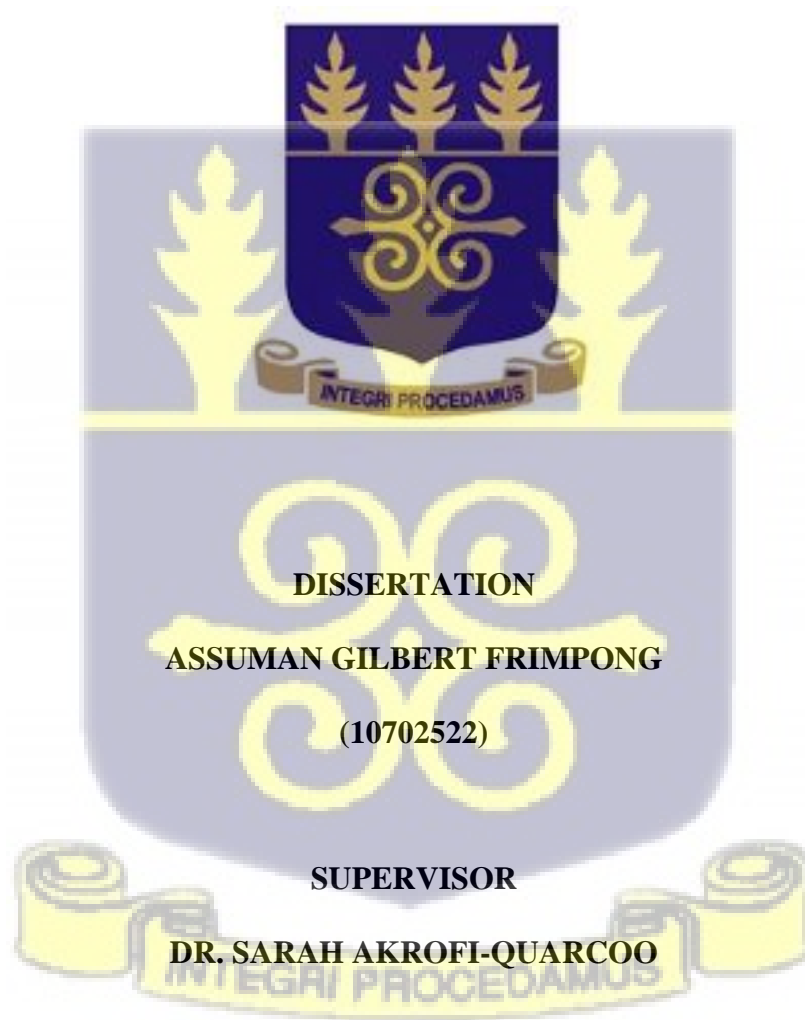
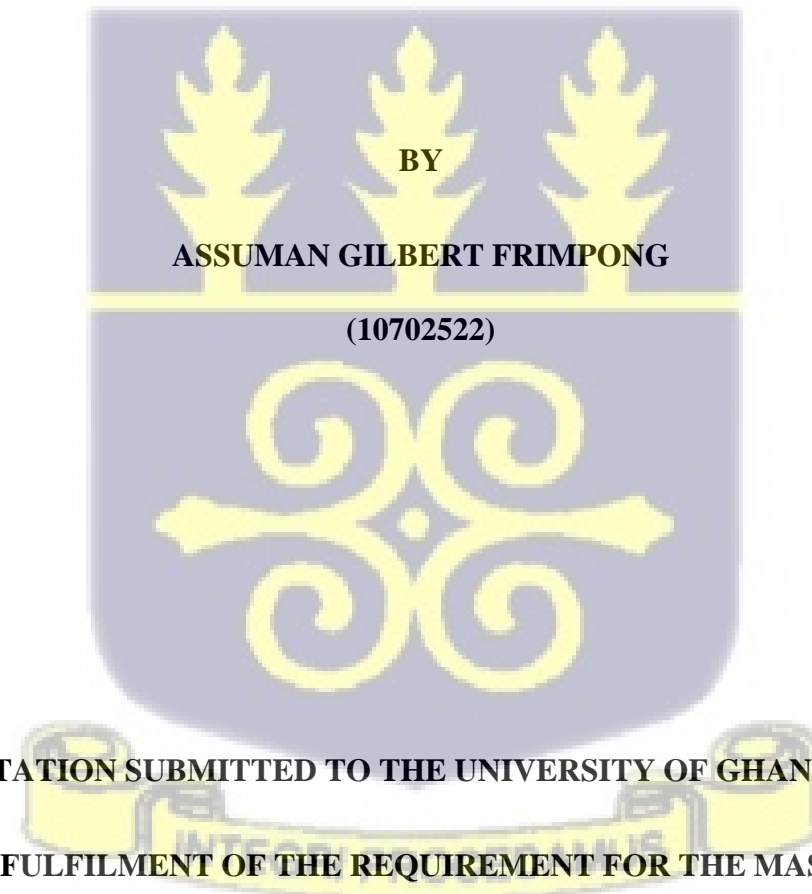


UNIVERSITY OF GHANA

DEPARTMENT OF COMMUNICATION STUDIES



**MEDIA FORMING HABITS OF THE PEOPLE OF BIRIM CENTRAL MUNICIPALITY
AROUND “INFORMATION CENTRES”**

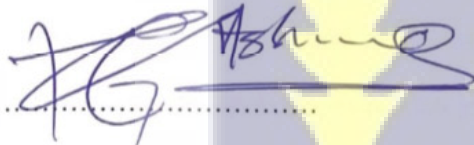


**DISSERTATION SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE MASTER OF ARTS
(MA) IN COMMUNICATION STUDIES**

AUGUST 2023

DECLARATION

I declare that this dissertation has been the result of my own field work under the supervision of Dr. Sarah Akrofi-Quarcoo. No part of this research work has been published in whole or in part for the award of a degree elsewhere. All authors have been duly acknowledged and all references duly cited. As the main author of this study, I take full responsibility for any limitations that may be found in the study.

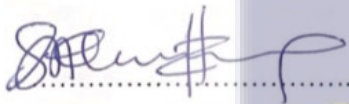


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Assuman Gilbert Frimpong

(10702522)

13th August 2023



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Dr. Sarah Akrofi-Quarcoo

(SUPERVISOR)

13th August 2023



ABSTRACT

The study examined the media forming habits of the people of Birim Central Municipality around Information Centres, an improvised set up that uses an assembly of loudspeakers, amplifiers and console to disseminate information across large areas. The Information Centres have captured attention due to their growing presence across the country. Underpinned by the Uses and Gratification and Media Ecology theoretical frameworks, it explored the people's diverse knowledge, perception and engagement with these centers as well as the specific needs that the centers gratify. It also explored the views of consumers on the relevance of the centers in comparison with other communication platforms like radio. A sample size of 150 residents from five communities namely: Community 2, Aboabo, Towobotom, Srodai and Oda Nkwanta were surveyed. The study found that the respondents have sufficient knowledge about Information Centres. Averagely respondents engage with Information Centres more as listeners, and that they often listen to them in the morning. It also found that the specific needs Information Centres gratify for consumers include advertisement, entertainment announcement, information and education with information and announcement being the major needs they gratify. Comparing Information Centres with radio regarding the needs they gratify it was revealed that Information Centres gratify more of information and announcement needs to the respondents than the radio. It also found that generally consumers have positive perception about Information Centres.

DEDICATION

I dedicate this work to my supervisor, Dr. Sarah Akrofi-Quarcoo, for her love, support and motherly guidance.



ACKNOWLEDGEMENT

I thank the almighty God for his guidance throughout this dissertation. I also thank my family, lecturers and friends for their prayers and support.

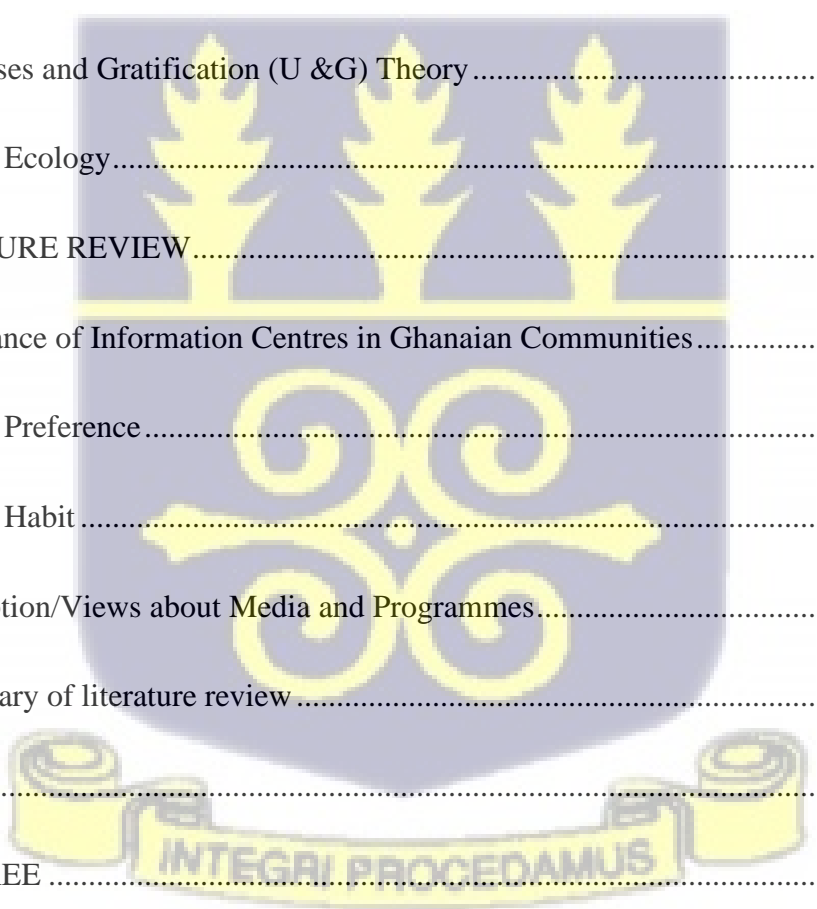
To all my lecturers at the Department of Communication Studies, especially my supervisor, Dr. Sarah Akrofi-Quarcoo, for her guidance throughout the work.



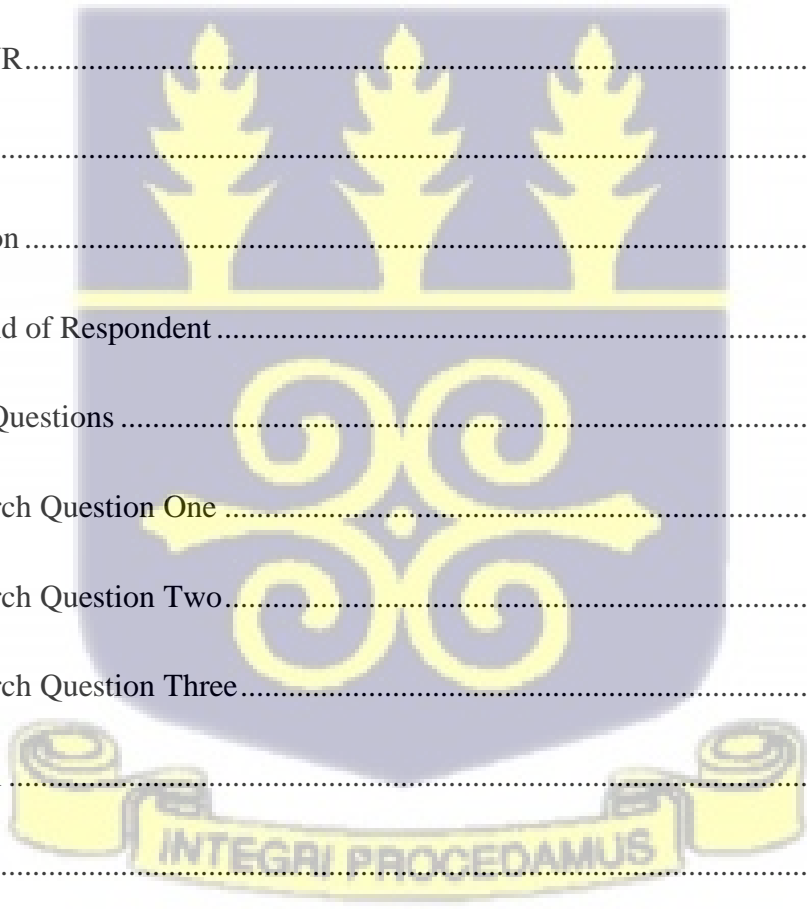
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LIST OF ABBREVIATIONS

CDD	Centre for Democratic Development
CI	Constitutional Instrument
CIC	Community Information Centres
FM	Frequency Modulation
GSS	Ghana Statistical Service
IC	Information Centres
ICT	Information Communication Technology
LI	Legislative Instrument
MFWA	Media Foundation for West Africa
MMDA	Metropolitan, Municipal and District Assemblies
NCA	National Communications Authority
SPSS	Statistical Package for the Social Sciences
TV	Television
U&G	Uses and Gratifications



CHAPTER ONE

INTRODUCTION

This chapter contains the background to the study, the problem statement, and the objectives of the study. It also looks at the research questions and the significance of the study.

1.0 Background to the Study

Studies have shown that audiences choose different types of media to gratify varied needs (Coyne, Padilla-Walker & Howard, 2013; Calzo & Ward, 2009; Cameron & Ferraro, 2004). Thus, consumers tend to develop certain habits peculiar to the media of their choice. Developments in media technology within a society have given media consumers variety of options to choose from to satisfy their media needs. What most media consumers consider before choosing one medium over another include the amount of reward they expect from a given medium and the effort they must make to obtain that reward (Baran & Davies, 2010).

According to Althaus, Cizmar and Gimpel (2015) information environments determines patterns of media consumption among a people. They stated that people in different locations of a country demonstrate diverse preferences for types of media. This is as a result of communication and social interaction (Anderson, 2013). That is to say, the media take the shape and form of their environment and the changes in the environment affect the changes in the media landscape.

1.1 Information Centres

In recent years, Ghanaians have been exposed to an improvised mass media set up generally referred to as Information Centres. These are locally assembled set ups that operate like radio and are connected to loudspeakers (horns) on poles to spread messages over a certain area. They do

not have transmitters. Similar to radio, Information Centres use consoles, microphones, and computers to be able to play music, record and edit sound. The set up is usually connected to loudspeakers mounted on high objects such as metal or bamboo poles. The height of the poles is determined by the operators of the Centre. It is believed that the higher the poles, the farther the reach of the sound from the Information Centres. These poles are often located at the back of the buildings where the Centres are. A wire is then used to connect the loudspeakers on top of the poles to the consoles and other machinery in the building.

These centres are common in peri-urban and rural areas and are designed to suit the peculiar settings. However, in urban areas, these Information Centres are often located at lorry stations and market centres where they function as alternative to radio. These Centres are mostly patronized by transport operators to broadcast information and relay news. Unlike in rural and peri-urban settings, the Information Centres in the urban areas operate from makeshift structures with relatively short poles and few loudspeakers. Sometimes the information information centers in some rural areas broadcast from public address systems. Additionally, in rural areas, some operators/owners of the Centres have designated buildings at specific locations within the town where they operate from. Some also operate from their homes. Interestingly, some of these Information Centres are affiliated to radio stations from which they relay news at some points in time. Information Centres occasionally transmit information on breaking news in their area or report on news of national interest themselves.

The Information Centres technology is not peculiar to Ghana, despite it being new in the Ghanaian system. In other jurisdictions like Communist China, the Information Centres system is known as ‘Village Loudspeaker’ system (Xi, 2019). These village loudspeakers are clusters of loudspeakers installed in rural villages to spread the word of the Communist Party (Cheng, 2019). The village

loudspeakers are connected to local radio stations that broadcast over the public loudspeakers (Xi, 2019).

In Ghana, the name has been used historically to mean established Community Information Centres (CIC) where people gather in such centres to listen to radio, watch television or engage with one communication technology or the other (Awotwi & Owusu, 2009) In the 1990s, what were known as Information Centres were teleCentres which were established by the government with the aim of serving the ‘unserved and underserved’ populace with tools that facilitate economic and social exchanges (Awotwi & Owusu, 2009).

The Information Centre phenomenon in Ghana, though has not received much attention from scholars is a new means of mass communication in the country.

1.1 Profile of Birim Central

The Birim Central Municipal is among the 33 Districts and Municipalities in the Eastern Region and forms part of Ghana’s 260 Metropolitan, Municipal and District Assemblies (MMDAs).

The Municipality was created from the then Birim South District Assembly in 2007 under Legislative Instrument (L.I) 1863 (GhanaDistricts, 2019). In the South-Western part of the Eastern Region, the Municipality has a total land area of 1,090 km. Akim Oda is its Administrative Capital (ibid).

The Municipality shares boundaries with the Denkyembaour and Akyemansa Districts to the North, Birim South District to the West, Asikuma-Odoben-Brakwa and Agona East Districts to the South and Asene-Manso-Akroso District to the East. The Ghana Statistical Service (2012) puts the total population of Birim Central Municipal, as at the 2010 population and housing census, at 144,869. This comprises 69,304 males and 75,565 females.

The people have varied levels of education, income, and the kinds of gratifications they desire from the media. The people of Birim Central, like elsewhere in Ghana, have access to Radio, Television, the Internet, Newspaper, and Information Centres as forms of media to choose from for their use (Afrobarometer, 2018). For instance, they have access to Ghana Television, Adom TV, UTV, TV3, Peace Fm, Adom FM, Akyemansa Fm, Ofie Fm, Okyeman Fm, Daily Graphic, Daily Guide and Daily Statesman, among others.

It is also evident that the Information Centre concept has gained some social presence and popularity in the Municipality. In some part of the Birim Central Municipality, where this study was conducted, the Information Centres are locally referred to as ‘Wo ntie a wob]tie’ to wit ‘you will listen to it, whether you like it or not’. This name is derived from the perceived intrusive nature of the Information Centres and how they transmit information across all the locations in an area without requiring any special receiving set from its audience. The Information Centres in the Municipality are registered and operate under by-laws enacted by the local Assembly.

1.2 Research Problem

Studies have shown that audiences choose different types of media to gratify certain needs. Developments in media technology within most societies have given audiences variety of options to choose from to satisfy their media needs. To make a choice of their information sources, people consider the amount of reward they expect from a given medium or message alongside the effort they must make to obtain that reward (Baran & Davies, 2010).

The use of media is, however, not consistent with consumers of different locations (Swamy and Enukurthi, 2015). According to Althaus, Cizmar and Gimpel (2015) information environments matter for patterns of media consumption. They stated that people in different locations of a country demonstrate diverse preferences for particular types of media based on existing realities

within their localities. In other words, people acquire preferences for specific media types against others in the local environment.

While the improvised Centres appear to be gaining popularity in some circles, there are also concerns over their relevance in communities. According to Kayeeng (2022), one key concern raised in the mainstream media against the existence of Information Centres, recently, is the unpleasant loud noise that emanates from the Centres. Moreover, there is also the claim that people are compelled to listen to what they do not want to listen to. While these claims may seem valid, it is worthy of note that the Information Centres have, over the years, become the only media that certain groups of Ghanaians have access to. Most rural folks have already formed habits of engagement around Information Centres and they use to it for their media needs.

Studies on audience engagement with the Information Centres, and habits forming around such Centres (media forming habit as regards Information Centres) are rare in literature. As a phenomenon which is gradually gaining status in the country, it is important that empirical enquiries be conducted around it so as to gather on-the-ground understanding which could be tapped to streamline its operations for maximum effect. Particularly, the issue of what needs of media consumers that Information Centres satisfy for people of different locations need to be investigated to build knowledge on audiences' engagement with the new improvised technology.

This study explores the media forming habit around Information Centres by the people of Birim Central Municipality. Again, the propagation and access to information by all communities, both privileged and underprivileged, has become a trend in recent times. Local and international institutions are fighting for limitless access to information by all. For instance, Ghana's Ministry of Communications is determined to be part of the declaration of the World Summit on the Information Society (WSIS) to transform the nation into an information society. It could be said

that empirical evidence about Ghanaians' media forming habits around Information Centres could provide useful information regarding how Information Centres could be of help in this agenda. Unfortunately, it appears these studies are very rare.

As an attempt to fill the lacuna in literature, this study specifically investigates the frequency with which consumers use the Information Centres, what they use them for, their preference of the media, the kind of needs the Information Centres satisfy for them and the time consumers spend on the Information Centres in a day. The research also looks at how Information Centres operate at different locations (rural, peri-urban and urban) in the municipality and takes into consideration the demographics of the consumers.

1.3 Research Objectives

1. To examine how media consumers in Birim Central Municipality use Information Centres.
2. To find out the specific needs the Information Centres gratify for residents of Birim Central Municipality.
3. To find out the perception of residents of Birim Central Municipality about Information Centres.

1.4 Research Questions

1. What are the media forming habits of residents of the Birim Central Municipality around Information Centres?
2. What specific needs do the Information Centres gratify for the residents of Birim Central Municipality?
3. What perceptions do residents of Birim Central Municipality hold about Information Centres?

1.5 Significance of Study

Information Centres, improvised radio type, are gaining popularity in parts of Ghana. People use the Information Centres for varied reasons. Thus, it is important to carry out this study to find out people's habit around this media.

The study looks at the specific needs this medium satisfies for its consumers and why consumers would patronize such medium. It focuses on the people of Birim Central Municipality because, not only are the Information Centres concept gaining prominence there, but the Municipality is also made up of urban, peri urban and rural communities which give a holistic appreciation of media forming habit of people of different geographical locations. This research is timely especially in an era where Information Centres are gaining popularity in Ghana and individuals and organisations are seeing their relevance as alternatives to already existing traditional media.

1.6 Operational Definition

Media forming habit: For this study, media forming habit means habit forming around audience's engagements with the information centres. For instance, listening habit.

Preference: Respondent's choice of a media channel.

Usage: The purpose Information Centres serve for people including the frequency of use and the needs they satisfy such as advertisement, announcement, entertainment, news etc.

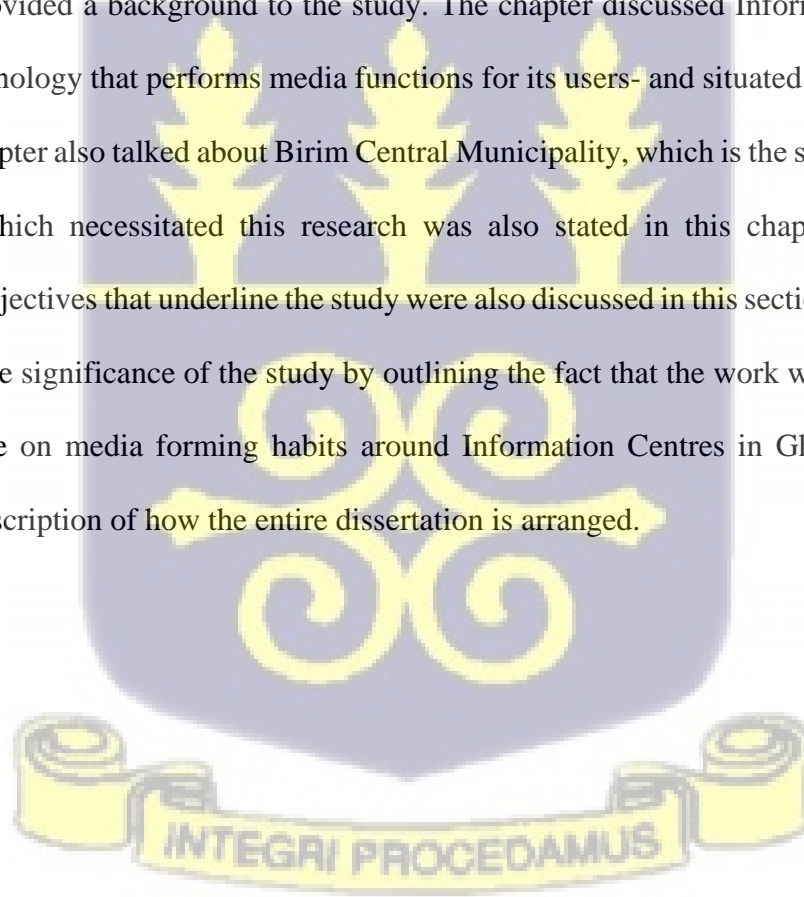
1.7 Organization of Study

This study is divided into five chapters. Chapter one introduces the study by providing background information and stating the problem. The chapter also describes the scope of the study by stating the objectives and questions that guide the enquiry. The chapter ends by underscoring the significance of the research. In Chapter two, the study's theoretical and empirical basis are

discussed. Chapter three contains the methodology of the research. In this chapter, the study's design, sampling decisions and processes, population, and data analysis procedures among others are clearly explained. Chapter four presents analysis of the findings while the final chapter discusses these findings, draw conclusions and makes some recommendations.

1.8 Chapter summary

This chapter provided a background to the study. The chapter discussed Information Centres-an improvised technology that performs media functions for its users- and situated it in the Ghanaian context. The chapter also talked about Birim Central Municipality, which is the study's population. The problem which necessitated this research was also stated in this chapter. The research questions and objectives that underline the study were also discussed in this section. The researcher also indicated the significance of the study by outlining the fact that the work will add to the very limited literature on media forming habits around Information Centres in Ghana. The chapter ended with a description of how the entire dissertation is arranged.



CHAPTER TWO

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.0 Introduction

This chapter looks at the theoretical framework underpinning the study and a review of some related literature.

2.1 THEORETICAL FRAMEWORK

This study is backed by the Uses and Gratifications Theory and the Media Ecology Theory. These two theories have been adopted so as to provide a wholistic theoretical explanation to all the aspects of this research. For instance, while the Uses and Gratification theory helps to understand how the people of Birim Central Municipality would use information centers to satisfy varied personalized needs, the Media Ecology theory helps to explain and appreciate the impact, content and structure of information centers in the face of the media environment of Birim Central Municipality. It is obvious therefore that each theory on its own, will be insufficient to offer a basis for all the concepts being explored in the study, hence the decision to use both.

2.1.1 The Uses and Gratification (U &G) Theory

The Uses and Gratification theory posits that individuals use media for different purposes. That is to say media use depends on the apparent gratifications, desires, wishes or motives of the intended audience (McQuail, 2010). Wimmer and Dominick (2000) observe that the Uses and Gratification theory explains people's use of media, and the satisfaction they derive from such use. In other words, the theory suggests that individuals actively consume media for different reasons and in different ways.

The theory explains that largely, the user of mass communication is in control (Severin & Tankard, 2010) of what to do with a particular media and for what purpose. Bryant and Zillman (1984) found that media consumers choose media content to provide satisfactions they seek. In agreement, Elliot and Rosenberg (1987) add that mass media use is merely a matter of habit on the part of the media consumer.

A number of research has been conducted, using the Uses and Gratification theory to explain, media consumers' habit. Wimmer (2003) for instance identified three motivations associated with general media use, namely keeping abreast of what is going on around an individual, entertainment, and the need to kill time. Wimmer (2003) further noted that the differences among demographic groups affect the satisfaction gotten from choosing a particular media.

Baran (2004) criticises the U&G theory and says that because the theory emphasises audience's motivations for making certain consumption choices and the effects of that premeditated media use, it is sometimes deemed to be apologetic for the media industries. Baran (2004), contends that when, for instance, a newspaper is read for election news, one cannot help but see advertisements and when people go to an action movie, they are presented with several representations of gender and ethnicity that have nothing to do with their choice of that film.

Despite Baran's (2004) own criticisms of the theory, he acknowledges that the theory serves a vital purpose in the growth of mass communication. The U&G theory emphasises the reciprocal nature of the mass communication process, paving the way for scientists to begin taking seriously, the idea that people are important in the communication process. This is because individuals choose content they want from the media, make meaning, and act on that meaning (Baran 2004).

The theory therefore sits into this research because U&G was developed to study the satisfactions that attract and retain audiences to the types of media and the content that gratify their

psychological and social needs (Ruggiero, 2000). With the introduction of the Information Centres, research into this medium, especially on the media forming habits of audience in the Birim Central Municipality requires the adoption of the Uses and Gratification theory to fully understand the motivations behind audiences' use of the Information Centres over other media, the exact needs for which audiences seek gratification in the Information Centres and whether or not these needs are actually gratified.

It is important to emphasise here that the U&G theory does well to help the study explain why residents of the Birim Central Municipality would want to choose one media over another because they expect that media to gratify particular needs. In other words, the theory helps in understanding how media audiences actively choose media to satisfy a need.

The theory is however, insufficient in discussing the bigger picture of how the media environment in a society evolve, interrelate and shape people's perception, understanding, feelings and value. Whereas the Uses and Gratification theory carefully explains audience's engagement with a particular media over other existing ones, Media Ecology theory emphasizes the environmental context in which a medium is used and how media affect society.

In view of this, the researcher has included the Media Ecology theory to provide an exhaustive understanding to the study. Chiefly, the Media Ecology theory provides a basis for discussing the media environment of the Birim Central Municipality and how this environment shapes the feelings, perceptions and values of the people.

2.1.2 Media Ecology

The name Media Ecology was officially created by Neil Postman in 1968. The theory is however rooted in McLuhan (1995) talk of "media as environments". Media Ecology theory simply refers

to how media affect human environment. According to Postman, if in biology a medium is something in which a bacterial culture grows, in Media Ecology the medium is a technology within which human culture grows.

Media Ecology theory argues that communication technology is the primary cause of social change. The theory again posits that a media environment is a complex message system which imposes on human beings, certain ways of thinking, feeling and behaving. Lance Strate as cited by Kaiialiisa (2012) defines Media Ecology as the study of media environments, the notion that techniques, modes of information, technology and codes of communication play an important role in human affairs. Although the Media Ecology theory is attributed to Neil Postman, Marshall McLuhan is also recorded as one of the earliest advocates of the theory who made profound contributions to the theory's development.

According to McLuhan, environments are not just containers; but are processes that change the content totally. This is also mirrored in his 1964 excerpt from *Understanding Media* that a new medium is never an addition to an old one, nor does it leave the old one in peace. It never ceases to oppress the older media until it finds new shapes and positions for them. As regards this current study, this concept helps to understand how the emergence of Information Centres have impacted the media habit of people within the community where these Centres are located.

Marshall McLuhan again argued that the Media Ecology theory refers to the arrangement of different media to aid each other in a way not to cancel any of them out, but to reinforce a medium with the other. The Media Ecology of the Birim Central Municipality is made up of television, radio, new media, print media and, Information Centres. When it comes to news, for example, media outlets pick information from among themselves. In other words, they serve as news sources

to themselves. However, presentation of the news is done to suit the particular media house's style, emphasizing its uniqueness and relevance to the people.

The theory demonstrates that technology, culture, language, and media act like living organisms. That is, they are evolving phenomena and that all of them develop, propagate their organization and interact with each other in a media ecosystem. It is demonstrated that both biological and media ecosystems may be deemed as media in themselves and that an ecosystem is both the message and the medium. In all the definitions of Media Ecology, the central idea is the study of the environment of media focusing on their impact, content, and structure (Logan, 2007).

The theory suggests that media never becomes extinct but evolves into a new media. As media ecologists have established, it is impossible to appreciate the theory if we isolate it from time, just as we cannot get deep understanding into media evolution if we do not consider the relations between a medium and the remaining media in the perspective of an ecology (Scolari, 2013).

Media Ecology theory, therefore, studies how media is influenced by culture, language, and technology in the local milieu and vice versa. It studies how the environment influences the change in technology in the conditioning of media to suit the specific needs of a particular locality. It identifies a collective struggle in which various actors such as economic situations, consumers, technology producers, among others condition the advancement of media (Scolari, 2012; Kaiiisa, 2012).

This theory is relevant to this study because as Svenson (2014) suggests, Media Ecology is a theoretical research field that offers tools to effectively look at media habits. Media ecology investigates the matter of how communication media affects people's feeling, understanding, perception, and value (Postman 1970). The study focuses on how residents of Birim Central Municipality use Information Centres as media in their context and environment.

2.2 LITERATURE REVIEW

This section contains the review of relevant literature. The chapter places the current study in the context of previous, related academic studies and other published materials. It focuses on how related this study and the work of other authors, both local and foreign, are. The review has been done thematically. First, works on the relevance of Information Centres are reviewed. Then literature on media preference have been reviewed. Also, literature on media forming habit by consumers are discussed.

2.2.1 Relevance of Information Centres in Ghanaian Communities

Information Centres in Ghana have survived through numerous developments and advancements within the Media Ecology. Over the years, they have proven to be relevant information sources disseminating targeted communication to well defined audiences. The information provided by Information Centres cut across numerous fields including medicine, politics, governance, crime, and agriculture.

A survey conducted by Folitse, Sam, Dzandu and Osei (2018) to assess poultry farmers' information needs and sources in selected rural communities in the Greater Accra Region of Ghana, concluded that the improvised technology (Information Centres) are important for farmers' information needs on their poultries' disease management, egg storage, feeding and nutrition, vaccination, shelter, pesticide application and debeaking. In view of this, the study recommended that more Information Centres and community libraries be established within similar communities to serve as information sources to poultry farmers.

Moreover, in a study on how Community Information Dissemination Centres (CIDCs) help in enhancing community development, Obeng-Fosu (2021) argued that information centres are

important because they do announcement, promote health, agriculture and social issues. According to Islam and Mezbal-ul-Islam (2009), Information from community Information Centres makes it easier for community peoples to enter the information arena and also create a helpful environment to increase their skills and expertise in their respective fields.

Evidence from literature suggests that even though enquiries have been made into Information Centres regarding how relevant they are in the provision of pertinent information to target audience, there is little knowledge on how individuals form media habits around them.

2.2.2 Media Preference

There is consensus in scholarship that media consumers have preference for certain media based on how well they perceive that media to meet their needs. In other words, sufficient satisfaction of media demands determines media preference, not how popular or innovative a medium is. What this mean for the current study is that the residents of Birim Central Municipality may choose Information Centers over radio or television because they (information centers) are able to sufficiently satisfy their (residents) media needs.

In his study, Nii-Boye (2009) investigated University of Ghana students's most preferred source of news among a variety of media outlets: newspapers, radio, television, and the internet. The study also sought to determine what motivated each of them to choose a medium as their most preferred source of news, and the satisfaction they derived from the choice.

The survey method was used in this study and data was collected using a structured questionnaire.

A probability sample of 352 students from the five main halls of residence at the university, namely: Akafo, Commonwealth, Legon, Sarbah, and Volta, was used in the survey. Based on the assumption that the advent of new media with its characteristics of technological sophistication

would contribute to an audience shift from the old media to the new, the study predicted that the internet was likely to be the most preferred news source. However, the findings projected television as the most preferred news source for the students of the University of Ghana who were sampled for the study.

The study also revealed that news was not the only reason people selected a medium as their most preferred media, but that many gratifications informed which type of medium to access at any given time, and depending on how easily accessible that medium was. “So, this finding runs contrary to the expectation that the internet would be the most preferred source” (Nii-Boye, 2009).

Radio, which is the easiest accessible and cheapest, ranked third in the ratings. Nii Boye (2009) stated that “News appeared to be one reason why respondents choose a communication medium, yet the type of news delivered induced them to prefer one source to another. It flowed from the findings that news is not the only reason why respondents selected a source as their favourite but there are other reasons such as for entertainment, to obtain information, for relaxation, and education”. Most of the respondents said they chose their source primarily for entertainment.

Afrobarometer, a pan-African, non-partisan research network that conducts public attitude surveys on democracy, governance and economic conditions released a report in November 2018 which revealed that most Ghanaians “rely on radio and television for their news, though social media and the Internet are growing in importance as news sources, especially among young and well-educated citizens.” The research which was led by the Ghana Centre for Democratic Development (CDD-Ghana) used face-to-face interviews in the preferred languages of their respondents. Two thousand and four hundred (2400) adult Ghanaians were interviewed between September 9 and 25, 2017. They found that majority of Ghanaians depend mainly on radio and television as their core news sources. The study further identified that nearly a quarter of Ghanaians get hold of their

news through new media and Internet a few times a month. It further found that routine newspaper reading among Ghanaians continues to drop. “Young and well-educated Ghanaians are the most frequent users of social media and the Internet, while older and less-educated citizens rely more heavily on radio as a source of news” Afrobarometer (2018).

More than half (56%) of the respondents said they listen to radio news every day, and 29% indicated that they use radio “a few times a month” or “a few times a week”. Four in 10 (42%) said they consume television news daily, while 25% said television is their news source “a few times a month” or “a few times a week.”

About a quarter of respondents say they use social media and the Internet at least a few times a month, including 15% and 13%, respectively, who report daily use. Newspapers are the least-used media; almost nine in 10 citizens (87%) say they read newspapers “less than once a month” or “never.”

2.2.3 Media Habit

It could be concluded from the literature that media habits refer to the regular patterns of media consumption that people develop over time. These habits can include the types of media that people consume, the amount of time they spend consuming media, and the times of day or days of the week when they typically consume media. Media habits can be influenced by a number of factors, including personal preferences, social norms, and the availability of different media platforms. For this research, media habits formed around information centers will mean exact times and frequency that the people of Birim Central Municipality consume information centers

Evidence from the literature indicate that the concept of media habits among different people in media ecosystems have been extensively researched. Even though such information appears to

be missing in Ghana especially when it comes to media habits formed around information centers, the following review offers a good empirical explanation for media Habits as a concept.

For instance, Svensson (2014) did a study to find the media habits of young people in Sweden. The study focused on 17 and 18 year old youth. Svensson studied the time the youth spent on using fictional texts across different media types and in relation to mode (production/consumption), context (spare time/school), and gender. Three hundred and fourteen questionnaires were collected for the research. The respondents were made to estimate the number of hours spent on narratives as consumed and/or produced using different types of media as voluntary activity at home and as involuntary activity at school.

The study showed that the respondents spent a lot more hours using fictional texts, mainly via audio-visual media types, during their spare time than in school. It flowed from the findings that the respondents use a lot of fictional texts than what they generate. It further found that female respondents spent a lot of time generating fictional texts than the male respondents.

Svensson (2014) concluded that, looking at the findings of the study, the two media environments the respondents took part in differ significantly. While the school environment is controlled by a print culture, the home focuses not just on electronic media culture, but is more diverse such that, the respondents use different media types in their spare time. She further noted that using different cultures to represent media environments of home and school, they become obvious that both put separate requirements on users' capabilities, to on their own, explain text and use certain media types. The school's print media environment needs more from the users. While leisure activities influence schoolwork, one has to know that there are unique skills and abilities at work when the respondents use fictional texts at home and in school due of the types of media selected.

Swamy and Enokurthi (2015) found out about the Media Habits of rural consumers in rural India. The study aimed at examining the consumers' exposure to print and electronic media. It sought to understand their preference to various channels and their cinema viewing habits. The research chose 300 media consumers from three selected districts in Andhra, Pradesh and Telangana. The selected districts were Krishna, Warangal, and Chittoor.

The study found that rural consumers' exposure to print media was significant with consumers' preferences in newspaper readership being the local edition. It also found that the arrival of new radio satellite stations enhanced the scope of radio as a means of communication among the consumers. Nonetheless, television, which is an audio-visual media, was found to impact greatly on rural masses. It discovered that the consumers were largely exposed to regional language channels. Also, movie programmes and TV serials were noticed to be more prevalent in the programme choices. However, cinema viewership was found to be significant in the rural areas.

Anshu (2013) conducted a study on the cultivation of media habits among school children in India to understand the yet-to-be-comprehended segment of media and children. The author utilised both the qualitative (interview) and quantitative (survey) sampling techniques for the study. A random purposive sample of 360 students, 180 from 10 private schools and 180 from two government schools was drawn. Also, a total of 60 teachers were interviewed out of which five teachers were approached from each school (10 private + 2 government) and finally a total of 60 parents were interviewed out of which five parents were contacted from each school.

In order of preference, both internet and television were rated the highest with TV being the most preferred. The students said they spend about two and a half hour every day with it, but both the parents and teachers said nearly three hours were spent daily. Television took a sliding trend moving from four hours in classes one and two to three hours in classes 3 and 4, and to two hours

in classes 5 to 12. Internet was found to be a major choice. Students and teachers believed that nearly two hours, 30 minutes were spent using the internet daily, although parents believed the number of hours spent daily was nearly three hours. Internet showed a constant increasing trend, moving from zero in classes 1 and 2 to one in classes 3 and 4. It further rose steadily from two hours in classes 5 and 6 to three hours in classes 7 and 8 and from four hours in classes 9 and 10 to five hours in classes 11 and 12.

Phone and radio were in the middle. Teachers felt that students spent nearly 30 minutes on radio daily. However, parents said it was around one hour. The study further found that phone was preferred more to radio. While students believed they spent nearly one hour and 30 minutes on it daily, both parents and teachers believed roughly two hours were spent using it daily. Phone usage was zero till class 2 and then gradually grew from one hour in classes 3 to 8, two hours in classes 9 and 10 and four hours in classes 11 and 12. Radio listening was zero until class 6 and progressively moved upwards from one hour in classes 7 and 8 to two hours in classes 9 and 10 and three hours in classes 11 and 12. Importance attached to newspaper was also found to be on low. While students believed they spent 30 minutes reading it daily, parents and teachers refuted it. Reading of newspapers was found to be zero until class 6 and then picked up and maintained to about an hour daily from classes 7 to 12.

Schnauber-Stockmann and Wolf (2016) did a research to study the processes in selecting media for up-to-date information as part of receivers' day-to-day schedule. Schnauber-Stockmann and Wolf focused on two aspects: Firstly, basing on detailed explanation of media habits as psychological scripts, automatically, activated. They contend that habits are crucial factors when it comes to the frequency of the selection of particular media for information purposes. Secondly, they distinguished specific media habit from general habits. They noted that while specific media

habit is confined to stable environments and particular information areas, general habit can be stimulated in different situations in order to meet various information goals. They added that habit specificity or generality offers information on their applicability in daily life.

The results showed that averagely, the respondents use four different media channels for their everyday information. They use same channels for their news about once a week. They found that mobile devices (96%), computers (91%), and television (86%) led the choice of media channels for respondents. These were trailed by radio (65%) and newspaper (62%). It further found that 13% use mobile devices once a week with 44% using them a number of times a day. These were followed by television, radio, and newspaper.

2.2.3 Perception/Views about Media and Programmes

An important conclusion to be drawn from this review is that audience members have become more sophisticated and discerning. In fact, they are able to assess and judge media contents and this affect their attention to, subscription, commitment and preference to a particular medium. This fact reiterates the point already stated that preference for a medium is not moderated by the type of media itself but by how sufficiently that medium satisfy a need. In the case of this study, residents of the Birim Central Municipality may want to choose information centers over radio, television or the internet because they may judge information centers to be communicating with them in ways that take into cognizance their specific demographic and which makes them resonate more with the communications.

For his part, Onozare (2016) focused on finding out how audience perceives a radio programme 'A Cece Su' (which means Let us Save Them in the Hausa language) as a tool for creating awareness of girl-child developmental issues. The survey method was adopted for the study. A questionnaire containing multiple-choice and written-response questions was administered to 300

respondents from three randomly selected local government areas of Kaduna state in Northwest Nigeria.

Analyses reveal that majority of the respondents do not see the selected radio broadcast programme as sufficient on its own (in its present form) to bring about increased awareness on issues concerning the girl child, her education and development. Particular importance are concerns by many respondents in their written responses on how broadcast messages could help feed the girl-child and hence their recommendations for functional education that translates to income generation to be a part of the broadcast. Their recommendations are consistent with the Social Responsibility model of the press.

Furthermore, chi-square analyses of the results at the 5% level of significance showed some statistically important demographic differences that could inform policy in favour of the girl-child. Particularly, statistically significant, and strong differences were found for radio access in favour of the male and for opinions on equal gender opportunities and educational level, with educated respondents showing a bias for equal opportunities. The former could inform a radio drive to provide radios for females while the latter indicates a bias that is consistent with the interaction and social integration aspects of the Uses and Gratification model.

Mojekeh, Egbeh, Nwangene, Dim (2019) conducted a study to determine the factors that influence the listenership base of radio houses in Owerri, Imo State. The study was justified by the fact that in the country, it is presumed that there are over 250 radio houses with a large proportion of them funded by private investors. In other words, they are purely profit-making ventures. Arguably, profit is generated through repeat patronage and customer satisfaction. It is therefore imperative to explore and provide information on the underlying reasons why listeners prefer a radio house over others especially in terms of the Uses and Gratifications that listeners seek from the radio

broadcast medium. Primary data for the study was obtained through the administration of a questionnaire on a sample size of 150 respondents. 120 questionnaires were duly completed, which constituted the actual sample size. Statistical Package for Social Sciences (SPSS) was used for data coding. It was also used in conjunction with frequency counts, percentages, and weighted means for data analysis.

The study came out with a finding that listeners' views about radio stations in the study location differed significantly. It noted that, these significant differences were occasioned by the quality of a station's services. Respondents used signal quality; quality of entertainment programmes; quality of news and information; station's house style and presentation style of the on-air personalities as variables to determine a station's quality of service.

Sadaf (2011) conducted a study on public perception of media role. He mainly focused on an issue that befell the Pakistan judiciary in 2007 and the extent to which the media gave it attention.

The study assessed the public's perception about how newspapers covered the issue. Attention was given to Public Perception of Issue Salience (importance of media coverage), Public Perception on Newspaper Slant, Educational role of Newspaper, and Media role as Savior.

He used 93 respondents from four selected capital based federal government universities who were all picked from Social Sciences faculty. He found that public perception was generally in favour of a notion that the media, specifically newspapers, highlighted issues in a much better way. The respondents said coverage on the issue was productive and was geared towards rebuilding. The study recommended to the media not to only deliver information to the general public but be used as an instrument to marshal people for specific issues that bring up positive transformation in the society.

Adamou and Ntoka (2017) did research to find out about library users' and librarians' perceptions on the implementation of digital technologies in academic libraries. The study was conducted in two separate libraries in Greece. The libraries were the Panteion University Library as well as the Central Library of T.E.I. of Athens. Fifty-five respondents, comprising of 39 library users and 16 librarians, were used in the study.

The study found that generally both library users and librarians have positive perception about digital material and E-resources. Library users were also pleased with the expediency of digital material and the easy accessibility of E-resources provided by the libraries. However, the users expressed dissatisfaction with the kind of computers at the libraries as well as the conduct of the library staff. The findings further showed that e-mail services and Open Public Access Catalogue were frequently used.

On the other hand, the librarians expressed dissatisfaction with the digital library system despite their positive perceptions of them. They complained about the limited number of personnel manning the libraries as well as issues bordering on funding for all academic libraries, including the digital libraries.

Nigatu (2014) sought to examine media preference and perception of instructors at Bahir Dar University in selected faculties, colleges, and schools. The survey technique was utilised and the questionnaire was employed as a tool of data collection. Proportionate stratified random sampling technique was used for selecting the instructors. Results indicated that the instructors from the University are daily consumers of news and that they utilise TV stations, radio stations and websites more for information source.

The media content they consume were mostly sports, politics, and social issues. The instructors had positive perception about the role of the media. They were of the view that the media inform and educate people.

Ibrahim (2013) conducted a study to explore the implementation challenges of Community Information Centres (CIC) programme. One major research objective was to describe the perceptions of both centre coordinators and centre users on the nature of the CIC programme in Ga East Municipality. The study adopted a qualitative approach relying on the interpretative phenomenological design. A total of ten participants were engaged in this study; the participants were put into two separate focused group discussions in which they discussed about their understanding of their lives' experiences on the topic of the study.

Firstly, the study revealed that users and centre coordinators of the CIC in Ga East Municipality were likely to approach the use of the facilities differently because both held varied perceptions about the nature of programme offered at the centre. The field data showed that, there is lack of appropriate technology. It is interesting to note that participants admitted the fact that the technology was useful but was not appropriate to meet the pressing needs of a large section of the target beneficiaries especially the uneducated and lowly educated (i.e. beneficiaries who have no secondary school education).

Participants explained that the programme content was not useful to meet the needs of beneficiaries. The evidence in support of this view is reflected in the statement made by participants during FG1; they said that: The programme of the centre lacks local content. Most of the information on the system units of the centre are foreign information, the local farmers, traders, and parents do not find the need to use these pieces of information.

2.2.5 Summary of literature review

Literature has revealed that Information Centres serve relevant purposes in Ghanaian Communities, and have proven to be relevant information sources, disseminating targeted communication to well defined audiences. Findings from Folitse, Sam, Dzandu and Osei (2018) concluded that Information Centres are important sources of information for farmers.

Obeng-Fosu (2021) argued that information centres are important because they do announcement, promote health, agriculture and social issues while Islam and Mezbal-ul-Islam (2009) found that Information from the Centres makes it easier for community people to enter the information arena and also create a helpful environment to increase their skills and expertise in their respective fields.

Literature has further revealed that on media preference, some of the media preferences of respondents include television, radio, internet, newspapers, magazines, and others (Nii-Boye, 2009; Nigatu, 2014; Afrobarometer, 2018). Afrobarometer (2018) revealed that Ghanaians listen to radio regularly than other forms of media. Nii-Boye, (2009) revealed that television is the most preferred choice of news media among students of University of Ghana. Nigatu (2014) also revealed that television was ranked first as information source.

The difference in ranking the most preferred information source can be attributed to the kind of study participant and/or the content of information. Where respondents will prefer to listen to music may differ from the source they will prefer to watch news. It is also vital to note that the preference of students is likely to be different from the elderly in society.

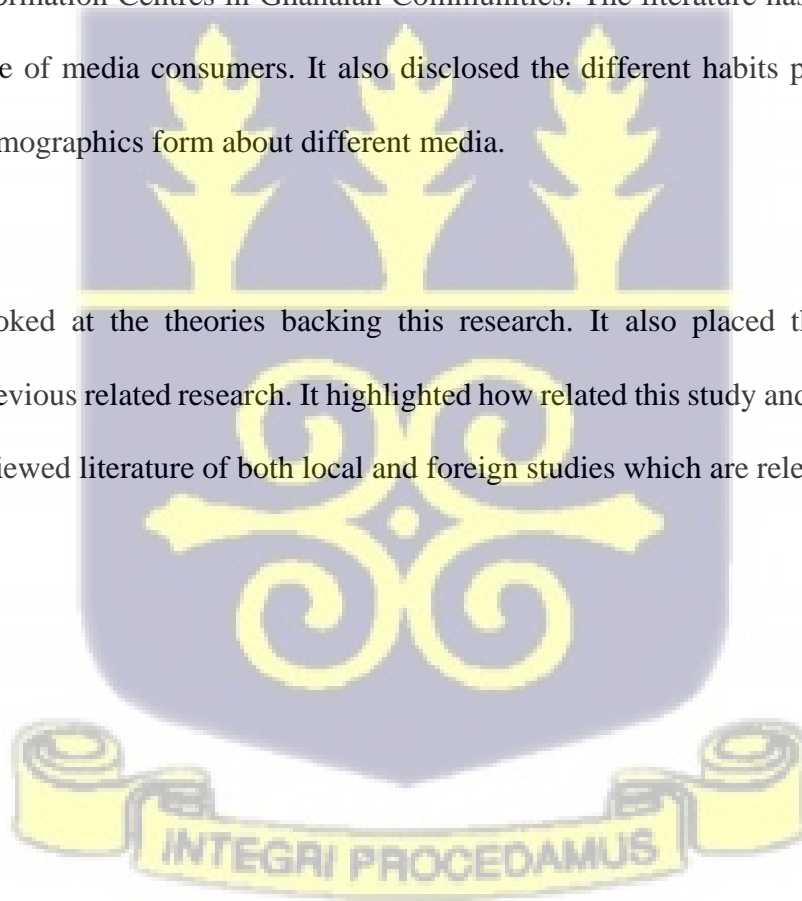
Studies on media habits has often looked at frequency to which media is used. Schnauber-Stockmann and Wolf (2016) revealed that mobile devices, computers, and phones are frequently used for information purposes. Anshu (2013) revealed that TV is liked by teachers and students the most and that they spend about two to three hours daily on this platform.

Swamy and Enokurthi (2015) discovered that TV impacts rural consumers more than radio. Also, regarding print media, the newspaper was most preferred. Anette Svensson (2014) also indicated that the environment one finds him/herself influence media habits. She went further to argue that females spend more time on fictional texts than male.

As summarized above, different studies have come out with different results, indicating the relevance of Information Centres in Ghanaian Communities. The literature has further disclosed varied preference of media consumers. It also disclosed the different habits people of different locations and demographics form about different media.

2.3 Summary

This chapter looked at the theories backing this research. It also placed the study into the framework of previous related research. It highlighted how related this study and the work of other authors is. It reviewed literature of both local and foreign studies which are relevant to this work.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

This study is a quantitative research. Quantitative research is an approach which requires that the variables under consideration be measured (Wimmer & Dominick, 2005). This form of research is concerned with how often a variable is present and generally uses numbers to communicate this amount. Specifically, the survey research approach was adopted in this study. Both open and close ended questions were included in a questionnaire. The open-ended questions were expected to give respondents enough room to provide in-depth information. This chapter described the sampling procedures, the research instruments, and the kinds of data analyses that were executed as well as the research method used in this study.

3.1 Research Design

The researcher used the quantitative research design for the research. Quantitative research design is the process of collecting and analysing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships and generalise results to wider populations. Quantitative design helps researchers to discover how many people think, act or feel in a specific way.

Quantitative designs help to engage with larger samples, unlike qualitative designs. In the case of this study, the quantitative design is appropriate because of the need to answer the question of how many residents of Birim Central Municipality have formed habits around Information Centres. Moreover, the large sample size of the study would be best managed with this design than with a qualitative design.

3.1.1 Population and sample size

Population for the survey was the residents of Birim Central Municipality. The total population of the Municipality according to the 2010 population and housing census stands at 144,869. According to the District Electoral Areas and Designation of Units Regulations, 2019 C.I. 119, the Municipality has 18 electoral areas namely Community 1, Community 2, Guggisberg, PWD Camp, Morning star, Residential Area, Nkwantanum, Aboabo, Nsenaa, Towobotom, Asenee, Ahenbronum, Kyeremim 2, Nyankomasum, Srodai, Oda Nkwanta, Gyadam and Essam.

The Birim Central was chosen because the Municipality gives a holistic appreciation of people from different geographical locations, rural, peri urban and urban. The municipality also comprises people with varied demographics, thus providing the researcher a possibility of having varied perspectives regarding the concepts being explored. Moreover, the researcher decided on the Birim Central Municipality because the information center has gained particular prominence in the area. In terms of occupation of the people in the Municipality, skilled, agricultural, forestry and fishery workers (36.1%) dominate, probably due to the fertile land and favourable rainfall pattern in the Municipality. Craft and related trade workers employ about 16 percent whilst clerical support workers constitute only 1.3 percent (Ghana Statistical Service, 2014).

The use of internet facility is less than five percent (4.4%) in the Municipality (Ghana Statistical Service, 2014). The likely reasons underlining this trend could be low levels of ICT education and inadequate internet infrastructure such as internet cafes and Wifi Hotspots.

According to the Ghana Statistical Service (2014), out of a population of 99,521 persons that are 12 years and older, 47,866 constituting 48.1% own mobile phones. Overall, only 2,028 households representing 5.6% have desktop/laptop computers (ibid).

With a low internet penetration and many people who are in the informal sector, the location was chosen to find out if the people will embrace other form of media such as the Information Centres.

It was also chosen because as a Municipality, the Information Centres phenomenon is a growing media in the area. The research looks at how Information Centres operate at different geographical locations (rural, peri urban and urban) and the Birim Central Municipality which has this characteristic comes in as the best location for such research. Selection was opened to all residents in the Municipality because of accessibility for questionnaire administration. The sample size was 150 from the population for the study.

3.1.2 Sampling Procedure

The sampling design used for the study was convenience sampling with purposive and random beginnings. A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study (Tongco, 2007).

The data was collected from five out of the 18 electoral areas. The sampling frame was the list of all residents in the Municipality. Five electoral areas were chosen to represent the various geographical locations in the area.

Using the geographical location and proximity to each other, the 18 electoral areas were subdivided into five research zones using purposive sampling method. Papers with names of the various communities written on them were grouped together into zones in five different containers. Community 2, Guggisberg, PWD Camp, Morning Star and Community 1 were grouped together as Zone one. Aboabo, Nkwantanum and Residential Area were grouped as zone two. Towobotom, Nsenaa and Kyeremim 2 grouped as zone three. Srodai, Nyankomasum, Ahenbronum and Asenee grouped as zone four. Oda Nkwanta, Gyadam and Essam grouped as Zone five.

Zone One represents communities that are located at the centre of the Municipality. Zone two is communities located at the outskirts of Akyem Oda, the Capital town of the Municipality. Zone three and four are located around the central business districts of the Municipality. Zone five is communities located far away from the Municipal Capital. They are regarded as the rural part of the Municipality.

Five electoral areas were randomly sampled from the five research zones. This comprised of one electoral area from each research zone. Random Sampling according to Fricker (2008) is a procedure for sampling from a population in which the selection of a sample unit is based on chance and every element of the population has a known, non-zero probability of being selected. From every container, one paper, with the names of the various communities, was picked. Through the process, Community 2 was picked from the Zone one container, Aboabo from Zone two, Towobotom from Zone three, Srodai from Zone four and Oda Nkwanta from Zone five.

The sample size for the study was 150. A convenience sampling of 30 respondents were selected from each of the sampled communities. According to Etikan, I., Musa, S. A., & Alkassim, R. S. (2016), a convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. The questionnaires were administered to respondents who were readily available at the various communities during the time of visit of the researcher. Respondents were made to respond to the questionnaire on the spot.

3.1.3 Data Collection

The survey method was chosen for this study. Survey research helps in collecting data from a predefined group of respondents to gain information and insights into a phenomenon of interest. The data is usually obtained through the use of standardized procedures to ensure that each

respondent has an equal opportunity to answer the questions. Surveys provide quantitative description about aspects of a given population (Glassow, 2005).

Moreover, survey research uses a selected portion of the population from which the findings can later be generalized back to the population. According to Pinsonneault and Kraemer (1993), a survey is a means for gathering information about the characteristics, actions or opinions of a large group of people. Surveys allows researchers to obtain information from large samples of the population.

They are also appropriate in gathering demographic data that describe the composition of the sample. A survey is therefore, appropriate for this study because it enables the researcher to collect a large data from a sample that is representative of the larger population.

Data was collected from 12th October 2019 to 20th October 2019. The research instrument for the data collection was a structured questionnaire that was made up of both close-ended questions and open-ended questions. The questionnaires were printed out and were self-administered to the selected respondents in the Municipality. All respondents were made to fill the questionnaire on the spot.

3.1.4 Data Analysis

The data obtained was coded, using a coding guide and analysis was undertaken with the aid of the Statistical Package for the Social Sciences (SPSS) software. The findings were presented in charts, graphs, tables, frequencies, and percentages generated from the data.

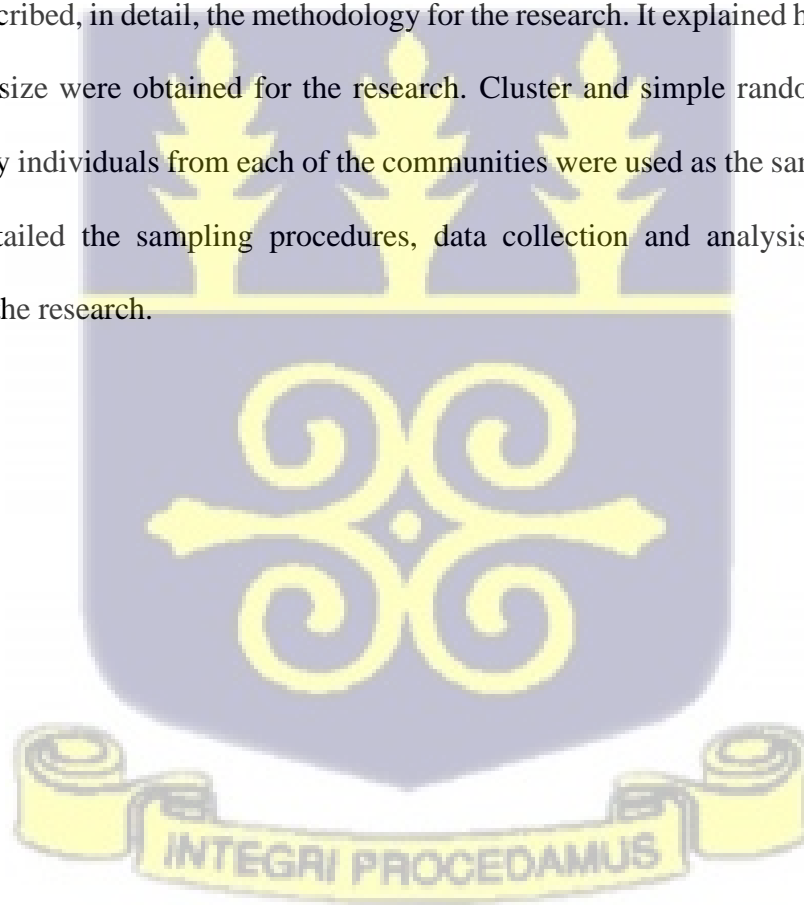
3.1.5 Ethical considerations

The researcher made vital ethical decisions. One of them is the assurance of confidentiality of responses and anonymity of respondents. A brief information to this effect was included in the

questionnaire and was actually enforced during the data analysis processes. Also, the researcher unequivocally explained respondent's right to withdraw from the study at any time they feel they no longer want to participate. Again, the contact of the researcher was put out to enable respondents seek answers to any questions they might have about the research.

3.2 Summary

This chapter described, in detail, the methodology for the research. It explained how the population and the sample size were obtained for the research. Cluster and simple random sampling were employed. Thirty individuals from each of the communities were used as the sample for the study. The chapter detailed the sampling procedures, data collection and analysis and the various instruments for the research.



CHAPTER FOUR

FINDINGS

4.0 Introduction

This chapter presents an analysis and interpretation of the data. The results cover the demographic data and the main issues of the study. The results are presented in summary tables and figures with narrative interpretations and explanations.

4.1 Background of Respondent

This section presents findings on the background of respondents. This background specifically summarizes the gender, age, community of residence and educational status of respondents. Most of the respondents were males (58%). Quite a good number of the respondents (45.3%) were within the ages of 21-30 years, followed by 24.7% of the respondent who were within 31-40years, 16.7% were between 10-20 years, 10.7% were within 41 – 50years while only 0.7% of the respondents were older than age 51. Regarding the community of residence of the respondents, each community was represented by 20% from the sample.

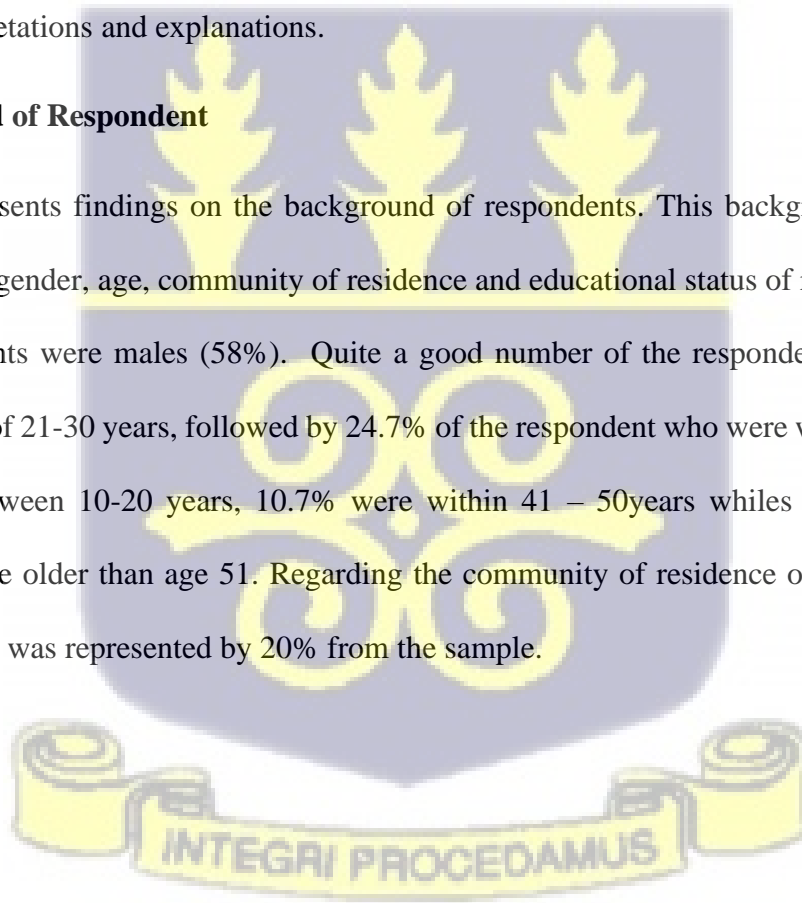


Table 4.1: Background of Respondent

Background Information	Frequency	Percentage
Gender		
Female	63	42.0
Male	87	58.0
Age		
10-20Years	25	16.7
21-30 years	68	45.3
31-40years	37	24.7
41 – 50years	16	10.7
51years and above	1	0.7
Level of Education		
Never Schooled	1	0.7
Basic	28	18.7
Senior High School	62	41.3
Undergraduate	30	20.0
Postgraduate	29	19.3

Source: Author’s Fieldwork (2019)

4.2 Research Questions

4.2.1 Research Question One

What is the media forming habit of media consumers in Birim Central Municipality around Information Centres?

This section presents responses to answer this question. To understand the media forming habits of the respondents, the study sought to identify the knowledge they have about the Information Centres, their engagement level, the frequency of use, and their inclination to choose and use the medium.

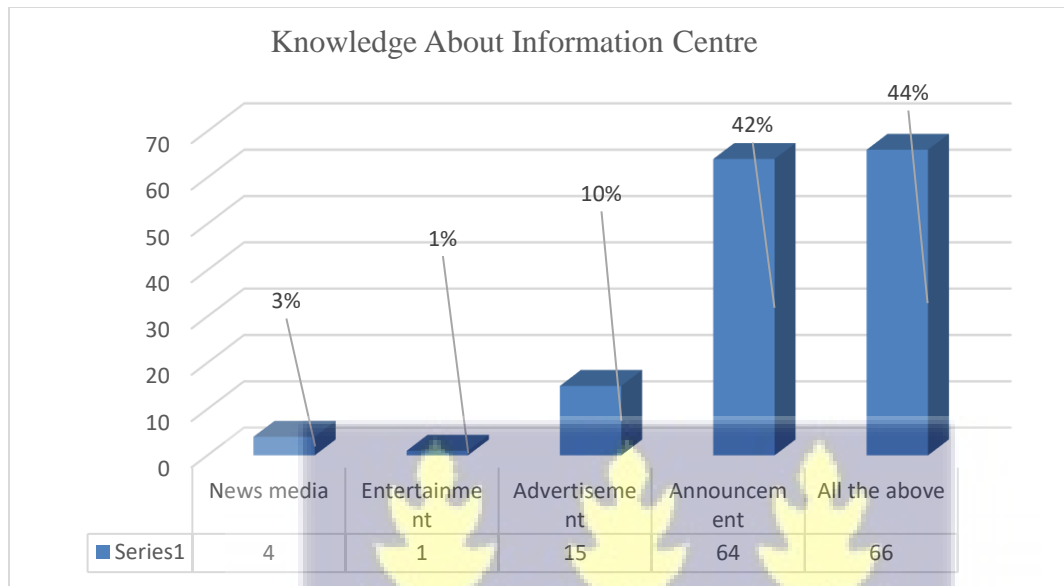


Figure 4.1: Knowledge about information centre

Source: Author's Fieldwork (2019)

The study asked respondents their knowledge about Information Centres. All the respondents (100%) indicated that they know about Information Centres. While all of them know about the Information Centres, 42% of the respondents said they know them as media for announcement. Majority of the respondents (44%) said they know the Information Centres as news media, media for entertainment, advertisement, and announcement. Out of the 44%, one percent (1%) said they know the Information Centres as media for entertainment with about 10% of the respondents saying they know the Information Centres as media for advertisement. Three percent (3%) said they know the Information Centres as news media.

This shows that respondents perceive Information Centres as an alternative media capable of producing news, entertainment and advertisements. In other words, the respondents accord the status of media to Information Centres. Therefore, this implies that in Birim Central Municipality, Information Centres are not merely technology that make unwholesome noise as some have

argued; rather, they are actual media channels which could perform media roles for those who patronize them.

Table 4.2: Respondents Engagement with the Information Centres

Engagement with Information Centres	Frequency	Percentage
Do you engage with the Information Centre		
Yes	130	86.7
No	20	13.3
How do you engage with the Information Centre		
As listener	134	89.3
As a user	1	0.7
As a participant	8	5.3
Others	7	4.7
Which particular time of the day do you often listen to the Information centre		
Morning	95	63.3
Mid-Morning	17	11.3
Afternoon	2	1.3
Evening	29	19.3
Morning and Evening	4	2.7

Source: Author's Fieldwork (2019)

Majority of the respondents (86.7%) said they engaged with the Information Centres for varied reasons while a little over ten per cent of the respondents (13.3%) said they do not engage with the Information Centres, despite their knowledge about their existence. This evidence proves that majority of respondents have form media habit around Information Centres and they engage with them for particular needs.

The fact that over thirteen percent of the respondents showed their non-engagement with the Information Centres, somehow, routs the argument that Information Centres are intrusive and forces people to listen to what they don't want to listen to.

Also, close to nine out of every ten respondents (89.3%) said they engage with the Information Centres as listeners. Just about one percent (0.7%) engages with the Information Centres as users. User, in this case, means people who have access to be on the Information Centres and have the opportunity to be able to operate it like the operators/owners of the centres.

About five per cent of the respondents (5.3%) engage with the Information Centres as participants. Participants here means taking part in activities that happen on the Information Centres under the guidance of the operators, like giving the opportunity to preach on the Centres, advertise your own product through discussion with the operator, being interviewed on the centres among others, while a little below five per cent of the respondents (4.7%) engage with the Information Centres for other purposes such as listening to community sports commentary, live update on community traditional activities among others.

This result somehow suggests that Information Centres are treated by respondents as a full-fledged media, in that audiences of the technology share some of the characteristics with the growing sophisticated audiences of the mainstream and new media.

Again, more than six out of every ten respondents who listen to the Information Centres (63.3%) listen in the morning while almost two out of every ten respondents (19.3%) listen in the evening. Just about one per cent of respondents (1.3%) listens in the afternoon while about three percent (2.7%) listen both in the morning and in the evening.

Meanwhile almost one out of every ten respondents (12%) listen during the mid-morning. This evidence also confirms the assertion that respondents have formed media habits, regard Information Centres as alternative media which could provide them with their media needs even within different time frames. This evidence also supports assumptions of the Uses and Gratification theory which is used as a theoretical context of the study.

Out of the number of respondents who engage with the Information Centres, about four out of every ten (42.7%) engage with the Information Centres every day while a slight number above same (43.3%) engage with the Information Centres once in a while. Less than one out of every ten engage with the Information Centres every other day (7.3%) or hardly (6.7%) engage with them at all.

Table 4.3: Engagement with Information Centres

Items	Time				Total
	30min- 1 hour	1 - 2 hours	2-3 hours	Others	
Number of times one engages with Information Centres as a Listener					
Everyday	36	20	7	12	75
Once a while	43	4	5	12	64
Hardly	3	0	0	6	9
Total	82	24	12	30	148

Source: Author's Fieldwork (2019)

This section sought to find out how long and often the respondents spend with the Information Centre. In the Table 4.3 above, the study revealed that most of the respondents (82) spend between 30 minutes to one hour listening to the Information Centres. The results also showed that out of the 82 respondents who spend between 30 minutes to one hour listening to the Information Centres, majority (43) of them listen to it once in a while, followed by 36 everyday listeners. Only few (3) hardly spend 30 minutes to one hour listening to the Information Centres.

However, with the listeners who spend one hour to two hours on the Information Centres, majority (20) of them listen to the Information Centres every day. This indicate that those who listen to the Information Centres once in a while usually spend less time listening, compared to those who listen to the Information Centres every day.

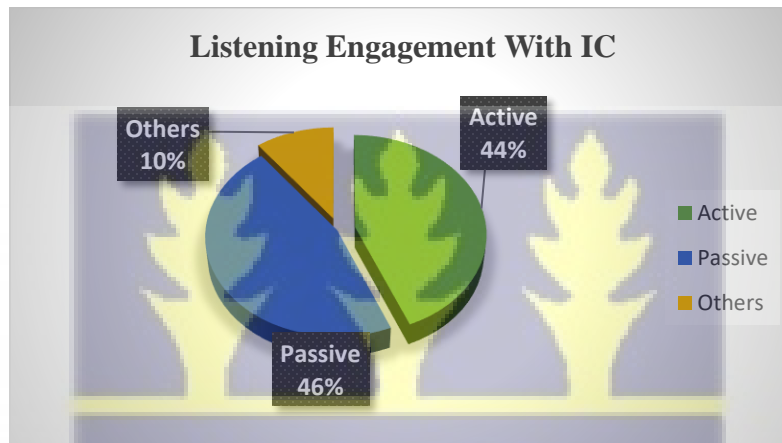


Figure 4.2: Listening engagement with Information Centres

Source: Author's Fieldwork (2019)

4.2.2 Research Question Two

What specific needs do the Information Centres gratify for media consumers in the Birim Central Municipality?

Table 4.4 and 4.5 provide the summary that answers this question.

Table 4.4: Specific Needs addressed by Information Centres

Needs	Frequency	Percentage
Specific needs Information Centres address		
Education	8	5.3
Information	38	25.3
Entertainment	3	2.0
Advertisement	8	5.3
Announcement	79	52.7
Others	14	9.3

Table 4.5 Specific needs Information Centres address which radio does not

Needs	Frequency	Percentage
Education	7	4.7
Information	8	5.3
Entertainment	6	4.0
Advertisement	14	9.3
Announcement	68	45.3
Others	47	31.3

Source: Author's Fieldwork (2019)

Table 4.4 presents a summary of responses on specific needs that Information Centres address for the respondent. Most of the respondents indicated announcement (52.7%) and information (25.3%) as the specific needs that Information Centres address for them. About 9.3% of the respondent indicated other needs such as community sports commentary, live update on community traditional activities among others as what the Information Centres address while 5.3% indicated education as the specific needs.

Only 2.0% of the respondents were of the view that entertainment is the need that Information Centres address. This finding reveals that Information Centres perform almost all of the core

roles performed by the mainstream media giving those who patronize them the opportunity of having their media needs met.

Also, to identify the specific needs that Information Centres address which radio does not, 45.3% of the respondent rated announcement while 31.3% said other needs such as community sports commentary, live update on community traditional activities, among others. However, only 9.3% of them indicated advertisement, followed by information (5.3%) and then education (4.7%).

Lastly, 4.0% of them indicated entertainment.



Figure 1.1 An Information Centre building at Akyem Aboabo in the Birim Central Municipality
Source: Author's field work (2019)

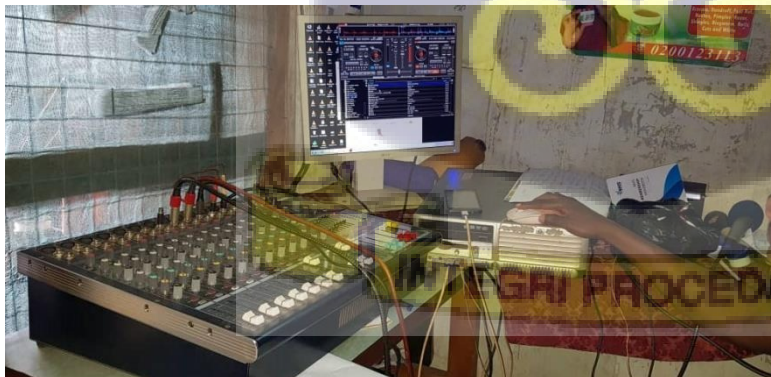


Figure 1.2: An Information Centre Studio at Srodai in the Birim Central Municipality
Source: Author's field work (2019)



Figure 1.3: A mounted pole with horns belonging to an Information Centre at Oda Nkwanta in the Birim Central Municipality
Source: Author's field work (2019)

4.2.3 Research Question Three

How do the media consumers in Birim Central Municipality perceive Information Centres?

In response to this, the respondents were presented with a series of statements to indicate their level of agreement. Table 4.6 presents the details.

Table 4.6: Perception/views about Information Centre

Items	N	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
The Information Centres perform useful services to the community	150	77 (51.3%)	64 (42.7%)	6 (4.0%)	2 (1.3%)	1 (0.7%)
The Information Centres carry content that are more relevant to the community than the radio stations do.	148	31 (20.9%)	44 (29.7%)	12 (8.1%)	42 (28.4%)	19 (12.8%)
The Information Centres are more credible source of news on the community than the radio station.	149	24 (16.1%)	38 (25.5%)	35 (23.5%)	34 (22.8%)	18 (12.1%)
The radio stations are more credible source of international news.	150	64 (42.7%)	32 (21.3%)	20 (13.3%)	26 (17.3%)	8 (5.3%)
The Information Centres provide cheaper advertising spaces than the radio stations	150	93 (62.0%)	45 (30.0%)	2 (1.3%)	2 (1.3%)	8 (5.3%)
The Information Centres provides opportunity for instant and speedy announcements than the radio stations do.	150	85 (56.7%)	37 (24.7%)	4 (2.7%)	13 (8.7%)	11 (7.3%)
The Information Centres is more accessible to me than the radio stations.	150	67 (44.7%)	41 (27.3%)	4 (2.7%)	22 (14.7%)	16 (10.7%)
The Information Centres complement the work of radio stations	148	48 (32.4%)	75 (50.7%)	10 (6.8%)	2 (1.4%)	13 (8.8%)
The Information Centres are a nuisance because they make too much noise.	149	19 (12.8%)	36 (24.2%)	14 (9.4%)	38 (25.5%)	42 (28.2%)
The Information Centres Broadcast hour not convenient.	150	8 (5.3%)	49 (32.7%)	16 (10.7%)	50 (33.3%)	27 (18.0%)

Source: Author's Fieldwork (2019)

Table 4.6 presents summary of responses on the perception of respondents about Information Centres. The results showed that majority (94.0%) of the respondents agree that the Information Centres perform useful services to the community. Only 2.0% of them disagreed while 4.0% indicated neutral to the statement.

With regards to the statement “the Information Centres carry content that are more relevant to the community than the radio stations do”, about half (50.0%) of the respondent agreed, 8.0% indicated neutral whereas 40.7% of the respondents disagreed to the statement. About 41.3% of the respondents agreed with the suggestion that the Information Centres are more credible source of news on the community than the radio station, 23.3% of the respondent were indifferent between Information Centres and radio stations with regards to credibility of local news where as 34.7% disagreed that the Information Centres are more credible source of news on the community than the radio station. It could be inferred here, based on the above evidence, that Information Centres produce a more targeted communication than other media in the area of study.

Also, 64.0% of the respondents indicated that radio were more credible source of international news, whereas 22.7% of them disagreed. About 13.3% of them were neutral to the statement. Again 92.0% of the respondent agreed that the Information Centres provide cheaper advertising spaces than radio whereas 6.7% indicated otherwise. On whether the Information Centres provide opportunity for instant and speedy announcements than radio, 81.3% agreed to the statement, 2.7% indicated neutral whereas 16.0 % disagreed.

Again, on whether the Information Centres are more accessible to them than radio, 72.0% of the respondents agreed to the statement 2.7% indicated neutral whereas 25.3% disagreed. Majority of the respondents (82.0%) agreed with the suggestion that the Information Centres complement the work of radio, 6.7% of them were neutral while 10.0% disagreed. Regarding the statement, “the

Information Centres are a nuisance because they make too much noise”, majority (53.3%) of the respondents disagreed, 9.3% were neutral while 36.7% agreed to the statement. Again, majority (51.3%) of the respondents disagreed to the statement; “the Information Centres broadcast hours were not convenient”. Only 38.0% indicated that the Information Centres broadcast hours were not convenient. The above indicates that Information Centres are a good media alternative to individuals who are not able to afford other media channels and that they are not a nuisance as suggested by some people.

4.3 Discussion

That media play important roles to members of a society is a fact which has long been established and is evident every day. Aside from the common media outlets, there are some technologies or facilities which serve as media for people who engage with them. An instance of these is the Information Centre.

The research question one focused on media habits of the respondents. The study asked respondents their knowledge about Information Centres. All the respondents indicated that they know about Information Centres. Also, the results revealed that respondents knew Information Centres as; news media, media for entertainment, advertisement and announcement. The findings also revealed that respondents engaged with Information Centres for varied reasons. Some of the respondents engage with the centres as listeners and others as users. Users in this case means people who have access to be on the Information Centres and have the opportunity to be able to operate it like the operators of the centres.

Some respondents also engage with the Information Centres as participants. Participants here mean taking part in activities that happen on the Information Centres under the guidance of the operators. Like giving the opportunity to preach on the centres, advertise your own product through

discussion with the operator, being interviewed on the centres among others while some also engage with the Information Centres for other purposes such as listening to community sports commentary, live update on community traditional activities among others. The study showed that some do not engage with the Information Centres despite their knowledge about their existence. These findings clearly support assumptions of the uses and gratification theory that media consumers actively choose and use media to fulfill specific demands (McQuail, 2010; Wimmer & Dominick, 2000). The findings as well agree with the consensus in literature that media preference directly relates with sufficient satisfaction of media demands (Nii-Boye, 2009; Afrobarometer, 2018).

Similar to reports by Svensson (2014) and Swamy and Enokurthi (2015) the study also found that majority of the respondents listen to the Information Centres in the morning, followed by evening. Only few respondents listen to them in the afternoon. Also, it was revealed that the number that engages with Information Centres once in a while slightly exceeded the number that utilizes it daily. Only few hardly engage with it at all.

With regards to how long the respondents spend with Information Centres, it was found that people normally spend 30 minutes to one hour. However, majority of the respondent spends one to two hours listening to the Information Centres every day. This indicates that those who listen to the Information Centres once in a while usually spend less time listening, compared to those who listen to the Information Centres every day.

The findings of this study confirm findings of several other studies regarding respondents' attitude towards media. Afrobarometer, (2018) ranked radio as one of the media that is utilised by many Ghanaians. Regarding the frequency of usage, this study was no different from that of Afrobarometer, (2018). Their results revealed that more than half (56%) of the respondents said

they listen to radio news every day, and 29% indicated that they use radio “a few times a month” or “a few times a week. The results show that residents of Birim Central Municipality have indeed formed media habits around information centers.

The research question two sought to find out the specific needs the Information Centres gratify for media consumers in the Birim Central Municipality. The results revealed that majority of the respondents see announcement and information as the most pressing specific needs that Information Centres address for them. The study also indicated that other specific needs that Information Centres gratify for media consumers include advertisement and entertainment.

From the media ecology perspective, the current study found that comparing Information Centres and radio regarding what needs they satisfy; it was revealed that Information Centres satisfy more of information and announcement needs that are relevant to the communities than radio stations do. This result reinforces McLuhan’s statement regarding the media ecology theory that it refers to the arrangement of different media to aid each other in a way not to cancel any of them out, but to reinforce a medium with another. He further stated that a new medium is never an addition to an old one, nor does it leave the old one in peace. It never ceases to oppress the older media until it finds new shapes and positions for them. It is obvious from the findings that the information centers are complementing the already existing media to fulfil certain media needs of the people of Birim Central Municipality. From a gender perspective, both males and females said Information Centres gratify more of announcement needs than information needs. Also, all the five communities rated that announcement is the major specific needs that Information Centres gratify.

Even though previous studies had sought to find out media habits of consumers around other media such as television, newspapers, the internet and radio, this paper contributed something new to help understand media habit of consumers around Information Centres. As found by Nii-Boye

(2009) there are some specific needs that some media gratify that will make a consumer prefer one medium over the other by students of University of Ghana. According to him news appeared to give one reason why respondents choose a communication medium, yet the type of news delivered induced them to prefer one source to another. It flowed from the findings that news is not the only reason why respondents selected a source as their favorite but there are other reasons such as for entertainment, to obtain information, for relaxation, and education". Most of the respondents said they chose their source primarily for entertainment. This paper did not only show that Information Centres gratify needs of respondent such as entertainment, announcement, and education, it also revealed what needs that the Information Centres do satisfy better than radio stations.

Objective three focused on exploring how the media consumers in Birim Central Municipality perceive Information Centres. The results revealed that majority of the respondents agree that Information Centres perform useful services to the community and carry content that are more relevant to the community than radio. The findings also revealed that Information Centres are more credible source of news on the community than radio, provide cheaper advertising spaces, and provide opportunity for instant and speedy announcements than radio. It is also perceived to be more accessible to respondents than radio and complement the work of radio. Also, it was found that respondents do not have a negative perception about their time of broadcast, since they (respondents) agree that Information Centres are not nuisance and that they do not make too much noise. The respondents also agree that the broadcasting hour of the Information Centres is convenient.

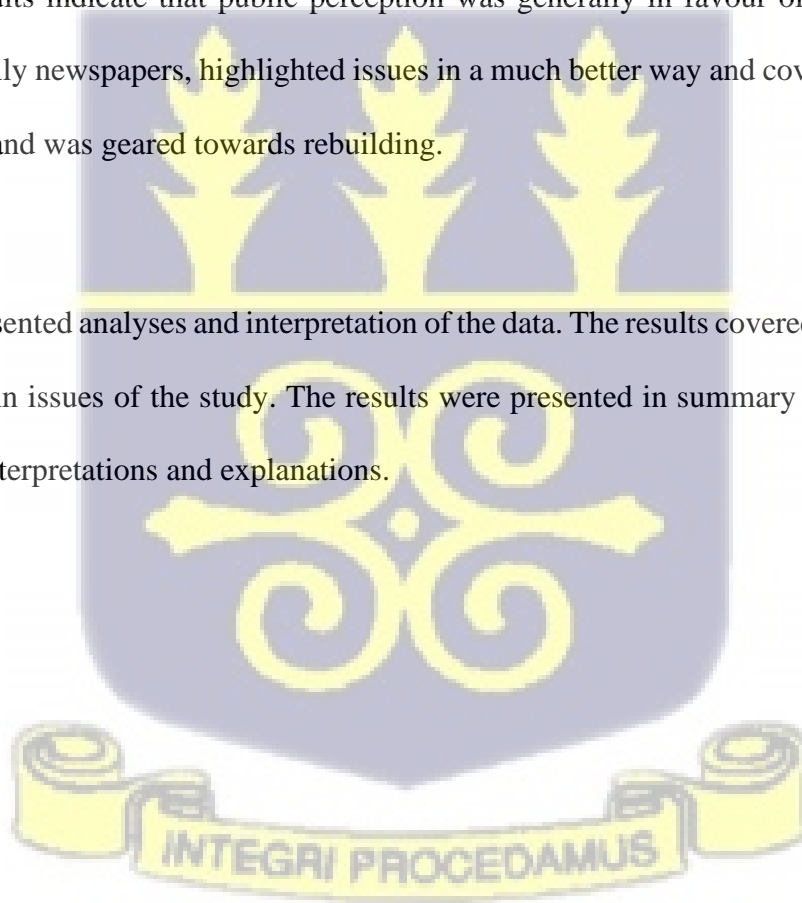
The findings of this study are no different from existing facts in scholarship (Onozare 2016; Mojekeh, Egbeh, Nwangene, Dim, 2019; Sadaf, 2011; and Adamou and Ntoka, 2017). According to Adamou and Ntoka (2017), the general perception of both library users and librarians towards

digital material and E-resources and services of the Panteion University Library and Central Library of T.E.I. of Athens, is satisfactory. This is in line with the assertion of respondent of this study. Just like this study the findings from Adamou and Ntoka (2017) indicated that the respondent had satisfactory perception about their preferred media choices.

Another study that partially confirmed the findings of this current study was the study by Sadaf (2011). Her results indicate that public perception was generally in favour of a notion that the media, specifically newspapers, highlighted issues in a much better way and coverage on the issue was productive and was geared towards rebuilding.

4.4 Summary

This chapter presented analyses and interpretation of the data. The results covered the demographic data and the main issues of the study. The results were presented in summary tables and figures with narrative interpretations and explanations.



CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

The purpose of the study was to understand consumer's media forming habit around Information Centres. The study specifically focused on the habit of media consumers in Birim Central Municipality around Information Centres. It also studied the specific needs the Information Centres gratify for media consumers in the Birim Central Municipality as well as to ascertain the perception about Information Centres by media consumers in the Birim Central Municipality.

This chapter is divided into four sections. The first section will discuss the summary of the findings of the study with respect to the results. The second section will present the conclusions and the third section presents the recommendations. Areas for further studies are also included.

5.1 Summary

This study sought to investigate the media forming habits of the people of Birim Central Municipality as regards Information Centres- an improvised technology that provides media functions to users. The study set for itself the following objectives and questions to direct investigation:

5.1.1 Research Objectives

1. To examine how media consumers in Birim Central Municipality use Information Centres.
2. To find out the specific needs the Information Centres gratify for residents of Birim Central Municipality.
3. To find out the perception of residents of Birim Central Municipality about Information Centres.

5.1.2 Research Questions

1. What are the media forming habits of residents of the Birim Central Municipality around Information Centres?
2. What specific needs do the Information Centres gratify for the residents of Birim Central Municipality?
3. What perceptions do residents of Birim Central Municipality hold about Information Centres?

The Study adopted the quantitative method of enquiry and specifically choose the survey design. Cluster sampling procedures were followed to draw 150 individuals within the aforementioned municipality to respond to the questionnaire. Findings indicated that respondents have satisfactory knowledge about Information Centres. It was also seen that typically, respondents engage with Information Centres more as listeners, and that they often listen to them in the morning.

It was also found that the specific needs Information Centres gratify for the respondents include advertisement, entertainment announcement, information and education with information and announcement being the major needs they gratify. Comparing Information Centres with radio, regarding the needs they gratify, it was revealed that Information Centres gratify more of information and announcement needs to the respondents than the radio. It was also found that generally, consumers have positive perception about Information Centres.

5.2 Conclusion

This study focused on three main objectives which are media habit of consumers in Birim Central Municipality, the specific needs the Information Centres gratify for them, as well as to ascertain the perception about Information Centres by media consumers in the Birim Central Municipality.

This section will provide three main conclusions, one for each of the objectives.

- Based on the findings from objective one of this study and propositions of the media ecology theory, it can be concluded that respondents have sufficient knowledge about Information Centres and see Information Centres as News media, media for Entertainment, Advertisement, and Announcement. The respondents on the average engage with Information Centres as listeners, and that they often listen to the Information Centres in the morning. With regards to how long the respondent spend with Information Centres, on the average people spend one to two hours.

- Based on the findings from objective two as well as assumptions of the uses and gratification theory, it can be concluded that the specific needs Information Centres gratify to consumers include advertisement, entertainment announcement, information, and education. However, they mostly satisfy announcement and information needs. Also, the study concluded that comparing Information Centres and radio regarding what needs they gratify, it was revealed that Information Centres gratify more of information and announcement needs than radio stations do. All the five communities of the Birim Central Municipality rated announcement as the major specific needs that Information Centres gratify.

- From the objective three, it can be concluded that, generally, consumers have positive perception about Information Centres. The study found that Information Centres do not make noise, their time of broadcast is convenient, they offer speedy announcement, and useful services to the communities.

5.3 Recommendations

This section also gives three broad recommendations emanating from the findings of the study.

- The consumers in the Birim Central Municipality perceive Information Centres as the most credible source of community-based news, information, and announcement. The study, therefore, recommend that Information Centre operators/owners must find more innovative ways to build on this perception.

- It is recommended that state agencies, institutions, organisations, political parties, local Assemblies, community-based corporate entities among others must leverage the positive perception about the relevance of the Information Centres to the local communities to make the Centres the go to channel for relevant information and announcement specific to the needs of the people in the various communities rather than over reliance on traditional media such as radio, newspaper, television and the internet.

- It is obvious from the findings of this current study that the people of Birim Central Municipality have formed media habits around information centers. It is therefore recommended that government and other relevant bodies step in the operations of information centers as alternative media and suggest standardized operations and programming structure which could make them (information centers) function fully to complements the mainstream media.

5.4 Areas for Further Studies

Future studies should focus on challenges facing Information Centres in Ghana. Other studies can also replicate this study in different communities using a larger sample size to improve generalizability.



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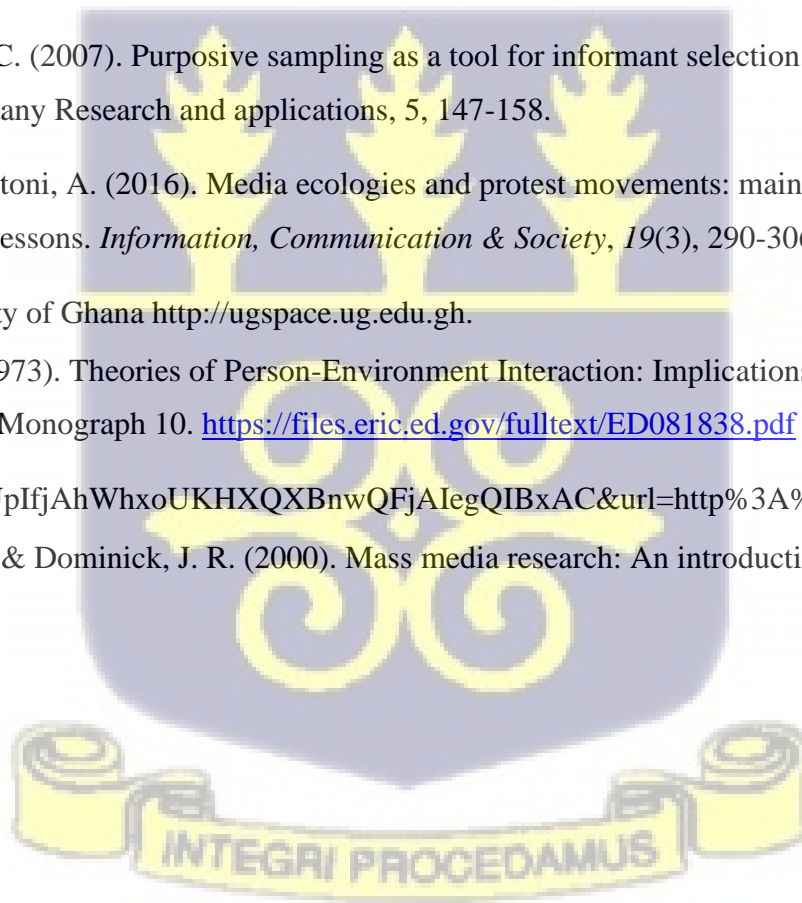
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APPENDICES

APPENDIX 1

SUPPLEMENTARY TABLES

Table 1: People who have used the Information Centres for announcements before.

	Frequency	Percent
Yes	75	50.0
No	75	50.0
Total	150	100.0

Table 2: Number of times respondents have you used the Information Centre.

	Frequency	Percent
1-3 times	49	32.7
4-6 times	13	8.7
Others	15	10.0
Not applicable	72	48.0
Total	149	99.3
Missing	1	.7
Total	150	100.0

Table 3: Number of respondents who have ever advertised a product on the Information Centre?

	Frequency	Percent
Yes	40	26.7
No	109	72.7
Total	149	99.3
Missing	1	.7
Total	150	100.0

Table 4: How respondents access the Information Centre.

	Frequency	Percent
From the house	97	64.7
Go to the Centre	44	29.3
Others	6	4.0
Total	147	98.0
Missing	3	2.0
Total	150	100.0

Table 5: Information Centres provide cheaper advertising spaces than the radio stations.

	Frequency	Percent
Strongly agree	93	62.0
Agree	45	30.0
Disagree	2	1.3
Neutral	2	1.3
strongly disagree	8	5.3
Total	150	100.0

Table 6: Information Centres provide opportunity for instant and speedy announcements than radio

	Frequency	Percent
Strongly agree	85	56.7
Agree	37	24.7
Disagree	13	8.7
Neutral	4	2.7
strongly disagree	11	7.3
Total	150	100.0

Table 7: Information Centres more accessible than radio

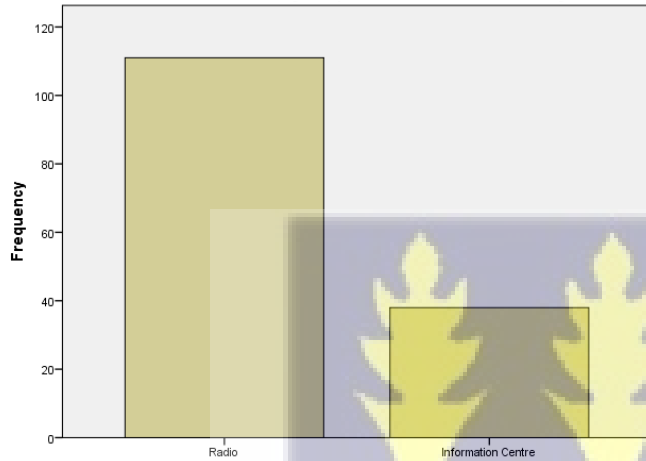
	Frequency	Percent
Strongly agree	67	44.7
agree	41	27.3
disagree	22	14.7
neutral	4	2.7
strongly disagree	16	10.7
Total	150	100.0

Table 8: The Information Centres complement the work of radio stations

	Frequency	Percent
Strongly agree	48	32.0
agree	75	50.0
disagree	2	1.3
neutral	10	6.7
strongly disagree	13	8.7
Total	148	98.7
Missing	2	1.3
Total	150	100.0

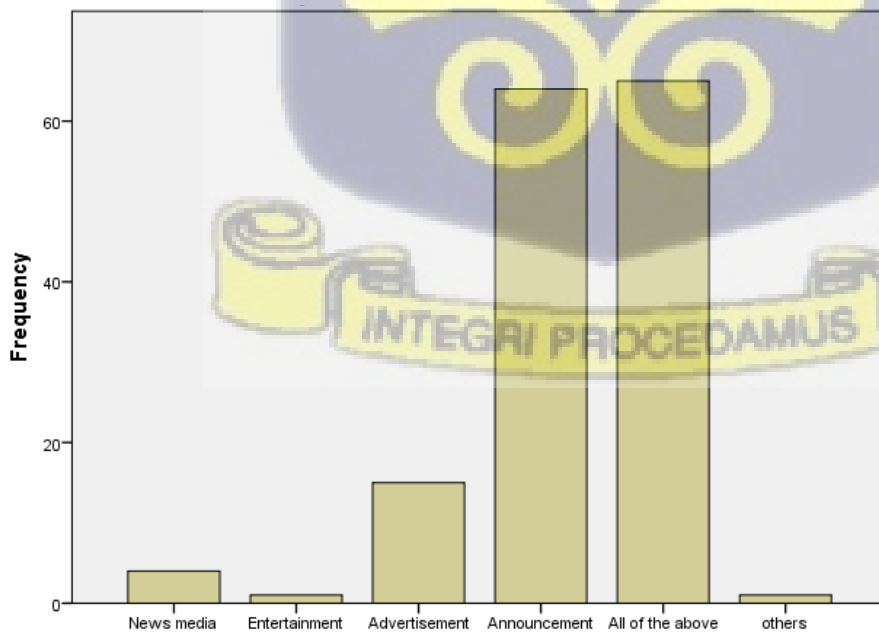
SUPPLEMENTARY CHARTS

Chart 1: Media Preference of Respondents



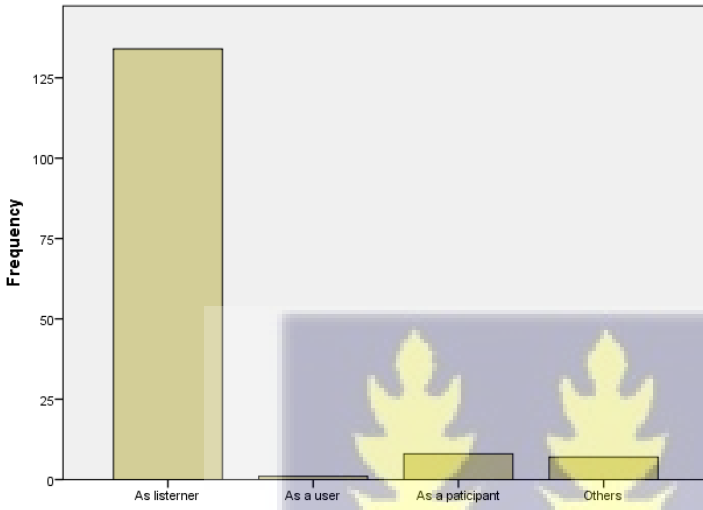
Source: Author's Fieldwork (2019)

Chart 2: Respondents Knowledge about Information Centres



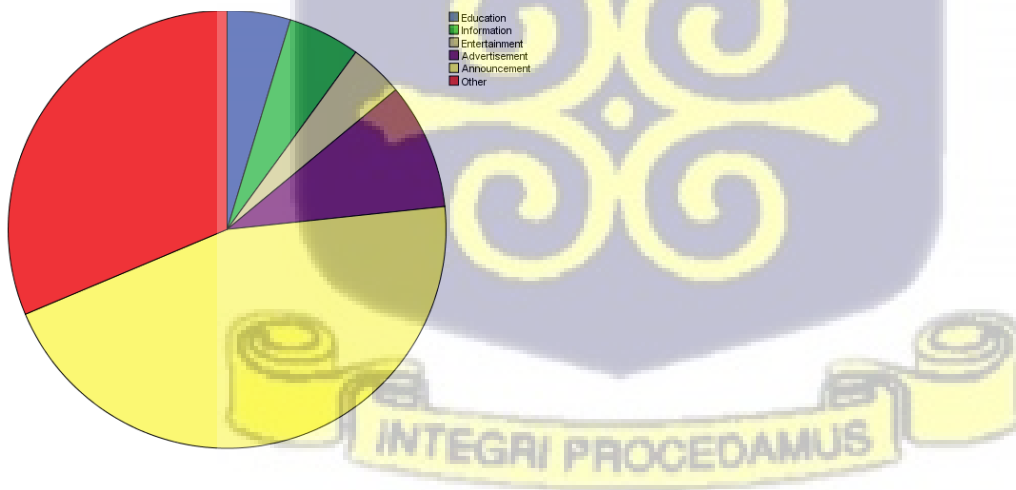
Source: Author's Fieldwork (2019)

Chart 3: Types of respondents' engagement with the Information Centres



Source: Author's Fieldwork (2019)

Chart 4. Needs Information Centres Gratify



Source: Author's Fieldwork (2019)

APPENDIX II
SURVEY QUESTIONNAIRE

Dear Respondent,

I am Gilbert Frimpong Assuman from the Department of Communication Studies, University of Ghana.

I am carrying out a research to find out media forming habits of consumers in the Birim Central Municipality around Information Centres.

Kindly take some few minutes of your time to answer this questionnaire for me.

This is an academic research and I assure you that your responses will be kept confidential.

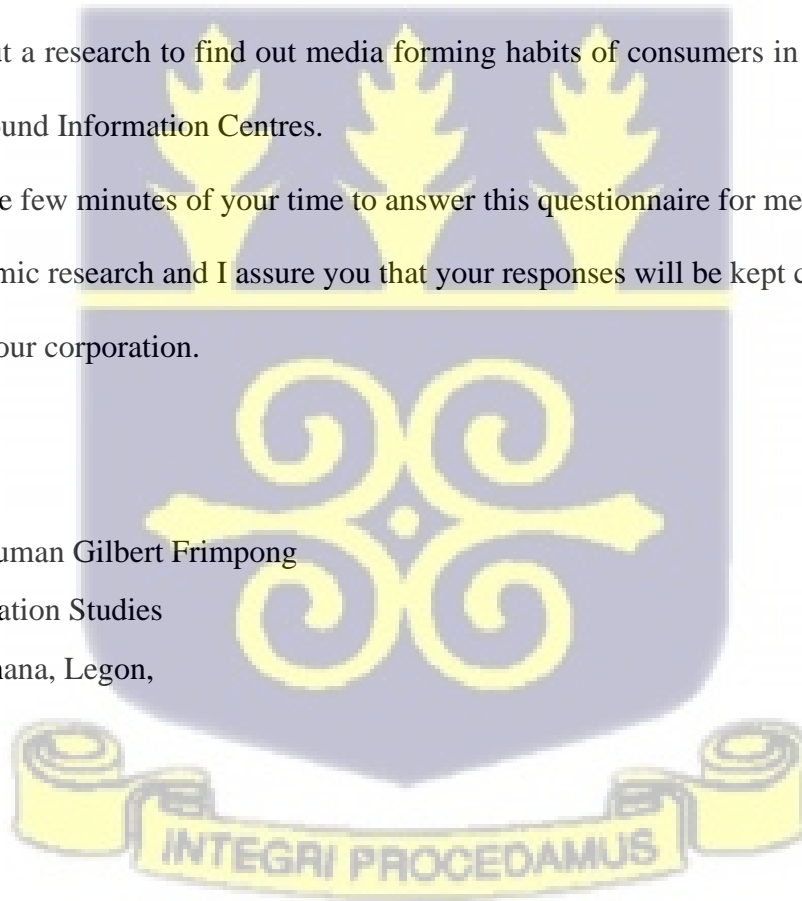
Thank you for your corporation.

Yours sincerely,

Researcher: Assuman Gilbert Frimpong

M.A Communication Studies

University of Ghana, Legon,



1. Do you know about the Information Centre?

- 1) Yes 2) No

2. If yes, what do you know about the Information Centre?

- 1) as news media 2) as media for Entertainment 3) media for Advertisement
4) media for Announcement 5) All the above 6) Other (specify).....

3. Do you engage with the Information Centre?

- 1) Yes 2) No

4. How do you engage with the Information Centre?

- 1) As a listener 2) As a user 3) As a participant 4) Other

5. How often do you engage with the Information Centres as a listener?

- 1) Everyday 2) Every other day 3) Once a while 3) Hardly

6. How much time do you engage with the Information Centres as a listener in a day?

- 1) 30minutes – 1hour 2) One hour – 2hours 3) 2hours – 3hours 4) Others
(Specify).....

7. Which particular time of the day do you often listen to the Information centre?

- 1) Morning 2) Mid-Morning 3) Afternoon 4) Evening 5) Night

8. How would you describe your listening engagement with the Information Centre?

- 1) Active 2) Passive 3) Other

9. What specific needs does the Information Centres address for you?

- 1) Education 2) Information 3) Entertainment 4) Advertisement
5) Announcement 6) Other (specify).....

Patronage- participation/Use

10. Have you ever used the Information Centres for announcements?

- 1) Yes 2) No

11. If yes, how many times have you used the Information Centre?

- 1) One-three times 2) 4-6 times 3) 6-8times 4) Other (Specify).....

12. What type of announcement would you send to the Information Centre?

- 1) Funeral 2) Social 3) Public Service Announcement 4) Other.....

13. Have you ever advertised a product on the Information Centre?

- 1) Yes 2) No

14. If yes, how many times have you advertised your products on the Information Centre?

- 1) One-three times 2) 4-6 times 3) 6-8 times 4) Other (Specify).....

15. How do you access the Information Centre?

- 1) From the house 2) Go to the center 3) Other (Specify).....

16. Do you have access to a radio in your community?

- 1) Yes 2) No

17. Do you have a receiving set?

1. Yes 2) No

18. How would you describe your engagement with the Radio as a listener?

- 1) Active 2) Passive 3) Other (Specify).....

19. How would you describe your engagement with radio as a user/participant?

- 1) Active 2) Passive 3) Other (Specify).....

20. How much time do you engage with the Radio in a day?

- 1) 30minutes – 1hour 2) One hour – 2hours 3) 2hours – 3hours 4) Others
(Specify).....

21. What specific needs does the Information Centres address which radio does not address for you?

- 1) Education 2) Information 3) Entertainment 4) Advertisement

- 5) Announcement 6) Other (specify).....

Perceptions/Views

Based on your experiences with the Information Centres and radio services, kindly indicate on a scale of 1-5 your views on the following by ticking any of the options provided

Strongly agree, agree, disagree, neutral strongly disagree.

22. The Information Centres perform useful services to the community

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

23. The Information Centres carry content that are more relevant to the community than the radio stations do.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

24. The Information Centres are more credible source of news on the community than the radio station.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

25. The radio stations are more credible source of international news.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

26. The Information Centres provide cheaper advertising spaces than the radio stations.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

27. The Information Centres provides opportunity for instant and speedy announcements than the radio stations do.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

28. The Information Centres is more accessible to me than the radio stations.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

29. The Information Centres complement the work of radio stations

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

30. The Information Centres are a nuisance because they make too much noise.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

31. The Information Centres Broadcast hour is not convenient.

- 1) Strongly agree 2) agree 3) disagree 4) neutral 5) strongly disagree

32. Which of the two media do you spend more time with in a day?

- 1) Radio 2) Information Centres

DEMOGRAPHICS

33. Gender:

- 1) Female 2) Male

34. Age:

- 1) 10- 20 2) 21-30 3) 31-40 4) 41 – 50 5) 51 and above

35. Community of Residence

- 1) Community 2 2) Aboabo 3) Towobotom 4) Srodai
5) Oda Nkwanta

36. Level of Education

- 1) Never Schooled 2) Basic 3) Senior High School 4) Undergraduate
5) Postgraduate

