

## **Influence of Collaboration on the Quality of Research Outcome Among Mass Communication Students in South-South Nigeria**

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**ABSTRACT:** *The study explored the influence of Mass Communication collaboration on research outcomes in selected universities in the South-South of Nigeria. The paper observed that the influence of research collaboration amongst Mass Communication scholars was high. The most influential factors to collaborative research practice were enhanced team approach in research and the generation of new insights or perceptions that individuals working on their own may not have been able to achieve. The issue of internet connectivity, difficulty in working with colleagues in research as many of them may not be able to contribute anything, and being afraid of inadequate contribution by co-authors were the most established drawbacks discovered in this study. The study recommended that there should be research collaboration that is anchored on the necessary atmosphere that will make the exercise worthwhile by institutions of learning.*

**KEYWORDS:** collaboration, quality of research outcome, mass communication students, South-South Nigeria

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### **INTRODUCTION**

Individual or group research is an important part of economic and national development. Collaborative research has recently gained popularity. Collaborative research entails sharing knowledge and ideas and working as a team to achieve a common goal. The goal of collaborative research is to discover new ideas as a group to improve knowledge sharing and collaboration. As new issues emerge, scientists and researchers explore new approaches to dealing with such issues and innovations to chart a course forward. Some authors believe that interdisciplinary collaborative

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research is more productive and richer because it brings together researchers from various fields of knowledge to contribute ideas that allow the research team to view the problem holistically.

Collaboration between industry and universities creates a more diverse resource environment, Jones. In other words, interdisciplinary collaborative research provides a more effective and long-term strategy for addressing societal issues. Collaboration is critical in research. More disciplines are collaborating now than ever before, and research and information science researchers are not excluded. Collaboration allows one to address common issues much more effectively than working alone (Fari S & Ingawa, 2020).

### **Research Questions**

Below are the research questions:

1. What is the influence of collaboration among mass communication researchers in Nigeria?
2. What are the factors that influence research collaboration among mass communication researchers in Nigeria?
3. What are the militating factors to effective research collaboration among Mass Communication scholars in Nigeria?
4. What are the solutions to the problems associated with research collaboration in Nigeria?

### **LITERATURE REVIEW**

#### *Concept of research outcome*

The research outcome of lecturers is key to the advancement of societies and the career growth of lecturers in higher educational institutions. According to the Organisation of Economic Corporation and Development (2017), research involves any creative systematic activity undertaken to increase the stock of knowledge and the use of this knowledge to develop new applications for modern living. Research is also viewed as a systematic analysis to uncover new facts to gain knowledge to resolve or address a problem. Research plays a key role in modern-day civilization in that it is done with the motive for societal development and propelled by high-level curiosity which translates or builds up to further investigation. In academia, the concept of research is taken seriously since the promotion of faculty members is dependent on the number of publications they have. This requirement makes it mandatory for faculty members to be productive scholars.

The research outcome is viewed as the measure of an academic's achievement in terms of the quantity or quality of publications over a given period. One of the fundamental goals of research is to create new knowledge that can be applied. Hence, it is important to state that research outcome is a robust measure of academic achievement and recognition as well as the totality of research activities performed by lecturers over a given period (Basiru, 2018 & Sullivan, 2016). The

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measurement of the quantity of research output of lecturers is viewed in terms of the number of publications in learned, globally accepted indexed databases, number of patents produced, number of chapters in books or books published locally or internationally that are believed to be accepted by high impact refereed or learned journals. Others include several publications in proceedings of conferences, workshops, research-oriented books, staff bulletins, subject books, technical reports, articles in refereed journals, pamphlets, and monographs., and this measure varies from one institution to another (Gunawan, Barasa, and Tua, 2018).

The research outcome is crucial to scholars, researchers, and learned members, especially in the universities, and central to the teaching capability of faculty or staff. This is because the academic mandate of a lecturer is to teach, conduct research, and participate in community service. Research is one of the elements of a university that sets it apart from its competitors within the context of ranking and a key indicator used to place institutions (Gunawan, Barasa, and Tua, 2018). This makes it crucial for employees who are faculty or staff to engage in research and become productive. The Federal Government (2004) averred that lecturers in tertiary institutions are the major determinants of the education process, particularly in ensuring quality, hence the success or failure of the education system depends on them. As a mandate to conduct research in academic institutions by lecturers, during these processes, digital content such as seminar papers, conference papers, technical reports, datasets, theses and dissertations, pre-print and post-print journal articles, images, audio, and video content are produced. Lecturers determine the development of universities by developing curricula, controlling the academic rules, and creating a better method for students' learning (Gunawan, Barasa, and Tua, 2018). Lecturers enhance their teaching by developing and promoting innovative teaching methods, consulting with students, and producing teaching materials for students while also carrying out investigations on identified problems, presenting findings of such investigations in conferences and seminars, and publishing the findings in journals and or textbooks.

The principal criterion for measuring lecturers' research outcomes is the research output or outcome of publications in referred national and international journals and textbooks. According to Okonedo (2015), research outcome in universities often serves a major role in attaining upward mobility in the academic environment as it is related to promotion, tenure, and salary of academic staff. Research in universities serves as a good platform for lecturers to become accomplished scholars and plays an eminent role in facilitating the prosperity of a nation and ultimately the well-being of the citizenry. Andrew (2018) is of the view that the most research outcome measure in universities is to assess publications that are submitted or accepted in press, or published which could be journal articles refereed and non-refereed, books including edited books and textbooks, book chapters, monographs, conference papers, and research proposals written to receive external and internal grants.

### **Influence of Research Collaboration among Mass Communication Students**

Academic research is an essential component of any university. Academic libraries are "the libraries in any educational establishment, universities, colleges, research associations," and so on Negash et al. (2019). Academic libraries are repositories of ideas that provide a lasting true foundation upon which future generations of scholars can build and create knowledge or technology that opens up new avenues of discovery. They ensure the survival of knowledge beyond one generation by providing a shared collection that is difficult to destroy.

This preservation of knowledge ensures the creation of a culture and saves society the cost and effort of recreating techniques and reinventing technology. Academic libraries are the heart or nerve centres of institutions of higher learning, around which all academic activities revolve (Jones & Wilsdon, 2018). This identifies the roles that academic research plays in realizing the parent institution's goals of improving teaching-learning and research. This demonstrates that academic research serves as the hub of educational activity at the university. Academic libraries document and support advancement in educational and research disciplines that are important to a particular institution (Sani & Ocholla, 2015). According to the author, academic libraries contribute by serving as a hub for research, new ideas, lecture series, and a variety of exhibits and exhibitions.

Research is defined as the investigation and study of materials and sources to establish facts and reach new conclusions. "Research is the only source for generating and advancing the frontiers of knowledge, skills, training, and expertise for manpower, and thus the most important factor that facilitates and accelerates economic development improved standard of living in society" (Emakoji & Otah 2018). This method supports the resolution of problems in a systematic effort by pushing back the frontiers of human ignorance or confirming the validity of solutions to problems presumably solved by others.

Academic libraries' goals are to serve the community (staff and students), to provide study areas for users, to provide a lending service appropriate to different types of users, and to provide an active information service (and this may extend beyond the institution to local industry and commerce). Mass communication' student efforts make the availability of these information materials in the research possible (Negash, et al., (2019).

Mass communication is defined in this study as professionals with a first or higher degree who are students in an academic or university that carry out research. An academic student assists members of the academic community, such as students, researchers, and faculty, by managing, organizing, evaluating, and disseminating information. Mass communication, according to Abubakar (2011), would benefit greatly from publishing because it allows them to retain their faculty status, obtain promotions, and contribute to the body of knowledge. Mass communication' roles are to manage

Publication of the European Centre for Research Training and Development -UK and leverage institutional resources, support educational and research activities, provide information and resources to staff and students, and provide timely access to needed information (Ijaduola, 2018). They must collaborate with colleagues both nationally and internationally to carry out their research activities. The value of research in university education cannot be overstated. Research generates new knowledge, encourages innovation, improves research quality, and boosts an institution's reputation. Popoola and Samuel (2018) further acknowledged that research is "the systematic and objective analysis and recording of controlled observations that may lead to the development of generalizations, principles, and theories resulting in the prediction and ultimate control of many events that may be consequences or causes of specific activities."

However, mass communication scholars cannot accomplish this mission without the help of research collaboration (RC), especially now that the world is characterized by many new concepts and technology. This means that in contemporary times, individuals or researchers share works by working in the same field. This depicts the encouragement of division of labour or collaboration for efficient and effective service delivery. The mutual engagement of participants in a coordinated effort to solve a problem together; a coordinated, synchronous activity that results from a continuous attempt to construct and maintain a shared conception of a problem is research collaboration (Appah, et al. 2020). The scholars define the joint problem space as the shared knowledge structure that supports problem-solving by integrating goals, descriptions of the current problem state, and awareness of potential strategies, as well as the links between these things.

### **Concept of Collaboration**

Collaboration is a joint problem space, which provides the structure required for meaningful conversations about the problem. Partners must be able to introduce and accept knowledge, monitor exchanges for evidence of divergent meanings, and repair any divergences identified to construct a joint problem space. Collaboration is a key term that has been emphasized in the literature of research and information science. Numerous terms are interchangeable with "research collaboration." Co-authorship, research partnership, research networking, joint research, participatory research, and other similar terms are used (Hassan, 2018).

Emakoji and Otah (2018) defined collaborative or participatory research as researchers coming together to produce new scientific knowledge. The emphasis on collaborative research is on empowering mass communication scholars to take charge of the research process in research and information science education. Ijaduola (2019) noted that this empowerment can be achieved through a variety of methods that should be determined by the specifics and rate of collaboration of mass communication scholars in the field of mass communication scholarship. It is critical for

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mass communication scholars to engage in research because it adds value to mass communication scholarship (Ugah, 2018).

Respecting and understanding the participants, as well as recognizing the knowledge and capabilities of mass communication researchers who can work together to obtain analyses and solutions in mass communication studies are required for truly collaborative research in research and information science. It should be considered not only for ethical reasons but also as a means of improving the quality of research among Nigerian mass communication scholars. Fari and Abubakar (2020) argue that a variety of factors influence the rise in collaborative research. These factors include mass communication scholars' desire to increase their scientific popularity and visibility; increasing demands for the rationalization of scientific manpower; changing patterns or levels of funding; and increasing specialization in various areas of scholarship. Collaboration is required for the advancement of scientific disciplines and mass communication scholarship. This indicates that mass communication scholars require increasing amounts of knowledge to make significant advances, a demand that is frequently met only by pooling one's knowledge, resources, or works and others to work; and the need to gain experience or to mentor younger mass communication students in the most effective way possible (Ubogu, 2011).

Sodipo (2014) wrote on the effects and influence of collaboration on the research performance of universities: an analysis by Federal District and Scientific Fields in Russia reported a positive effect and high influence on the co-authoring process. Effective collaborative research amongst mass communication, including those academics in the faculty has been seriously impacted by their viewpoint towards collaboration amongst each other. Mass communication scholars' reluctance to participate in collaborative research seems to be one of the serious challenges that prevent mass communication students from reaching out to academics both in mass communication and in other related academic faculties. Verzosa (2017) noted that it has been a great concern that there is an enlarged distance between the faculty of mass communication and other related scholars.

### **The Factors Influencing Research Collaboration**

Research collaboration is often conducted for certain reasons. Most of the reasons that account for collaboration include access to special equipment, special skills, unique materials, visibility, recognition, time efficiency, labour efficiency, gaining experience, training researchers, sponsoring a protégé, and increasing outcome (Ezeanolue, et al. (2019). Other reasons are multiplying proficiencies, avoiding competition, overcoming intellectual isolation, confirmation of a research problem, intellectual stimulation of cross-pollination, and spatial proximity. Enjoying stimulating experiences and working with old colleagues are examples of social motivations that are less outcome-oriented. The primary reason for considering collaborative research is usually the

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perception that there is a need that must be met. Individual libraries, for example, may require an integrated online system, a storage facility for rarely used research materials, a costly microform set, or an online database. Participants see the opportunity to pool resources, including money, and intellectual and technical know-how together, to make a purchase or develop a process that will benefit the user community. This means that the goal of collaborative research is to improve mass communication students' research outcomes and to provide better service in university libraries (Robert, et al. 2018). It allows for faster progress, tackling "bigger" problems, increasing outcomes, and getting to know people by creating networks, i.e. an "invisible college," retooling and learning new skills or techniques that allow one to break into a new field or subfield and solve problems. To pique intellectual curiosity and the desire to learn more, as well as to share the thrill of being on the same page as others are also influencers.

Collaborative research among mass communication researchers has numerous advantages. Collaboration increases the likelihood that the necessary knowledge, skills, and techniques will be available among the collaborators, reducing the time spent learning new information or skills (Aldieri, et al. 2018). This is especially important given the increasing complexity of research. Similarly, knowledge and skill transfer occurs frequently within collaborative research relationships and is often a more effective method of learning than classroom instruction. Sharing perspectives and ideas can foster creativity and expand knowledge in ways that would not be possible with a single research perspective. Collaborative relationships may also provide researchers with unique opportunities to collaborate with other researchers that they would not otherwise be exposed to, resulting in increased opportunities for joint publications that are extremely valuable and beneficial to research careers (Sacchanand, 2012).

Another reason for collaboration is the rising cost of conducting fundamental scientific research at the cutting edge of science. With the introduction of information and communication technology in the field of research and information science, the costs of scientific instruments have risen in a geometric progression in many fields. Resources had to be pooled, either regionally, nationally, or globally. As a result of the logistics involved, researchers, including mass communication students, have been forced to collaborate more closely to keep up with the trends of events in mass communication scholarship

A third factor encouraging greater collaboration has been a significant drop - in real terms - in the cost of travel and communication, accompanied by growing availability and ease of access (Negash, et al. 2019). Air travel is many times cheaper in relative terms than it was in the 1950s (when travelling by sea and/or rail was frequently the only option) or even the 1960s, and flights are now readily available between most major cities. They went on to say that the falling cost and increasing ease of communication, particularly with the introduction of smartphones, electronic mail, and fax machines, to name a few, has made collaboration between scientists easier, even

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when they are separated by great distances. This has had a significant impact on mass communication research because advances in communication have reduced the cost and requirements for research collaboration. Furthermore, the aforementioned advancements have frequently reduced the time required to travel or communicate or, at the very least, to receive a response (Melin, 2010).

Further, Ekanem, (2018) states in two different works that scientists and others have demonstrated that science is a social institution in which advancements are critically dependent on interactions with other scientists. In some fields, this may imply the formation of formal collaborations, of organized and, at times, quite large research teams. For others, informal connections may suffice, perhaps in the form of 'invisible colleges' or the 'networks' that have recently gained popularity with certain funding agencies (Melin, 2010). Again, Jones observed \that collaboration is most visible in 'big science'. In the field of high-energy physics, where there are research works to carry out experiments, experts in such tasks as (a) building accelerators or detectors, (b) writing the software for controlling the equipment and taking data, (c) setting up and running the accelerator during the experiment, (d) analyzing the massive amounts of data produced, (e) relating the results to theory, (f) writing up and presenting the results, and (g) fundraising are required. In high-energy physics, no single person can perform or at least do well in all of these specialized tasks, so a team approach with a fairly formal division of labour is required.

### **Problems of Research Collaboration among Mass Communication Students**

Numerous issues tend to impede mass communication students' collaborative research. Such issues include a lack of funds, limited ICT infrastructure, political and cultural issues, a lack of time, and a lack of a strong collaborative climate. On lack of Funds, Ubogu (2012) tasked all levels of government to provide educational services to institutions of learning at all levels of educational systems. The researcher went on to say that libraries are a pillar of education and that mass communication is among the most important educational service providers. In reality, the Federal University libraries fall short of this standard (Melin, 2010). The majority of funds intended for research development are not made available to them. This has an impact on libraries and impedes efforts by libraries and mass communication students to engage in strong collaborative research. This is consistent with Emeasoba (2018) who claimed that libraries at all levels receive very little funding from their parent institutions, and government support for their activities is insufficient. According to Chukwusa (2021), privacy protection is more than just a technical issue; it also includes issues such as eradicating and training research staff and users on privacy, as well as limiting access to personally identifiable information.



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As a result, Melin, (2010). opined that all levels of government should provide funds to improve research collaboration and train mass communication students for efficient and effective research collaboration. Second, unlike other developed countries around the world, Nigeria does not have a well-established system for funding mass communication collaborative research like Japan or the United States, for example. Many countries encourage R&D by developing national research strategies and providing funding opportunities. This is critical in collaborative research because the presence of funding bodies influences research strategy and focus. In the United Kingdom, for example, Wang (2018) explained how the Research and Information Commission influenced the direction and focus of mass communication research. This has not occurred in LIS research in Nigeria since the establishment of Federal University Libraries in South-South, Nigeria. Infrastructural limitations in ICT in some universities' libraries in Southeast Nigeria tend to impede collaborative research. Slow network connectivity, low internet bandwidth, epileptic power supply, and other issues abound in some of the universities in Nigeria (Ubogu, 2011). Furthermore, the majority of libraries have not fully digitized institutional repositories and some of their intellectual works, as well as other research resources that could have been used for collaborative research. As a result, some of the collaborators are having difficulty obtaining materials for their collaborative research activities (Ishola, et al. 2018).

People in Nigeria are fearful, particularly in urban and some rural areas, where armed robbers and 'Boko Haram' kill innocent citizens and even police officers on the job daily. In the absence of adequate information, citizens may develop hatred, frustration, and protest against the government. Citizens frequently take the law into their own hands because they believe the state can no longer protect them and engage in a variety of criminal activities. Because Northerners cannot freely move in the East and Easterners cannot freely move in the North, this situation impedes the progress and continuity of collaborative research among mass communication students (Souvik, 2015).

Time is an important consideration. Travel, the establishment of collaborative research, and the joint preparation of research materials and results for dissemination including agreement research problems, design, and so on all require additional time (Ishola, et al. 2018). Furthermore, it appears that professionals do not have enough time to participate in collaborative research, particularly empirical studies. The number of empirical papers published attests to this. For example, mass communication scholars face a growing number of researchers to teach over time, as well as other information services provided to research patrons on a timely basis.

Furthermore, there is a lack of staff to assist mass communication students in carrying out these functions. This has an impact on research collaboration. Inadequate Collaboration Climate: There is no real emphasis on collaborative research in university libraries in Nigeria's South-East. Many mass communication students appear to conduct their research without consulting others,

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undermining issues of professionalism in Nigerian mass communication scholarship. Collaboration between the government, industry, and academia is lacking in Nigeria because the government and industry are uninterested in sponsoring research. As a result, there is no good avenue for collaboration because most researchers fund their research with their meagre earnings or funds obtained from outside the country. When research is not adequately funded, it will be insufficiently elaborated and will not produce the desired results.

Other sectors, such as industry and government, may not find this useful. However, in recent years, universities have discussed government, industry, and academic collaboration to produce goods and services based on research (Emeasoba, 2018). Sacchanand, (2012) identified several issues impeding LIS research in the United Kingdom which are also relevant to Nigeria's collaborative research initiatives.

Most of the critical factors that appear to create setbacks for collaborative studies in the Mass Communication field include the nature of mass communication education. Others lack research skills and knowledge (Emeasoba, 2018). Emeasoba pointed out the lack of a research agenda that is focused on current issues; a lack of employer incentive and research interest provides reasonable ground for restraints to collaborative studies in Nigeria. Only a few practitioners are involved in the research-practice gap; others are researchers who fail to address issues of concern to the profession. Research is published in journals to which others do not have access and most student dissertations are not adequately disseminated even though they are empirical. These and other factors impede collaborative research initiatives in Southeast Nigeria's Federal University libraries. A comprehensive review of collaborative research would be incomplete without acknowledging the existing costs of collaboration, which are frequently very high.

The most obvious is the financial cost, which is frequently associated with travel and shipping in collaborative relationships. As is customary, the time factor is also an important consideration, especially given the high time demands it frequently places on researchers. Travel, the establishment of a collaborative relationship, and the joint preparation of research material and results for dissemination all require additional time including agreement on the research problem, design, involving other related logistics. In general, collaborative research entails more than traditional research which suggests more meetings, communication, and conferring with a greater number of individuals and organizations, and thus a higher cost, monetary or otherwise, is logically associated with this type of research (Jones and Wilsdon, 2018).

Despite all odds, the level of research collaboration has increased recently. In this century, there have been successive generations of technology, as opposed to the 1960s and 1980s. As a result, funding agencies are frequently unable to provide adequate research facilities to all research groups among mass communication scholars and other researchers.

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The past few decades have shown significant growth in performance by collaborative research teams rather than individuals. Changes in policies, stricter guidelines, and increased expectations of research have led to institutions and individuals turning to others to aid in the completion of the experiments to ensure the work is done timely, thoroughly, and efficiently.

Traditionally, research is conducted independently for many reasons, most of which are no longer valid. Communication between research collaborators who were separated by long distances was cumbersome or impossible, equipment was expensive, many publications took days or weeks to get access to, and data was difficult to come by.

With the advent of the digital era, all of these challenges to teamwork are now obsolete. Teams can collaborate throughout the world, allowing for many perspectives to approach the same problem. With this advantage, studies have shown a strong correlation between research outcomes and collaboration.

### **Factors Hindering Collaborative Research**

The Issue of access to internet connectivity, difficulty in working with colleagues in research as many of them may not contribute anything, and being afraid of inadequate contribution by co-authors in that order were the most established drawbacks discovered in this study. This finding corroborates Abubakar (2012), who reported in their study that some federal universities in Nigeria do not have adequate ICT infrastructure which impedes collaborative research.

Slow network connectivity, low internet bandwidth, epileptic power supply, and other issues abound in the libraries. Another common drawback as reported in this study is an inadequate contribution by some members of the research group and in collaborative research funding. However, it is preferable to form a group of hardworking individuals who have a clear vision of what they want to achieve. It should also have a written policy, a division of labour, and a deadline for submitting the assignment assigned to each person. When each member of the group signs a written policy the agreed-upon date could be met. Others are suggested enhanced internet facilities, reaching agreement on the contributions of each author and choosing areas that they are familiar with.

### **The Benefits of Research Collaboration**

Many studies have demonstrated a positive correlation between collaboration amongst cross-discipline researchers and improved outcomes. These studies consistently show that when researchers work together, even through distance collaboration, the results are more impactful than when an individual academic endeavours to complete the same experiment individually.

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These findings are higher in institutions in which the researchers have access to fully established libraries, laboratories, and other research equipment. These institutions are also more likely to promote, encourage, and allow access to cross-discipline research collaborations through inter-institutional teamwork.

An additional benefit to research collaboration is the access to social networks that allow for those with multiple perspectives, cultures, and demographics to work together towards the same goal. When these different views come together to approach a research topic and can communicate easily through social networking, collaboration and performance naturally increase.

As researchers can share their knowledge with their team, the quantity and quality of the overall findings are increased as well. This is likely due to collaboration that allows each member of the team to use their strengths to aid in bringing knowledge to the table, managing each section of the project based on integrating strengths and buffering weaknesses of the individual. This advantage has been measured quantitatively through citation measures, as the average impact threshold for research quality has risen above the global average for many universities and publications.

### **Challenges of Collaboration**

However, even with all of these benefits, it must be noted that there are challenges to research collaboration that make it difficult for this to be a widespread expectation. The underlying principle behind running research universities and institutions is that knowledge will be absorbed, spread, and created. However, each institution's view relies on its theories of knowledge, which are not universally shared. Creating teams that collaborate on inter-institutional levels, therefore, can result in a disagreement of paradigms that disrupt the outcome of a project.

Individual philosophies and personalities can also challenge collaboration. Teamwork requires strong moral discipline to work together and ignore those whom they would normally not get along with. For teams in which these issues get in the way of seamless outcomes, a strong leader is necessary to guide individuals and keep the team on track with deadlines and focused on the work, rather than the problem.

Other challenges include communication over long distances. Without proper programs, it makes it difficult to collaborate regularly and thoroughly. Access to equipment in developing countries can delay the research altogether.

### **DISCUSSION OF FINDINGS**

**The Influence of Research Collaboration** The study concluded that research collaboration in the area of the study by mass communication students was a high influence. This finding negates (Sacchanand, (2012) and (Ubogu, 2012) reports when the researchers acknowledged that alienation from specialized practice made mass communication students function in clearly 'to

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your tent oh Israel mode', with little or no collaboration. They are not collaborating in research due mainly to variations in their aspiration, the nature of their jobs, know-how as well and status (Souvik, 2015). The evolving responsibility of working collaboratively with other academics in teaching students the rudiments of research skills and information seems not well established (Chukwusa 2021).

Today, research collaboration is one of the best practices in any scientific research because it integrates the ideas of multiple researchers into the intended research. When the rate of collaboration among mass communication scholars in South-East Nigeria is taken into account, the findings show that 73% of them are involved in collaborative writing. This demonstrates that mass communication students participate in collaborative research, which could be due to the ease of writing a paper with a group of people division of labour, and brainstorming involved. Influencing factors in research collaboration among mass communication students. Collaborative research practice's most influencing factors as reported in this study are the enhancement of a team approach in research, the generation of new insights or perceptions that individuals working on their own may not have, and saving time and money because resources are shared amongst others. This finding agrees with that of Souvik (2015) who noted Beaver's eighteen reasons why people tend to collaborate. They are access to skills and expertise; access to equipment, resources, or "stuff" that one does not have; improved access to funds, gaining respect, admiration, and recognition for professional advancement, efficiency, i.e. more hands and minds make it easier to learn the tacit knowledge that goes with the techniques amongst others.

Man is a social being. Interaction between members of a group motivates them to work together. However, what motivated the researchers to study mass communication students for collaborative research was the increased need for specialization in specific scientific fields, which was followed by links with networks and an increase in research costs. This means that research is no longer a personal endeavour, but rather a more scientific and systematic investigation. As a result, others must motivate one another, to play a role that is unique to the individual, to provide ideas that others may not have, and, most importantly, to encourage one another to complete the work logically. Unlike personal research, the study may be abandoned due to obstacles such as funding, a speciality in the area unknown to the researchers, or a lack of encouragement.

## **CONCLUSION**

It should be noted that scientists and others have demonstrated that science is a social institution in which advancements are critically dependent on interactions with other scientists. This study concluded that the influence of research collaboration among academic mass communication students was high. Enhancement of team approach and generation of new insights or perceptions that individuals working on their own may not have are influencing factors in collaborative

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research. Inadequate connectivity/internet access and the difficulty in working with colleagues in research as many of them may not contribute anything were the most established drawbacks established in this study

### **Recommendations**

Based on the findings, the following recommendations were made:

1. Sustenance of the tempo of collaboration by providing the requirement that will make the exercise worthwhile by institutions of learning.
2. A written agreement among the members of the group outlining each member's participation and contribution.
3. Segmenting the work and assigning a specific aspect of the work to each member of the research team to complete within the time frame.
4. Creating funding proposals for collaborative research projects.
5. Teaching, directing, and correcting each member of the research group for they to retain their research writing skills.

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