Analysis of New Media Usage and the Challenges of Public Sector in Southwest Nigeria

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Abstract

The public sector in Nigeria has had an uneven adoption of new media, even with the increasing demand of digital communication and interaction among the citizens. Recent reports indicate that over 70% of Nigerians actively use social media platforms, yet less than 40% of public sector effectively utilise digital platforms for public communication and service updates. In many cases, the traditional communication channels used by many agencies do not allow them to effectively interact with citizens in a timely manner when announcing the policy, managing emergencies, and updating them on changes in services. These obstacles demonstrate the necessity to investigate the role of new media application in the Public sector and the challenges that influence its implementation. The target population of the study was the civil servants working in the Federal Ministry of Information and National Orientation, the Federal Ministry of Health and the Federal Ministry of Education. The study adopted a quantitative method with an explanatory research design. The population consisted of 1,720 civil servants across the three ministries in Southwest Nigeria, from which 314 respondents were selected using stratified random sampling. The data were gathered through the use of structured questionnaire and processed through the use of descriptive statistics and charts. The results showed

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that the new media usage enhanced dissemination of information to the people, citizen participation, and openness in the administration. Nevertheless, other challenges that the study discovered included inadequate digital skills of communication officers, poor technology infrastructure, and poor policies of managing official social-media platforms. It was revealed that the Ministries that had organised digital-communication policies experienced approximately 42% greater participation of the people and faster dissemination of information compared to those that did not have any policies. It was concluded that effective application of new media is necessary to enhance transparency, responsiveness, and citizen trust in the public sector in Nigeria. The research recommended the creation of formal policies of digital-communication, ongoing training of the public officers in the new-media and investment in the digital-communication infrastructure among the ministries.

Keywords: *Citizen Engagement; Governance Transparency; New Media Usage; Public Sector*

1. Background and Problem Statement

The advent of new media technologies has revolutionized communication, governance and service delivery around the globe. Social media platforms, digital apps, websites and online communication tools were increasingly used by public sector to reach citizens, share information and enhance transparency. In 2025, more than 311 million people were using the internet in the United States, and government agencies were leveraging the internet to communicate their policies and respond to emergencies through platforms like X, Facebook and YouTube. There were more than 67 million internet users in the United Kingdom and more than 82% of public agencies made digital services available. In India, digital governance reforms and social media involvement reached more than 900 million people online, and public sector leveraged digital platforms for welfare and administrative communication (Adarsh, 2023). China had more than 1.09 billion users of the internet and developed e-governance using digital means. The internet penetration in U.A.E reached more than 99% and social media was introduced into public communication and banking (Muhammad et al., 2024). Likewise, Ajina (2019), Windasari et al. (2022) and Agede & Prasad (2023) conducted studies on strategic adoption of new media technologies for digital communication systems in public sector in Saudi Arabia, South Korea, and Singapore and South Africa, respectively. These changes proved that countries with high new media integration achieved better public response, faster information dissemination, and faster institutional response.

The use of new media in Nigeria became more evident in the form of social networking and the use of mobile internet. By 2025, Nigeria was expected to become one of Africa's biggest digital markets, with more than 122 million internet users and over 36 million social media users. Despite this progress, the public sector in Nigeria

still faced serious communication and service delivery problems. Poor online responsiveness, misinformation, weak digital infrastructure and inadequate technological skills of employees were common challenges experienced by ministries, departments and agencies (Akindoyin, 2024; Matyek et al., 2022). In the Southwest region, there were several public sector that reportedly relied on traditional communication channels even though digital media was becoming prevalent in the region. Public complaints were often delayed, and public communication and engagement was low, with these being reported in Lagos, Osun, Oyo and Ogun States (Adesanya et al., 2025). Many public organisations had not developed the skills necessary to effectively communicate online and were unable to keep public trust and increase administrative efficiency. Banks and private institutions in Nigeria were adopting digital media as tools for customer engagement and market performance while public sector still faced challenges in communicating their policies and engaging their customers through digital media (Adelola, 2016; Emeh et al., 2019; Onuorah et al., 2022).

New media use made an important contribution to governance efficiency, democratic participation and institutional accountability globally. More than 99% of public services were made digital in Estonia, and Canada increased the use of online public consultations and digital civic participation. Yet Nigeria remained low on the list of the world's digital governance indicators, owing to the infrastructural limitations, policy inconsistencies and communication barriers in the digital world. Despite the population and the developing digital economy in Nigeria, reports show that the country's rate of Internet penetration was still lower than in many developed countries. The public sector in Nigeria was an important part of the country's development, as it was responsible for organising public administration, policy implementation and the provision of services to citizens. Poor digital adaptation, however, had a negative impact on service delivery, transparency and public confidence (Ojo, 2003; Targema & Suntai, 2017). In the midst of COVID-19 pandemic, many public agencies in Nigeria faced difficulties in ensuring timely digital communication and effective online coordination of activities, as opposed to countries with better e-governance systems. This restriction was a factor in misinformation, public confusion and reduced policy adherence (Jumbo et al., 2023). Moreover, the public sector employees in Southwest Nigeria were poorly trained on the use of new media tools, and concerns about cyber-security and electricity security and weak internet connectivity stunted the effective use of new media tools (Obajuluwa et al., 2019; Sanusi, 2024).

The growing importance of new media in governance is in line with the United Nations Sustainable Development Goal 16 on building institutions that strengthen the law, justice and promote peaceful and inclusive societies. The use of new media in the public sector can increase transparency, citizen participation and institutional communication. But it was noted that the majority of public organisations in Nigeria were not well equipped with digital communication structures and technological preparedness to maximize these opportunities (Emechebe et al., 2025; Jimoh, 2026). Previous studies paid attention mainly to the banking sector, marketing communication, journalism and the University but limited attention was paid to the particular challenges facing public sector institutions in Southwest Nigeria (Afolabi et al., 2017; Adewoyin et al., 2017; Soyinka et al., 2025). This left a gap in the practical knowledge on the level of the new media use and the institutional barriers encountered in the effective use of new media in the Nigerian public sector.

2. Literature Review and Theoretical Synthesis

2.1 Concept of New Media

Scholars have suggested various definitions for New media, depending on the technological and communicative and interactive properties of the medium. Ojo (2003) defined new media as digital communication technologies that can provide the rapid spread of information to multiple audience through internet enabled platforms. Targema and Suntai (2017) conceptualized the new media as interactive communication systems based on Internet technologies, with the support of the participation of users, instant feedback and decentralized information flow. Likewise, Onobhayedo, and Kasie-Nwachukwu (2015) defined new media as computer-mediated communication channels which include social networking sites, blogs, online forums and digital applications that enable the dissemination of information and public participation. The idea of new media was first born to traditional media due to its speed, interaction and accessibility. Institutions, organisations and governments around the world used new media such as Facebook, WhatsApp, Instagram, YouTube, TikTok and X to communicate. With the rising penetration of internet and the availability of smart phones in Nigeria, the citizens and institutions became more dependent on digital communication platforms (Fasae & Adegbilero-Iwari, 2016). These technologies became popular, changing the way information is handled in private and public organisations, as well as political communication and public relations (Akindoyin, 2024).

The importance of new media is to facilitate the participation of citizens and institutions, as well as to provide access and instant communication. New media opened the space for government institutions to disseminate policies, public information and to involve citizens in governance processes (Matyek et al., 2022). In Nigeria, the use of digital platforms for public announcements, emergency communication and online interactions with citizens was adopted by multiple institutions. But misinformation, cyber threats and poor digital literacy had a negative impact on the effective use of these technologies (Jumbo et al., 2023). However, the level of digital adaptation, and technological infrastructure of many of the public parastatals and agencies or institutions in Nigeria remain poor, while the online engagement strategies remain inadequate (Sanusi, 2024). The existing studies concentrated on banking, marketing and journalism with limited attention to the operational realities of the use of new media in the public sector in Nigeria, thus creating an urge for further studies.

2.2 New Media Usage in the Nigeria

New media usage is the extent of use of digital communication platforms by individuals/institutions to interact, share information and engage the public. According to Adelola (2016), new media usage is defined as the use of digital platforms and social networking tools for communication, marketing and organisational interaction. Adewoyin, Onuoha and Ikonne (2017) saw new media usage as the use of internet-based technologies for information sharing, service delivery and communication activities. Likewise, Emechebe et al. (2025) defined new media usage as a means of a process of interaction between institutions and citizens and the process of communication efficiency using digital technologies and online platforms. New media use in Nigeria grew rapidly, as mobile devices and internet services became more common. Citizens began to rely on social media platforms for political communication, education, commerce and information related to governance (Akindoyin, 2024). In addition, public sector started using websites, online portals and social networking sites for administrative communication and public relations (Matyek et al., 2022). Accessibility of information, public awareness and civic participation were greatly enhanced by the use of new media in Nigeria. Social media was used by government agencies for public sensitization campaigns, security information and dissemination of official statements. In public emergencies and during elections, digital platforms emerged as significant communication channels between the public sector and citizens (Jumbo et al., 2023). However, the use of these technologies was not uniform as many public sector did not have skilled workers, sufficient funds or sustainable digital

infrastructure (Obajuluwa et al., 2019). It was also noted that traditional communication methods were still very much in use in many public sector in Nigeria despite the increasing digitisation of the world (Sanusi, 2024). The use of digital communication was seen to enhance the customer relationship and organisational performance in sectors like banking and education (Madugba et al., 2021; Mogaji et al., 2021).

2.3 Public Sector Communication, Social Media and Governance in Nigeria

Public sector communication is the flow of information between government bodies and the public, for administrative, developmental and governance purposes. According to Nwaeze (2015), public sector communication is a structured institutional communication which is geared towards informing, informing and maintaining relationships between citizens and government agencies. Matyek et al. (2022) described it as the strategic placement of communication tools by public sector, in order to raise public awareness, transparency and citizens' engagement. Jimoh (2026) also defined public sector communication as the dissemination of information about policy, public services and administrative feedback in the digital and physical governance systems. Effective communication in the public sector is vital as it supports the implementation of policy, accountability and public trust. Nigeria's ministries, departments and agencies (MDAs) began to use websites, social media platforms and electronic applications for communication and public interaction (Emechebe et al., 2025). With the rising importance of digital communication, the role of government institutions and citizens changed. Social media is one of the most commonly used elements of new media in today's government systems. According to Ajina (2019), social media is the internet-based interactive platforms that enable people to create, exchange and share information within virtual communities. Social media has been defined by Angelini et al. (2017) as digital networking platforms which enable institutional communication, public interaction and information sharing.

Mishra (2021) also described social media as participatory communication media that allow online users to interact and produce content. Governments and institutions around the world embraced platforms like Facebook, WhatsApp, Instagram, YouTube and X as communication channels. Social media was being adopted by public sector for purposes of announcements and policy dissemination and public enlightenment campaigns in Nigeria with increasing frequency (Akindoyin, 2024). With the surge in smartphone use and internet connectivity, citizens' involvement in online discussions on political and governance issues rose (Targema & Suntai, 2017). Governance and social media started to become more

visible when governments began using digital communication to engage and hold themselves accountable to the public. Social media stimulated civic engagement as citizens were able to voice their concerns and share information directly with government officials, and engage in policy discussions online (Jimoh, 2026). In Nigeria, government agencies have leveraged digital platforms to quickly disseminate information during elections, security emergencies and public health campaigns (Jumbo et al., 2023). But the rise in fake news, cyberbullying and misinformation online impacted the credibility of the information disseminated via these platforms (Emechebe et al., 2025). Additionally, scholars suggested that a lack of communication strategies and trained staff within many public sector was a major challenge in managing digital interactions (Matyek et al., 2022). This study is justified because previous studies on social media in banking, journalism and marketing communication in the public sector have not paid much attention to the governance-related challenges of social media use in Nigerian public sector.

2.4 Theoretical Synthesis

The technological determinism theory was introduced in 1964 by Marshall McLuhan, who believed that technology greatly affects humans' behaviour, communication and social institutions. The theory suggests that new communication technologies influence how people, groups and societies communicate and operate (Ojo, 2003). The theory's premises are that media technologies are not only channels of communication, but they also alter social relations and institutional functioning and governance structures. This study uses the theory to shed light on the impact of the new media technology, including social media platforms, digital applications, websites and tools for communication via the internet on communication processes of the Nigerian public sector. The theory is relevant because as digital communication technologies grew increasingly widespread, public sector' ways of communicating information, communicating with citizens and providing public services changed (Targema & Suntai, 2017). The use of online communication technologies in public enlightenment, dissemination of policies and administrative coordination became more and more integral to the activities of public organisations in Nigeria, but a number of institutional problems such as low digital infrastructure, lack of technical skills, cyber security issues and poor internet connectivity have hindered effective use of these technologies (Matyek et al., 2022; Akindoyin, 2024). The theory also adds that technological progress can increase transparency, participation and efficiency in governance provided the governance institutions are able to effectively adapt to digital communication systems (Emechebe et al., 2025). Research also revealed that the introduction of

digital communication technologies in organisations and institutions had a positive impact on interaction, service delivery and public engagement vis-à-vis those that used traditional communication technologies primarily (Adelola, 2016; Agede & Prasad, 2023; Jimoh, 2026).

3. Methods and Materials

3.1. Research Design and Philosophy

The method of this study was quantitative research and the design was explanatory research to analyze the use of new media and challenges faced by public sector institutions in Southwest Nigeria. The quantitative research method was selected due to the study aimed to gather measurable data from a large number of respondents to see the patterns, relationships, and trends in the use of new media among civil servants. The quantitative method was used to get the numerical data that could be analyzed statistically to get the objective interpretation. Specifically, explanatory research design was used in the study because not only the researcher wanted to explain the factors influencing the use of new media, but also wanted to describe the challenges faced by the effective use of new media in the public sector. Explanatory design was used to establish relations between variables of Internet access, digital literacy, institutional support and effectiveness on new media communication. The design was appropriate for this study because it allowed for the exploration of the reasons for the communication problem(s) in public sector and the impact of the communication problem(s) on service delivery and information dissemination. The study was carried out in selected Federal ministries of Southwest Nigeria. The ministries covered were the Federal Ministry of Information and National Orientation, Federal Ministry of Health and the Federal Ministry of Education. The ministries were chosen due to the major roles they play in the dissemination of information, communication of policies, public awareness and administrative coordination in Nigeria. The ministries and citizens also have frequent contact with each other and thus rely heavily on communication systems and digital platforms for the delivery of good service. The selected ministries gave background information for the study of the use of new media and challenges confronting digital communication in Nigeria by public sector (see Table 1).

Table 1. Selected Ministries and Population Distribution

Selected Ministry	Population of Civil Servants
Federal Ministry of Information and National Orientation	620
Federal Ministry of Health	540
Federal Ministry of Education	560
Total	1,720

Source: Human Resources/Personnel Department of each Ministry and OHCSF Prospectus, 2025

3.2 Participants and Procedure

The study population was civil servants in the Federal Ministry of Information and National Orientation, the Federal Ministry of Health and Federal Ministry of Education in Southwest Nigeria. The total number of people studied was 1720 civil servants in the three ministries. Civil servants were chosen as they have direct contacts with administrative communication, policy dissemination and implementation of public sector activities. Therefore, their experiences and opinions were important in understanding their level of new media use and institutional challenges to digital communication in public organisations. 314 civil servants were sampled from the population. The sample size was deemed to be sufficient due to the fact that it was a substantial sample of the study population and therefore the results were more reliable. Stratified random sampling technique was used in selecting the respondents for the study. Stratified random sampling was suitable because the population was divided into different groups based on ministries before respondents were randomly selected from each group. The process of data collection consisted of securing official clearance from the appropriate ministries before giving the questionnaires to the respondents. The researchers went to the ministries and gave copies of the questionnaire to the selected civil servants. Participants were told about the study and their responses would be kept confidential and for academic research only. Questionnaires were distributed face-to-face, which helped to increase response rates and clarify responses as needed. The questionnaires were collected after allowing ample time for the respondents to fill in. The face-to-face administration of questionnaires minimized the likelihood of the common online survey issues of low response and incomplete answers. The process also allowed the researcher to track the distribution process and make sure that only qualified respondents participated in the study (see Table 2).

Table 2. Sample Distribution across Selected Ministries

Selected Ministry	Population	Sample Size
Federal Ministry of Information and National Orientation	620	113
Federal Ministry of Health	540	99
Federal Ministry of Education	560	102
Total	1,720	314

Source: Human Resources/Personnel Department of each Ministry and OHCSF Prospectus, 2025

3.3 Materials

Structured questionnaire was the key instrument adopted to collect data in this study. The questionnaire was specially crafted to solicit data on new media usage and challenges confronting public sector institutions in Southwest Nigeria. Structured questionnaire was chosen because the responses to the questionnaire were uniform to a set of questions which makes it easier and more reliable to analyze the data gathered. The questionnaire was presented in close-ended questions in different sections based on the objectives of the study. The instrument included the respondents' demographic data, usage of new media, preferred digital platforms, frequency of use, and problems in achieving new media in the ministries. The questionnaire used a Likert scale type in measuring the opinions of the respondents on the issues related to the use of new media and institutional problems. The Likert scale allowed participants to express their agreement or disagreement with the statements. This measurement system made the data easier to analyse and more consistent. The questionnaire was carefully reviewed for clarity, relevance and validity of the items before the final administration. Appropriate corrections were made for qualitying of the instrument. The instrument was thus appropriate to collect valid data for the study purposes.

3.4 Measures and Analysis

The study examined some important variables of new media use and challenges in public sector. The variables measured were: frequency of social media use, ease of access to internet facilities, effectiveness of digital communication, digital literacy and institutional support for new media use and problems that face digital communication. The variables were measured by applying the structured questionnaire items which are designed based on the objectives of the study. Use of measurable variables enabled the opinion of respondents to be quantified and relationships between the study variables analysed. Descriptive statistical methods and charts were used to process data collected. The responses received from the

respondents were summarized and presented using descriptive statistics which included frequency counts, percentages, mean scores and tables. The descriptive statistics have been used because the study was meant to describe the patterns and trends in relation to the usage of new media in civil servants. The results were also presented in charts and tables for clarity and visual presentation. Analysis comprised coding of the questionnaires completed and entering the data into statistical software to be analysed. The responses were arranged in a systematic manner based on the research objectives and variables. The statistical analysis helped the researcher to identify the main communication problems that could be identified in public sector and the extent of the use of new media among civil servants. The results from descriptive analysis gave a useful insight on how public sector in Nigeria are using digital communication platforms, and the challenges that are affecting the use of digital communication platforms. The methods of analysis used, therefore, ensured the simplicity, accuracy and proper interpretation of the collected data.

4. Data Presentation, Analysis and Discussion of Findings

4.1 Response Rate

A total of 314 copies of questionnaire were sent to civil servants in the Federal Ministry of Information and National Orientation, Federal Ministry of Health and the Federal Ministry of Education in Southwest Nigeria. Of those 314 copies sent out, 301 were recovered, found suitable and completed for analysis, and 13 were not returned or were not completed. The response rate of 95.9% was deemed to be good and satisfactory for the study as most of the respondents were actively involved in the survey. The high response rate added to the credibility and reliability of the findings that were obtained from the study (see Table 3).

Table 3. Response Rate of Questionnaire Distribution

Questionnaire	Frequency	Percentage (%)
Copies Distributed	314	100
Copies Retrieved and Used	301	95.9
Copies Not Retrieved/Invalid	13	4.1
Total	314	100

Source: Field survey, 2026

The responses gathered from the respondents were analyzed by descriptive statistics such as frequency distribution, percentages and mean scores based on the 5-point Likert scale of Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD). The criterion mean was set at 3.00 and used for decision making. Items with a mean score of 3.00 or above were accepted and those with a mean score of less than 3.00 were rejected. The study addressed the following objectives:

i. To examine the extent of new media usage among civil servants in Southwest Nigeria.

ii. To identify the benefits of new media usage in the Nigerian public sector.

iii. To examine the challenges affecting new media usage in the Nigerian public sector.

4.2 Objective One: Extent of New Media Usage among Civil Servants in Southwest Nigeria

This objective examined the level at which civil servants utilized new media platforms for communication, information dissemination and official activities within the selected ministries. Descriptive statistics involving percentages and mean scores were used for the analysis (see Table 4).

Table 4 Extent of New Media Usage among Civil Servants

Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
Civil servants frequently use WhatsApp for official communication	46.5	32.2	8.0	9.3	4.0	4.08
Social media platforms improve communication speed in ministries	42.9	37.5	6.6	8.3	4.7	4.05
Ministries regularly use Facebook and X for public information dissemination	38.2	34.9	10.6	11.0	5.3	3.90
Civil servants use email and digital platforms daily for administrative tasks	44.2	36.9	5.0	8.6	5.3	4.06
New media platforms encourage interaction between ministries and citizens	40.5	35.2	7.6	10.3	6.4	3.93

Source: Field survey, 2026

Table 4 shows that the civil servants in Southwest Nigeria were quite active in leveraging new media platforms in their communication and dissemination of public information. The respondents strongly agreed that they use WhatsApp for official communication quite often with a mean score of 4.08. It is also noted that the respondents have agreed that the social media enhanced the communication speed

within ministries, with a mean score of 4.05. This finding specifically indicates that digital communication platforms facilitated quicker information sharing within workers and with the government. The respondents also indicated that they use email and other digital platforms regularly for administrative tasks (mean score 4.06). The results revealed that new media platforms were found to be important media in the communication and interaction process in public sector. The study is in line with the findings of Matyek et al. (2022) which revealed that the Nigerian public sector are more dependent on social media for digital public relations and communication. The results also support the findings of Adewoyin, Onuoha and Ikonne (2017) who found that digital platforms enhanced communication and service provision in institutions. Likewise, the results are in line with the findings of Targema & Suntai (2017) which suggested that the use of new media had contributed to improving the efficiency of participation and communication in governance. The results however contradict Onobhayedo and Kasie-Nwachukwu (2015) who reported that a number of organisations in Nigeria were not adapting to the new media communication systems because of institutional constraints. The findings in the present study suggest that there was a growing awareness of the role of digital communication technologies in the administrative work and in the interaction between public sector and citizens in Southwest Nigeria.

4.3 Objective Two: Benefits of New Media Usage in the Nigerian Public Sector

This objective examined the perceived benefits associated with the use of new media platforms within public sector in Southwest Nigeria. Descriptive statistical tools involving frequency counts, percentages and mean scores were used for the analysis (see Table 5).

Table 5 Benefits of New Media Usage in the Public Sector

Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
New media improves access to public information	48.8	33.9	5.0	7.0	5.3	4.14
Digital platforms enhance communication between government and citizens	45.5	35.5	6.3	7.6	5.1	4.09
New media supports faster response to public complaints	41.2	37.9	7.0	8.6	5.3	4.01
Social media promotes transparency in public sector	39.5	36.5	8.3	9.0	6.7	3.93
Online communication platforms improve efficiency of public service delivery	43.9	34.2	7.6	8.0	6.3	4.01

Source: Field survey, 2026

The results obtained from the analysis of Table 5 showed that the general trend of the responses was that usage of new media in public service communication and service delivery to the public was beneficial. The strongest mean score was obtained for the new media promoting access to public information, with the respondents strongly agreeing at an average score of 4.14. The respondents also agreed that digital platforms enhanced communication between government institutions and citizens with mean score of 4.09. Specifically, this indicates that the use of new media technologies enhanced the interaction and communication of information between the Ministry and the public. In addition, the respondents concurred that online communication platforms facilitated public services delivery efficiently with a mean score of 4.01. The results indicate that the use of new media has played a significant role in enhancing transparency, access and responsiveness in public sector. The results are consistent with the findings of Emechebe et al. (2025) who found that digital communication platforms improved governance and citizen participation in Nigeria. The results also support the findings of Jimoh (2026) who found that online service quality enhances civic engagement and communication experience in Nigerian public sector. Likewise, the results align with the studies of Akindoyin (2024) and Jumbo et al. (2023) that highlight the need for digital communication in governance and public awareness campaigns. The results also lend credence to Ojo (2003) view of communication technologies enhancing democratic values and public accountability. However, the results do not support findings of other studies that have suggested that many public sector in Nigeria did not have effective digital communication structures that would enhance service delivery. Implication of this finding is that new media has become a strategic medium to enhance transparency, responsiveness of government and public participation in government institutions.

4.4 Objective Three: Challenges Affecting New Media Usage in the Nigerian Public Sector

This objective examined the major challenges limiting effective utilization of new media within public sector in Southwest Nigeria. Descriptive statistical methods involving percentages and mean scores were adopted for the analysis (see Table 6).

Table 6 Challenges Affecting New Media Usage in the Public Sector

Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
Poor internet connectivity affects effective use of new media	51.2	31.9	4.3	7.0	5.6	4.16
Inadequate digital skills among workers limits effective communication	44.9	34.5	7.6	8.0	5.0	4.06
Cyber-security concerns discourage effective use of digital platforms	42.5	35.2	6.6	9.0	6.7	3.98
Irregular electricity supply affects digital communication systems	54.5	28.2	4.6	7.0	5.7	4.19
Lack of institutional support affects new media implementation	40.2	36.9	8.0	9.3	5.6	3.96

Source: Field survey, 2026

From the findings in Table 6, it could be noted that some factors hindered the effective use of new media in the public sector in Nigeria. The respondents were also very strong in their opinion that interruption in supply of electricity was a major problem with a mean score of 4.19. Poor internet connectivity was also found to be a major issue with mean score of 4.16. This finding, in particular, indicates that digital communication and administrative effectiveness in public sector were impacted by the lack of infrastructure. Failure to develop digital skills among staff members and concerns about cyber-security also restricted effective communication via digital platforms, respondents agreed. The results show that issues of infrastructure and technology still continued to be significant challenges to effective use of new media in Nigeria. The findings support the findings of Sanusi (2024) that highlighted digital infrastructure constraints and technological challenges as barriers to effective digital communications in Nigeria. The results are also similar to those of Obajuluwa, Talabi and Oluwasola (2019) which revealed that lack of technological knowledge and operational challenges hampered the use of media in government owned organisations. Further, the results corroborate Akindoyin (2024) who noted that institutional and technological barriers affected governance-related communication in Nigeria. The results also corroborate the works of Onobhayedo and Kasie-Nwachukwu (2015) who found that information control issues and inadequate adaptation of new media technologies negatively impacted the organisational use of new media technologies. But the results do not match those of studies carried out in technologically advanced settings in which the digital communication systems were more stable and effective. For example, better technological infrastructure and digital policies led to an improvement of

communication and engagement among the institutions in the United Arab Emirates (UAE), as noted by Muhammad, Basha and AlHafidh (2024) in their research on the emerging digital platforms. From the implication of the current findings, it is seen that while new media are gaining significance in the governance and communication activities of public sector, there are still some serious infrastructural, technical and institutional challenges that hinder effective use of digital communication technologies in Nigerian public sector.

5. Conclusion

The study focused on analysis of new media use and the problem of public sector institutions in Southwest Nigeria particularly Federal Ministry of Information and National Orientation, Federal Ministry of Health and Federal Ministry of Education. The study found that civil servants were increasingly using new media platforms like WhatsApp, email, Facebook, and X to carry out official communication, disseminate public information and administrative activities. The results indicated that the new media platforms aided in improving the communication speed and increased interaction between government institutions and citizens, and had a positive impact on service delivery in public institutions. The study also confirmed that digital communication platforms helped to ensure access to information and transparency and responsiveness in governance processes. The results of this study showed that new media technology has become a communication media in the public sector in Nigeria. Although digital communication technologies are increasingly being used, the study revealed some problems that are militating against effective use of new media in the public sector in Nigeria. Main issues were weak internet connectivity, lack of digital skills among the workers, cyber-security concerns and lack of institutional support to digital communication systems, with the irregular electricity supply being the minor issue. These infrastructures and organisational issues impacted the effectiveness of online communication, and limited the capacity of public sector to effectively leverage digital platforms for governance and public engagement.

The study, therefore, revealed that though the public sector recognized the importance of new media technologies, they still faced considerable challenges in the effective use and sustainability of digital communication systems in the public sector in Nigeria. The study also revealed that successful incorporation of new media into the public sector activities could enhance the public sector's administrative efficiency, public trust and citizen participation in governance.

Digital communication systems used more and more in modern governance highlighted the need for the public sector to build up its technological infrastructure, enhance digital skills of public sector employees and to establish sustainable communication policies. The results also showed the importance of technological advancement to ensure transparency, accountability and good service delivery in Nigeria. The study thus advanced the knowledge of digital communication and governance, through its empirical findings on the use of new media and the operational challenges encountered in the Nigeria public sector.

6. Contributions to Knowledge, Limitations and Suggestions for further studies

The contributions, limitations, and suggestions for further studies are given. This study was innovative and added to knowledge in terms of empirical evidence provided on the usage of new media and its challenges to public sector institutions in Nigeria. The study also made a theoretical contribution by using the Technological Determinism Theory to explain the digital communication practices in the public sector. The study, however, was confined to the selected federal ministries in the Southwest region of Nigeria and the data was basically quantitative in nature. Further research needs to be done with more ministries using mixed method approaches as well as a cross comparison of digital communication practices in various regions and levels of government in Nigeria.

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