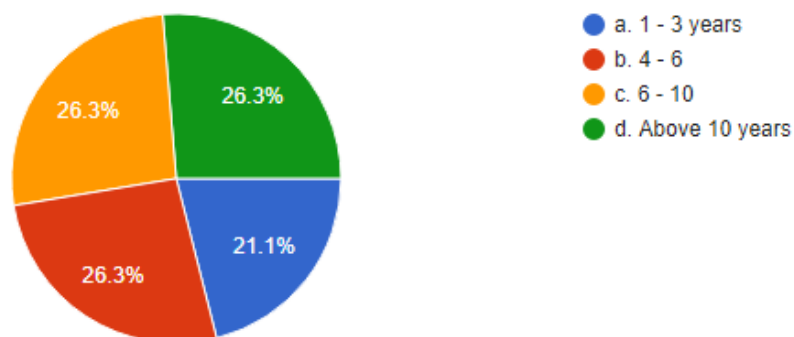


Figure 1.3: Years of Experience in the Organization

For the aspect of duration in operation, **Figure 1.4** shows that 7 respondents each representing 36.8% of the total number of respondents worked for organizations that have been in operation for 6-10 and 11-15 years respectively. This was followed by 2 respondents each representing 10.5% each for organizations that have been in operation for 1-5 years. Finally, 1 respondent representing 5.3% of the 19 respondents works with an organization which has been in operation for over 20 years.

8. Number of years on operation

19 responses

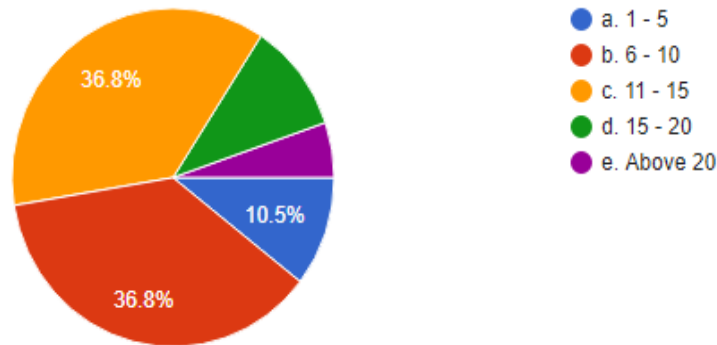


Figure 1.4: Number of Years in Operation

Respondents' Organizational Characteristics was also profiled with a focus on the sector of the organization. Regarding the sector of the organization in which the respondents work, as represented in **Figure 1.5**. 36.8% who were the majority did not specify the scope of their organizations. 21.1% of the respondents work within the manufacturing sector. 15.8% fall within the Communications and Agencies sectors respectively. Finally, 5.3% work in the Transport and ICT sectors respectively. No respondent indicated working in the Hospitality sector.

6. Sector of your organization

19 responses

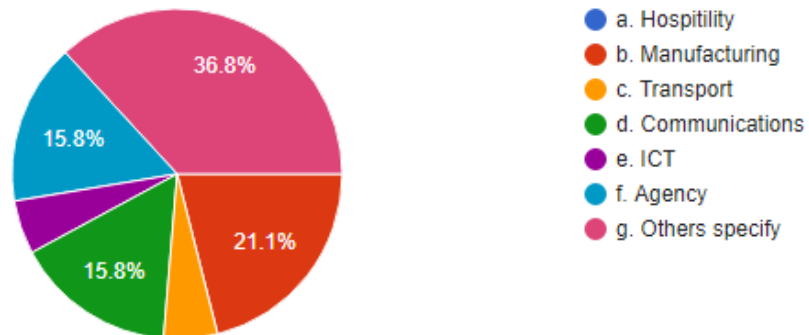


Figure 1.5: Sector of Organization

The questionnaire also identified the number of workers in the organizations to which the respondents belonged. From the data collected, 7 respondents representing 36.8% of the total respondents indicated having above 20 employees. This was followed by 3 respondents each representing 15.8% for organizations that had 1-5, 6-10, 11-15 and 15-20 employees. This is represented in **Figure 1.6**.

7. Number of workers in your organization

19 responses

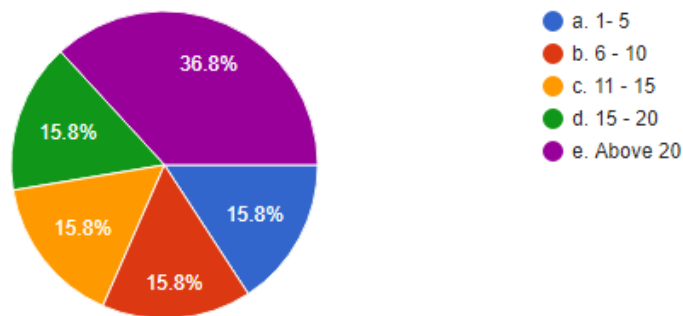


Figure 1.6: Number of Workers in the Organization

9. Average Advertising Budget

The average advertising cost of the organizations in which the respondents worked was also measured. According to **Figure 1.7**, it is evident that 8 respondents (42.1) who form the majority work for organizations who have an average advertising budget of less than GHC 5000 per campaign. 6 respondents who represent 31.6% are in organizations with an average advertising budget of GHC 5,000 - GHC 10,000. This is finally followed by 5 respondents whose organizations have more than GHC 15,000 as their average advertising budget. None of the respondents indicated having an average advertising budget of GHC 11,000 – GHC 15,000.

9. Average advertising budget

19 responses

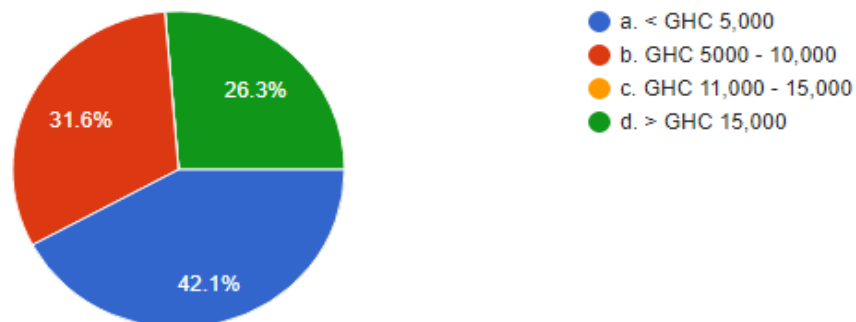


Figure 1.7: Average Advertising Budget

This part of the questionnaire sought to examine whether or not advertisers consider the social media handles and reach of radio stations before allocating their budgets and playing adverts with them. This close ended question required a “yes” or “no” answer. 10 respondents representing 55.6% of the respondents indicated a “no” with the remaining 9 representing 44.4% ticking “yes”. This is represented in **Figure 1.8** below.

10. Do you assess a radio station social media handles before allocation advertisement budget?

18 responses

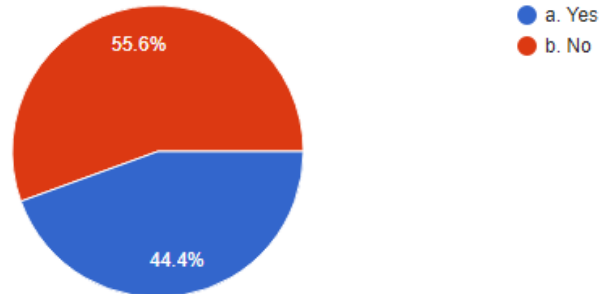


Figure 1.8: Assessment of Social Media Handles for Budget Allocation

The next part of the questionnaire examined the social media metrics of companies and businesses before selecting radio stations. The responses have been coded below and represented in **Table 1.1**.

11. Engagement: Number of likes, views, hearts and comments, user generated content on content posted by radio station (Conversation) number of shares (amplification), sign ups, add to favorites

12. Content in social media: News, music, other types of content - other adverts and videos.

13. Reach on social media: Number of fans, number of followers

14. Promotion of Personalities: Radio personalities on social media handles of the radio station

15. Demographics of social media audience and followers: Men or women, age, social status etc.

16. Social Media Update Frequency

17. Number of Benchmark or regular programs on social media platforms

18. Social media ratings by rating agencies and other independent organizations

Table: 1.1: Social Media Metrics for Selecting Radio Stations

	Item	No. of Respondents	Mean
11.	Engagement	19	2.63
12.	Content in social media	19	2.90
13.	Reach on social media	19	3.16
14.	Promotion of Personalities	19	2.63
15.	Demographics of social media audience and followers	19	2.63
16.	Social Media Update Frequency	19	3.21
17.	Number of Benchmark or regular programs on social media platforms	19	3
18.	Social media ratings	19	2.95

On social media metrics for selecting radio stations, as displayed in *Table 1.1*, respondents indicated engagement is to a low extent considered when choosing radio stations as their advertising channel with a mean value of 2.63. With a mean value of 2.90, Social media content is also considered to quite a low extent. For promotion of personalities, it is one that is generally moderately considered by advertisers when choosing a radio station to play adverts. This is indicated by a mean value of 3.16. Demographics of social media audience and followers and social media update frequency are both considered to a low extent since they both have mean values of 2.63 respectively. Social media frequency is also considered to a moderate extent

following the realization of a mean value of 3.21. A mean value of 3 is also indicative of the consideration of the number of Benchmark or regular programs on social media platforms is considered during the decision making process to a moderate extent. Social media ratings also have a mean value of 2.95 showing that it is considered to a low extent.

4.2.2 Survey of Employees of Radio Stations

This questionnaire aimed at generating insights of employees of the target radio stations on the integration of their various stations with social media. The questionnaire items were grouped into four sections: demographic Characteristics, organizational characteristics, social media integration as well as social media advertising reach of radio stations.

4.2.2.1 Demographic Characteristics of Respondents

This section of the chapter presents the demographic characteristics of the sampled respondents for the second aspect of the quantitative section of the research. 67 respondents were reached by administration of online questionnaires. Out of the 67 respondents, 41 were males representing 61.2% and 26 were females representing 38.8%. *Figure 1.9* shows this below.

2. Gender
67 responses

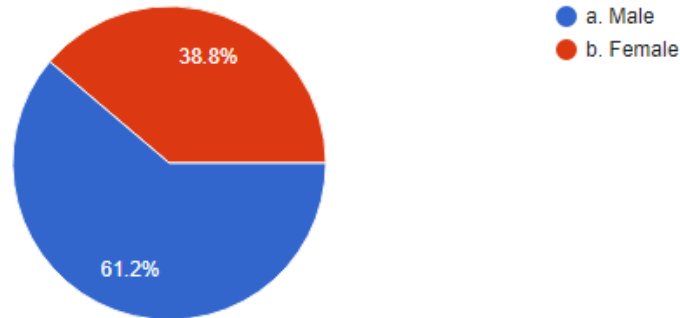


Figure 1.9: Gender of Respondents

The study was also interested in establishing the age bracket of the respondents. The study found that the majority (35.8) of the respondents were within the age bracket of (31-35) followed by those in the age bracket of 25-30 with a percentage of 19.4 then 36-40 representing 17.9%. The persons who were above the age of 40 came next with a percentage of 16.4%. Lastly, the age bracket 18-24 had 7 respondents representing 10.4%. This is represented in **Figure 1.10**.

1. Age
67 responses

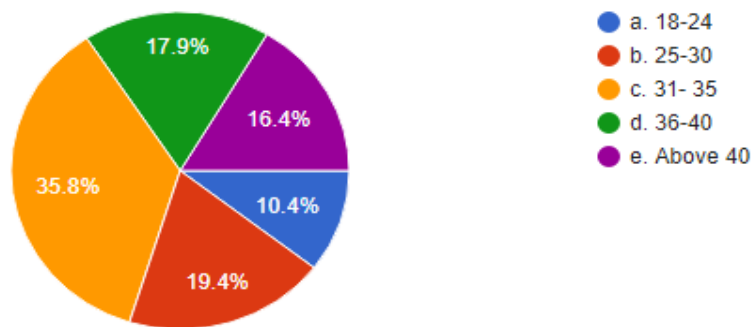


Figure 1.10: Age of Respondents

The study also considered the roles of the respondents in the organizations they work for. 19.7% of the respondents indicated being in managerial positions while 28.8% play supervisory roles and 51.5% being the majority who are officers in their organization. This data is represented in *Figure 1.11* below

4. Role in your organization

66 responses

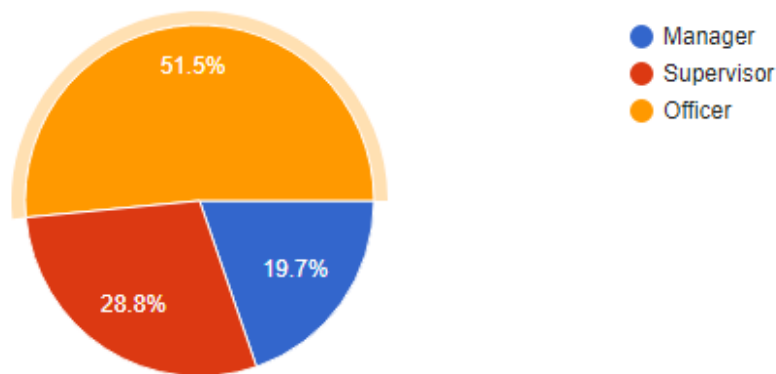


Figure 1.11: Respondents Role in the Organization

The study also looked at how long the respondents had worked in their respective organizations. The results showed that the majority of the respondents (31) representing 46.3 had worked in their organizations for 1-3 years. This was followed by 13 respondents who represent 19.4% working for 4-6 years. 10 respondents representing 14.9% had worked about 10 years whereas 1 responded each representing 1.5% had worked for 2 months and 4 months respectively as represented in *Figure 1.12*.

5. Years working in your organization

67 responses

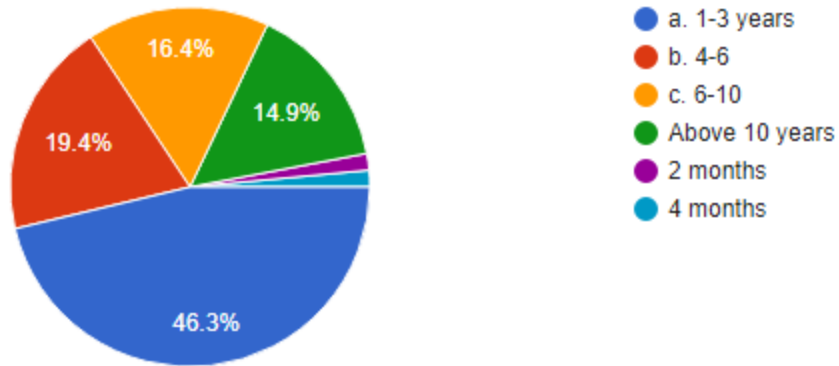


Figure 1.12: Respondents' Years of Experience in their Organization

Number of Years of Working in the Organization

When considering the number of workers in the organizations that the respondents belonged to, 58 of them representing (86.6) who formed most of the respondents indicated having more than 20 employees in their organization. This was followed by 6 respondents respectively who had 1-5 and 11-15 workers representing 6% of the total number of respondents in their organization. 1 respondent indicated having 15-20 workers in their firm. A representation of this is made in *Figure 1.13*.

6. Number of workers in your organization

67 responses

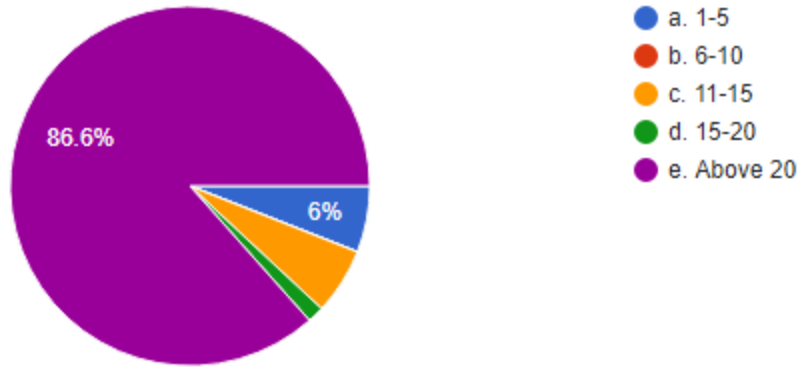


Figure 1.13: Number of Workers in the Organization

The next question sought to identify the media organizations to which the respondents belonged. From the data collected, 23 respondents indicated working with Class Media Group (Accra fm). 16 mentioned working with Despite Media Group (Okay fm) with 15 respondents working with Media General (Onua FM). The remaining 13 respondents stated that they were working with Angel Broadcasting Network (Angel FM) as displayed on *Table 1.2*. Meanwhile, 10 respondents did not indicate their places of work.

Table 1.2: Respondents and the Media Houses they Work With

Name of Media House	Respondents Who are Employees
Class Media Group (Accra FM)	23
Despite Media Group (Okay Fm)	16
Media General (Onua Fm)	15
Angel Broadcasting Network (Angel fm)	13

7. Social Media platforms Employed by Media Houses

The next questionnaire item explored the social media platforms that are employed by the media houses to which the respondents belong. This item was open ended in nature. Included in the responses obtained from the respondents were Facebook which was dominant, followed by Twitter, then Instagram, Youtube, WhatsApp and Tiktok in that order.

Section C: Level of integration of social media by organization

- i. Level 1: Ad hoc
- ii. Level 2: Experimental
- iii. Level 3: Defined
- iv. Level 4: Linked
- v. Level 5: Integrated

Table 1.3: Level of Social Media Integration

Level	No. of Responses
Level 1	4
Level 2	4
Level 3	9
Level 4	22
Level 5	36

From *Table 1.3* above, it is evident that 36 respondents revealed that their organizations majorly integrate their radio station with social media. 22 responded that their organizations linked their

radio station to social media. 9 responded to having their organizations at level 3 which is an indication that they had defined the use of social media. 4 respondents each showed that their organizations were at the ad hoc and experimental stages respectively.

Section D: Social Media Metrics

Table 1.4: Social Media Metrics for Selecting Radio Stations

	Item	No. of Respondents	Mean
9.	Posting news and update	67	4.31
10.	Hosting events	67	3.88
11.	Unite your marketing messages	67	3.89
12.	Feedback from on-air personalities and local event information	67	3.91
13.	Social media, as platform to engage people with contest and promotions	67	3.97
14.	Tools for reminding your loyal followers about your upcoming shows and events	67	4.18
15.	Sharing promoting and engaging	67	4.26
16.	Promote content from website	67	4.15
17.	Participation of followers in radio programs	67	4.35
18.	Source of user generated content for radio programs	67	4.03

From *Table 1.4*, the majority of the respondents agreed that Social media is used for posting news and updates such as breaking news, images, short videos among others. This is represented by a mean value of 4.31 indicating a very high degree of use in this regard. In terms of hosting events, a mean value of 3.88 shows this factor is moderately considered during the integration of radio and social media by radio stations. An average score of 3.89 also shows that Social media is moderately considered by the radio stations under study to unite marketing messages of the firm. A mean value of 3.91 also shows that radio stations make use of social media to generate feedback from on-air personalities and local event information to a moderate extent. More so, respondents generally agreed that to a moderate extent, social media is used as a platform to engage people with contests and promotions. As for the use of social media as tools for reminding your loyal followers about organization's upcoming shows and events, a mean value of 4.18 shows that respondents generally agreed that it is used to a high extent. In the same vein, to a high extent, social media is employed as a tool for sharing and promoting content and engaging audiences to a high extent following a mean value of 4.26 according to the respondents. Similarly, respondents generally agreed that social media is used to promote content from their organization's website. This is indicated by a mean value of 4.15. In the same vein, a mean figure of 4.35 shows that respondents generally took the position that social media is used to enable the participation of followers in radio programs to a high extent. Finally, with a mean value of 4.03, respondents were of the position that social media is used as a source of user-generated content for radio programs to a high extent.

4.3 Thematic Analysis

This section of the study presents the analysis of the qualitative data. As mentioned earlier, thematic analysis was used to code the data and identify the dominant themes in the responses of the participants. Five major themes were identified. They include: selection of Advertising Medium based on reach, social media for wider reach, social media for interaction and audience feedback, integrating radio with social media and varying advertising budgets. With evidence from the transcribed interviews, these themes have been discussed below.

4.3.1. Selection of Advertising Medium based on reach

In referring to the considerations that advertisers make when choosing an advertising medium, Participant 4 makes an emphatic statement that *“it’s about audience.”* The participant advances this position with the explanation that

‘...All those factors come to play. Have a wide coverage, target audience at a particular time, let’s say when it comes to news, we have an audience who listen to news and those who don’t listen to news. When it comes to music, entertainment, we have audience who listen it, so it depends on the time frame, yeah so if I want to advertise on let’s say Peace FM, I have to define the time I want my advert to be read out depending on the target market I want to patronize my services.’

This statement gives an indication that at the core of the selection of an advertising medium, be it radio, social media or any other means is dependent on the target audience of the advertiser in question. Participant 3 confirms this with the statement that

‘...I would look at my target, the people I want to reach, for instance if my target is youth but your radio station does not target the youth, I may not choose you so it will depend on who I’m targeting.’

Participant also affirms the factor of the target audience but adds the issue of coverage. The participant posits that “*normally their coverage for that particular area.*” He further explained and linked coverage to audience reach by stating that “if the content they have leads to what our audience will want.” He summed up his statements when he mentioned that

‘...Normally those are the two main things. One the coverage in the area we want to advertise and if the content is in line with what we want to do.’

Participant 9 preferred to use “*reach*” instead of coverage. In doing so, he mentioned that

‘...I look at your reach, how far you go as a radio station, especially considering the target of people I will want to be communicating my message to, I will first consider your reach, which is your mileage.’

Aside from the target audience and the coverage of the advertising medium in question, Participant one adds accessibility as another factor considered during the selection process. The participant clarifies this by setting an example that “*if I call you for a schedule and it takes too much time, before you get back, I won’t wait, I will make another contact.*”

Information from the participants hence indicates that target audience, coverage, reach and mileage are the key factors that advertisers consider when selecting a medium to advertise their products. Advertisers are therefore majorly concerned about their target audience and how easily their messages would reach them when deciding on a medium to use in placing their adverts.

4.3.1.2 Social Media for Wider Reach

Another evident theme in the interviews among the nine participants reached for the study was the consideration of social media as a platform for wider reach. For instance, Participant 7 advanced the argument that *“I would choose social media because it's because of the reach, the coverage yeah and it transcends over the borders.”* This participant further explained by employing a comparison between traditional media and social media and stated that

‘...the traditional media cannot reach cannot go as fast as the social media due to the internet. Yeah, so it is just limited to the particular area of the particular coverage that they can go to.’

Participant 8 whose company is into the production of water pumps reveals that *“apart from social media, we do not have advertisements.”* This organization is one that has been in operation worldwide for over 100 years but in Ghana for about 10 years. Although old, the company has embraced the advent of social media and employs it solely for advertising purposes. This position brings to the fore the fact that there are some organizations who solely employ social media for their promotional activities. In explaining why social media is solely used by his company to advertise, Participant 5 explains that

‘...we choose social media because we want to reach out to many people at the same time who are not particularly listening to just one station because when they are listening to a particular station or they are watching a particular channel, they may tune off at any time. The person is maybe on his or her phone and whether he likes it or not, when you sponsor the ads on Facebook or Instagram, it drops onto their timeline, they view it easily and then they get in touch with us.’

In the same vein, Participant 9 makes an emphatic statement that *“I won’t also lose sight of your social media activities. Because now, like it or not, we are gradually moving into a digital world if not already in a digital space.”* This position clearly brings to the fore the acknowledgement of the global nature of social media by advertisers in the 21st Century.

4.3.1.3 Social Media for Interaction and Audience Feedback

Evident in the available qualitative data is the advantage of interaction and instant feedback that social media has over the traditional media, in this case, radio. Particularly, Participant 5 stated that

‘...feedback is very great because the moment you post, even if you don't sponsor the ad, because you already have what audience, like you have clients and more potential clients and those audiences which contact you without even sponsoring the ad. Yeah so the interaction is very great. You interact with your audience before even when you sponsor other people that are not your audience, you interact with them as well.’

Participant 5 further explains that in terms of interaction, *“the person is on the phone and can directly send you a message.”* He further adds that *“whether WhatsApp or Messenger, you get direct contact with the person so it's very easy to interact with the potential client when you do social media ads.”* With this view, he explains the factor of interaction and instant feedback that social media comes along with.

Participant 7 also adds that the *“response that you get from the ads you put there or by the post that you put there”* serves as a means for measuring the effectiveness of social media

advertisement. Participant 8 also explains this by stating that “*we measure by the reach, by the clicks and then by the feedback.*”

It is therefore realized from the interview data that some advertisers consider social media as critical to their advertising endeavors.

4.3.1.4 Integrating Radio with Social Media

Some participants also spoke of the integration of radio with social media in order to reach both the niche and general audience. In this area, Participant mentioned that “*all these key platforms have an online live session*” suggesting that all key radio stations of today have established a sort of online presence creating a blend of the two. In explain this concept, Participant 8 stated that

‘...the traditional media has what it does so if you have integrated, I will say it will be the best. The radio can do what the social media cannot do and so you will need that integration so yes, it will give us something that social media will not be able to do.’

This gives the indication that today’s advertisers have started considering media convergence as an innovative way of expanding reach and crossing boundaries leading to higher chances of reaching more audience and attracting more customers.

However, Participant 9 was of the view that the convergence of the traditional media particularly radio cannot always be a perfect one. According to him, he would still play adverts with radio stations even if they do not have a strong social media presence. To him, “*they do have a presence on social media but it might not be what I will like. There is no hundred percent something*” so he would still place ads with them.

4.3.1.5 Varying Advertising Budgets

Advertising budgets of companies and organizations seem to differ depending on the choice of advertising medium, content and strength of the company. For instance, Participant 2, who is with KIMO stated emphatically that

‘...averagely, for an advertiser or a company trying to make an impact in their campaign, you cannot advertise for a month unless it’s a timely thing like a promo. A serious campaign should be for about 3 months and for that, we are looking at 50 to 70,000 for a period.’

To her, the type and duration of a promotional campaign is a major factor in deciding an advertising budget. Participant 1 also mentioned a typical advertising on radio since his company does not employ social media in their promotional activities, an amount of “*GHS 5,000 to 10,000*” would be slated for it.

Participant 5 who is with TCP Company Limited also mentioned that his company solely advertises on social media and goes on to introduce the concept of boosting. He explained that

‘...sometimes we pay. For example, maybe it’s just something, maybe Ghana independence for example, we just want to wish everybody a happy independence day, that one we don’t sponsor too much but when we want to promote a particular product, that one we sponsor. And we sponsor the least from 50 dollars which is something like 300 cedis for boosting for two weeks.’

For Participant 8, he preferred to use their expenditure as of the time of the interview to project how much the company spends on advertising. He stated that “*for what has been done for us all, we’ve spent around two to 3000*” referring to social media advertising since they only do social

media advertising. As for Participant 3, he made it known that he would not want to give any figure when he stated that *“I would not want to mention any figure.”*

The data therefore shows that the advertising budget of companies is dependent on the strength of the company itself, the medium they intend to use, the duration of the promotional activity as well as the amount of reach or mileage they intend to get their products to.

4.4 Discussion of Findings

Following the data analysis in the previous section, the findings, per the objectives of the study reveal the following;

1. Under Social Media, radio stations can reach more audiences beyond their boundaries.
2. Radio stations now integrate their platform with social media and this has increased their visibility leading to more audiences and advertising reach
3. Some advertisers consider the number of followers, likes, and engagements that a radio station gets on Social Media before placing ads with them.
4. Advertising budgets vary from one company to another due to their needs, length, content, and choice of medium for advertisement.

This study is partly underpinned by the Uses and Gratifications Theory is an audience-centered approach to understanding mass communication. The theory explores why people use media and what they use them for and further posits that users deliberately choose media that will satisfy given needs (Devadas and Meghana, 2021). The findings of this study point to the fact that advertisers purposefully select media platforms that can best suit their needs. The findings show that most advertisers always look at media that can aid them to reach higher numbers in terms of

audience. They are usually focused on reaching their target audience hence select platforms that will best aid them in reaching their niche markets. The study also revealed that some advertisers select social media for instance due to its advantage of interaction and quick feedback confirming the writings of Mayakkannan and Senthilkumar (2016) that the goal of advertisers is to make their ads more involved. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction can drive brand attitudes.

The findings are also in tangent with the Theory of Visibility which proposes the use of enterprise social networking sites by organizations to improve upon their visibility (Leonardi, 2014). Per the findings of the study, both radio operators and advertisers employ social media to improve their visibility. For radio operators, they aim to expand their reach and drive home more advertisers leading to an increase in revenue (Rooke & Odame, 2013). They also do so following the realization that Social Media can extend the possibilities of audience participation in Radio Broadcasting, thus enriching the listener's experience (Shaw, 2010). For the advertisers, their sole aim is to generate more income by reaching more buyers under the wide coverage of the media organizations that they place their ads with.

Furthermore, the integration of traditional media with new media is seen to be taking hold of the advertising and radio industry. While radio operators themselves have considered integrating their platforms with social media such as Facebook, Instagram, Twitter, WhatsApp, and Youtube, the advertisers themselves share a similar position as they look forward to expanding their reach. As evident in the findings, companies of today are also employing LinkedIn to reach out to the professional community. The radio stations also do so in a bid to expand their reach. This finding confirms that of Gani et al (2019) who also investigated social media and radio

broadcasting integration to expand the market of I-Radio Jakarta. The findings herein, therefore, support the Theory of Media Convergence posits that new technologies bring together different mediums and consequently redefine the media environment.

One other finding of the research is the varying nature of advertising budgets. Findings show that there is no specific or range in terms of amounts that companies have to spend on advertising in Ghana. Whereas the quantitative data presents the finding that usually, the advertising budgets of the companies under study do not exceed GHC 10,000, the qualitative data presents otherwise. Thus, a company's advertising budget may exceed GHC 10,000 depending on the strength, target, and choice of media of the company in question. This then presents a varying nature of budget across organizations. It is also revealed in the study that social media is less expensive compared to radio, confirming the writings of Dalberg (2013) on how easy it has become to reach a wider audience while ensuring value for money.

Again, the findings show that companies that solely use social media and other online means to advertise their products are mainly into hardware. According to the findings, it is evident that companies that produce tangible products and equipment are more into social media advertising. This follows the fact that social media allows visualization of their products; thus, companies can post their products for their clients and prospective clients to view, make inquiries and make a purchase. Perhaps these companies have also realized that nowadays people have their mobile devices on almost all the time and there is a massive competition for people's attention online (Second Screen, 2012). The majority of the time people spend online is done on social media. They seem to have acknowledged the fact that social media is becoming more popular and broadly used, moreover, it has gained a significant role in today's world. Social media presence is important for a radio station since it is the place where people in today's world spend their

time. By making use of social media, organizations seem to have gotten more visibility and a bigger audience to present their products (Mika et al, 2016; Statistica, 2015).

CHAPTER 5

SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter presents the summary of the findings, conclusions, and recommendations based on the data analyzed in the previous chapter. Some limitations have also been identified. This research sought to generally examine how radio stations have managed to integrate their traditional platform with social media and the impact of such integration on the choice of advertising platform by companies that engage in advertising. Critical attention was paid to the social media platforms that are usually employed for the integration and why an advertiser would choose a particular platform against another.

5.2 Summary of the Study

In an attempt to examine how radio operators extend their reach using social media and why advertisers employ some specific media to place their adverts, the study employed the media convergence theory, the uses and gratification theory as well as the theory of communication visibility to explain the findings.

The uses and gratification theory helped to explain that advertisers choose media platforms based on how satisfactory they would be to their needs. The theory of media convergence aided in identifying that the advent of the internet has created avenues for wider reach hence a blend of the traditional media with new media would yield higher results and help generate more advertising revenue. The theory of communication visibility also underpinned the explanation that social media has given organizations an avenue to make themselves more visible to their target audiences and markets.

Two separate cross-sectional surveys were conducted using an online questionnaire as a tool to obtain the relevant data. 19 advertisers within Accra were sampled for the first part of the quantitative study whilst 67 employees were sampled for the second part of the quantitative study. For the qualitative aspect, 9 advertisers were interviewed for the study. It is evident from the study that social media aids in expanding the reach of radio stations and integration of social media with traditional media is gradually gaining root within the media and advertising industries respectively.

5.3 Summary of Major Findings

The major findings of the research work are precisely explained below based on the stated objectives.

To examine how social media enhance advertising reach of radio station

The study indicates that radio stations expand their reach with the use of social media. With the use of Facebook, Instagram, LinkedIn, Twitter, and Youtube, radio stations are now able to reach a wider audience and this serves as a basis of selection by some advertisers whenever they intend to place adverts with a radio station.

1. *To examine how radio stations have integrated social media and the impact on business in present day*

From the study, it is evident that radio operators have embraced the concept of media integration as it aids in implementing interactive programs, sharing content to a wider audience, maintaining visibility, and reaching audiences beyond borders. This is an advantage postulated by the Theory of Media Convergence.

1. *To analyze the social media metrics businesses consider when choosing a radio station for advertising*

The data analyzed revealed that some companies consider the likes, comments, and views of radio stations (all of which contribute to their mileage) as very relevant to the success of their adverts with them. Given this, some companies will only advertise with key radio stations that have a strong social media presence.

5.4 CONCLUSIONS

It is established from the study that the new media has introduced a new dimension to the nature of the advertisement. Even radio stations themselves, do not rely on only their sound-based platform to reach their audiences but rather integrate their platforms with social media to reach a wider audience. The study also revealed that social media metrics such as likes, comments, and views play a key role in companies' selection of advertising media.

5.5 LIMITATION OF THE STUDY

The selected topic is still new in our part of the world. In Ghana, the integration of traditional radio with social media is still a novel concept. Because there was little literature in the Ghanaian setting, the majority of the literature studied was from the Western context.

As a result, much of the analysis was conducted within the context of western literature. This study is expected to add to the limited literature on the use of social media and how it affects revenue creation in Ghana and Africa.

5.6 RECOMMENDATIONS

The study recommends that future researchers in this area should commence data collection ahead of time to be able to include more respondents and participants in the study. It is also recommended that future researchers in this area should consider examining the disadvantages of media integration to new and upcoming companies.

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Questions/Interview Guide

- How long has this company been operating?
- Do you do any form of advertisement?
- Which platform/s do you use?
- Why do you choose a particular station?
- Some of the radio stations seem to have good mileage but are not doing so well on social media. Do you assess social media in any way when deciding on which station to go for?
- If a traditional radio had wide listenership but is not active on social media, would you choose that station?
- How much do you spend on the Ads averagely?
- How do you measure results after placing an Ad?

Second Interview Guide

Respondent who Advertise solely on Social Media?

- How long has this company been operating?
- Why do you choose social media over radio advertisement?
- How effective are social media Ads?
- Would you consider adding radio advertisements?
- How do you measure the feedback on social media?
- Averagely, how much do you spend on your Adverts?
- Which social media handles do you use to advertise?
- Do you think the traditional media can give the same reach or more?