



Exploring Internet Radio's Impact on Dispersed Communities in Ghana

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Abstract

Due to constant challenges that migrants face in their host country, which sometimes lead to alienation, they strive to find solace in internet radio which connects them to happenings in their home countries as well as the world as a whole. Satisfaction with information systems (IS) has long been a topic of research in the discipline. It has primarily been employed as a stand-in for IS success. Researchers have utilized DeLone and McLean's extensive model of factors to evaluate IS performance and the interrelationships between the variables. According to their approach, the success of IS is largely dependent on user pleasure. They also suggested that the main antecedents of user happiness are system, information, and service success. This study explores factors that influence the use of the internet radio drawing clues from the major components of DeLone and McLean's success model (DeLone & McLean, 2003). The literature review explores some attribute levels confirmed (e.g. accessibility, empathy, trustworthiness etc.) and extended by an empirical study. The study uses a qualitative approach using interviews to collect data that examines the impact of internet radio on people living in dispersed communities. The results prompt key attributes of Information System (IS) success which are used to chart the impact of internet radio. Our findings reveal that service success attributes (e.g. accessibility, empathy etc.), data success (e.g. understandability and relevancy etc.), and technology success attributes (e.g. availability, ease-of-use etc.) impact the use of internet radio. Using the attributes from the empirical study, a framework is developed to determine the impact of internet radio on dispersed communities. This research presents a novel comprehension of IS success using multi-attributes from key IS components to determine the impact of internet radio.

Keywords: Migration, Internet Radio, Dispersed Communities, Alienation, Framework

1. INTRODUCTION

International migration has always been part of the world and will continue unabated because the world has become a global village. In this context, dispersed communities refer to people living away from their homeland or place of origin. Members of such communities' face problems, such as unfriendliness when they reach their host country and therefore have a need to build ties and remain



connected with the people in their home country. Many migrants find comfort in using internet radio to stay up to date on current events and to feel included in activities that take place in their homelands. Technology has been essential in reducing the sense of alienation that migrants experience in their home communities [1].

One of the biggest problems in the field of information systems (IS) has been measuring its impact. One of the goals of IS researchers has been to examine users' satisfaction with software applications. Establishing gratification has been utilized as a stand-in to determine software impact. Researchers can explore the influence of IS by using the DeLone and McLean (D&M) model [2]. The main antecedents of user effect are information success, system success, and service success [2]. Since the beginning of the IS sector, determining the success of an IS deployment has been a crucial issue. System utilization, user happiness, IS performance, and IS effectiveness are only a few of the markers of IS success that scholars have put forth. Researchers have utilized a thorough model of variables presented by DeLone and McLean to evaluate IS success and the interrelationships between the variables. According to their paradigm, user satisfaction is essential to the success of IS. They also suggested that the quality of the system, the information, and the services are important factors that influence user happiness. Their research is among the first to suggest that user perceptions of the essential elements of an IS impact success and to develop a model of user happiness that goes beyond these elements. To comprehend the IS user experience and how users view IS success throughout several interactions with an IS, we must comprehend the relationship between success with attributes, components, and the overall IS.

Although some studies have used these facets of IS success to explore software impact, none have focused on the attribute-level of internet radio and its effects on listeners as software users. As an internet service, radio becomes an information system provided that extra digital content and online facilities are added to the audio streaming. In this research, key characteristics of the main elements of IS success are, therefore, utilized to map the influence of internet radio on dispersed communities. The researchers contend that evaluating all or a combination of the criteria is necessary to determine the impact of internet radio.

The purpose of this study is to empirically ascertain how internet radio affects migrants in Ghana's Western Region, particularly those who are traveling across national boundaries. The region's mineral wealth has made it a desirable location for foreign enterprises to conduct business. These international businesses hire expatriates to supplement the local staff's technical knowledge. Numerous difficulties that migrants encounter while residing in their host communities have been discovered by research of which cultural concerns, linguistic proficiency, and emotional preparedness are the most difficult [3]. Listening to internet radio

stations does not only provides amusement but also elates them to events in their home nation.

Migrants' incapacity to comprehend the language and cultural norms of their new nation can result in social marginalization [4]. This conundrum is made even worse when migrants are perceived negatively by local populations and not as people contributing to the growth of their host nation [5]. The World Bank claims that because immigrants fill jobs where there is a shortage of native-born workers, countries gain from immigration at both the high and low ends of the skill range [6]. Migrants often find comfort in internet radio to mitigate their alienation. However, existing research does not provide a clear picture of the attributes of internet radio that can be used to determine its success and impact. This research aims to fill this gap in IS knowledge. For users of internet radio to better appreciate and enjoy the radio service, which is a recipe for mitigating migrants' alienation, service providers can identify an object (product or service). key attributes and evaluate users' gratification with individual attributes with their contribution to general gratification. Migrants use of the internet radio for local programs (eg. civil society activities) of their host countries will assist facilitate intercultural interaction with their host countries. A conceptual framework was formulated based on a literature study (see [7]) and this paper aims to refine the conceptual framework based on the results of the empirical work. The aim of the paper is to develop a framework to determine the impact of internet radio on dispersed communities. As previously said, there is currently a lack of comprehensive model of IS success that assesses satisfaction with the three main IS components outlined by the literature (DeLone & McLean, 2003): the IS's supporting service, technology, and information successes as far as internet radio impact is concerned. Our model will assist practitioners and scholars in comprehending the relative significance of IS attributes in influencing user satisfaction assessments. We suggest an outcome-oriented attribute-level model of success to examine the overall impact of an IS on users.

1.1. Attributes of Service Success

Since the internet provides a crucial link to information that surely helps users maintain connections with domestic and international issues in daily life, access to the internet has become essential. As a result of improvements made to its network infrastructure, Ghana's penetration rate has increased [8]. Service success refers to the quality of the support, that system users obtain from the IT support personnel [9]. The experience users have with the product should be prioritized over data integrity and product functionality. It is therefore imperative to have access to internet connectivity in order to connect to internet radio. Accessibility will, therefore, be incorporated into the elements that make up the framework.

Ghana's internet penetration rate rose from 35% in 2017 to 48% in 2020 [10-13]. Ghana's broadband access is facilitated by an undersea fiber optic network which supplies internet connections to customers at high speed and assures its availability [13]. With this healthy internet connectivity, users are assured of a reliable, fast, and continuous internet connection [14, 15]. As a result of this, service providers can assure users of their continued connectivity to the internet to enable them to enjoy listening to internet radio. In this sense, assurance will also be considered part of the framework.

1.2. Attributes of Data Success

The desired specification of the internet radio output [9, 16] or the caliber of the information generated by the internet radio is referred to as data success. This relates to evaluating the internet radio's content components. Internet radio was, for example, utilized in Hong Kong to promote anti-globalization, anti-neoliberalism, and pro-democracy [17]. Internet radio was also used to broadcast relevant information to the masses during an earthquake disaster [18]. Relevancy is, therefore, a determinant of the influence of internet radio.

Listeners typically view material from internet radio shows as reliable and comprehensive [17]. Good and complete information constitutes a reliable service that can be trusted by the audience [17]. Therefore, the goal of internet radio is to be thorough and trustworthy. Thus, pursuing trustworthiness and completeness will be part of the framework. Because users need accurate information, requiring **accuracy** should also be an attribute of the impact of internet radio [19].

1.3. Attributes of Technology Success

Technology success is another desirable characteristic of internet radio [9, 16]. Even if internet connectivity can be ideal, technological advancements could provide a significant obstacle for internet radio users. Internet radio audiences can listen to their programs using playback capabilities (such as web browsers on a regular PC and mobile devices with IEEE 802.11 connectivity). If the user wishes to enjoy using the system, the system's quality is crucial. For example, IIUM radio, a recently launched internet radio station on the campus of the International Islamic University Malaysia (IIUM), has more listeners because of its compatibility and adaptability [20].

University experts, such as instructors and students from the engineering and information technology faculties, use technology to fix any problems with the system by replacing the Microsoft system with open-source technologies, which makes the system more adaptable and compatible with new developments in technology [20]. Since technology is constantly changing, a system's adaptability is

crucial to its users, necessitating the inclusion of the degree of flexibility in the framework. Radio broadcasting signal impairment is one of the many reasons why individuals occasionally cannot listen to the radio over the air. Nonetheless, a show is accessible to its audience due to the features of internet radio, which reaches people worldwide due to the ubiquity of the internet [21-22]. Availability is, therefore, another factor used to assess the influence of internet radio. Due to internet radio's consistency and scope, it can be regarded as a dependable software system. As a result, the framework will include the desired reliability [22].

Twenty middle-aged individuals participated in a study to examine the usability of MeUse, a new internet radio station [23]. The participants all agreed that the interface of the station was simple and easy to use. In a comparable scenario, users found the internet radio station they created, Meerkat, enjoyable because of its user-friendly interface [24]. This prompts the inclusion of ease-of-use as an attribute when one determines the impact of internet radio.

1.4. Internet Radio Usage

The term "use" or "need to use" describes how the internet radio is really used. It dictates what a user utilizing the internet radio does. Everything the participants do, including visiting the website, surfing, and listening to their favorite program on the internet radio is determined by it. Aguiar and Waldfoegel [25] allude that between 2012 and 2015, the number of internet radio users worldwide doubled on an annual basis. Sikka [26] also confirms the continuous use and popularity of radio broadcasting through the internet across the globe. Because of its use, internet radio's popularity continues to rise. Internet radio has been used globally as an educational tool [20, 27] as a social tool [28, 29] and as a development or democracy tool [30, 31].

Benefit establishes the extent to which internet radio has contributed to the impact of users' lives away from their home country. Internet radio has so many advantages that it is referred to as participatory media [32]. This type of media lets its listeners create their content and can be used to support psychoeducation and non-formal learning in the area of mental health and other related topics. Additionally, [32] recognize the value of participatory radio, which promotes inclusivity in decision-making by allowing listeners to contribute to the creation of content and appeals to the masses who are excluded from active learning. Their initiative to develop a participatory internet radio station, which was implemented to combat the growing trend of mental illness, benefited the citizens. Internet radio has also been very beneficial to university communities. One instance is how internet radio was utilized to supplement the responsibilities of IIUM's Department of Communication as an instructional laboratory [20].

1.5. Identified Gap

There is inadequate knowledge on the impact of internet radio and some gaps remain in the literature. First, although it is evident that the applications and advantages of internet radio have received increasing attention in recent research, there is currently insufficient mechanisms for assessing the satisfaction that users derive from the information system or how internet radio has benefited communities' voiceless members. While the majority of writers base their articles on the advantages of internet radio, they do not take into account the characteristics that contribute to the impact that the user will experience when utilizing the technology. Without determining a comprehensive strategy for attributes and components like data success, technology success, and service success, internet radio research has taken a one-size-fits-all approach. Few user satisfaction studies have taken into account judgements at a sub-dimensional level; most have concentrated on summary judgements of an IS as a whole. This paper aims to ascertain these general conclusions on the influence of internet radio. We contend that all or a combination of attributes must be evaluated for impact. The researchers were unable to locate any research that examined the total effects of internet radio on individuals residing in geographically scattered communities, taking into account factors like data success, technology success, and service success.

The layout of this paper is as follows: Section 2 on the paper's methods discusses the population and sampling techniques, data collection, and data analysis. Section 3 focuses on the empirical results and highlights new attributes for the framework. Section 4 concludes the paper.

2. METHODS

Qualitative methods emphasize the finding and interpretation of people's experiences and aid in providing a more detailed explanation of phenomena that are researched. This strategy is distinct from a quantitative strategy that emphasizes testing variables using a confirmatory statistical technique to validate the results. Because this study aims to explore how people utilize internet radio to cope with real-life events, a qualitative approach was chosen. Therefore, qualitative research can help understand the success or influence of internet radio by examining the daily lives of many unique individuals and their thoughts under various settings related to this study [33]. The ability to plan in-depth research about a broad range of issues, such as the impact of internet radio on people living in dispersed communities, is another reason for conducting qualitative research. Additionally, compared to other approaches, the qualitative method offers greater flexibility in selecting themes of interest. Ethical clearance for the study was obtained [and the details will be shared after the peer-review process].

2.1. Population and Sampling Techniques

Participants from three districts (Ellembelle, Tarkwa-Nsuaem, and Sekondi Takoradi) in the Western Region of Ghana who use internet radio make up the study's population. Purposive sampling was employed to choose the original interview subjects. A qualitative study should have a sample size of five to twenty-five [34, 35]. According to [36], the uniqueness of a research study's contribution is not always ensured by a high sample size. Numerous research papers have associated a small sample size with depth and value. The aforementioned assertion has been concurred by numerous researchers by mentioning that qualitative sample ought not to be too large, thereby evading bias [37]. [38] attest that it takes a sample size of 12 to reach saturation. [39] also admit that qualitative sample size must be justify on the bases of data quality and further argue that small sample size is justify because of the ease in studying it intensively. As a result of the aforementioned arguments, the study obtained nineteen participants selected using purposive sampling. These 19 individuals were chosen based on two criteria: (a) they must be living in the chosen district in the Western region of Ghana (b) They must be users of the internet radio.

2.2. Data Collection

Semi-structured interviews were used to collect data. Prior to every interview, participants were asked for their consent to be recorded. Every participant consented to be recorded and interviews were captured using a digital recorder. After that, Microsoft Word was used to transcribe each audio recording. The interview data was collected with the intention of capturing information that was commensurate with the objective of the study, thus to determine the impact of internet radio. Purposive sampling was used to select participants who could provide valuable information related to the research question. Semi-structured interviews were held with participants sampled from selected districts (Ellembelle, Tarkwa-Nsuaem and Sekondi-Takoradi) in the Western Region of Ghana. Every participant was asked the same set of questions at different times. Participants were contacted in advance of the interview to obtain their permission to be interviewed. Before the actual interview began, the goal of the study was explained after approval.

A semi-structured interview questionnaire with 47 questions to which participants were asked to provide answers served as the data gathering tool. During the interviews, some of the questions posed were: How frequently do you utilize internet radio? Do you think the possibility of getting access to the internet by the internet service providers will influence the use of internet radio? Please explain your answer. Do you think the information is easy to understand? Please explain your answer. How do you think the information is appropriate for everyday life?

Do you think the information is credible? Please explain your answer. Do you think internet radio is user friendly? Please explain your answer. Do you think the internet radio is easy to use? Please explain your answer. Do you think using internet radio has enhanced your daily life away from home? Please explain your answer. What are some other benefits you attain from listening to internet radio?

2.3. Data Analysis

There is no quick fix for qualitative analysis; rather, this type of study is interpretive, subjective, and involves the researchers directly [40]. While there are several approaches to qualitative data analysis, there isn't a single optimum approach. The method one selects is frequently determined by a number of factors, including the study's goals, scope, and research questions. Thematic analysis is used in this study. The process of searching for, identifying, analyzing, and reporting on themes are important to the phenomenon under study [41]. The researchers employ thematic analysis as a technique for examining qualitative data that comprises searching, examining, and reporting recurring patterns throughout a data collection [42]. The thematic analysis technique provides a systematic approach that helps researchers generate codes and themes for a simple interpretation of the findings and a more thorough understanding of the phenomenon.

The researchers employed the six stages of the most widely accepted methodology for thematic analysis, which are as follows: Familiarizing with the raw data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report [43]. This constitutes the data analysis process. This method was crucial since it aided in the coding of the unprocessed data, which allowed the themes to surface in each category. The interviews from participants were transcribed and later imported into the NVivo and data analysis was performed. The NVivo software allowed us to organize, analysis and visualize the data set, finding the patterns it contains. We identify important statements or phrases and organize them into brief labels. Codes were categorized into more general themes like ease of use, accessibility, and so forth. We make sure that the themes appropriately reflected the codes and the entire set of data, elucidating each theme's meaning and connection to the study questions. In stages one to three of the data analysis process, codes generated in the initial interviews were applied to the raw data to check how credible they were, while new codes were also generated. In stages four and five, themes were refined and the researchers created a definition and narrative explanation of each theme.

Coding is the first analytical stage of the procedure, which aids in the fine-grained, targeted organization of data that follows the familiarization of the data set. As interview responses of individual participants are uploaded, we started to identify

segments (phrases, sentences, or paragraphs). The researchers essentially assembled different codes to form overarching themes. The themes and their associated codes are presented in the thematic map in Figure 1.

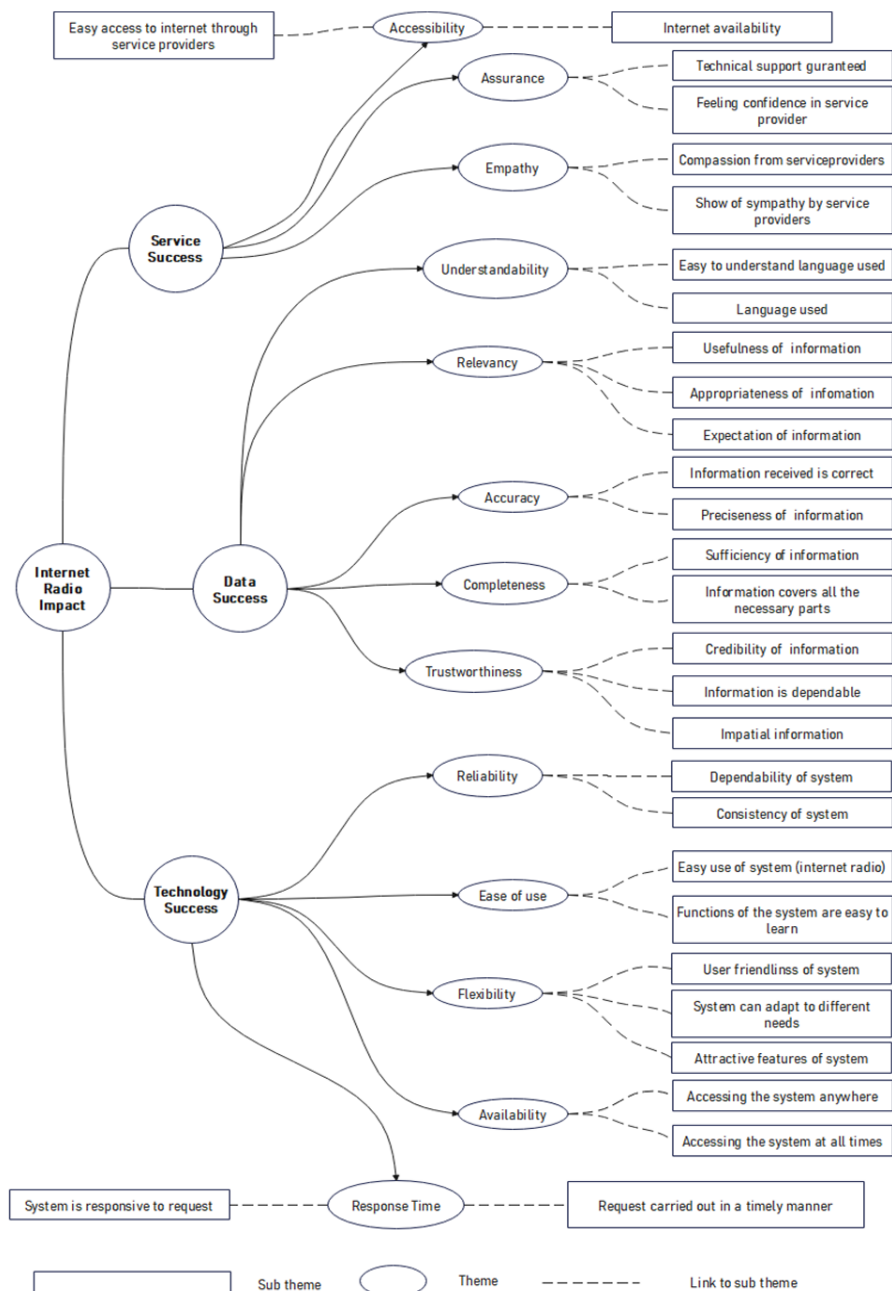


Figure 1. Thematic map

The sub-themes are rectangular in shape, whilst the main themes are oval. Links between the sub-themes are indicated by the dotted lines. The participant accounts for each theme are detailed in the section 3.

3. RESULTS AND DISCUSSIONS

3.1. Internet Radio Usage

The session aimed to determine the extent to which participants use internet radio, and the findings revealed that most participants regularly engaged with internet radio. The primary reason for this preference was the ability to access programs from their host country and the world as a whole. Internet radio provides a broader range of content, catering to diverse interests and needs. A participant (P10) said, “I use the internet radio all the time.”

Another participant emphasized that internet radio surpasses traditional radio in many aspects, which is why many people prefer using internet radio. Internet radio offers unrestricted access to broadcasts from any country, removing the geographical limitations inherent in traditional radios. Findings reveal that the majority of participants use internet radio frequently, indicating that internet radio is an integral part of their daily routine. In short, internet radio catered to various needs of participants, including educational, and political needs. Its ability to provide global access to diverse content makes it a valuable tool for staying informed and connected.

3.2. Service Success

The internet radio framework indicates that service success, which refers to the quality of the support that the system users obtain from the IT support personnel [9, 16] has accessibility, empathy, and assurance as its attributes. All participants assert that internet radio accessibility depended on internet access. Most participants indicate they will continue using internet radio if internet connection remains readily accessible, thereby making internet access an essential service for internet radio use. The finding reveals that accessibility will influence the use of the internet radio. This is what a participant (P1) said: “.... Yes of course, if I get internet, it will let me use the internet radio.” Accessibility is the ability of users to have access to the information system through the internet. This finding indicates the importance of internet availability in facilitating access to internet radio. This has implications for digital infrastructure development by policy makers in dispersed communities.

The findings reveal that users will be influenced to use internet radio if the support service personnel convey attention and care to the users during the time of

discharging their duties [44]. Participant (P1) said, “Yeah, exactly, if I am shown compassion, it will impact my use.” An empathetic individual is one who can be easily approached. They are also open to others, thus they are receptive to listening, comprehending, and offering guidance. The implication is that users get the impression that the internet radio supporting personnel are paying attention to them, are understanding, and are seeing things from their point of view. Users feel the technical support personnel can be honest with them and for that reason feel comforted to share their experiences. Empathy gives users courage, strength, and comfort. However, some service support personnel have a bad attitude towards their customers when discharging their duties and hence the onus lays on the part of the internet radio operators to make sure their service personnel depict some reasonable attention and caring to their clients whenever they have to meet them to discharge their obligations. This implies that the user’s situation can be improved because operators turn to comprehend and share their feelings. Empathy is a new concept and will be added to the framework.

Similarly, users will be influenced by the information system if the internet radio service providers inspire trust and confidence during their discharge of duties [43]. Participant (P16) said, “...Yeah, if the network provider, sim provider can at least give us an assurance that maybe better network infrastructure, to boast...because you are streaming it online...to boast our streaming, that would be very good.” This finding implies internet radio service providers have to assure users of their readiness to attend to users whenever they are called to duty. Thus, users should have confidence and be assured of resolutions by the technical service providers when they have technical issues. Participants are enthusiastic when they get assured by the internet service providers of technical support which includes healthy internet service which is a recipe for them to enjoy smooth broadcasts from the internet radio without much delay during the streaming of programs.

3.3. Data Success

The internet radio framework indicates that data success, which refers to the desirable specification of the internet radio output [9, 16] or the quality of the information produced from the internet radio has the following attributes, understandability, accuracy, relevancy, completeness, and trustworthiness. This has to do with assessing the content aspects of the information system. Findings reveal that participants listened to internet radio in various languages, predominantly English, Pidgin English, and French, with others such as Hausa and Bamun from Benin. The findings reveal that the ability of users to understand the language whenever they tune into the internet radio [44] to a large extent impacts their use of the internet radio. Most of these users echoed that they listen to programs in their local dialect. Participant (P1) said, “... I normally listen to the internet radio in my local language and ‘pidgin’ English. You know pidgin English is common in

Nigeria and everybody speaks it, even older people who didn't go to school." This implies that users grasp the information they have been yearning for whenever they listen to their preferred programs. Understandability is a new concept and will be added to the framework. The findings depict that users of internet radio were influenced to utilize the information system because of the reason that information from internet radio is free from error [44]. This is a data quality component relating to the correctness of the information provided by the internet radio. "Yes, the information is correct because it is what is happening there that they say" [P4]. The findings again reveal that users will be influenced to use internet radio because they consider the content of information salient to them [44]. Almost all participants said the information they received from internet radio was appropriate and easy to understand. This is what participant (P6) said: "It is useful because mostly, they talk about the politicians. I have an interest in politics so I get to know what is happening there." This implies that the relevance of the content delivered through internet radio is vital in influencing user engagement.

The findings reveal that users were influenced to utilize internet radio because they believed the content contains all the necessary parts of the information they want [44]. Participant (P11) said, "Yes, most of the time they go deep, sometimes they talk about freedom of speech". Information completeness is significant because it establishes the comprehensiveness of the information broadcast from the internet radio. This implies that the ability of users to rely on the information they seek for their engagements, be it social, political, educational, and many more, is undoubtful deep (thick) and comprehensive. Again, the findings show that the credibility of content from the information system impacts the usage of internet radio [44]. This is a quote from the participant (P5): "I believe everything they say". Users want to listen to content that can be trusted. This implies that users are eager for information that are current, free from biases, rather than conjecture to assist them make fast and efficient decisions.

3.4. Technology Success

The internet radio framework indicates that technology success, which refers to the desirable characteristics of the internet radio [9, 16] has availability, flexibility, reliability, ease of use, and response time as attributes established by the findings under it. The findings reveal that user's utilization of the internet radio is impacted by the availability of the information system. Internet radio is available anywhere and at any time, where the internet can be accessed. One of the participants (P12) said, "Yes, I get it at all times I need it". This availability is a significant advantage, allowing users to stay informed regardless of their location. The findings imply that the importance of internet availability anywhere facilitates access to internet radio.

The findings disclose that user utilization is impacted by the information system's adaption to changing requirements as well as the user-friendliness of the internet radio [44]. Participant (P9) said, "Yes, it is flexible. You can customize it to how you want it to be like". This result implies that users can resort to trial and error to obtain the information they need or to get the system to do what they want. Through the flexibility of the internet radio users can customize their experience and also enjoy recording content at their convenience. The findings reveal that the system's ease of use also impacts people's use of internet radio. Participant 16 highlighted these qualities, remarking, "It is very simple and even for that one, you can decide to record. If you have a smartphone, you can record as well as use it in other ways". This is because users use the systems to obtain information with little or no technical complexity. The findings disclose that users feel relaxed when using the internet radio wherever they find their selves. This ease of use makes it usable to a broader audience, ensuring that users can quickly adapt to the platform and make the most of its offerings.

Again, the findings reveal that internet radio to an extent functions reliably, thereby influencing people's use of the information system [40]. The information system reliability in this context is the extent to which the internet radio aids the users in their information acquisition and it can be at anytime and anywhere. One of the participants (P12) said, "Yes, I get it at all times I need it". Nearly all participants affirm that internet radio was very reliable. Findings reveal that the extent to which internet radio carries out requests for action promptly has an impact on its usage. Participant (P6) said, "yeah, the response time is good, because the only thing that will prevent me from getting the information is when I have a poor connection, but as far as my connection is on point, I easily get what I want at the right time". Response time is the ability of internet radio to respond quickly to users' actions. The findings disclose that users do not have difficulty in the response time of the information system because they can listen to their programs immediately after they connect to the internet radio station. Conversely, there was a united call among participants that the ability for the internet radio to carry out their request promptly enhance their access to real-time live streams. This implies that there is a decrease in time in obtaining the information users sought. Response time is a new concept and will be added to the framework.

3.5. Internet Radio Benefits

The advantages gained from internet radio were substantial from the participants' point of view. The benefits ranged from receiving desired information to enjoying entertainment provided by internet radio. This is what participant (P9) said: "I have attained much benefit from the internet radio being it entertainment, education, and news...just keeping up with what is going on in our country without feeling bored". The ability to stay informed about events and make strategic decisions was

a key advantage. Participants found internet radio to be a reliable source of real-time updates, which was especially useful for those involved in business or frequent travelers. Additionally, the entertainment aspect was not overlooked, as participants enjoyed listening to their favorite programs, which enhanced their overall experience.

The combination of timely updates, access to diverse content, and entertainment options highlighted the comprehensive benefits of internet radio. The constant availability of internet radio provided companionship, reducing feelings of solitude and offering a form of virtual social interaction. In essence, internet radio's capability and benefits obtained by participants, regardless of their geographical location, enhances its appeal to users by facilitating access to a wealth of global information. The overview of Internet radio attributes framework as shown in Figure 2.

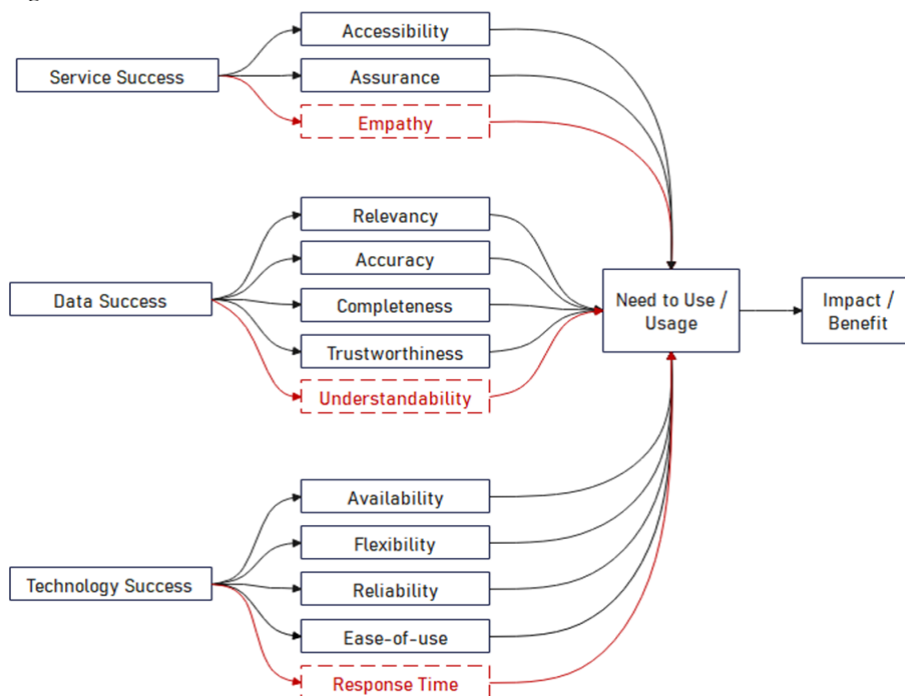


Figure 2. Framework of Internet Radio Attributes for Dispersed Communities

3.6. Discussion

The findings of this study highlight the growing significance of internet radio in the daily lives of users. Many participants regularly engage with internet radio because it provides unrestricted access to content from their home country and the wider world. Unlike traditional radio, which is limited by geographic

boundaries, internet radio offers a diverse range of programs catering to various interests. This aligns with previous studies indicating that digital media platforms are preferred for their flexibility and global reach. For many participants, internet radio is not just a source of entertainment but a vital tool for staying informed on political, educational, and social matters.

Service success plays a crucial role in shaping user engagement with internet radio, with accessibility, empathy, and assurance emerging as key factors. Accessibility is entirely dependent on internet availability, as participants confirmed they would continue using internet radio as long as they have a stable internet connection. This finding underscores the importance of digital infrastructure, particularly in dispersed communities where internet access is often inconsistent. The study also reveals that users value empathy in customer service. When technical support personnel show understanding and compassion, users feel more encouraged to continue using the platform. This aligns with existing literature on customer service, which suggests that emotional intelligence in support services enhances user satisfaction. Furthermore, trust and assurance from service providers also influence engagement. Participants expressed the need for service providers to guarantee network stability and prompt assistance when technical issues arise. Reliable service delivery builds confidence, ensuring that users feel secure in their continued use of internet radio.

Another crucial aspect of internet radio usage is data success, which relates to the quality of content provided. Participants emphasized the importance of understandability, accuracy, relevance, completeness, and trustworthiness. One significant finding was the role of language diversity in increasing accessibility. Many users preferred listening to programs in their local dialect or Pidgin English, highlighting the need for multilingual content. This supports previous research suggesting that linguistic inclusivity enhances audience engagement. The credibility of information was another major factor, as users expressed trust in the accuracy of content broadcasted through internet radio. They valued the fact that programs covered political and social topics in depth, providing comprehensive and relevant insights. This demonstrates that internet radio serves as more than just a platform for casual listening; it is a reliable source of information that helps users stay updated on current affairs.

Technological factors also play a pivotal role in the success of internet radio, with availability, flexibility, reliability, ease of use, and response time influencing user engagement. The ability to access internet radio at any time and from any location was a major advantage for participants, reinforcing its role as a tool for digital inclusion. Flexibility was another key factor, as users appreciated the ability to customize their listening experience. Features such as recording programs for later use enhanced user satisfaction and allowed for greater convenience. Additionally,

the study found that ease of use significantly impacted adoption, as participants found internet radio simple to navigate, even with limited technical knowledge. The reliability of the platform was also a recurring theme, with users expressing confidence in the system's stability as long as they had a strong internet connection. Response time was another important aspect, as users valued the immediate access to content without long buffering delays. This highlights the need for continuous technological advancements to ensure a seamless listening experience.

Beyond accessibility and usability, the study also found that internet radio provides substantial benefits to users. Participants reported gaining valuable information on political, social, and economic topics, reinforcing its role as a primary source of news and education. The real-time nature of internet radio allows users to stay informed on global events, which is particularly beneficial for those involved in business or who frequently travel. Additionally, internet radio serves as a source of entertainment and social connection, reducing feelings of isolation. Many participants noted that listening to their favorite programs helped them feel more connected to their home country and community, even when living abroad. This supports previous research suggesting that digital media platforms fulfill both informational and emotional needs.

The findings of this study confirm that internet radio is a valuable digital tool that enhances access to information and entertainment while catering to the diverse needs of users. However, its continued success depends on factors such as internet accessibility, service quality, content accuracy, and technological efficiency. Policymakers must prioritize improving digital infrastructure, particularly in underserved areas, to ensure widespread access to internet radio. Service providers should focus on delivering empathetic and reliable customer support, while content creators must maintain high standards of accuracy and relevance to retain user trust. As digital media consumption continues to grow, ongoing improvements in internet radio technology and service delivery will be essential in maintaining its appeal and effectiveness.

4. CONCLUSION

The internet radio framework proposed above validates and amends the D&M model. The results of the study indicate that the major components (i.e., service, data, and technology success with its associate variables, such as accessibility, assurance, empathy, relevancy, accuracy, completeness, trustworthiness, understandability, availability, flexibility, reliability, ease-of-use, response time and their link to the usage/need to use internet radio and its impact/benefit) are valid determinants of the Framework of Internet Radio Attributes for Dispersed Communities, which is the most important contribution of the paper.. Evaluating all or a combination of the attributes is essential to determine impact. With regard

to the usage of internet radio by dispersed communities, the framework can be utilized to determine the total impact or benefit that can be achieved through the attributes of the three main essential elements of IS success (data, service, and technological). By applying the framework, internet radio operators can create tailored strategies and programs for listeners, which will, in turn, enhance user experience, and so have a greater impact on the user. It will also assist internet radio operators in improving their relationship with their audience as far as their services are concerned. By providing an outcome-oriented view of user experience, this study also advances theory and the literature in using a multi-attribute approach to determine the impact of an information system with its components. This will help researchers better understand and identify the impact of the information system. Our model can assist service providers in pinpointing the main issues so they can develop focused plans to enhance user satisfaction with their goods and services and enjoy the rewards of happy customers, like increased use, system engagement, customer loyalty, and sales. Practitioners can utilize this study's helpful diagnostic tool to evaluate systems inside an organization and identify areas where users' experiences with an IS can be improved on several levels. Additionally, service providers can use it to gauge and compare customer happiness among the many categories of users, organizations, and industries that utilize their goods. This interim framework will be validated in future work using a group of experts on internet radio as we as testing the framework with a larger and more diverse sample. We also recommend the need for an enhanced digital infrastructure in dispersed communities by policy makers.

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