

Perceived Impact of Journalism on Awareness and Spectatorship as Indices for Sports Development in Lagos State, Nigeria

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ABSTRACT This study was designed to determine the perceived impact of journalism on awareness and spectatorship as indices of sports development in Lagos State of Nigeria. The purposive and random sampling techniques were adopted in selecting four hundred and eighty (480) respondents made up of sports journalists and stakeholders in the sports industry, descriptive research design with a self-structured questionnaire ($r = b8$) was used for data collection. The chi-square (c^2) was used to test the hypothesis at 0.05alpha level. The analysis revealed that the two variables were indices of sports development (Awareness -37.59, $p < 0.05$, 2df; Spectatorship - 12.47, $p < 0.05$, 2df).