

Nigeria's Digital News Consumption 2021 Half Year Report



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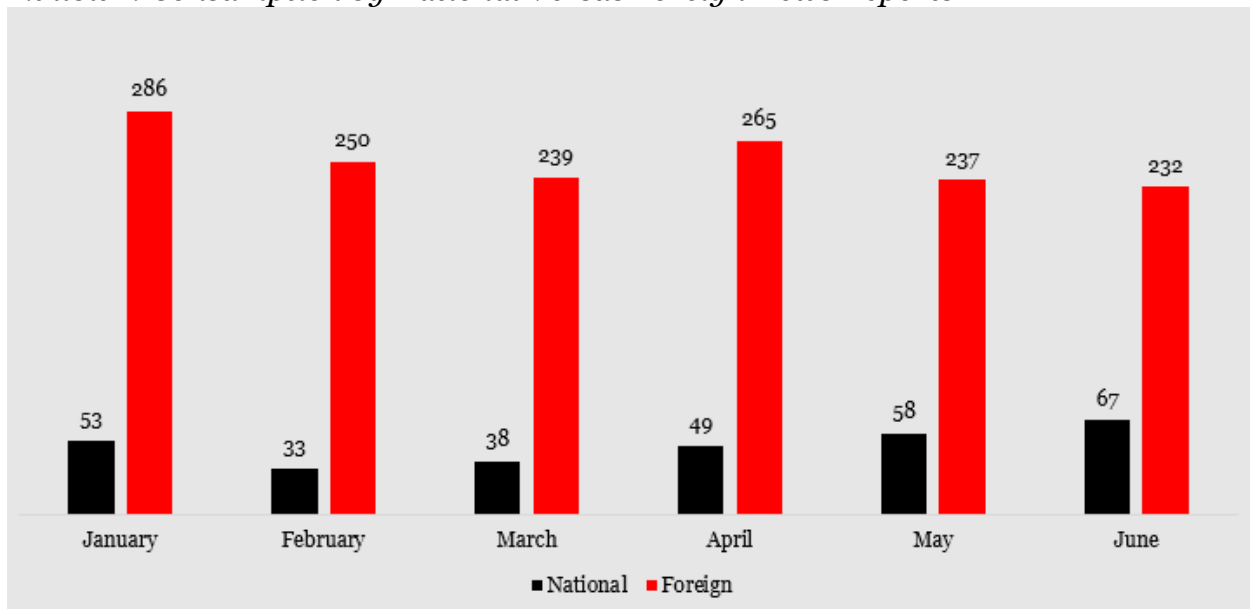
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1. Introduction

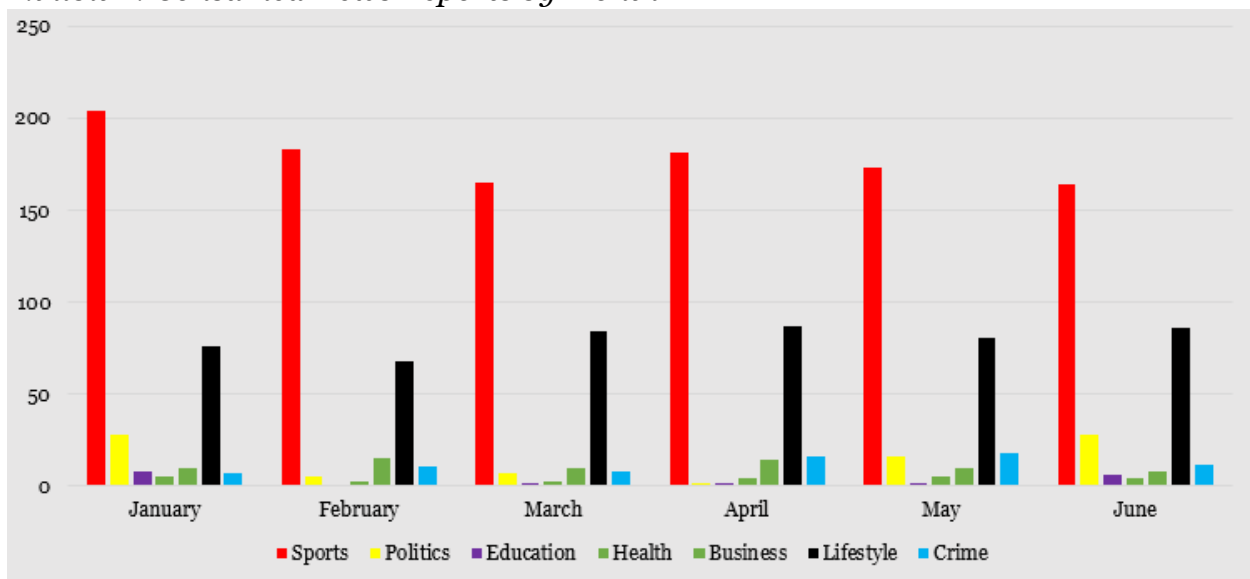
One of the products of the media people consume most is the news. It is not surprising news makes the most because it is essential that they have an understanding of happenings around them. Not only this, they want the media to report happenings that cut across all aspects of their life. When this happens, the belief has always been that making informed decision regarding personal, corporate and societal needs or challenges would not be difficult. It is imperative to note that like other people in the world, Nigerians and other residents in the country also consume news beyond the digital space. They are reading, watching and listening to sports, education, politics, health, crime, business, lifestyle and other news categories through conventional news media such as radio, television and newspapers. Therefore, *Infoprations'* Digital News Consumption 2021 Half Year Report, the first of its kind in Nigeria and sub-Saharan Africa, explores Nigerian public interest in searching and reading news reports of different categories between January and June, 2021. The Daily News Search Behaviour normalised by Google Trends was the data source for the report. Our analysts quantified daily news searched and read using sports, politics, health, education, business, lifestyle and crime as categories.

2. Most Searched and Read News Categories

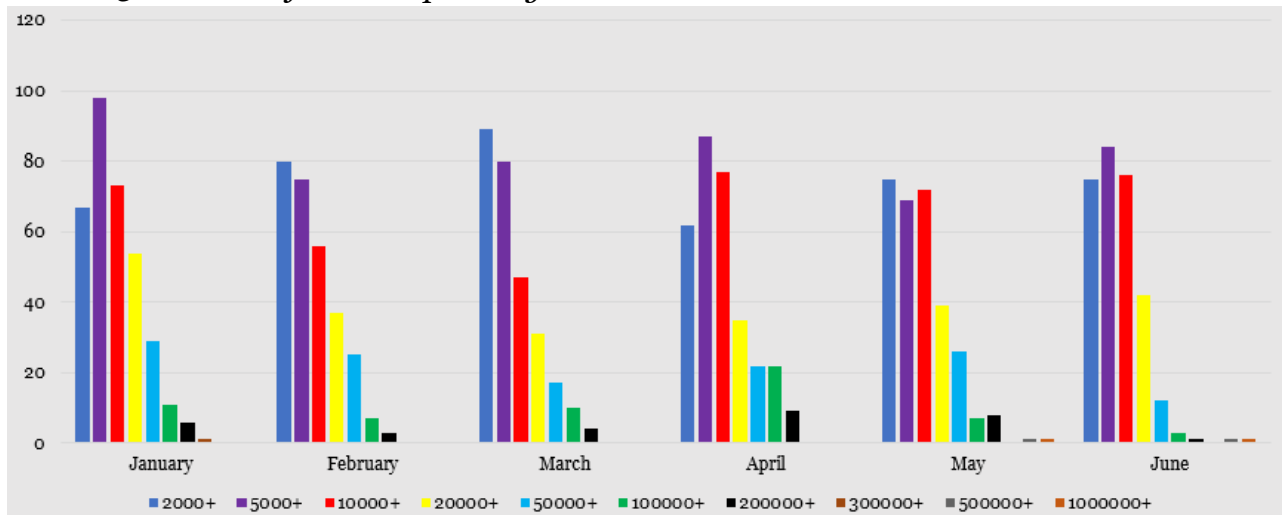
The findings indicate that foreign news reports were more searched and read by the public than national news reports. Findings also reveal that sports, lifestyle, politics, crime, business were mostly searched and read news reports from January to June, 2021. Sports news reports were consumed most in January, February, April and May than other months. Lifestyle news reports were consumed mostly in April, June, March than in the rest months. Political news reports were searched and read mostly in January and June followed by May and March. Crime news reports were searched and read mostly in May, April and June. Business news reports were searched and read most in February, April, January, March and May. The news reports, across all the categories, were mostly consumed at over 5,000 volume, 2,000 volume, 10,000 volume, 20,000 volume and 50,000 volume.

Exhibit 1: Consumption by National Versus Foreign News Reports

Source: Google Trends, 2021; Infopations Analysis, 2021

Exhibit 2: Consumed News Reports by Month

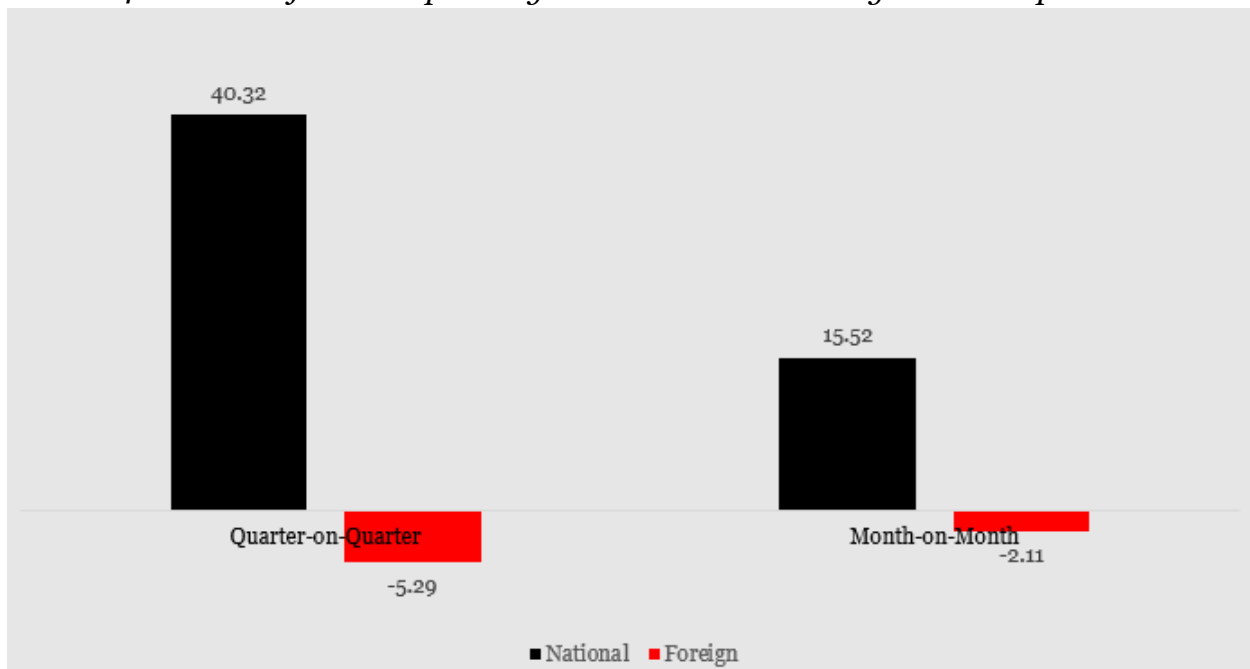
Source: Google Trends, 2021; Infopations Analysis, 2021

Exhibit 3: Volume of Consumption by Month

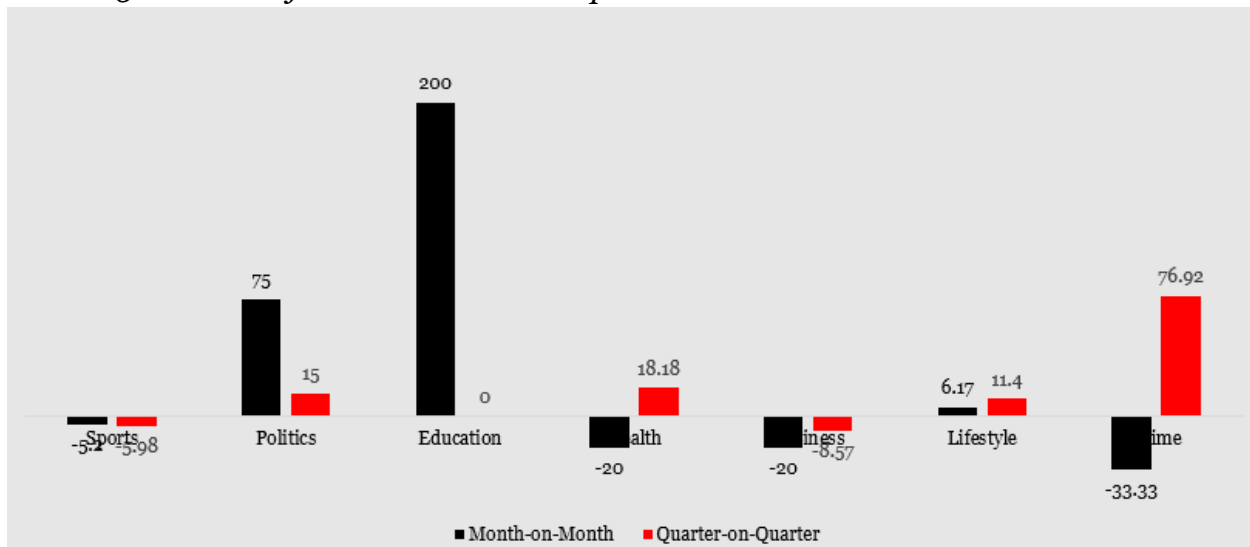
Source: Google Trends, 2021; Infopations Analysis, 2021

3. Growth Rate

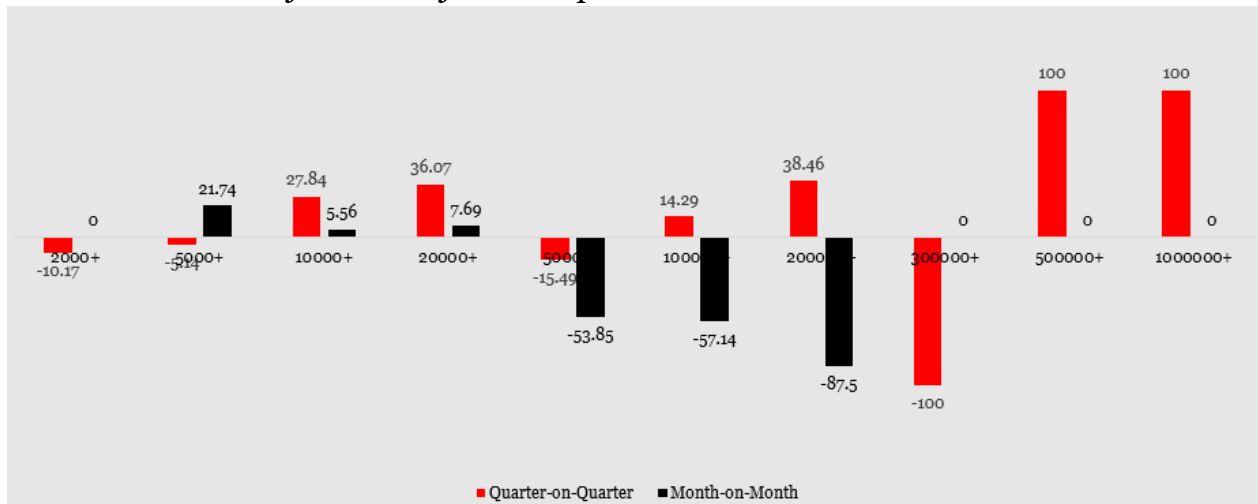
Month-on-month and Quarter-on-Quarter analyses indicate that the consumption of national news grew positively despite the public low interest in searching and reading them over the foreign news reports [see *Exhibit 4*]. Politics and education news reports equally grew in spite of low interest in them [see *Exhibit 5*]. During the six-month period, over 5,000 volume of consumption category grew more than others. It grew by 21.74%. Over 20,000 volume of consumption category followed 5,000+ category with 7.69% growth, while over 10,000 volume of consumption category grew by 5.56% [see *Exhibit 6*]. The growth of lifestyle and crime news consumption was better on a quarterly than on a monthly basis. It also emerged sports news consumption grew positively on both bases. Health news consumption only grew positively on a quarterly basis. For the volume of consumption, over 500,000 and 1,000,000 categories recorded high positive growth. This growth needs to be used with caution because the extent to which the public consumed news through the volume level categories was not high during the period. This is evident from month-on-month growth analysis, which indicates zero growth of the categories [see *Exhibit 6*].

Exhibit 4: Growth of Consumption by National Versus Foreign News Reports

Source: Google Trends, 2021; Infopractions Analysis, 2021

Exhibit 5: Growth of Consumed News Reports

Source: Google Trends, 2021; Infopractions Analysis, 2021

Exhibit 6: Growth of Volume of Consumption

Source: Google Trends, 2021; Infopractions Analysis, 2021

4. Managerial and Policy Recommendations

The findings have several management and policy implications. It is clear that the Nigerian public and other nationals who searched and consumed the news items during six-month period did so based on their personal interest and the urge to understand happenings in line with the trending issues and needs within sports, lifestyle, politics, crime, health and education. The lack of high interest in reading education, health and business news indicates low level of priority given to the news categories by the public. This is also applicable to the news media because when the media pay attention to specific categories more than other news categories, it means those categories that received high attention are what the media want the public to pay attention to as well and think about. In this regard, it is imperative that the news media deploy their resources more to education, health and business events for the public to make decisions that would improve their education, health and economic status more than social status or finding a balance among the status.