



Audience Engagement and Gamification Technology Adoption by Select Port Harcourt-Based Radio Stations

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Abstract

The introduction of game-like activities in media content is gaining acceptance and adoption across the various media types. Gamification has presented itself as a veritable tool to engage the audience and attract their loyalty. The radio medium thrives by attracting large audiences who are diverse and heterogeneously dispersed. This work examines audience engagement and gamification technology adoption by select Port Harcourt-based radio stations. It seeks to find out if Port Harcourt-based radio stations adopt gamification practices in their programming, know the type of gamification activities being adopted and examine the challenges faced by Port Harcourt-based radio stations in adopting gamification activities. Premised on the Flow Theory, the study adopts the qualitative survey design and uses Focus Group Discussion and thematic analysis to gather and analyse data. It reveals that Port Harcourt-based radio stations engage in marginal use of gamification activities in their programming, especially competitive call-in programs which have enabled them to earn an increased listenership base. The study identifies poor technology and unethical caller attitude as major challenges against gamification technology adoption. It recommends that radio stations should model their game-like programs to meet the tastes and preferences of the audience, invest more in technology, and create separate desks for radio game programs to ensure more effective audience engagement.

Keywords: Audience Engagement, Gamification, Radio Stations, Technology, Thematic Analysis.

Introduction

From time immemorial, radio stations and other media organs have engaged in activities that earn them audience engagement and loyalty through readership, viewership and listenership. Radio stations as creators of contents that are targeted at mass audience are also in competition with one another. Part of the reasons radio stations take deliberate steps towards engaging the audience is because the radio as a medium is used sometimes with divided attention. In technologically advanced societies, digitised game-like activities such as badges, leaderboards, quizzes, cash registers, storytelling, among others, are regularly being used or integrated into radio programmes to attract audience engagement. These game-like activities also take the form of word games, trivia games and tricky games which attract rewards for participants. In Port Harcourt, the Rivers State capital, Nigeria Info 92.3 FM, Rhythm 93.7 FM and Radio Rivers 99.1 FM compete, so they engage in policies, programmes and activities that will earn them a large share of the listening audience within the coverage area. The nature of programmes packaged by radio stations, especially in Port Harcourt, Rivers State, attracts a lot of competition among broadcast stations. Since many radio listeners consume radio messages with part of their attention fixed on other happenings around the environment, radio station managers need to seek ways of responding to the needs and interests of their audiences in order to retain their attention and loyalty.

To this end, radio stations have begun to integrate game-like elements or activities into their programmes to boost user interaction, excitement, and participation through the addition of competitive elements, rewards, or interactive contents that is capable of motivating listeners to engage more frequently. The radio is a veritable platform for games, and the adoption of game-like activities in radio creates a more engaging listening experience, which can help keep listeners tuned in for longer periods. This practice also encourages interaction using points, badges and leaderboards, among

others. With gamification, radio stations can run simple competitions such as fastest caller, trivia games, tricky games, music battles, or daily challenges. They can also use social media for polls, contests, and other activities such as 'guess the lyric' games, add badges among others to recognise top listeners at specified intervals. So technology has continued to be a major driver of how radio stations across the world integrate gamification elements in their programme packages to the audience (Strachyra, 2012; Chimodo, 2025). With the emergence of more digitised tools that provide interesting games, music, movies, and news, the radio medium is obviously challenged and may completely go extinct if concerted efforts are not made by station managers and owners to reengage the audience using game-like programmes that will attract their attention and loyalty. The above is the reason this study seeks to ascertain how Port Harcourt-based radio stations have adopted extant gamification technologies to keep their audience afloat.

Theoretical Thrust

This study is anchored on the Flow Theory. The theory, as developed by Mihaly Csikszentmihalyi, is defined as a psychological state in which individuals become fully enmeshed or absorbed in an activity and experience optimal engagement and enjoyment. This state is often referred to as being "in the zone." It occurs during challenging activities that stretch one's skills, leading to peak performance and a sense of fulfilment. Adding a voice to the flow theory, Egbert (2003) stated that the theory describes a state of consciousness where individuals experience deep immersion in an activity. According to him, the theory characterises a psychological state typified by intense focus, enjoyment, and intrinsic motivation. 'Flow occurs when a person is fully absorbed in a task that balances challenge with skill level, fostering optimal engagement, learning and performance' (p.459). The flow theory is quite befitting for this study because it dwells within the domain of human psychological state that balances leisure, learning and performance. These are actually the reasons that radio stations and other media types adopt gamification activities in program production.

Gamification in Radio Programming

The incorporation of game-like features into human activities, including learning and media engagement, is not a new phenomenon. Over time, scholars and practitioners have progressively expanded the concept of gamification into various fields, giving it broader applications in communication and audience engagement. Sailer and Hommer (2020) describe gamification as a behavioural design approach that motivates individuals to adopt desired behaviours and remain actively engaged by integrating game mechanics into non-game environments. In their view, gamification enhances interaction, enjoyment, and participation by embedding elements commonly found in games into everyday activities. In recent years, radio broadcasting has increasingly adopted gamification strategies to strengthen audience engagement and build listener loyalty. Within the radio context, gamification may include the use of competitions, reward systems, quizzes, live interactions, and other participatory formats designed to encourage consistent listener involvement. YiIldirim and Sen (2021) observe that tools such as trivia sessions, listener contests, and live polling provide interactive opportunities that strengthen the relationship between radio stations and their audiences. They argue that such approaches make the listening experience more enjoyable and engaging, thereby increasing audience retention across different contexts, including education and media consumption.

Similarly, DeWinter and Kocurek (2014) note that gamifying media content encourages active audience participation. Activities such as voting for music selections, responding to trivia questions, or engaging in challenges help transform listeners from passive receivers of information into active contributors. This shift, according to them, strengthens the emotional and interactive bond between broadcasters and their audiences. Ferrer and Karlsson (2015) further explain that gamification functions effectively as a loyalty mechanism in radio programming. They argue that reward-based systems encourage repeated audience engagement and sustained interest in radio content. They also emphasise that gamification is effective because it leverages fundamental human motivations such as competition, achievement, reward-seeking, and entertainment (p. 371). Sicart (2008) adds that providing incentives such as shout-outs, exclusive content, or backstage access to high-performing participants can significantly enhance listener motivation and participation. Such rewards not only sustain engagement but also foster a mutually beneficial relationship in which audiences enjoy entertainment and recognition, while stations benefit from increased loyalty. He further notes that gamification continues to expand across media industries as radio stations increasingly integrate cross-platform interactive strategies.

Abbott (2000) highlights the importance of integrating radio programming with digital platforms such as social media and mobile applications. He explains that listeners can accumulate points not only through on-air participation but also by engaging with online content. This cross-platform gamification strategy, according to him, broadens audience reach

and creates a more unified media experience, while also enabling partnerships with brands that offer additional incentives to listeners (p. 57). Whitson (2013) expands the discussion by noting that gamification can also promote socially beneficial behaviours. For instance, listeners may earn rewards for participating in charity-related activities or community development initiatives. This approach enhances the value of gamified content by combining entertainment with social impact, positioning radio stations as active contributors to community development.

Gamification practices are aimed at promoting radio stations efficiently because what most producers target when hosting shows is to increase the interaction between them and their audience. Some producers tend to create playlists with the latest hits, while others encourage their listeners to contact them with telephone calls, direct text messages or hit their social media handles. Gamification has undeniably become a veritable way to engage with listeners and boost stations' ratings (Adewunmi, 2021).

Through integrating game-like activities into radio programmes, prestigious prizes are sometimes won because, with the participation of listeners, they become part of the programme as it unfolds; they get attracted, completely enmeshed and hooked. Radio games help the station to nurture a relationship with listeners, knowing that increased awareness will enthrone a faithful audience (Onyeso, 2024). Dwyer (2020) writes that to have an effective gamification outing on radio, station managers should seek sponsorship from companies and wealthy individuals to sponsor contests by offering prizes. "Such sponsorship affords the company an opportunity of being advertised during the programme. This two-way relationship is working effectively in radio station operations (p.221).

Radio Messaging, Gamification and Evolving Digital Realities

From the beginning of commercialised radio broadcasting, radio stations regularly pattern their programmes in such a way that will make them have a larger share of the audience. They tend to achieve this through audience research to identify the audience's tastes and preferences, and follow up with programmes that align with such tastes. As technology evolved, more miniaturised and mobile tech-based gadgets emerged with compelling features that combine sounds and video as well as games, music, news and other items that engage users.

Ashbrook (2018) asserts that a broadcaster's job no longer ends once the show does because concerted efforts must be made to keep listener loyalty afloat. According to him, any prolonged period of inactivity during or after a radio show is an opportunity for listeners to tune out, and sometimes permanently. "Social media has become the King when it comes to Radio Listener Attention; it is the primary method on and off-air for communicating with the station's audience and improving radio listeners' engagement" (p.79).

Twitter, Facebook, Instagram and other social media platforms are being used by radio stations because they have become muster points for updates on content, posing of questions and learning about the station s personally. Goodman (2022) advises that radio stations should post regularly to inform audiences of their presence, and to avoid making the public assume that they have gone aground. He insists that radio stations should see social media presence and activism as part of the job because the digitised media ecology has made it a veritable tool for them to connect and engage with their audience. They can use it to effectively build a loyal fan base and increase listenership. Bottomley (2020) urges radio stations to define their target audience, choose the right platforms, develop a content strategy, be responsive, collaborate with influencers and leverage user-generated content to ensure effective audience engagement in line with digital realities.

Adeyemi and Lawan (2022) added to the above conversation by stating that understanding listeners' composition, choice of platforms, tastes, and preferences was critical to the commencement of any social media activity by radio stations. They further asserted that social media platforms have diverse features and selling points in such a way that every platform has its unique audience and features.

Radio stations should identify the platforms that best align with their target audience. It is a great move to be consistent in creating and sharing content. Mix up content to keep things interesting. You can share behind-the-scenes glimpses, playlists, interviews, promotions, and spotlights (p.123).

According to Küng (2020), social media is a two-way street that compels users to engage with their audience through constant responses to comments, messages, clicks and mentions. This is to encourage conversation through asking questions, soliciting feedback, and creating polls.

Collaborations with influencers are another strategic step towards getting digital game changers and opinion leaders to expand the reach of the radio station, and tap into new audiences. 'So it is a smart idea to identify influencers or micro-influencers who have a genuine interest in radio and collaborate with them (p.89).

In line with current digital realities, keeping the audience intact and loyal requires radio stations to encourage their listeners to create and share content that is related to them. The content could be song recommendations, cover versions, or even personal stories about how the station has impacted their lives. Reposting and highlighting user-generated content, and giving credit to the creators not only bolsters engagement but further creates a community-like impression among listeners (Dwyer, 2020; Goodman, 2022).

From the conversation above, it is evident that radio stations have long been exploring gamification as a veritable tool for enhanced listener engagement and loyalty. Being that gamification is the integration of game-like activities into non-game environments with the clear aim of boosting user interaction, excitement and participation, the radio industry operationalises this function by using competitive elements, rewards or interactive content that can motivate listeners to engage more frequently with their brands. Rahman (2025) writes that using gamification in radio can be done through trivia contests or live polls in such a way that offers fun and dynamism while building stronger connections between the station and the audience. According to him, gamification in radio can benefit the station by creating a more engaging listening experience and helping the listening audience to stay tuned and engaged for long periods. "Gamification can be used as a tool aimed at attracting interaction through voting on songs, answering trivia questions or participating in social media challenges" (p.79). He asserts that as gamification continues to gain traction across different industries, radio stations are experimenting with cross-platform engagements by linking radio shows with social media, websites, or even apps so that listeners can earn points not only by tuning in but also by engaging with contents online. According to him, a cross-platform gamification experience helps to expand the station's reach and create a more integrated experience for the audience. Radio stations can develop partnerships with digitised brands or services that offer listeners a broader range of rewards and experiences in exchange for their participation.

Traditional Radio Messaging, Audience Distraction, and Gamification

Traditionally, radio is a "background medium," meaning that its messages are often consumed while listeners engage in other activities such as working or performing household tasks. This characteristic makes sustained audience attention a major challenge in radio station management and programming. Zichermann and Linder (2010) argue that in today's highly digitised media environment, audiences are constantly exposed to large volumes of content across multiple platforms. As a result, media organisations must adopt innovative technological strategies to attract, retain, and sustain audience attention effectively. They further note that traditional radio messages, such as news broadcasts and advertisements, may sometimes fail to fully engage modern audiences due to information overload and reduced attention spans. In this context, gamification emerges as an effective strategy for converting passive listeners into active participants. O'Donnell (2014) explains that the integration of game mechanics into media content creates immersive experiences that stimulate user interest and emotional involvement. He argues that such strategies not only increase the time audiences spend engaging with media content but also strengthen their emotional connection to media brands (p. 351). According to him, gamification has become a widely adopted tool in modern media marketing and audience retention strategies. Pahara (2013) observes that the digital age has led to an overwhelming flow of media content, resulting in audience fatigue and reduced attention levels. Consequently, audiences often engage with media content in a distracted manner, making it necessary for media organisations to adopt innovative engagement strategies that do not disrupt user experience while still capturing attention. Goode (2009) challenges the misconception that games are only for children, arguing instead that game-based strategies are highly effective in marketing and audience engagement across all age groups. He maintains that scoring systems, rewards, and interactive challenges are inherently appealing to human psychology and have been widely adopted by creative agencies to enhance audience interaction and brand engagement. In a broader sense, gamification is increasingly viewed as a future-oriented strategy for media audience engagement. Its effectiveness lies in its ability to appeal to intrinsic human motivations such as achievement, competition, recognition, and reward-seeking behaviour. Green (2002) supports this position by noting that gamification has gained global relevance due to its capacity to improve audience interaction, strengthen engagement, and enhance overall media experience.

Through the creation of interactive moments, passive listeners are turned into active participants with the hopes of earning rewards such as points, badges and unlocking exclusive content to strengthen the bond between the station and the audience. In more advanced societies, online casinos are already embracing digitised gamification practices through the offering of valuable insights that radio stations can draw from; this may include a seamless blend of entertainment and rewards where players earn points for every game they play. This concept presents radio stations with ideas that can take them away from the old analogue gamification practices in traditional radio messaging to more digitised patterns to accumulate points or badges for participating in quizzes, voting for tracks, or engaging with specific on-air content. Okeh et al. (2025) opine that embarking on well-organised audience research by radio stations will enhance their ability to effectively tap into the gains of indulging in gamification. With well-articulated research, radio stations can produce programmes that would attract audience loyalty and propel them to return to their favourite shows and keep returning for more. According to them, radio stations can use the results of audience research to create game-like activities and programmes that would encourage positive behaviours and loyalty among listeners.

From the body of literature reviewed above, it is suggestive that gamification serves as a powerful tool for enhancing listener engagement, loyalty, and participation in radio programming. By integrating rewards, interactivity, and innovative content delivery methods, radio stations can transform passive audiences into active participants who consistently engage with programming. Generally, using game-like activities in radio programmes has the tendency to foster listener loyalty, engagement and excitement. This is made possible by leveraging the principles and promises of rewards, interactivity and innovative content to transform the listening experiences of the audience. This trend partly holds the key to the future of the radio medium.

Ferret (2015), in the study titled “*Points, Badges and News: A Study of the Introduction of Gamification in Journalism Practice*,” examined how digital news organisations have integrated game-like features into their online platforms and the underlying purposes of such practices. The research involved four case studies drawn from *The Guardian*, *The Times of India*, *Bleacher Report*, and *Al Jazeera*. The findings revealed that gamification in journalism is most effective when it balances both commercial objectives and professional journalistic standards. The study further suggested that narrative-driven storytelling techniques could be used to increase audience engagement, generate traffic, create new revenue streams, and still uphold journalistic ethics and values. Similarly, Sailer and Hommer (2020) conducted a meta-analytical review on gamification in learning, synthesising empirical studies on its influence on cognitive, motivational, and behavioural learning outcomes. Their analysis, based on random-effects models, indicated that gamification produces a small but statistically significant positive effect on cognitive learning outcomes. This effect remained relatively stable in studies with strong methodological designs. However, the impact on motivational and behavioural outcomes was found to be less consistent. The authors also noted that incorporating narrative elements and blending competition with collaboration tended to enhance behavioural outcomes, while the combination of these elements may also support motivational gains. Overall, they concluded that gamification is generally effective as an instructional strategy, although the specific conditions that maximise its effectiveness—particularly for cognitive learning—remain unclear.

In a related study, Yi-Chien (2023) investigated the relationship between gamification and News English learning. Using a quasi-experimental mixed-methods design, the study applied pre-test and post-test assessments alongside students’ reflective responses to evaluate learning outcomes from a gamified instructional approach involving slides, card-based activities, and learning worksheets. The results showed that gamification had a significant positive effect on students’ performance in News English. Both high- and low-performing students demonstrated measurable improvement. Participants also described the gamified learning experience as engaging, enjoyable, and interactive. The study concluded that gamification can effectively support vocabulary development and comprehension in language learning contexts. Medvedieva and Titova (2023) explored the role of gamification in developing media literacy skills among students. They highlighted the growing importance of learner engagement in contemporary education, particularly in contexts where distance learning is becoming more common. Focusing on high school students in India, the study found that game-based ICT tools significantly enhance students’ attention, participation, and cognitive engagement. The authors further observed that integrating game-like educational resources is an effective strategy for capturing and sustaining learners’ interest in academic content.

Pellikka (2013), in a study on gamification within social media, analysed 18 different social networking platforms to assess the extent and nature of game mechanics used. Employing qualitative content analysis, the research focused on

elements such as points systems and badges. The findings indicated that social media platforms widely adopt gamification techniques to attract users, encourage participation, guide user behaviour, and reward engagement. The study concluded by recommending gamification as a useful mechanism for improving user engagement and managing the quality of user-generated content across social platforms. Okeh et al. (2025), in a study on audience research technology adoption by radio stations in Rivers State, Nigeria, reported that painstaking and rigorous audience research was critical to understanding the tastes and preferences of the audience. The researchers stated that for any programme to earn attention on radio, it must be a product of audience research. The importance of the report by Okeh et al. (2025) is that to gamify any programme on radio, audience research must be conducted to ensure that such a programme aligns with the tastes and preferences of the audience.

All over the world, many people listen to the radio with some part of their attention fixed on other activities or happenings around the environment; they sometimes lose listening interest when certain programmes are announced. This Scenario scares radio station owners and managers; this is because they fear losing their audience base and advertising profits. To keep their heads above water, radio stations adopt game-like activities that can keep their listening audience engaged and loyal. In a study carried out in 2017, De Michele and Marco reported that radio stations are faced with serious challenges following the advent of new technologies and changes in media communication models, and that they need to update themselves within extant consumption baskets in the media. In another study by Amira (2025), it was reported that gamification has emerged as a viable approach to increase audience engagement with radio programmes. Amira stated that many radio stations have yet to identify with the reality of using gamification technology to strengthen engagement and listeners' loyalty. Looking at the results generated from the studies above, it becomes clear that many radio stations will lose their audience base and the accompanying revenue if they refuse to adopt gamification technology to retain the loyalty of their audience. Since radio as an outfit depends on listenership to thrive, for Port Harcourt-based radio stations not to engage in activities that will shore up their listenership base will trigger challenges capable of affecting their operations, viability and economic profitability. The above is a problem that made this research study very crucial to undertake. There is also a wide research gap in the intersection of radio programming and gamification in less technologically advanced countries such as Nigeria, where Rivers State is situated. This study therefore broadly examines how game-like activities have been integrated into the programmes of Port Harcourt-based radio stations, hence the need for this empirical study. This study specifically sought to find out:

1. If Port Harcourt-based radio stations adopt gamification practices in their programming
2. The type of gamification activities that Port Harcourt-based radio stations adopt in their programming
3. If the game-like elements adopted by Port Harcourt-based radio stations have led to positive audience engagement
4. The challenges faced by Port Harcourt-based radio stations in adopting gamification activities in their programming.

Accordingly, the study asked the following questions.

1. In what ways do Port Harcourt-based radio stations adopt gamification activities in their programmes?
2. What type of gamification activities do Port Harcourt-based radio stations adopt in their programming?
3. In what ways have the game-like elements adopted by Port Harcourt-based radio stations led to positive audience engagement?
4. What challenges have Port Harcourt-based radio stations faced in adopting gamification activities in their programming?

Methodology

The study adopted the survey design and used Focus Group Discussion to gather data. Twelve participants, made up of tech experts, programme managers and presenters from three Port Harcourt-based radio stations such as Nigeria Info 92.3 FM, Rhythm 93.7 FM and Radio Rivers 99.1 FM, were purposively chosen for the study using the critical case sampling technique. The choice of tech experts, programme managers and presenters followed their critical involvement in programme creation, technical production and presentation in the radio stations chosen for the study. To ensure validity of data, Focus Group Discussion responses were corroborated with participants two weeks after the exercise; this was to ensure that their opinions did not change. Being that the data generated from the field were mainly texts, analysis was done using Miles and Huberman's template of data reduction, display and conclusion.

Results

Table 1: Participants' Responses on Adoption of Game-like Activities by Port Harcourt-based Radio Stations

S/No	Participants	Responses	Analysis
1.	Participant 1	- Quiz games for kids - Name the artiste	Port Harcourt-based radio stations adopt game-like activities such as kiddies quiz, name the artiste, complete the song lyrics and name that tune, among others.
2.	Participant 3	- POP quiz - Complete the lyrics - Name that tune	
3.	Participant 4	- Kiddies quiz - Complete the lyrics	

Source: Focus Group Discussion, January, 2026

Table 2: Participants' Responses on Reasons for Adopting Gamification by Port Harcourt-based Radio Station

S/No	Participants	Responses	Analysis
1.	Participant 5	- To engage the listeners - Earn their loyalty - Earn economic profitability	Port Harcourt-based radio stations adopt gamification practices to earn audience engagement, loyalty, attention and profitability.
2.	Participant 2	To keep the listener loyal to the station.	
3.	Participant 7	To attract audience engagement and attention.	

Source: Focus Group Discussion, January, 2026

Table 3: Participants' Responses on the Benefits of Adopting Gamification by Port Harcourt-based Radio Station

S/No	Participants	Responses	Analysis
1.	Participant 8	Using game-like programmes has earned the station a huge listenership base and returns.	Port Harcourt-based radio stations have earned increased listener engagement, loyalty and economic profits by using gamification.
2.	Participant 10	By using gamification, our station has become highly liked, and our advertisements earn huge exposure.	
3.	Participant 9	Gamifying our content has kept our audience size growing daily. This is the dream of every radio station.	

Source: Focus Group Discussion, January, 2026

Table 4: Participants' Responses on Challenges of using Gamification by Port Harcourt-based Radio Station

S/No	Participants	Responses	Analysis
1.	Participant 8	An unstable mobile phone network is a huge challenge since the games are mainly through call-ins.	Port Harcourt-based radio stations face challenges of poor technology and unethical attitudes from callers.
2.	Participant 12	Inefficient technology is having adverse effects on our radio games.	
3.	Participant 6	Technology and unethical caller attitude are the major challenges to our radio game programmes.	

Source: Focus Group Discussion, January, 2026

Discussion

Field data gathered during the study showed that the Port Harcourt-based radio stations do not embark on extensive use of game-like activities in their programming. The data showed that the stations engage in marginal use of gamification through call-in programmes which enable listeners to play games such as pop quiz, kiddies quiz, complete

the song lyrics, and name that tune. The entire essence of adopting the games is to engage their listeners, earn their loyalty, and, in the long run, earn economic profits, which is a major reason for the radio business. The study further showed that the game elements used by the Port Harcourt-based radio stations have helped to increase their listenership base because more members of the public tune in to participate in the games in order to win the items that are up for grabs.

These results are in line with the position of Amira (2025) that gamification is a veritable means of engagement between the audience and radio programmes. It further corroborates the view of Sailer and Hommer that using game-like activities in the media is an effective way of boosting user interaction, excitement, participation and profitability for the media company.

Also, according to the results, the radio stations used for the study showed clear signs of facing challenges arising from poor technology and ethics in their attempt to adopt game-like elements in their productions. The data showed that while poor network is a challenge, poor caller ethics also affect efficient and smooth airing of radio games in their stations. The above resonates with the views of Pahara (2013) that human society is faced with a myriad of digital tools, and that some societies are not yet developed enough to fully harness the opportunities that lurk within the digital space to enthrone a better quality of life.

The findings from the study further resonate with the articulations of the flow theory, going by the admittance of participants that game-like programs on the radio are increasingly helping to attract more listeners and keep existing listeners engaged and loyal to the station.

Conclusion

From time immemorial, the media industry has been in constant search for strategies to attract a large share of the audience; players in the industry therefore carry out activities that earn them audience loyalty and engagement. With the constant evolution in technology, gamification practices have emerged as effective strategies to engage the audience and keep them loyal to the medium. The study has established a relationship between audience engagement and the integration of game-like elements into radio station content. Audience loyalty is critical to radio stations' survival; it should propel managers and programme creators to undertake rigorous audience research efforts in order to ensure that their content meets the preferences and tastes of the audience. Beyond audience research, the adoption of gamification practices should be deliberate because of its seminal power towards attracting audience engagement and retaining their loyalty over time. The study concludes that the adoption of games to meet the tastes and preferences of the audience has become an established activity that radio station managers should adopt with all sense of professionalism and commitment.

Recommendations

It therefore recommends as follows:

1. Radio stations should regularly review their game programmes in line with the tastes and preferences of their audience
2. More strategic investment should be made in procuring state-of-the-art technology to avoid glitches when airing game programmes.
3. Rewards and benefits to participants of radio game programmes should be tailored to satisfy the needs of the target audience.
4. Separate desks should be created for radio game programmes for greater productivity.

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