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**Awareness And Use Of Dubawa Fact-Checkers Among Ebonyi Journalists**

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**ABSTRACT**

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The reality of post-truth media era has created a demand on professional journalists to get equipped against fake news and mis/disinformation. This survey researched sought to find the rate of awareness and use of Dubawa Fact-checkers by practicing journalists in Ebonyi state, Nigeria. Employed a census sampling, the work surveyed 226 NUJ registered journalists in Ebonyi state. Anchored on the tenets of diffusion of innovation theory by Everet Rogers, the work found that there is high rate of awareness of Dubawa among the Ebonyi journalists but with low knowledge of Dubawa fact-checking process. The research found that only 16% of Ebonyi journalists have been trained by Dubawa Nigeria. Also, the work discovered that the Dubawa objectives of trained journalists to train their colleagues have not be executed in Ebonyi state and this affects the rate of impact of Dubawa Fact-checkers in journalism practice in Ebonyi state, Nigeria. The work therefore recommends that NUJ should create avenue for the attainment of Dubawa target. Dubawa Fact-checkers should use virtual class where there would be unrestricted participation of journalism on fact-checking trainings.

## Introduction

Fact checking is an essential function of journalists in an era of new media technological determinism heralded with fake information and citizen reporting. Fact-checking is a role played by reporters, editors, programme producers, and other media men in their daily activities in ensuring professional stake and getting off the post-truth syndrome. It is professional and social responsible for journalists to check fact on their sources and the information they receive or gather from diverse beats. The high rise of fake sources, fake contents necessitated the need for journalists to crosscheck information at their disposal before they see the light of the day especially now new media technologies has created avenue for all to create and handle information (Sanny & Selormey, 2020). As stated by PricewaterhouseCoopers (2017), the high quantity of available sources on the digital space is growing worldwide owing to liberalization access and operation of new media resources from both professional and amateur. Now, everyone who owns a computer system could do the work of journalism. The liberalization of digital media sphere introduced the concepts of consumers turning producers-Prosumer, producer turning consumers-Produser, Participatory/ interactive communication experience, media convergence and interactivity that diversify operation pattern to include all comers. Today, journalists are not the only content creators, a practice that introduce citizens into media profession (Matyek, 2020; Samuel, 2021), and creating increase in unfactual media contents that now demands fact-checking to retain the normative media role to the society.

There are two phases of fact-checking; the one done as internal function of journalism that refers to internal processes followed in order to verify facts prior to publication (Graves & Amazeen, 2019:1), and the one done to verify fact that has appeared in public domain. All centers on evidence analysis of fact and opinions made by sources or the media. Fact-checking become a separate basic function of the journalists due to the diverse effect of new media technologies on professional gatekeeping function of the media men argued Akmensa (2020) as professional media function is skewing towards the fingers of the citizens. In support, Vos (2015,6) states, "The public's growing access to the internet and social media has escalated the challenges in the media environment with traditional journalists losing their dominance as gatekeepers in deciding what

should be published as news, and information making it into the public domain irrespective of the media's actions." Today, there is increment in misinformation and fake news that internal fact-checking mechanisms through the editor's verification are becoming limited. There emerged the need for new technological assistance for fact-checking media function, hence the emergency of fact-checking journalism.

Currently, there are many independent fact-checkers services available to journalists to help them combat the ever-growing fake news sources and contents and the onslaughts of the profession caused by incredible sources and facts. Grabmeier, (2021), and Wood and Porter (2021) state that the major aim of fact-checking journalism is to combat false beliefs and fact in the communication and ensure the public right to right information is guaranteed. One of such fact-checkers is Dubawa Fact-checker group, an independent verification and fact-checking platform, initiated by the Premium Times Centre for Investigative Journalism (PTCIJ). Dubawa is built on five principles of the International Fact-Checking Network (IFCN) with the goal of ensuring culture of truth in public issues, public policy and journalism in West Africa (Egwu, 2019, 1). Today, media houses are fast adoption of Dubawa and other fact checkers to ensure credibility of their reports. But just like every technological innovation, the rate of adoption varies among press men, especially in West Africa. This work sets to evaluate the awareness of Dubawa and its usage in media content and sources verification among practicing journalists in Ebonyi state Nigeria.

## Statement of problem

One of the major reasons some mainstream media houses still exist is the fact that the society depend on them for factual reports and for verification of most information they receive from the unverified new media sources. The high rate of fake news, misinformation and other negating communication practices in our information society media of the 21<sup>st</sup> century is alarming. It dwindles facts which are the bone of journalism. Misinformation or disinformation disorders which emanate from unfactual reports have negative impact on all spheres of human endeavours, politics, economy, socio-cultural patterns and even psychological pattern of the recipients. Although infodemics or dis/misinformation is more on new

media houses, it is creeping in to all media houses following the technological need and dependence on new media technologies and their sources for news coverage, content creation and dissemination by mainstream media houses. Now the distinctions between mainstream and new media are becoming blur and the domineering issue of fake news becoming common among them.

Currently, the media role as the fourth arm is now on battle with infodemics-a media practice that involves unfactual-journalism. To this course, journalists have devised professional means of checking facts in their content to ensure accuracy. Fake news or unfactual journalism leads to denying the society their right to factual and true information which invariably affect the society in diverse ways. Fact-checking journalism is considerably media audience consumerism with intent to be social responsible in an era where the media sphere is filled with a lot of fake news and misinformation (Turčilo & Obrenović, 2020). This fact checking mechanism could be said to be quiet effective in battling the misinformation and fake news.

Organisations now leverage on this shortcoming to introduce fact checking opportunities to help educate and equip the press men on best mechanisms of tackle infodemics. One of such organisations is Dubawa Fact-Checkers which has been on transnational outreach education of West African journalists on issue of fact-checking journalism. This work sets out to assess the rate of awareness and application of the Dubawa fact-checkers by practicing journalists in Ebonyi state Nigeria.

## Objectives

1. To ascertain the rate of awareness and of Dubawa fact-checkers among journalists in Ebonyi state
2. To evaluate the impact of Dubawa fact-checkers on journalism practice in Ebonyi state
3. To ascertain the relationship between awareness and use of Dubawa Fact-checkers among journalists in Ebonyi state.

## Theoretical framework

This work is based on the tenets of diffusion of innovation theory. The theory's basic proposition is that new technological innovation or ideas spread

throughout societies and cultures unequally, from introduction to widespread adoption. This means the rate at which new ideas are adopted is not uniform among individuals and group to group. The diffusion of innovations theory seeks to explain how and why new ideas and practices are adopted, including why the adoption of new ideas can be spread out over long periods (Halton, 2023). Everet.M. Rogers in 1962 propounded the theory and argue that passage of a new idea go through stages of adoption by different people who participate in or begin using the new idea.

Rogers (1962) in Asemah, et al. (2017) stated that adoption of new innovation is triggered by a lot of factors like personal decision and needs, group influence and ideologies, socio-political and economic factors, etc. these factors determines the stage at which a person adopts new ideas/innovation. When the factors aforementioned are favourable to the innovation, there would be early adoption as in innovators and early adopters. When the factors are mild, early and late majority adopters would cue in having been influenced by the innovators and early adopters.

However, in some cases, the factors are quiet influential and limit the rate of adoption as exemplified in the laggard adopters. New innovations like Dubawa Fact-Checkers have different stage of adoption especially among practicing journalists who, by their professional demands, is expected to fall in the stage of innovators or early adopters. The rate of adoption is uncertain, hence this work.

## Literature Review

Fact-checking journalism is an extension of gatekeeping function that came as a result of the rising issue of pluralism and liberalization of media technologies, fake news (dis/misinformation), and citizen journalism that introduced media and their function into post-truth realities. There is no session of the world that is left out with the inherent dangers of technological free market of idea. Fact-checking journalism is an emerging media practice that encompasses new social responsibility of/for the media men as a reform movement meant to retain professionalism in an era of all-comer media ownership, access, use and control. This citizen-centered mode of information creation, management and dissemination argues Amazeen (2017) endangers the true role and position of professional journalism and then demands for tactically solution. Maytek

(2019) states that the current era is built on curious use of the mass media by all and sundry with greater access to information when compared to preceding eras and generically create false news and disinformation that are greatly endangering the professional media functions to the society.

The global rapid adoption of digital technologies for communication does not only put in place an ease ways of disseminating information; it creates the avenue for fake information as well. The pivotal role of the media to the society became not only diversified but as well devastated through false information- a problem created by the freedom therewith new technologies. Cheruiyot and Ferrer-Conill (2018) are of the view that the increase of fake news made fact-checking journalism prominent all around the world. Currently, there are more than 150 fact-checkers initiatives all around the world with more coming. The confusing part of the whole narrative is that fake news and misinformation is still on the rise even on the face of this countering innovation and the reported adoptions of fact-checking mechanisms among the journalists (Samuel, 2020).

According to Ornebring (2017, 75), there is a professional and epistemic role of the pressmen which involve assessing the information and facts/claims made by new sources or fellow pressmen before making a secondary claim thereafter on the same issue. Although, some fake facts emanate from sources, it's the responsibility of the journalists to cross-check before disseminations. The reality is that media houses have always borne the effect of fake news that pass through their channel.

Although fact-checking is considered an inherent gatekeeping function of the press due to diverse effect of new media technologies, Fabry (2017) traces the origin of fact-checking to have started with Times Magazine in the 1920s. According to the author, Time magazine was the first media houses to harness fact checking as a corporate media function by instituting In-house group of fact-checkers to verify the authenticity of gathered information and articles prior to publication. However, modern form of fact-checking is argued to be a product of 21<sup>st</sup> century media development or response thereof (Graves, 2013).

The Nigerians' myths with infodemics (fake news and dis/misinformation) could be argued to be the

founding course for fact-checking journalism in Nigeria. There exist an integral relationship between technological development and fact-checking journalism. Societies with greater digital technologies have greater utility of fact-checker initiatives, high digital media literacy and minimal susceptibility to fake news and the limited effect thereof. Third world countries are generally drooling behind in this measure and therefore have fake news at high stake when compared with other countries. Seemingly, the developing countries seem to be later adopters and laggards of fact-checking initiatives (Wright, 2018).

Empirical evidences to issue of the effectiveness, rate of adoption, and the reality of fact-checking journalism seem to be divergent in views, especially in third world countries. In a comparative study by Garba (2019) entitled 'curbing "COV-infodemic": An Assessment of Fact-Check Sources on Dubawa Nigeria and Dubawa Ghana', the researcher finds that that majority of sampled fact-checked reports from the online content analysis were false and largely emanated from gossip/disinformation blogs. This reality shows how fact-checking is essential in ensuring efficient media operation and role. As Garba states, most of the fact-checked contents (84%) by Dubawa Nigeria and Dubawa Ghana are false messages emanating from gossip blogs that peddle falsehood about covid-19. This indicates the intricate relationship between the advent of new media and increase in post-truth media realty.

Although, Garba was able to establish the impact of Dubawa fact-checker in combating fake news and infordemics (misinformation and disinformation), there is no justification of the rate of knowledge and application of the fact-checkers among Nigerian and/or Ghana journalists. To this cause, Aina (2023) proposes that fact-checking organizations should carry out future literacy programmes to equip the African continent in battling misinformation. The fact that post-truth media is heralded by citizen journalism demands that fact-checking media literacy be considered a public-affair issue if fake news and misinformation will be combated effectively. The dependence on founding journalists' knowledge and practice of fact-checking among empirical researchers is limited in the realities of citizen media operation.

Findlay et al. (2018) in their survey found that journalists in South African are lagging in their gatekeeping role to the extent that is necessary as they don't have time to adequately "fact-check and



do justice to stories. Empirical justifications reveal the dependency on new media sources for information among journalists as the major cause of fake news and misinformation in third world countries, especially the reliance on social media which provides a platform for inaccurate information to spread widely (Dijkstra et al., 2018:1; Wardle & Derakhshan, 2018:49; Thomas, 2013).

Cheruiyot and Ferrer-Conill (2018) carried out an in-depth interview on fourteen practitioners working in three organisations—Code for Africa, Open Up and Africa Check and submitted that these fact-checkers are currently championing the fight against fake news and misinformation and therefore recommends that fact-checkers should work synergistically to enhance media operation and social responsibility through fact-finding and fact-verification media operations. Agyepong and Adam (2022) in their research entitled fact-checking political information: a comparative analysis of political fact-checking by Dubawa Ghana and Ghana fact during Ghana's 2020 general election proposed Media and Information Literacy (MIL) Skills as mean through which journalists and the general public will be equipped for efficient media operation through incorporation into the country's various educational curricular.

According to Rasaki (2020), the Nigerian government's multi-prolonged approach to tackling issue of fake news and misinformation through sanctioning of mainstream media and regulation of new media has not been implemented. Nigeria currently does not have any efficient means of new media regulation. Although fake news and misinformation/ disinformation is essentially in the jurisdiction of media law issues (sedition, libel/slander, treason, official secrecy, etc) its effect are far outweighing its prosecution. In the other hand, the lack of legal action in digital media and limited coverage of the uniqueness of new media in the Nigerian media law and ethics all contribute to the thriving of fake news and infordemics in the country.

Habib and Akila (2021) are of the view that there are no standard measures by journalists or media regulatory bodied to counter fake news especially in most online news sources. And the rate of journalists' reliance on new media sources are increasing, this lacuna creates a demand on the journalists to get equipped with mechanisms through which the ever-existing fake information in the new media will be

eliminated. The researchers proposed for all registered and licensed media organizations to enhance their gatekeeping roles by acquiring fact-checking mechanisms while registration should be extended to private media and online media platforms. In most of these empirical, there is still an existing gap as to the rate of adoption of fact-checkers among professional journalists in Nigeria, and Ebonyi state precisely, hence this work.

### **Research Design**

Survey design was employed to conduct data-sourcing from practicing journalists. Descriptive survey design is most suitable considering the objective of the work which is to evaluate knowledge and application of Dubawa fact-checker. Issue of opinion-seeking from large population always demands a survey as the best design. It is as well objective and permitted the researcher to cover substantial number of persons. To ascertain rate of knowledge and application, the perspectives of the respondents is essential.

### **Population of study**

This survey studied registered and practicing journalists in Ebonyi state. As sourced from the Nigerian union of Journalist (NUJ) website. The total population of registered journalists in Ebonyi state is 234. Nigerian union of Journalist is the major regulatory body overseeing journalism in Nigerian and has the major power to qualify one to be a registered journalist.

### **Sample Size and Sampling Technique**

Since the population is small (234), the researcher adopted census technique to cover the entire element in the population. Census study is a practice of ensure all the elements in a population frame are surveyed due to the fact they are few and fall within a study range number. This method is basically more. However, purposive sampling was employed to ensure that all the sampled respondents are registered journalist. This was made possible with a pre-survey question that is used to ascertain the NUJ Chapel one belongs to before the sampling the person.

### **Research Instrument**

The questionnaire is the major instrument of data collection. Copies of close-ended questionnaire were employed to elicit the opinions of the respondents. The researcher utilised a face-to-face data-sourcing method to help observe other variables which could

aid the research. The questionnaire shall be made of two sections; first section shall seek demographic information about the respondents whereas second section dwelt on the thematic issues of the research. Media functions researchers professionally validated

a copy of the questionnaire and effects professional analysis to ensure the items captured can answering the research questions

### Data presentation and Analysis

From the sampled copies (234) of the questionnaire, 226 copies were filled and returned (representing 96.58%). Collected data are presented using percentage frequency table. However, chi-Square goodness of fit table is used to test the hypotheses.

**Table 1: Are you a registered journalist?**

Responses	Frequency	%
Yes	226	100
No	0	0
total	226	100

**Source: survey (2024)**

To ensure that this work capture only the registered journalists, this question was applied essentially. All the sampled respondents identified to be a registered journalist.

**Table 2: Are you aware of Dubawa fact-checkers?**

Responses	Frequency	%
Yes	209	92.48
No	11	4.14
No idea	6	2.26
Total	226	100

**Source: survey (2024)**

From table 2, it could be deduced that there is high awareness of Dubawa fact checkers among the journalists in the state. More than 92% agree to this.

**Table 3: How would you rate your knowledge of Dubawa fact-checkers?**

Responses	Frequency	%
Very high	14	6.19
High	52	19.59
Moderate	121	53.54
Low	23	10.18
Very low	16	7.08
Total	226	100

**Source: survey (2024)**

From the collated data, the knowledge of Dubawa fact checkers among journalists in Ebonyi state is moderate. Collectively, 24% of the respondents have very high and high knowledge, while 17% have low knowledge, 54% of the respondents agree to have moderate knowledge of Dubawa.

**Table 4: Journalists in Ebonyi state apply Dubawa fact-checker as means of battling fake news and infordemics?**

Response	Frequency	%
Strongly agree	53	23.45
Agree	29	12.83
Neutral	12	5.31
Disagree	82	36.28
Strongly Disagree	50	22.12
Total	226	100

**Source: survey (2024)**

The rate of application of Dubawa fact-checkers among journalists in Ebonyi state is disputed by the above table. Over 35% said there is high rate of application. However, close 59% disagreed.

**Table 5: Have you participated in Dubawa Nigeria empowerment /training programme**

Responses	Frequency	%
Yes	25	11.06
No	192	84.96
Neutral	9	3.98
Total	226	100

**Source: survey (2024)**

Only 11% have participated in DubawaNigeria Training. This shows that most of the journalists do not have firsthand knowledge of Dubawa fact-checkers. 84.96% of the respondents have not participated in Dubawa training before.

**Table 6: How would you rate the impact of Dubawa fact-checkers on the quality and accuracy of journalism practice in Ebonyi state?**

Responses	Frequency	%
Very high	23	10.17
High	41	18.14
Moderate	50	22.12
Low	72	31.86
Very low	40	17.69
Total	226	100

**Source: survey (2024)**

From the table, there is low impact of Dubawa fact-checkers on the quality and accuracy of journalisms practice. About 22% of the respondents are of the view that there is moderate impact.

**Table 7: Which of the following factors affect your most in using of Dubawa fact-checkers?**

Responses	Frequency	%
Editorial policy/House Style	12	5.31
Resources	92	40.71
Lack of ICT skills	46	20.35
Time	65	28.76
Your news beat	11	4.87
Total	226	100

**Source: survey (2024)**

From the table, issue of resource (finance) is the major cause of setback in the adoption of Dubawa fact-checkers. 20% identified issue of dearth of ICT skills, 28% says issue time in their profession, while 5% says it is management

## Discussion of Findings

The rate awareness of Dubawa Fact-checkers among journalists in Ebonyi state is high. Over 92% of the respondents agree to have basic knowledge of Dubawa fact-checkers. The high knowledge could be attributed to the rise of desire of pressmen to combat fake news in the post-truth era. Although there is high knowledge of Dubawa fact-checkers among journalists, there are still more than 7% of the journalists that feign knowledge of the fact-checker. This figure may be considered minimal; its effect could be enormous. In the era where fake news has eaten deep in the professional media operation, journalists are expected to have essential knowledge of fact-checking opportunities.

As presented in table 3 of the frequency table, it could be inferred that awareness and knowledge of Dubawa Fact-checkers are not same: 92% agree to have knowledge of the fact-checker, more than 53% of the respondents agree to have only moderate knowledge of Dubawa. More than 17% agree to have low and very low knowledge of the fact-checker. Only 15% agree to have high and very high knowledge of Dubawa among Ebonyi journalists. This empirical evidence justifies the fact that the rate of knowledge of Dubawa is moderate. The rate of Fact-checking journalism as a new media innovation is lagging behind and has diverse effect on the media role to the society.

As pointed out by Egwu (2019), factual information equips the people to make informed decisions about their lives. And when or where there is no guarantee of factual information from the media practitioners caused by low knowledge of the mechanisms of fact-checking in the post truth era awashed with fake news and other forms of infordemics, the effect is a limited social responsibility of the media. As much as the media is asocial watchdog, the press that is the hunters must as well be equipped. Having a peripheral knowledge of fact-checking in modern media era is a setback to media functions.

The survey also found low rate of application of Dubawa fact-checker among journalists in Ebonyi state. This implicates a significant relationship between rate of knowledge and rate of use of Dubawa

for fact-checking journalism. More than 58% disagree that Ebonyi journalists use Dubawa fact-checkers. To this course a response to the impact of Dubawa to the practice and accuracy of journalism practice was ascertained. Most justified their previous standing that the Dubawa doesn't impact significantly to journalism practice in the state as most of the journalists do not apply it. This low application and impact that accrue from low knowledge is caused by number of factors as identified in table 7: editorial policy and management decisions (5.31%), financial resource (40%), lack of ICT skills among the journalists (20.35%), time (28%) and the type of news beat (4%).

The DubawaNigeria as an independent fact-checkers has organized several training of journalists across West Africa. However, Only 12% of Ebonyi journalists have been trained so far on issue fact-checking journalism. Although the target of the DubawaNigeria is to train journalists that would train others journalists, this target has not carried in Ebonyi. From the survey, 93% of those trained are from government-owned media houses. Only 16 of the journalists were drawn from private media chapels.

Citing Oputa (2018), Egwu (2019) states that at the end of training every trained journalist is gifted \$278 and are expected to train their colleagues and set up fact-checking desks in their media houses. This expectation has not been followed diligently in Ebonyi as there is no recorded DubawaNigeria retraining among media houses in the state. To this course, it is pertinent to justify that DubawaNigeria Trained journalists in Ebonyi state have failed the main target of the organization to reach out to other press men. This is the reason behind low awareness and knowledge.

## Conclusion

The low rate of fact-checking journalism on Ebonyi state is an issue that could affect the media functions to the society. DubawaNigeria as an independent has been having annual training of journalists on a five step process for fact-checking: identify press claims, assign the claim, verify the facts, write the factual account and edit with skepticism. Through these



targets, journalists are trained to combat fake news and ensure accuracy and professionalism in media operation. The rate of fact-checking journalism is tantamount to the amount of accuracy that a media house could be credit to, considering the rate of information mishaps inherent in citizen journalism and fake news. The era of digital media is an era that creates demand on journalists. The rate of knowledge and application of fact-checking among journalists is essential in distinguishing them from citizen journalists and as well enhance media role to the society.

## Recommendations

From the findings the following recommendations are essential in ensuring the solution of to the research problem:

1. The Nigerian Union of Journalists in Ebonyi state should carry out fact-checking journalism programmes where the Dubawa Nigeria trained journalists will train others on fact-checking journalism.
2. There should be provision of ICT skill programmes to educate the journalists on demands of modern journalism by government, journalism regulatory bodies and other concern organs
3. Dubawa Nigeria should increase the number of journalists trained to help accomdate more journalists.
4. Other forms of training like virtual classes could be organized by Dubawa Nigeria to give opportunity to all the journalists to get enlightened on fact-checking journalism.

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