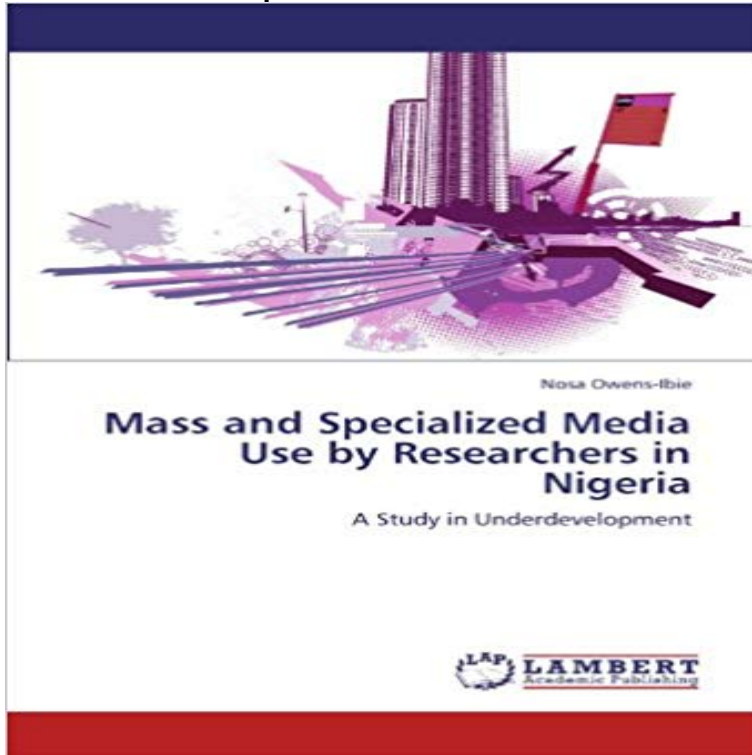


Mass and Specialized Media Use by Researchers in Nigeria: A Study in Underdevelopment



The gap between knowledge, policy/decision making and implementation process remains a key definer of the underdevelopment of resource-rich Nigeria. This book explores the orientations, attitudes and practice in the use of mass and specialized media by researchers in Nigeria. Findings show strident loyalty to norms in the academic/research domain despite the relevance of the mass media in triggering the response of leadership to issues of development. The baseline data provides basis for further exploration of how to better utilize relevant media in view of the revolution catalyzed for instance by new media across the global development divide. It offers the research community a starting point for possible re-examination of rules of engagement. It also challenges the leadership in transitional societies to synergistically evolve realistic options to bring the benefits of the multifarious research efforts - many of them ironically funded by government - to society through the right media mix. Researchers, development workers, government and the mass media will find this a useful tool for effective repositioning for national development.

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