

DIGITAL BROADCASTING AS A MEANS FOR EFFECTIVE CRISIS COMMUNICATION TOWARDS SUSTAINABLE DEVELOPMENT IN NIGERIA

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Abstract:

The conceptual paper titled “digital broadcasting as a means for effective crisis communication towards sustainable development in Nigeria” advances the need for adoption and utilisation of digital broadcasting channels/platforms to promote crisis communication in the 21st century. It is a qualitative study based on secondary data collection methods through desk review of existing literature and takes a base on the diffusion of innovation theory. The study identified platforms such as smart and latest digital television, computers, and other mobile devices, the Internet, social media, and live streaming platforms. The findings showed that digital broadcasting platform could enhance crisis communication for sustainable development in Nigeria, as demonstrated during the COVIDI-19 health crisis and other scenarios in the recent past. Finally, the study touched on the challenges and limitations faced in the use of digital broadcasting for effective crisis communication, and among many others, identified limited access to the platforms coupled with polarising nature of social media platforms as challenges. It concludes that crisis communication through digital broadcasting platforms may well be one of the best options in contemporary society to the ease-of-access to them. Part of the recommendations of the study is that the abundant opportunities offered by these broadcasting must be explored by stakeholders to advance crisis communication towards sustainable development in Nigeria.

Keywords: Digital Broadcasting, Crisis communication, Sustainable Development, Nigeria

INTRODUCTION

Digital broadcasting has become a technological innovation that altered the spectrum of radio and television broadcasting worldwide. Among the features of the new millennium is the prevalence of technologies. Emerging technologies have made further advancements by influencing all aspects of society. The broadcasting sector has frequently been steered by emerging technologies. As technology develops, so does broadcasting. Taking into account the crucial role of the media in any given society, digital technologies contribute to significant improvements in having the opportunity to access social amenities, social security, and useful information about crises and social self-efficacy for many people.

The emergence of the internet is plausibly the ultimate turning point in communication since the development of broadcasting. In the last few decades, advancements in technology has radically affected global interaction at a rapid pace, bearing digital broadcasting. The significant shift brought about by new technologies and how it changes the performance of media productions has continuously affected broadcast productions. Technological innovations have created modifications in broadcasting. These innovations have abridged the boundary of distance and time in the broadcast industry. Communication has become participatory, enhanced, autonomous, and the production and dissemination of broadcast contents has

become faster, easier and sophisticated. Ingram, McArthur & Vora (2022) aver that digital technology has continued to gather attention in international talks on global affluence and solidity. Communication among interest groups has experienced ideal transformation, thanks to the swift development of communication media technologies. Digital broadcasting is regarded as a vital sign of technological breakthrough with an excellent content quality and other important and useful benefits that accompanied it (Onyiaji & Okwumba, 2019).

Communicating crisis in Nigeria is a tedious task. Factors such as religion, ethnicity, politics and culture compound effective communication of crises. Culture, ethnicity and religion are often use as a criteria for taking critical decisions during emergencies in Nigeria even if the decisions are incorrect or inappropriate for the situation at hand. Culture and religion influence the values of members of the society and affects their behavior towards crisis communication (George, 2016). Effective crisis communication can be projected through digital broadcasting platforms. The role of broadcast media in crisis communication consist of circulating emergency notices or warnings, getting calls from the people concerned, assisting in emergency recovery and enlightening the general public (Ruggiero & Vos, 2014 cited in Te, 2021). Crisis communication takes the form of the symmetric model of communication. This implies that crisis communication is a two-way thing. An organisation speaks to the people and expects their feedback, thereby using the responses to take measures that will be beneficial to parties involved.

In line with this thought, Te (2021) observes that digital broadcasting enables instantaneous two-way communication influencing the understanding of crisis by allowing large quantity of information to get to international audience in a flash. It allows organisations and the people to come up with contents, evaluate possible crises and participate in immediate communication. Digital broadcasting facilitates teamwork through different phases of crisis. These covers preparatory stage, response, mitigation and recovery respectively. Taking advantage of decentralisation networks during crises, digital broadcasting surpasses traditional media by keeping line of communication open when traditional systems are ineffective, playing an important function in civic engagement and rebuilding confidence. Effective crises communication is essential to nip crisis in the bud.

Marsen (2020) notes that the more an organisation allow a crisis to linger without responding to it, the more it deteriorate among citizens and concern groups (Ndone & Park, 2022; Marsen 2020). It is important to always keep the public updated about the crisis. This is because, providing half information or no information at all leads to mistrust between citizens of a country and the government, individuals or organisations concern. It is worthy to note that when using digital broadcasting in crisis communication, the content of the message, the specific platform of conveying the message and the consistency of disseminating the message must be taken into consideration to ensure effective communication.

Digital technology has become a primary force and change agent in this era. It is changing economic systems, government, and community structures affecting almost all aspects of our daily lives. In addition, from 2015 different countries of the world have incorporated digital technology to speed up growth process seeking to achieve the Sustainable Development Goals (UNDP, 2024) Sustainable development is about man and man is both the subject and recipient of development. Sustainable development is people-centric. It pays attention to satisfying the needs and wants of all categories of people in the society. Sustainable development underscores an ambidextrous approach to social and economic growth. The growth is based on judicious resource utilisation and environmental fortification, making sure that particular needs are met without compromising the capability of future generations meeting and actualising their own needs. This involves a ceaseless long-term growth plan that make judicious use of the available natural resources at the same time protecting ecological systems (Phuong & Ibrahim, 2020).

Fundamentally, sustainable development has as its main feature, economic advancement that fulfills the growing needs of present day society while safeguarding resources for the generation to come. The aim of all sustainable development efforts is to create a flourishing, just, independent and enlightened society by building unbiased growth opportunities. Sustainable development focused on eradicating illiteracy through enhanced education, promoting cultural diversity and gender equality, rural development to lessen the pressures of urban migration and promoting public participation in decision-making processes. Communication is central to all developmental activities. Since the main aim of sustainable development is to get to the people, communication is the tool that can help in achieving that by providing useful information for the development process.

Through effective communication of sustainable development efforts, the people understands what they need and make efforts to change their lives. Digital broadcasting is one of the means that assist people to express themselves, let the world know about their lives and assist those at the helm of affairs to understand them. Information on digital broadcasting platforms is up-to-date and enables people to have access to news from every part of the world. With just a click, people can assess digital broadcasting messages at any given time.

The unending crisis in Nigeria calls for a lasting solution. Broadcasting is one aspect that can be used to achieve that. According to Ngozi and Nzan-Ayang (2023) broadcasting serves as the most effective means of communication, especially in areas where poverty and illiteracy are prevalent. Further than spreading messages, broadcasting performs the function of educating and entertaining the people. Poverty and a lag in development have been linked to crisis situations in different country (Egger et al., 2023). Media plays an important role in using communication to unify people in society towards sustainable growth and development.

In the era of digital media, fake news, disinformation, misinformation have polarised the media and information space. This also contributes to the reason behind the adoption of same platforms by the media to capture the users and provide them with authentic information. Same accounts for the reason digital media platforms such as social media are leveraged as strategic approach to crisis communication. Through effective and obligated dissemination of information, the media and other stakeholders can balance the undesirable influences of crisis and promote a more unified and knowledgeable society, eventually imparting to the resolution of crises in Nigeria. It is against this backdrop that this conceptual study advances the points on the use of digital broadcasting as a means for effective crisis communication towards sustainable development in Nigeria.

CONCEPTUAL REVIEW

The concepts of digital broadcasting, crisis communication and sustainable development are for review in this study. Digital broadcasting is a concept of significance in modern times. Oyedokun et al. (2022, p. 52) defined digital broadcasting as "the usage of digital technology in the transmission and reception of broadcasting services." Digital broadcasting contents offers more visible pictures and vibrant sound and avail media organisations and content producers the means to showcase their works, and audiences having access to diverse channels at their disposal. It is an enhanced method of conveying broadcast signals to the desired audience.

Crisis Communication simply refers to the collation, collection, analysis and distribution of messages required to curtail an established crisis or scenario. Crises are unforeseen and sudden incidents. Hence, communication about crisis must take place during and after a crisis. It is worthy to note that an organisation, government or any group handling emergencies must keep line of communication open after a crisis to avoid future occurrence

(Marsen, 2020; Upadhyay & Upadhyay, 2023). This will mean that there are serious efforts at defusing a crisis situation using different channels of open communication.

Sustainable development simply refers to living upright today for a better and prosperous tomorrow, by attending to current needs without jeopardising the chances of the generations to come, meeting their own needs (UNSDG, 2023). Communication for sustainable development entails helping, causing or inspiring public growth or transformation within a social system (Shaibu, 2022). These concepts are central to this study as it takes on the use of digital broadcasting as platforms advancing crisis communication towards sustainable development in Nigeria.

THEORETICAL FRAMEWORK

Diffusion of Innovation Theory sets the theoretical foundation for this study. Everett Rogers proposed this theory in 1962. The basic premise of the theory is that new ideas can only be spread through the media. According to the theory, diffusion is the means through which channels of communication spread a new idea among members of the society. Diffusion is an exceptional kind of communication with a focus on the dissemination of new information or idea. Innovation refers to a new idea, concept, product, output, or simply a new way of doing something. The theory clarifies how a new idea is spread and why the people accept it at different stages of analysis. It can be through mass communication channels or interpersonal communication channels (Asemah, 2011).

According to Asemah et al. (2017) the theory has four basic components, which consist of channels of communication, innovation (new idea), time and social systems. Diffusion of innovation disseminates information to members of a society based on outcomes. Crisis communication messages can be communicated through broadcast media based on the situation on ground. The theory pays close attention to the source of the message, the communication channel and the end receiver.

This theory is relevant to the study in the sense that, in the media world today, digital broadcasting has taken over analog broadcasting and almost every sphere of human endeavor is becoming digitised. Digital broadcasting has broad reach and provides vibrant channels of communication that enables the dissemination of messages during crisis with its real-time feature, the people are reached at the right time and that can help in curtailing or mitigating the effect of the crisis. Digital broadcasting can circulate messages about developmental projects and issues by creating awareness. In digital broadcasting context, the theory describes how technology can quickly spread important messages during emergencies enhancing interaction and management. More so, by improving communication technologies, digital broadcasting promotes development efforts through supporting economic growth, educational creativities and social unity thereby assisting targeted plans to encourage general recognition and use in Nigeria's developmental programmes.

Empirical Review

Similar studies have been conducted on crisis communication. A study conducted by Ehondor and Unakalamba (2021) sought to access public engagement and awareness creation by the NCDC through the use of social media for the purpose of crisis communication. This is study with focus on the management of health crisis through social media avenues. The study found that though there was low engagement during the period, social media was used to create awareness with people responding by adjusting based on the recommendations of the agency in respect to preventive measures.

Another study conducted by Onyeashie (2020) was focused on the use of crisis communication during the 2020 #EndSARS protest. The study found a higher level of social media use as citizens exchanged information through different platforms. A significant finding is that protesters used social media as aid to send ambulances, aids, relief materials, grant media talks, and secure bails for arrested protesters, and commence meetings (converged in different locations). Overall, social media became active tool for the purpose of communication during the protest and this is a unique part of the entire process.

The research gaps occasioned by these reviewed studies are by virtue on an aspect of digital broadcasting platforms and this study intends to bridge this gap. This study advance the position on the adoption of a number of digital broadcasting channels like live streaming, smart TV, computers, the Internet and more for the purpose of crisis communication in respect of the overall goal of attaining sustainable development in Nigeria.

Digital Broadcasting Platforms

The digital broadcasting concept is about the use of digital signals rather than analogue for broadcasting over bands of radio frequency (Elitaş, 2023). It is also the transmission of contents in audio and video formats over digital networks or platforms such as cable systems, the Internet, and satellite. In fact, creating digital content implies that there is a conversion from analogue signals to digital formats. This is to improve the signal and content accessibility, efficiency, and quality for broadcasting. These signals are transmitted over radio frequency but rely on dispersal modes and platforms for the audience to see their benefits. This brings us to the relevance of digital broadcasting platforms used in contemporary world for content distribution and dissemination.

The significance of digital broadcasting and their enabling platforms in our modern world has shown through as creators are able to deliver contents within record time and access almost simultaneous – boosted by the Information and Communication Technology (ICT) factor. Basic digital media are enhanced through the digital technologies considered as part of the ever-evolving new media world. It is important to state that audio, video text, images, and mixed media are the basic categorisations of digital media (Hilbert College, 2024). Mixed media as used in the foregoing could be multimedia (Singh, 2023).

The channels seen as digital broadcast are reputed to have sub-divided broadcasting services into: audio broadcasting, video broadcasting, and webcasting. Consequently, digital broadcasting is conceptualised as the transmission of audio, video, or contents in multimedia formats over digital networks or the Internet (Singh, 2023), and new platforms. These media are transformable and transformative; meaning they can be altered to produce their best versions distributable across modern technologies.

In a unique way, digital broadcasting platforms are able to store and also offer retrieval options to the users. Most significantly, they offer advantages over traditional broadcasting in areas of greater signal stability, higher audio-video quality, and transmission of additional data simultaneously with the content (Priyal, 2023). Some of these platforms are:

1. **Smart and Latest Digital Television:** Smart TVs are manufactured with the capacity to connect to the Internet and browse by default and this is in contrast with the traditional digital TV that do not have such. Digital TVs can access can however connect to the Internet through third-party devices. They are good channels of digital broadcasting that can be leveraged for crisis communication in Nigeria.
2. **Computers:** Through the adoption of digital technology, broadcasting outlets are able to transmit through many channels at any given spectrum width (Akpan, 2004). The computer

is central to all of these. With the computer, audience members are able to view the TV, listen to radio and the outlet focus on increase access points. This is a boost to crisis communication as contents for multiple access can be created with ease just as delivery to the audience is enhanced.

3. **Mobile Devices:** These also offer good and ease-of-access to digital broadcast contents and so they so categorised as "platforms/channels for digital broadcasting." Mobile devices such as the mobile phones, tablet computers and many others offer these accesses. They provide access to digital TV and streaming platforms and social media platforms. Therefore, crisis communication can be created to be transmitted to the digital devices of audience for the most impact. Nigerians in their large number use mobile phones and also have access to the Internet where they can be exposed to communication for crisis resolution. The number of smartphone users is put at between 25 and 40 million (Taylor, 2023).
4. **The Internet:** The Internet offers connectivity to users to access websites and pages of news outlets across different spectrums. The Internet enables the transmission of audio, video and even multimedia contents which include text to the audience. It is a nerve system for all other digital platforms as users may access contents with their digital devices and the computers. Crisis communication for sustainable development can also be disseminated across virtual spaces with the use of Internet.
5. **Social Media:** These are media types developed in the 21st century. They simplify connections, interaction and make information-dissemination and communication in the digital era convenient, fast, and easy. In fact, social media is nowadays accessed and use by many people to connect with family and friends and also leveraged by brands to connect with their audiences/publics (Singh, 2023). Over 5 billion people are said to use these platforms for different reasons (Chaffey, 2024). Therefore Facebook, X, Instagram, YouTube, TikTok can be adopted as platforms for digital broadcasting aimed at crisis communication in Nigeria.
6. **Live Streaming Platforms:** These include an aggregation of platforms that use the Internet to broadcast video in real-time and so such contents are not pre-recorded as events are streamed live. The innovations in media technology such as AI entertainment are said to be unique determinants in helping various websites to offer the live streaming options (Prakash, 2024). Platforms like Netflix, Sling TV, Fubo, Hulu, and Apple TV and so on were birthed with the innovations in ICT and new media technologies. Social media like Facebook, Instagram, YouTube and others have integrated the possibility to their range of services, and so we now have Facebook Live, Instagram, YouTube Live and many more. These platforms can be leveraged to disseminate information aimed at crisis communication in our world.

It is instructive to note that digital broadcasting platforms require the Internet for the most impact and reach. In fact, these digital platforms enhance broadcasting and the reach of the traditional broadcast organisations in our world (Priyal, 2023). They serve useful purposes in crisis communication capacity of broadcast outlets and also contribute to the bottom line in the range of efforts to ensure sustainable development. In Nigeria, these platforms are increasingly being used by creators to target people for a number of communication types; crisis, entertainment, and many more. Therefore, they are suitable for use in strategic efforts at

strategic communication by government, NGOs, Civil Societies and other stakeholders with the desire to advance crisis communication towards sustainable development.

Digital Broadcasting in Crisis Communication and Sustainable Development

There are a number of perspectives from which the effect of digital broadcasting on crisis communication and sustainable development can be piqued. For the purpose of this discourse, a focal attention shall be given to the positive effects. Since crisis communication is one of public relations essential strategies, it suffices to also note here that whatever it takes to navigate through a crisis situation can be given consideration. The human contemporary society is one filled with all manner of crises situations arising from artificial and natural causes.

However, before delving into the all-important effects that digital broadcasting has on crisis communication and sustainable development, it is important to once again touch on the meaning of crisis and the different kinds of crises that exist. The term “crisis” is usually applied to singularise a complex situation (Innerarity, 2022). This implies that the term is the singular of a plural form. This plural form is known as “crises” and may also imply that the magnitude, extent and even time may be reduced or limited. In this case, the events are time-delimited and may save humans many debates and also give indisputable and concrete indications about what ought to be done (Luhmann, as cited in Innerarity, 2022). Crisis exist when a conflict persists for too long defying easy solution (Orhero, 2020), e.g. the Niger Delta crisis.

In contemporary society, we have financial crisis (inflation, loss of revenue, bankruptcy, sudden change in market trends, loss of market etc.), technological crisis (software and hardware failure, industrial accidents etc.), personal crisis (unethical or illegal behaviour, bad press on account of conflict etc.), organisational crisis (crisis of deception, crisis of management misconduct, crisis of skewed management values etc.), natural crisis (natural disasters etc.), confrontational crisis (boycotts, strikes, sit-ins to block workplaces etc.), crisis of malice, and man-made disasters (Garcia et al., 2022). Crisis could be health and climate-related. These happen to be common in our time (Innerarity, 2022). In the digital era, the management of these crises situations has taken a new dimension.

Accordingly, digital broadcasting is considered as one of the numerous approaches to manage crises in our modern society. In Nigeria, digital platforms are known to be explored for the purpose of crisis communication – from public health and even organisational crisis management. During the COVID-19 pandemic, concerned authorities like the Nigeria Centre for Disease Control (NCDC) took advantage of the available platforms to advance crisis communication. According to Ehondor and Unakalamba (2021) the government agency adopted social media platforms for awareness creation though the engagement was low during the period.

Another case scenario of serious crisis communication situation in Nigeria was that of the removal of passenger from United Airline plane. According to (Aguale, 2024) timely communication and information dissemination also proved to be effective. The most significant factor in the 21st century that has changed the face of crisis communication is digital technology as it is useful for timely and effective response to crisis situation and enables a wider reach within record time. Prior to the digital communication era, timely information dissemination and response has always been considered – from the 2009 Domino's Pizza crisis of viral video showing unsanitary food, to that of Johnson and Johnson of 1982 with Tylenol capsule being laced with cyanide leading to loss of lives of persons.

As crisis is managed through digital broadcasting channels, Nigeria may well be on its way to greatness. The implication of the foregoing is that there will be sustainable development spurred by a friendly environment for doing business. The sustainability of the nation's development is not in doubt owing to the abundant human resources that can be encouraged to

share information the right way and also leverage on social media reach to ensure peaceful co-existence.

Strategies for Effective Crisis Communication and Sustainable Development in Nigeria

In human society, crisis will always emerge but the substance of the entire matter depends on resolving the crisis situations. In addition, it would also be about the strategies and tactics in place to mitigate such crises. Therefore, this section deals with the strategies for effective crisis communication and sustainable development in Nigeria. By strategies we mean the recommended tactics that can be activated to resolve a crisis situation. Different authors have raised critical and valid points as to the idea move that can be made to effectively deal with a crisis situation using communication in a bid to actualise sustainable development in the 21st century (Thompson, 2024; Virginia Commonwealth University, 2021; Waqar, 2023). With digital broadcasting, things even get better. Some of the strategies are stated hereunder:

1. Crisis communication plan: This is important to start with. The situation on ground may require a crisis communication plan that can better be executed with the use of digital broadcasting channels such as new media, social media, and the Internet.
2. Timely and quick communication with the public: Digital broadcasting channels such as social media; Facebook, X, Instagram are recognised as platforms that enable quick and timely delivery of information and execution of communication plans/efforts.
3. Utilisation of all communication channels: It is recommended that different types of communication channels be deployed. And in the digital media era, all forms should be utilised. This may include the use of digital web TV, digital radio, the social media platform; Facebook, X, Instagram, TikTok and many more to advance crisis communication efforts.
4. Adoption and use of social media as a crisis communication tool: This is similar to the point mentioned above. However, the difference is that it is about the use of social media platforms-only as crisis communication and management tool. Facebook, X, Instagram etc. may as well be useful.
5. Post-crisis evaluation and follow-up communication: Crisis communication must be evaluated as part of strategies to be better at communicating with people in crisis situations.
6. Critical information delivery: People must be made to think that they know what is happening and what may happen next, they are prepared equipped not to make hasty conclusions and generalisations and this will be a great asset in crisis communication and management.
7. Build trust in leadership: Communities enmeshed in crisis may sometimes experience a loss of control and that could also lead to a feeling of vulnerability. Delivery of competent, timely, and clear information can help build trust in crisis management leadership and allay fears caused by mutual distrust among people. Official communication especially in crisis communication and mediation may not be of great effect without trust, and so once a trust in leadership is established through communication, then crisis recovery plans may get the support of the public.

8. Rumours and misconceptions countering: Factual information about a crisis must be provided to dispel rumours and prevent alternative truths from festering among the people who are directly affected by a crisis situation.
9. Clear and concise message design: An important element in the entire gamut involving crisis communication is the "message." The implication of this is that the message must be designed in such a way it has the most impact on the target audience. Avoid all forms of ambiguity. Extra-efforts must be made to communicate information they can easily understand through language use and appropriate channel of communication. A local community may relate well with information delivered by the town crier or through local radio with the use of their local dialect.
10. Customise communication for the target audience: Adapting to a specific audience is important in crisis communication in modern times. Therefore, the communication suitable for the group of target must be customised accordingly for the most effect.
11. Ensure communication is accessible: Provide access to all concerned to have greater percentage of access to the communication messages targeted at them in efforts at crisis communication and management.

The above demonstrate that there are indeed strategies that can be adopted and deployed to defuse a crisis situation. This is important to resolve crises situations towards sustainable development and growth of society. Orhero (2020) lends credence that society can develop which is a win-win situation when strategies are deployed to resolve crisis. Though certain crises may trigger self-awareness towards the push for change in society (Blankston, 2020; Jones et al., 2021; Murphy, 2024), a number of crisis situations lead to disruption of development in society, and so minimal crisis situation are recommended for society to have its sanity; a prerequisite for growth. Most significantly, a society with minimal crisis situation may develop faster than one that is crisis-ridden. Same applies to any human organisations; be it business, NGO, association, unions and many others.

Digital Broadcasting in Crisis Communication and Sustainable Development Effort: Challenges and Limitations

This study makes case for the use of digital broadcasting as tools for crisis communication towards sustainable development in Nigeria. However, there are some problems that may inhibit the full utilisation of platforms and channels of digital media to accomplish this task. Some of the challenges and limitations in the use of digital broadcasting in crisis communication and sustainable development as advanced here are:

1. Limited access to digital broadcasting services: This implies that Nigerians of different ages may have limited access to digital broadcasting services as a vast majority of the population cannot afford mobile and digital devices to see communication through platforms.
2. Audiences in the digital broadcasting media era happened to be diversified: The audience in this era is diversified and this may pose as challenge to the communicators in the case of crisis communication as they may need to take on the cumbersome task of creating specific content for specific target audiences. It is time-consuming and painstaking process.

3. Polarising nature of some channels of digital broadcasting: Social media has been described as being polarising. Disinformation, misinformation, mistrust, and fake news spread easily across different platforms as enabled by the people using the "share-option" created for convergence-of-use and the need for ease-of-information-dissemination. This functionality is abused posing serious challenges to digital broadcasting in crisis communication.
4. Knowledge gap: This is often displayed by both the young users and old ones. For the young users of platform, they show lack of knowledge of history and so can share anything they come across in the digital space. In the case of the older generation, some of them lack adequate information and knowledge of digital broadcasting platform available and many not take full advantage of them.
5. Lag in adoption of platforms of broadcasting in digital media era: There is a lag in the adoption of digital media on account of the assumption of the diffusion innovation theory that laggards usually adopt technology in the last phase. Consequently, a number of people in our time are laggards and may not really accept technology with which they can access messages specially-designed and targeted at them for the purpose of crisis resolution.
6. Lack of technical know-how: The lack of technical know-how may be from the both sides. Users of digital broadcasting and the news organisations and other stakeholders in crisis communication who may not have the wherewithal (financially and otherwise) to follow the trends in digital broadcasting technology.

CONCLUSION

The study concludes that the adoption of digital technologies may be one of the best options for crisis communication in the digital age and time. This is chiefly because a lot of persons so targeted by communication aimed at crisis resolutions are users of these platforms and it is appropriate that the same are used to disseminate information to them. In addition, these platforms create the possibility for the communicators to have a wide reach and timely communication due to the speed and ease-of-access offered by the numerous channels for digital broadcasting in our contemporary society.

RECOMMENDATION

This study recommends:

1. There is a need for stakeholders to educate and inform the people on the need to take advantage of the abundant communication opportunities available to them on basis of the digital technology evolution. Therefore, different forums must be organised to acquaint them with the necessities for digital platforms access such as computers, mobile phones and so on.
2. There should concerted efforts by concerned agencies of government, civil societies, and INGOs to continue to explore the abundant opportunities available to them through digital broadcasting to advance causes for action in respect of crisis communication and management in our society

3. The people, on their part, must now understand that there are serious problems created when content is shared across social media platforms without first verifying the source of information. In fact, such has the capacity to exacerbate already tense crises. And so users must be wary of using the share option on their social media pages.

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