

**PUBLIC PERCEPTION OF THE IMPACT OF ICT ON PHOTOJOURNALISM OBJECTIVITY AND ORIGINALITY: A QUANTITATIVE STUDY OF ODUDUWA UNIVERSITY ILE-IFE STUDENTS, VANGUARD AND GUARDIAN NEWSPAPERS.**

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**Abstract**

The study examines how public perception on the impact of ICT on photojournalism objectivity and originality by using a quantitative research approach on Oduduwa University Ipetumodu (OUI) students, Vanguard and Guardian Newspaper. The study explores whether the public perception is that ICT contributed either with a good or bad impact on photojournalism, as well as how this perception has impacted objectivity and originality.

The study found that the majority of OUI students, Vanguard and Guardian Newspaper perceive that ICT has had a positive impact on photojournalism, leading to improved objectivity and originality in photojournalistic work. In particular, the study found that photojournalists are increasingly using technology such as digital cameras and editing software to improve the quality of their work, resulting in more accurate and original photos. In addition, the adoption of social media networks like Instagram, Twitter, and Facebook has helped to increase the visibility and reach of photojournalism work.

However, the study also found that there are some concerns about the impact of ICT on photojournalism. Some people believe that the use of technology can lead to a loss of authenticity and intimacy in photojournalism work. Others argue that the rise of 'citizen journalism' through the use of ICT has resulted in a decline in journalistic standards and quality control. The study therefore highlights both the advantage and flaws of (Information and Communication Technology) ICT in the field of photojournalism, and calls for more research to be done on this topic.

The research was conducted using quantitative methods, including a survey and data analysis. A total of 314 respondents participated in the survey, including students from OUI, as well as journalists from Vanguard and Guardian Newspaper. The data was analyzed using statistical techniques to identify patterns and trends. The results were then used to draw conclusions about the impact of ICT on photojournalism.

**Keywords:** Public perception, ICT, Photojournalism, Objectivity, Originality

## **Introduction**

Information and Communication Technology (ICT) is a force to be identified with among numerous persons in the 21st century because of its impacts on our existence, (Adigwe 2012, pg6). In photojournalism, ICT has surged and increased drastic changes that revolutionized photojournalist and their career. Since the beginning of photography, technological advances have changed the field of photojournalism. Kombol (2008, pg47) avers that photojournalist now makes use of digital cameras to take quality photographs and no longer the use of darkroom to develop their images. The digital age allowed photojournalism to distribute images easily and broadly due to the use of internet and this has also helped to improve Photojournalism.

Photojournalist like Don McCullin received wide attention in the retrospectives across the country. Kombol (2008, pg16) says photojournalists reproduce with images, verbs (actions) while photographer reproduce with images nouns (places, persons, objects). He retorted that noun is less stressful to capture but actions are arduous to capture. Photojournalist snaps the photo related to the events or story and then photo itself become the story. Other important element of present-day photojournalism that is still working its twirl out is the significant increase in citizen journalism. The present time holds an average person having opportunity to owns a camera, even if only a camera phone. This implies that more and more events are documented as they happened by random and relative people who just happen to be in the right place at the right time.

Furthermore, if the truthful nature of news photographs collapses, the whole credibility of the news collapses as well. This is what triggered this study: OUI students' perception on impact of ICT on photojournalism objectivity and Originality.

## **Statement of the Problem**

Kombol (2008, p. 46) posits that "these days, it is possible that pictures are made to lie. In view of the advent of present day's digital technology, images can easily be influenced and manipulated to serve the ends of amoral and unprincipled photojournalists, (Ogah and Obaje 2021, pg142). it is also possible to digitally alter a photograph without leaving any sign of what has been done. Pictures and subjects have become trends surrounding photojournalism with the invention of digital technology and/or photo-shop computer software. It is no doubt that ICT has greatly helped in improving photojournalism but to what extent has there been any measures put in place

to check the objectivity and originality of images used in News reporting by photojournalist. The unethical practice of photojournalism has resulted in distortion of information and also the availability of photo editing software has made the manipulation of photographs possible. Kenekwue (2014, pg255) argues that photo manipulation is the application of image editing software to images with the aim of creating illusion or deception through the digital process. Manipulation of images using photo editing software keeps increasing and this has become a threat to photojournalism objectivity and originality. This is what spurred the study OUI Students' perception on impact of ICT on Photojournalism objectivity and Originality.

### **Objectives of the Study**

The major objective of this study is to examine OUI students' perception of impact of ICT on Photojournalism objectivity and Originality. The specific objectives of the study are to determine:

- 1) To determine the perception of OUI Students' on impact of ICT on Photojournalism
- 2) To what extent have there been any measures put in place to check the Objectivity and Originality of photographs used in Photojournalism.
- 3) To examine the legal, social, ethical and professional issues surrounding photojournalism
- 4) To determine the extent ICT affects the Originality and Objectivity of photographs

### **Significance of the Study**

This research was conceived in full realization of the various interests it would serve. This study would add to the existing body of knowledge on photography and photojournalism. Media establishment outlets could learn from the findings of this study. The study will be immense benefit to the students of Oduduwa University, Ipetumodu, Osun state and the researcher as it will discuss the impact of ICT on Photojournalism objectivity and Originality. Lastly, this study will serve as a building block for future researchers to work on.

### **Conceptual Review**

This shows several efforts initiated to show how the new technologies have affected originality and objectivity in photojournalism. **Information and Communication Technology (ICT)**

Information and communication technology is vital to the actualization and the materialisation of sustainable development which is aimed at improving the standard of living. Communication according to Agba (2001, p.9) is the force deployed to mobilize, motivate, inform, educate and persuade the citizens of any nation. It is the weapon used by strategy planners and implementers to reach majority of people with development messages. From the above assertion, it can be captured that communication has stages, which entails generation production, transmission and reception of messages. The result produced and experience for both source and receiver. The experience is replete on the effectiveness of the message which could be expressed in the form of acceptance, credibility and believability (Uwakwe 2004, p.29).

Overall wants and longings of the communication environment breeds interest in the best technological approach to adopt in overcoming communication services. For instance, it is relatively easier and fast for human beings to share their knowledge with one another (Ojomo 2008, p.29).

### **Photojournalism and Its Relevance**

Ogah and Obaje (2021, p.6) aver that the term “photojournalism” is derived from two words – “photo” and “journalism”. It is commonly expressed as photographic journalism where pictures are exhaustively used in the narration or reporting, and/or as back up to a news story (Ogah, 2006) cited in (Ogah and Obaje, 2021, p.6).

Noun (2010, p.46) define Photojournalism as an art of revealing news, events, happenings and events in pictures or adding news beat and pieces with pictorial contents, thereby helping the news content with a more real and credible public view. Photojournalism is essential and informative as written journalism and went forward to posit that images are as important as news contents and most times get news prominence.

### **Objectivity and Originality in Photojournalism**

Burkholders (2003, P.42) discovered that images are tantamount to 1,000 words. Pictures stands as a prominent, vital and highly-powered forms of communication, most importantly in journalism. A single shot, picture or sound can give a detailed account of an event or a personality or trigger a nation; A single picture may

cause uproar among persons more than continuous pages of written labels on the subject. At the inception of newspaper journalism, the photojournalist's work schedules were simply easy. Equipped with a camera, he took shots of history and moment in time – a reality. When he returned to the newsroom, he exhausted hours in the darkroom mixing chemicals alongside perfecting his art. The photojournalist popped up holding a snippet of reality, rooting and available to make open the truth to the people. The evolution of news photography noticed in the previous 19th century supported declarations by print papers that they accounted events as they occurred, objectively.

Contemporary innovations have lessened the integrity of photography, but precise portrayal remains the standard of photojournalism Mdegella (2008, p. 44). When the subject is placed in the center for any shot by the photographer, the photographer relates a notion of balance. With the photographer's action to place the subject to one side, the photographer creates a notion of imbalance. Furthermore, cameras get shots of what lies in the viewfinder. Photojournalist may ignore elements of a scene that might not be necessary to be brought to records.

### **Ethics of Photojournalism**

Photojournalism ethics revolves around the pledge to really observe the general function and definition of photojournalism: which entails capturing the true world as it occurs. However, the notion of the *true world* can be argued, it lies with the photojournalist to give a good shot of the image as clearly and honestly as they see it. This obviously implies that in a specific sense of ethics in photojournalism is to avoid making negative changes to the photo as much as it lies in the photojournalist capability. Ethical deliberation is however envisaged on the foundation that persons would have done what he/she did the anyway round if he had felt like.

Ogah and Obaje (2021, p.6) define photojournalism ethics as ethical postulations which describe the “dos” and the “don'ts” of photojournalism and journalism at large.

### **Theoretical Review**

This work will be anchored on Technological Determinism Theory and Technological Acceptance Model.

Technological Determinism Theory

Technological determinism theory was explored by Marshall McLuhan in 1964. The fundamental notion of the theory is that the media are the adjunct of the human body and that the media do not only interfere with domain but the very message it would convey (Omale, Ekhareafu, Galadima and Gagaci 2019, p.97).

Asemah (2011, p.12) asserts that, the medium dictates the content of communication. The medium is infused with the power to control our opinion of environment.

#### Application of the Theory to the Study

The theory is applicable to this study in the sense that that technology, most importantly, the media, effectively shape how and what individuals think, feel and act towards photojournalism. The advent in the digital technology medium determines the content of photojournalism.

#### Technological Acceptance Model.

The Technology Acceptance Model (Davis, 1989), or TAM, opines that there exist two factors that decides if a computer system might be welcomed by its prospective users: (1) perceived importance and (2) perceived flexibility and easy usage. The main characteristics of TAM model is its priority on the feelings and plights of the prospective user.

#### Application of the Theory to the Study

The theory is applicable to this study in the sense that that the level of technology determines the perceptions of the users towards it. When audiences are given new technology, several factors can dictate their decision about how, what they would it for and when they will use it.

### **Research Design**

For the purpose of this study, the researcher relied on survey research design with questionnaire - containing both open and close ended questions - and structured interview guide as instruments of primary data generation. Primarily, the mixed instruments were selected to complement each other especially as the study addressed manifold qualitative and quantitative elements on the impact of Information and Communication Technology (ICT) on Photojournalism objectivity and originality.

Since this study focuses on the perception of respondents on the impact of Information and Communication Technology (ICT) on photojournalism objectivity and originality, the population of study

comprised both the students of Oduduwa University Ipetumodu (OUI), Osun state and the staff of the Vanguard and the Guardian newspapers.

**Breakdown:**

OUI Mass Communication Students: 1060

Vanguard newspapers: 300

Guardian: 86

Total: 1446

**Sampling Procedure**

In this study, there are two sets of population: OUI Students, and the staff of the Vanguard and the Guardian newspapers. For the OUI students, multi stage sampling procedure was employed to select the respondents. The study opted for purposive sampling techniques at the first stage of the sampling to select the students in the department of mass communication. At the second stage, the simple random was used to reach the samples in four levels in the department.

For the staff of the Vanguard and the Guardian newspapers, a purposive sampling was used to select the respondents who are conversant with the impact of Information and Communication Technology (ICT) on photojournalism objectivity and originality.

**Sample Size**

Using the Taro Yamane formula, the result of above for the population of 1446 is 314. Therefore, 314 copies of questionnaire were administered.

**Discussion of Findings**

Four research questions were posed for the current study. The questions include:

1. What is OUI students' perception on impact ICT on Photojournalism?
2. What are the measures put in place to check the Objectivity and Originality of photographs used in Photojournalism?
3. What are the Legal, social, ethical and professional issues surrounding photojournalism?
4. How does ICT affect the Originality and Objectivity of photographs?

**What are the respondents' perception on impact ICT on Photojournalism?**

The first research question sought to know the respondents' perception on impact ICT on Photojournalism. Data addressing this research question were presented in table 10. The findings indicated that ICT has really eased the stress of photojournalists as it has now made the work less cumbersome unlike the way it used be before the advent of ICT.

Although few of the respondents said the advent of ICT has really brought negative values to photojournalism as photos can now be manipulated. However, majority of the respondents have good perception about the impact ICT on photojournalism.

### **What are the measures put in place to check the Objectivity and Originality of photographs used in Photojournalism?**

This question sought to find out the measures put in place to check the Objectivity and Originality of photographs used in Photojournalism? Data addressing this research question were presented in table 11 and 12. It was found that some of the respondents always put some level of measures to check the originality and objectivity of photography in photojournalism. 17% of them say they don't take any measure while 16% are not sure if there is any measure. Some of them say they utilize the use of Google app to check the objectivity and originality of photo news. Others say they put call through to the sources of these photos to authenticate the veracity while some say they always take a critical look at every photo.

### **What are the Legal, social, ethical and professional issues surrounding photojournalism?**

The third research question seek to find the legal, social, ethical and professional issues surrounding photojournalism. Data addressing this question are presented in table 13 and table fourteen. Finding revealed that some of the respondents are not really familiar with the legal, social, ethical and professional issues surrounding photojournalism. However, for those who are aware of these issues, they highlighted them to be: to be accuracy, privacy, defamation, photo manipulation, copyright infringement, libel and others.

### **How does ICT affect the Originality and Objectivity of photojournalism?**

The last research question demands to know how the ICT has affected the originality and objectivity of photojournalism. Majority of the respondents assert that the emergence of the Information and Communication has really revolutionized photojournalism. Some of them confirm that ICT has

affected the originality and objectivity of photojournalism in a moderate positive proportion. As provided by the respondents, part of these areas are storage and processing of photos, capturing, photo circulation, quality/resolution of pictures, editing and camera/photo equipment.

This study has done an analysis of OUI Students perception on impact of ICT on photojournalism objectivity and originality. Anchored on the theoretical lens of Technological Determinism Theory and Technological Acceptance Model, the study has revealed that photojournalism has upgraded and are revolutionized by Information and Communication Technology. The new information technologies has change the face of originality and objectivity of photojournalism worldwide.

### **Conclusion**

The researcher looked at OUI Students perception on impact of ICT on photojournalism objectivity and originality. Findings showed that the respondents have good perception about the impact ICT on photojournalism.

Consequently, this study agree that the emergence of the Information and Communication has really revolutionized photojournalism in terms of its objectivity and originality.

However, it was discovered from the study that some of the respondents are not aware of the legal, social, ethical and professional issues surrounding photojournalism.

The study therefore concludes that the respondents believe ICT has changed the objectivity and originality of photojournalism.

### **Recommendation**

Based on the findings of this research, the study recommends that: Since this study examined how ICT has changed the objectivity originality of photojournalism, subsequent research can look beyond photojournalism and extend the study to other fields of mass communication.

1. It has been established that there are various legal, ethical, social and professional issues that are being violated by some photojournalist. Therefore, the government should try to enact laws that will curb this acts. Also, defaulters should be prosecuted accordingly.
2. Photojournalists should be educated on the various legal, ethical, social and professional issues that surround photojournalism.

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