THE ROLE OF THE NEW MEDIA ON NEWSPAPER READERSHIP AMONG RESIDENTS OF KADUNA METROPOLIS

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DECLARATION

I hereby declare that this M.Sc. Dissertation titled **"The Role of the New Media on Newspaper Readership among Residents of Kaduna Metropolis,"** has been researched and written by me. Except where explicit reference is made to the contribution of others, this research is the result of my own work and has not been submitted anywhere before now for academic award.

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CERTIFICATION

This research project is an original work of Esther Abimbola Damisa with registration number P13SSMM8031. It satisfies the requirements for the award of the degree of Masters of Mass Communication in the Department of Mass Communication, Ahmadu Bello University, Zaria.

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DEDICATION

This dissertation is dedicated to my husband, Dr. E.O.A. Damisa and my children; Sharon, Lilian, Samuel and Joshua for the love and understanding shown to me. May the Lord bless you all.

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I give all thanks to the Almighty God for His mercy and enablement to accomplish yet another task in my life, all glory and honour to His Holy name. My sincere gratitude also goes to my love; Dr. E.O.A Damisa, for the support, understanding and cooperation. He has indeed being a great pillar of support, may our good Lord continue to bless you.

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ABSTRACT

This research work examined the role of the new media on newspaper readership among residents of Kaduna metropolis. The basic objective of the study was to examine how often respondents read online newspaper whenever they access the internet and to ascertain if there is a relationship between the purchase of offline newspaper and online newspaper readership as well as how age affects respondents' preference for online or offline newspaper. The Uses and Gratification as well as Social Category Theories were used to explain this work. The survey method was used in this study through the administration of questionnaires which formed the main source of data collection, while the Chi-square test was used to check relationships. The research established that there was no significant relationship between access to the internet and online newspaper readership. It was also established that the main driving force for reading online newspaper was convenience. This study also established a significant relationship between readership of online newspaper and purchase of offline newspaper. A significant relationship between age and preference for newspaper was also established. Also, it was discovered that there is dearth of reading culture especially among younger people. However, there may be other factors like age and dearth of reading culture militating against the sales and readership of offline newspaper other than the free online newspaper readership. It was recommended that government establishments as well as private companies should endeavor to place adverts on pages of newspapers to ensure their survival and people, especially youths should also be encouraged to read newspaper.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The internet has become a phenomenal source of news and information that is threatening the traditional news media such as the newspapers. (Boczkowski, 2004). But because of the polarized views on the precise impact of the internet on the printed newspaper, the connection between the two is worthy of academic inquiry.

McLuhan (1964) has predicted the attainment of a 'global village' in which information and experience would be freely available for all to share.

For centuries, the media of mass communication have been constantly evolving. In fact, today, the mass media is the most fluid industry with new innovations in information technology. Every passing season, it is either a new media is entering the market or there is an upgrade of an existing medium. Today, the internet has brought about digitization of the traditional media of mass communication namely: the broadcast (radio and television) and the print (newspapers, magazines etc.). It has also ushered in an era of online digital media and has raised the concept of new media. Pavlik and McIntosh (2011: 65) say, "The web is not even twenty years old and has undergone dramatic technological and visual changes in its short life. Companies that did not exist fifteen years ago are now global media and technology powerhouse that rival established media companies."

The internet is having profound impact on the media of mass communication and on the audience of the traditional mass media.

At the heart of the issue is also the problem of cover price revenues and advertisements. Nigerians have popularised the 'free readers association of Nigeria' (FAN) concept, a term and

acronym used to refer to the practice of locals congregating around newsstands to read newspapers and magazines for free. It may seem now that such practices have now been elevated and taken to another level with the advent of the internet, since the free readers or 'punters' now only need to log on to any newspaper or magazine of their choice. This obviously may have some impact on revenues of such newspapers.

The internet has also provided Nigerian journalists with international exposure, they no longer have to travel to New York or London to be read or heard, they can file a story from remote areas and post it on the internet. This then exposes their writing style, journalistic ethics and professionalism to the scrutiny of both national and international audiences. In turn, Nigerian journalists are now able to also sample freely the writings of their counterparts in the established western media such as the *Wall Street Journal.* The Chicago Tribune, the Financial Times, which will lead to their adopting best practices. While some of these independent websites are national in outlook; there are also many of them that appeal only to particular ethnic audience. To some extent, photojournalists in Nigeria are now able to use Internet facilities such as electronic mails to upload and mail their pictures to their newsrooms from distant locations.

A major trend that has emerged in journalism practice in Nigeria as regards the internet is the rise of independent media. These sites are now competing with the established newspapers' websites in the provision of news and information to Nigerians at home and abroad. The websites are already winning in the ratings stakes, as some of them claim daily visits which are quite higher than the figures the established newspaper organisations will even dream of. Some of the popular independent websites include, www. gamji.com, www. nigeriaworld.com, www. biafraworld.com, www. lagosforum.com, www. newsdailytrust.com among others.

Meanwhile, a vast majority of newspapers around the world have electronic copies. This is no longer an option for them because of the drop in revenue and readership. According to Krumsvik (2006), "advertising revenues have plummeted due in part to the severe economic downturn, while readership habits have changed as consumers turn to the Internet for free news." The impact of online newspapers on the hard print is more prevalent in some countries than others. In the US for instance, Crosbie, (2008) predicted that "more than half of the approximately 1,400 daily newspapers in the country could be out of business by the end of the next decade."

Therefore, two forms of newspaper exist and operate side by side today. They are the hard print newspapers and the online newspapers. Nigerian online newspapers can be accessed through nigeriamasterweb.com; a website that houses most Nigerian newspapers or through each newspaper website.

1.2 Statement of the Research Problem

According to Baran (2004), technology has led to newspapers all over the world reinventing themselves and becoming more user-friendly, more casual, more life-oriented and more in touch with the people. Taylor (2016), in his view stated that with the invention of the telegraph, radio and television, print newspapers have faced challenges over the years, yet publishers have always persevered. He further stated that however, the internet is proving to be a far more dangerous foe to the traditional newspaper model.

In spite of the advantages of the new media to humans and its possible fears on offline newspapers, there are still people who do not like to read online newspapers either for doubt of the credibility of the source or other personal reasons, while some use same as their main source of news information.

This study is an impact assessment of internet newspaper on the readership of offline newspaper in Kaduna State, Nigeria. In particular, the study seeks to investigate whether the internet is a threat to the offline newspaper or not and to know if online newspaper readership can lead to the extinction of offline newspaper.

1.3 Aim and Objectives of the Study

Most studies in Nigeria relating to new media concentrated on and revealed an adoption and use of the internet by younger people. Awoyele, Siyanbola & Oladipo (2008) studied the level of penetration of internet usage among undergraduate students of Obafemi Awolowo University while Omotayo (2006) studied the use of internet among undergraduate students within the age range of 17-30 years in the same university.

Also, Oyero (2013) studied university students in the south-west and how they use the new media as news sources and the preference of young people between the social networks and traditional mass media as news sources.

However, there is need to examine the shift from offline newspaper readership to online newspaper readership among people of different age group within a metropolitan city. It is on this premise that this study seeks to find out newspaper readership in a metropolitan city like Kaduna. This cuts across people of different cultures, background, age group and economic status.

The general aim of this study is to examine the impact of the new media on newspaper readership. The specific objectives are as follows:

1. To examine the shift from offline newspaper readership to online newspaper readership
2. To ascertain if there is a relationship between the purchase of offline newspaper and online newspaper readership

3. To know if age can affect respondents' preference for online and offline newspapers.

1.4 Research Questions

The research questions proposed for this study are as follows:

1. How often do respondents read online newspapers?
2. How frequent do respondents buy offline newspapers?
3. How does age affect respondents' preference for online and offline newspapers?

1.5 Research Assumptions

There is no significant relationship between respondents' access to internet and reading online newspaper

There is significant relationship between respondents' access to internet and reading online newspaper

There is no significant relationship between readership of online newspaper and purchase of offline newspaper

There is significant relationship between readership of online newspapers and purchase of offline newspapers

There is no significant relationship between respondents' age and preference for newspaper

There is significant relationship between respondents' age and preference for newspaper

1.6 Significance of the Study

This study seeks to elicit the shift from offline newspaper readership to online newspaper readership, thereby determining if this shift can lead to the extinction of the offline newspapers. Students of mass communication and journalism will also benefit from this study as findings from this study can serve as empirical reference material for further research.

1.7 Scope and Limitations of the Study

This study aimed at knowing the extent to which the new media has affected the readership of offline newspapers among residents of Kaduna metropolis. The study also viewed the extent of

exposure to the new media by the residents of Kaduna Metropolis. Although the study is limited to Kaduna Metropolis only, the study has obvious implication on the country, considering the cosmopolitan nature of a city like Kaduna which has people from all parts of the country. The major constraint of this study is that it does not include how the new media affects the broadcast media (Radio & Television.)

CHAPTER TWO

2.1 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Communication refers to sharing of knowledge, socializing new members, entertaining people and gaining consensus through persuasion or control (Schramm, 1977). The person or the institution responsible for carrying out the communication tasks changes with time. For example, parents used to be the major socializing agents in a traditional society, while the schools and the mass media are now playing a more important role in socializing new members in a modern society. Communication is a process of sending and receiving information among people. Humans communicate with others not only by face-to-face communication, but also by giving information through the internet and other printed materials facilitating the spread of knowledge and forms relationships between people. With new forms of media emergence and the convergence of media technology, the patterns of media usage will inevitably undergo rapid changes (Schramm, 1977). The Internet represents a fantastic world of opportunity for people in communication. Considerable attention and concern are now focused on how people use the Internet because of the present 'digital generation,' at the vanguard of new skills and technologies (Livingstone, 2003). In a survey of 11,368 young people aged 6 -16 in 12 European countries and Israel, Livingstone & Bovill (2001) found that the percentage of respondents with a personal computer connected to a modem varied from 7 percent for Great Britain to 32 percent for Israel. Time spent on television and audio media was significantly higher than that spent on electronic games, video and books. Cluster analysis resulted in four major media user styles labeled as low media users, traditional media users, specialists and screen entertainment fans. A characteristic of the new ICTs (Information and Communication Technologies) is the multi-

function capacity. For example, a computer can be used for searching information as well as for listening to online broadcast programs (Kim and Rubin, 2002).

The significance of communication to human life cannot be overemphasized. This is true because beyond the physical requirements of food and shelter man needs to communicate with his/her fellow human beings. This urge for communication is a primal one and in our contemporary civilization a necessity for survival. That is to say without communication no society can exist, much less develop and survive. For the existence as well as the organization of every society, communication is a fundamental and vital process (Schramm, 1977).

Newspapers are one of the means of communication. Today, we have two types of newspaper publication: the hardcopy and the electronic copy or E-Newspapers. This study focuses on the impact of the latter on the former. Although newspapers in electronic format first appeared in 1970s, online delivery of news emerged in the 1990s. In these early versions, the content was text-based, and was delivered from online services such as America Online. In 1994, less than 10 newspapers were available to the public through the World Wide Web. However, online newspapers demonstrated rapid growth by the end of 1990s and by mid-2001, more than 3,400 newspapers were online (Li, 2006; Greer & Mensing, 2006).

The reason for this accelerated emergence of online newspapers was not only the potential offered by Internet. The profit of the newspaper industry was in decline since the end of 1980s, and the publishers were looking for new ways for their business (Bockowski, 2004). Ironically, online versions did not bring the quick profit publishers were looking for. Rather, the revenues showed a stable, but slow increase. Nevertheless, the negative impact on the circulation of print newspapers has also been less than expected (Cao & Li, 2006).

During the first decade of online newspapers, they were seen mostly as complimentary to the print medium, often as an advertisement introducing the print newspaper as the main merchandise. Gradually, as more and more newspapers appeared online, publishers felt pressured to have a web presence among their rivals. Today it is hard to find a newspaper in North America that does not have an online version. Additionally, an increasing number of newspapers are created online and have no print version available. Furthermore, a small number of newspapers have shifted from having both print and online versions to online-only (Cao & Li, 2006; Krumsvik, 2006; Li, 2006).

As a result, the status of online newspapers is much more advanced than during their early days. Online versions offer faster access and more updates compared to their print counterparts. They make use of various technologies such as audio, animation, graphics and video, and increasingly offer interactive elements. Nigerian newspapers can be found on the internet on www.nigerian newspapersonline.com. They include *Vanguard, Punch, The Nation, ThisDay, Nigerian Tribune, The Guardian, National Mirror, Leadership, Sahara Reporters, Sun Online* among others.

The maiden copy of the *Vanguard* was introduced to the news stand as a weekly on Sunday June 3rd, 1984 and on July 15, 1984 it became a daily newspaper. Statistically, *Vanguard* circulates 20,000 copies daily in Lagos, the nation's business capital, in the federal capital, Abuja, 12,000 copies; in the South-West excluding Lagos, 15,000; in the South-South, 25,000; in the South-East, 15,000; in the North-Central excluding Abuja, 18,000; in the North-East, 7,500 and in the North-West, 7,500. These total 120,000 copies with a print run of 130,000 copies daily. The online version of the print is available on the internet as Vanguard News.

The Punch publishes more than 80,000 copies daily. It was founded by two friends, James Aboderin, an accountant and Sam Amuka, a columnist and editor at the *DailyTimes.* The paper

sustains itself by delving into broad issues that interest a myriad of people. *The Punch* newspaper later faced challenges ignited by political interests. During the authoritarian military rule in Nigeria, the Editor-in Chief was detained for 54 days and the publishing house was closed down. It is available on the internet as The Punch Online.

The Nation is also one of the newspapers in circulation in Nigeria today. The online version is available as the nationonline. Its head office is at Lagos.

The Sahara Reporters is one of the most unique online newspapers in Nigeria. It is a community of international reporters and social advocates who bring commentaries, features, news reports from a Nigerian-African perspective. It is founded in the spirit of Article 19 of the Universal Declaration of Human Rights. It is one of the most popular Nigerian Online Newspapers.

The *Sun News* is owned and published by the Sun Publishing Limited which commenced its activities in January, 2003 as a weekly tabloid in June, 2003, the newspaper became a daily publication. The soccer star, one of the sports tabloids in Nigeria joined the *Sun News* in 2005. With more than 42 branches across the country, *Sun News* online is available on the internet as sunonline. *ThisDay* newspaper was established in 1995. On hitting the news stand on the 22nd January of that year, it carved out its market share especially in business and political reporting. This is acknowledged by the fact that within the first three years of its publication, *ThisDay* won the newspaper of the year Award for three consecutive years. *ThisDay* became a pacesetter in 1997 when it became the first Nigerian newspaper to introduce full color paper printing.

The *Nigerian Tribune* newspaper was established in 1949 and is the oldest surviving private newspaper in Nigeria. It was started by Chief Obafemi Awolowo, the first Premier of Western Region and Nigeria's leader of the opposition bench in the First Republic.

The Guardian newspaper is probably Nigeria's elitist newspapers. The news medium launched an online portal to reach a wider audience with frequent update of digital news.

The *National Mirror* was acquired in 2008 by the billionaire lawyer and business man, Barrister Jimoh Ibrahim (OFR). It is one of the very few newspapers in Nigeria with a decentralized printing system. The *National Mirror* is printed simultaneously in three of the plants located at Ogbese in Ondo State, Abuja and Lagos State.

The *Leadership* newspaper is a daily, published by *Leadership* Newspaper Group in Abuja. It was awarded the 'Newspaper of the Year' in 2009 by the Nigerian Union of Journalists.

The main concepts that underline the digital media world are; multimedia, interactivity and customization. These are not unique to digital media as there are examples in the analogue media world as well, but digitization makes them easier than ever before. Each plays an important role in giving digital media the power that they have.

The **multimedia** feature of the internet has made it easy to juxtapose various media types that could not coexist in the analogue media world. For instance, there will never be an option to watch a video clip in a print newspaper or listen to the interview of the story. But in an online newspaper, there are more opportunities for multimedia. According to Pavlik & McIntosh (2011: 69) video can sit side by side with a text transcript, and audio can play while the media consumer reads the lyrics of a song or reads information about the artist or even watches a concert by the artist.

The interactivity feature is the ability to present multiple interactive elements. It is one of the most salient features of e-newspapers. **Interactivity** can be broadly defined as the reader's use of tools to control his experience with the web page, as well as send feedback. This allows many-to-many communication in a medium that has been traditionally one-to-many. Some of the most

commonly used interactive elements in e-newspapers are navigation tools, forum, comments section and chat room (Chung, 2008).

Among these elements, a distinction could be made between those that involve the reader and the interface as opposed to those that involve more than one reader. Bucy (2004) defines these two distinct kinds of interactivity as user-to-system interactivity and user-to-user interactivity. Similarly, Chung (2008) divides interactivity into human interactivity and medium interactivity. Forums and chat rooms are examples of human / user-to-user interactivity, whereas using the navigation tools is an example of medium / user-to-system interactivity. Bucy (2004) includes customization to user-to-system interactivity. According to Chung (2008), these different types of interactivity attract different types of audiences therefore, having multiple interactive elements is a good approach for newspapers.

For e-newspapers, interactive elements provide a competitive advantage by inviting readers to the page, keeping them there for a longer period of time, and making them return at a later time.

Readers, on the other hand, enjoy interactivity because of the freedom to filter the news according to their own interests and the opportunity to evaluate and give feedback on the stories, which creates a feeling of empowerment (Domingo 2008).

Online newspapers offer audiences the possibility to **customize** their **homepages,** giving the readers the power to choose which topics, tags, sections, contents and authors they want to follow, and which ones they want to hide. In its mobile app, The Guardian is granting such a decisional power to its members.

Newspapers are usually communities who share the same interests, the same views about politics and society, the same cities or regions and/or the same age range. For all these reasons, newspapers act more as **social networks** rather than merely as platforms for news production

and distribution. Readers can discover other users reading the same article being read by them, those who like it or dislike it, and those who recommend it, as well as those who express their thoughts about it.

Today, news consumption is a matter of seconds. It takes place predominantly on the move and on mobile. In this very fast and fragmented process, every minute spent reading information already received is considered a waste of time. People like to see articles where the bits of news that have not been received are placed at the top of the screen, while the ones that are stale are buried at the bottom of the page. Online newspapers give **breaking news** in **snackable** forms by showing events as they unfold.

Another feature of e-newspapers is primary and secondary content. This enables the projection of large images and graphics where the content will be smaller and based on grid fractions. The front page can be designed with a large header section for new posts (one or a couple).This makes a strong focus on the latest arrival and help to gain more social shares.

Online newspaper is designed for content and these contents are usually easy to navigate. Consequently, the navigation menu is characterized by its simplicity, and right position. The best position is a top page area, because this zone is the first to be mentioned and is always on the same place. This is so because we read from left to right and not vice versa, so the elements on the left fall into eye earlier than on the right.

Categories are necessary due to the frequency of posting on diverse topics. Contents are divided into categories and displayed either on a sidebar or on the navigation menu bar.

Online newspapers have advert banners on the **Sidebar,** both left and right, **Header** or **Footer.** Promotion banners are often seen right in the middle of the text articles. Sidebar can feature not advertisements only, but content categories, recent content, search box, email newsletter bar,

navigation, social sharing buttons, discounts/special offers, among others. There are a couple of ingredients of a successful sidebar design: **Size** (height and weight); **Colors; Fonts; Placement.**

A **sidebar** should be smaller or equal to the regular column on the layout. It should be kept in neutral colors, but with visible typography. The placement can be both left and right but as stated earlier, everything on the left is seen immediately.

E-newspapers must update their content frequently. This is filling the newspaper website thoroughly, and keeping with the tendency to upgrade the content regularly, making publications frequent and changing the featured content in the Header or anywhere. Content and frequency is a couple, like king and queen. Besides the website look itself, frequent content affects the results in search engines.

2.2 The Internet and the Traditional Mass Media

There is a proliferation of the use of the internet across the world. In fact, it can be said that the use of computers connected to the internet is very prevalent. We are in effect, in a digital age where the analogue is gradually phasing out. The situation of the media today is such that there is an increase in the use of the digitization process *behind-the-scene* in the production of the content we see in the analogue media. There is the digital recording and editing of videos, films and audio which still comes to the audience in the form of physical products like CDs and DVDs and the digital design of page layout and text editing which still comes out as the hard copy newspaper (Lowrey,1999).

Pavlik and McIntosh (2001) coined the phrase “media iceberg” to describe the submergence of a substantial part of the analogue media into the ocean of media digitization. They predicted that most mass media today already utilize digitization in some way, even if the final product that

generates revenue is still predominantly analogue. But this will change over time as consumers get more of their media content digitally (Pavlik & McIntosh, 2011)

This prediction is already coming to reality. There has been a dramatic increase in the number of traditional mass media which have gone online in what has been described as media convergence. The advent of the internet has democratized the ownership and control of the media of mass communication as well as its accessibility.

It has siphoned the water-tight gate-keeping power from a minority few editors and placed the world open to virtually everyone. In fact, the whole profession of journalism is now arguably for everyone who believes he can gather, process and disseminate information. Everyone is now a potential owner of his own media. Everyone now can dictate the type of news he wants. This has resulted in a shift from media determinism to audience determinism. That is, the audience is no longer just passive viewers or readers, they are the ones who determine what is exposed on the media. Lowrey (1999) summarizes this tendency of control shift from editors to readers as "the changing role of newspaper editors from a "gatekeeper" to "pathfinder", where the design suggests how the news 'could be read', rather than how it 'should be read'." Therefore, it is not uncommon to have newspapers that are exclusively online which are operated and managed by a handful of individuals as opposed to the large media conglomerates which have control over the flow of global information (Hasan, 2013; Adamu, 2013; Grant & Wilkinson, 2009; Jenkins, 2006).

2.3 Concept of New Media

New media is a broad term that emerged in the later part of the 20th century to encompass the amalgamation of traditional media such as film, images, music, spoken and written word, with

the interactive power of computer and communications technology, computer-enabled consumer devices and most importantly the internet (Murphie & Potts, 2003).

New Media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. What distinguishes new media from traditional media is not the digitizing of media content into bits, but the dynamic life of the "new media" content and its interactive relationship with the media consumer. This dynamic life, moves, breathes and flows with pulsing excitement in real time. Another important promise of New Media is the "democratization" of the creation, publishing, distribution and consumption of media content.

Thus, a high-definition digital television broadcast of a film viewed on a digital plasma TV is still an example of traditional media, while an "analog" paper poster of a local rock band that contains a web address where fans can find information and digital music downloads is an example of New Media communication.

Wikipedia itself is one of the best examples of the New Media phenomenon, combining internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors.

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, interactive and impartial. Some examples may be the internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs. New media is not television programs, feature films, magazines, books or paper-based publications - unless they contain technologies that enable digital interactivity, such as graphic tags containing web-links (Murphie & Potts 2003).

Until the 1980s, media relied primarily upon print and analog broadcast models, such as those of television and radio. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital computers, such as the internet and computer games. However, these examples are only a small representation of new media. The use of digital computers has transformed the remaining 'old' media, as suggested by the advent of digital television and online publication. Even traditional media forms such as the printing press have been transformed through the application of technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools.

Shapiro (2003) argues that the emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources (Shapiro cited in Croteau and Hoynes 2003). He opined that whilst the new media have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to him, we are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication (Shapiro cited in Croteau and Hoynes 2003).

He argues that New Media will alter the meaning of geographic distance, allow for a huge increase in the volume of communication; provide the possibility of increasing the speed of communication, provide opportunities for interactive communication and allow forms of communication that were previously separate to overlap and interconnect.

Consequently it has been the contention of scholars such as Douglas (2001) that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social

structures. Contradicting these positive appraisals of the potential social impacts of new media is scholar like Hindman, (2007) who have suggested that the transition to new media has seen a handful of powerful transnational telecommunications corporations who achieve a level of global influence which was hitherto unimaginable.

Recent contributions to the field such as Douglas (2001) as well as Croteau & Hoynes (2003) have highlighted both the positive and negative potential and actual implications of new media technologies, suggesting that some of the early works into new media studies were guilty of technological determinism to the effect that media were being determined by the technology themselves, rather than through tracing the complex social networks which governed the development, funding, implementation and future development of any technology.

2.4 Review of Empirical Studies

The rise of new media has increased communication among people all over the world. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated media. Jenkins (2006) stated that as a result of the evolution of new media technologies, globalization occurs. Globalization is generally stated as "more than expansion of activities beyond the boundaries of particular nation state." Globalization shortens the distance between people all over the world by the electronic communication. Lowrey (1999) expressed this great development as the "death of distance."

Most studies in Nigeria relating to new media concentrate on and reveal an adoption and use of the internet by younger people. In a study of level of penetration of internet usage among undergraduate students in Obafemi Awolowo University, Awoleye, Siyanbola and Oladipo (2008) discovered that majority of students (92%) had embraced the internet and were using it consistently. The authors also investigated point of internet access, time spent online, gender

attitude to the internet, science and non-science student usage and internet services usage preferences amongst others. Results showed that students used the internet mostly for email, information search and online chatting. All of these were found to have significant impact on their academic and social life. Further analyses revealed that gender attitude is also an important issue. Male students appear to use the internet more than their female students; science students use it more than the humanities students. The study only focused on internet usage among students without considering non students.

Similarly, Omotayo (2006) studied the use of internet among undergraduate students within the age range of 17 to 30 years at Obafemi Awolowo University, Ile-Ife. Ten faculties were covered using stratified sampling method to select the respondents. Findings suggest an over-whelming accessibility of students to internet facilities. The major access point was shown to be the cybercafés, and students' use of the Internet has not affected their use of the library. In a related study, University students in South-West Nigeria who are of age 16-24 were studied in Oyero's work (2013) which sought to assess how young people use social networks (Facebook, Twitter, Hi5, Myspace, etc.) as news sources and the preference of young people between the social networks and traditional mass media as news source as well as the extent to which young people believe social network news/information. Results show that majority of the students use social networks as their primary sources of news information due to convenience and portability of devices for assessing it such as smart phones. Students who use social networks for news information also use them for interaction and entertainment. While they prefer social networks as sources of news, they use traditional media for crosschecking information gotten on the social media. This finding supports the argument in favour of the complementary or supplementary role of the new media in the use of traditional media, and places more credibility on traditional media

against the new media. Students of 18 to 24 years of age in Ilorin, were studied in Agboola's work (2013), which sought to assess the effects of Internet use on political information efficacy. Results show that the majority of students were skillful email users while another majority uses the internet frequently. The male respondents in the study are more likely to be efficient in their political- information seeking, more politically mobilized and likely to participate more politically online. The study was anchored on the uses and gratifications theory, which seeks gratifications and motivations for audience use of the media. The study focused on the effect of the internet on political information among students. The study concentrated only on students within a specified age group.

Hargrove and Bernt's study conducted in Stempel (as cited in Nguyen & Western, 2006) where they compared survey data between 1995 and 1999 to discover that although there was a considerable decline in regular traditional media usage, internet had no adverse effect on the use of traditional news products, but also show that Internet users were more likely than non-users in all age, income, education and sex groups to read newspapers and listen to radio news. They concluded that internet and traditional media uses are supplementary or complementary. The more people use the internet, the more they use traditional media. Chan and Fang's study (2007) of the use of traditional media as well as the internet among young people in Hong Kong is significant as well as relevant to this study, though it focused on the younger media users. The relationship of their study to this study is understanding the latest trend in traditional and new media usage. Chan and Fang also used the Uses and Gratification Theory as well as the survey method and age segmentation in their analyses just as in this study. Their findings were in consonance with several studies elsewhere. The Internet was the young people's preferred media of choice for information driven activities such as blogs, chats, discussions, etc, magazines

retained importance for entertainment and shopping activities while television retained importance for news and current affairs.

Gaddy's review (2010) of the Knights Fellows in Community Journalism Survey of how different age groups use and want their news in Alabama, revealed that despite many national findings to the contrary, many young Alabama readers still use the print newspaper. Also, young (19-29) and middle-aged (30-49) readers are seeking news through social networking and mobile devices as alternative. In Malaysia, media scholars argue that new media have less impact on conventional media, in that, newspapers are not as hard hit as their counterpart in the USA. Salman, Ibrahim, Abdullah, Mustaffa, Mahbob (2011) identified the rationale behind perceived popularity and acceptance of new media in Malaysia as having connection with the people's need to have freer information flow as the mainstream media is seen to be controlled by the government.

However, Yap (2009) in his study (as cited in Salman et al.) argue that "Internet might have become a force to be reckoned with in the political arena, but the reality is that most Malaysians still get their news from conventional media like newspapers and TV." In other words, although a number of Malaysian newspapers have online presence, the authors are of the view that newspapers and the new media in Malaysia are complementing each other.

Contrary to empirical results from previous studies, findings of the national survey in the USA by the Pew Research Center for the People & the Press, conducted from December 1 to 5, 2010 among 1,500 adults reached on cell phones and landlines show that more people continue to cite the Internet than newspapers as their main source of news, reflecting both the growth of the Internet and attendant gradual decline in newspaper readership. On the generational perspective, for the first time, it was reported that the Internet has surpassed television as the main source of

national and international news for people younger than 30. Duru, (2015) also reported that among 30 to 49 internet users, the Internet is on track to equal, or perhaps surpass television as the main source of national and international news within the next few years. Surprisingly, newspapers compete with the Internet as main sources of national and international news for people ages 50 to 64, though their percentages are still far below television.

A previous report of the Pew Research Center's Internet & American Life Project survey of over 2,250 US adults show that Internet users over age 50 flock around the social media mostly to keep in touch with friends, hunt for people from their past, and seek support for chronic illnesses. Though young adults continue to be the heaviest users of social media; their growth pales in comparison with recent gains made by older users. The report said that social networking use among Internet users ages 50 and older nearly doubled from 22% in April 2006 to 42% in May 2010. Literature as we have seen is indicative of polarization among audience members from different cultures in the ongoing displacement and complementary debate on effect of the new media over the old media. What we see might not necessarily point to a paradigm shift but an evolution in media consumption patterns among audiences in different sub cultures which will continue to unfold as changing patterns of media penetration, access, use, knowledge and affordability among other factors continue to intersect with new developments and convergence within the media environment.

In order for Nigeria to increase its visibility in the global village and to increase the level of technological advancement in terms of communication, it should focus attention on the development, access and implementation of ICTs particularly in the urban centres.

Apparently, the proliferation of new communication technologies over the last few decades has increased audience activities by offering more choices and greater control over the

communication process that is virtually unobtainable with the traditional media of communication. Buttressing this fact, Sparks (2003) as cited in O'Neill (2005) noted that patterns of media consumption are altered and renegotiated in Internet-based forms of delivery. In contrast to the relatively fixed patterns of existing media, online consumption is not bound by the same time patterns and daily routines. They are consumed according to patterns of social behaviour that are embedded in daily routines. Consumption of the Internet is less structured and not as well established (Sparks, 2003). Hence, audience of the mass media today are enveloped in what McLuhan (1962) referred to as "new uncertainties" owing to changes in patterns of production, distribution, and consumption of media messages. It is then imperative to increase focus towards the audience to appraise the effect of these new alterations in their media consumption pattern. Lee and Delli Carpini (2010) further argued from the audience consumption perspectives thus:

> *In speculating about the future and impact of journalism, as well as the nature of the Internet, it is important to examine both institutional (i.e. news production and distribution) and individual (i.e. news consumption habits or patterns) changes that come with digitization.*

This alteration in communication patterns as previously pointed out, has given rise to the displacement and replacement effects debate of new media as observed in studies in some advanced countries of the world. For instance, the European Commission observes that while the percentage of its citizens using the Internet for news and information about the EU grew from 6% in 1999 to 14% in 2002, the proportion using television and newspapers for the same purpose was down from 69% to 65% and 46% to 44% respectively during the same period (Nguyen & Western, 2006, p.4). Also, Nguyen & Western (2006) in their study, showed reduced newspaper reading, radio listening, and television watching by 35%, 40% and 53% respectively of internet

users in their sample. This is supported by findings of a survey by the Pew Research Center for the People & the Press, conducted from December 1 to 5, 2010 among 1,500 adults. However, such studies are still few among the developing countries, thus necessitating this study.

This study also examines a possible paradigm shift in media consumption pattern among audience from the perspective of a developing country. The traditional mass media technology is fast being supplanted by the new media resulting in "paradigm shift" (displacement effect) from traditional to new media; the latter suffocating the former, mostly western-centric without taking into account regional variations in other subcultures. In Nigeria for instance, even with high internet penetration and convergence where almost all Nigerian newspapers are online and television and radio stations are streamed, most audience, are yet to take full advantage of the online application-driven technology of the new media. Financially, majority of the Nigerian audience do not have individual access to the internet as is in the developed countries and they find it time consuming and a challenge to always surf the net by using internet caf*è* services. In addition to these challenges most people still regard the new media as "new invention" to be embraced gradually. They still fall back on traditional media as main source of information and even entertainment and look at the new media as an additional source. Some have also argued against the credibility of information sources of the new media likening it to 'sensational tabloids' that are not to be trusted due to its loose gate-keeping process. For most, the new media is seen as providing breaking news and additional information that may not be covered by the traditional media while the traditional media still dominate as the major and credible source of information. All these relatively affect audience consumption pattern in Nigeria as in other developing societies. Also, each medium serves its audience in different manner within different contexts and the audience, being active users usually select particular medium that gratifies

particular need. Therefore media-use pattern by audience could be affected by these variables resulting in a situation quite different from what we see in developed societies. It can then be argued that different media as different content (information and/or entertainment) resources will coexist for a number of reasons (Nguyen & Western, 2006.)

2.2.1 Theoretical Framework

2.2.2 Uses and Gratification Theory

The Uses and Gratification Theory propounded by Elihu Katz, Jay Blumler and Michael Gurevitch in 1974 was used. Uses and Gratifications approach prevailed between the 1950s and 1970s when television gained high acceptability. Some basic assumptions of the approach were proposed when it was rediscovered during that era. The basic assumptions are, Active audience, Audience choice, Competitive choice and Suspend value-judgement. Among the group of scholars who focus on Uses and Gratifications research is Elihu Katz. He is one of the most well-known that contributed greatly to establishing the structure of the approach. Elihu Katz has served both as a sociologist and as a communication researcher. Katz's mentor in Columbia University is Paul Lazarsfeld, who is one of the pioneers of gratifications research. Their cooperating work produced important outgrowths that connect the concept of gratifications with the functional theory model. Later, Katz introduced Uses and Gratification approach when he came up with the notion that people use the media to their benefit. In a study Katz, Gurevitch & Haas (1973), the Uses and Gratifications research was explored. They viewed the mass media as a means by which individuals connect or disconnect themselves with others and found that people bend the media to their needs more readily than the media overpower them. Katz & Blumler (1974) published a collection of essays on gratifications in 1974 which were entitled **The Uses of Mass Communication.** They took a more humanistic approach to looking at media

use. They suggest that media users seek out a medium source that best fulfills the needs of the user and they have alternate choices to satisfy their need. (Blumler & Katz, 1974). They also discovered that media served the functions of surveillance, correlation, entertainment and cultural transmission for both society and individuals (Blumler and Katz, 1974). It is asserted that the emergence of computer-mediated communication has revived the significance of uses and gratifications. They asserted that Uses and Gratifications have always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio and television, and now the Internet. Although scientists are likely to continue using traditional tools and typologies to answer questions about media use, there must be deliberate effort to expand current theoretical models of uses and gratifications.

According to McQuail, (1994) what mass communication scholars today refer to as the Uses and Gratifications (U&G) approach is generally recognized to be a sub-tradition of media effects research. Early in the history of communications research, an approach was developed to study the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Cantril, 1942). Much early effects research adopted the experimental or quasi-experimental approach, in which communication conditions were manipulated in search of general lessons about how better to communicate, or about the unintended consequences of messages (Klapper, 1960). Other media effects research sought to discover motives and selection patterns of audiences for the new mass media. Examples include Cantril & Allport (1935) on the radio audience; Waples et al (1940) on reading; Herzog (1940, 1944) on quiz programs and the gratifications from radio daytime serials; Suchman & Thorson (1999) on the motives for listening to serious music; Wolfe & Fiske (1949) on children's interest in comics; Berelson (1949) on the functions of newspaper reading; and Lazarsfeld & Stanton

(1942, 1944, 1949) on different media genres. Each of these studies formulated a list of functions served either by some specific content or by the medium itself: To match one's wits against others, to get information and advice for daily living, to provide a framework for one's day, to prepare oneself culturally for the demands of upward mobility, or to be reassured about the dignity and usefulness of one's role (Katz, Blumler, & Gurevitch, 1974). This latter focus of research, conducted in a social-psychological mode, and audience-based, crystallized into the Uses and Gratifications approach (McQuail, 1994).

Most of the theories on media explain the effects media have on people. According to Uses and Gratifications theory, people make use of the media for their specific needs contradictory to the magic bullet theory which states the passiveness of media audiences. This theory can be said to have a user/audience-centered approach .Even for communication (say inter-personal) people refer to the media for the topic they discuss with themselves. They gain more knowledge implying that knowledge is got by using media for reference. It is the theory which explains how people use media for their need and gratification. According to Lowery & Nabila (1999) this theory states what people do with media rather than what media do to people. There are several needs and gratification for people which are categorized into five namely, Cognitive needs, Affective needs, Personal Integrative needs, Social Integrative needs and Tension-free needs.

It should however be noted that needs are individual in nature, and how those needs are satisfied is individualistic. For example, some watch news to relax and some get more tension by watching news. Program is same but people use it for different needs. Taking TV today, most people watch reality shows because it is more realistic, entertaining, interesting, enriched with new concepts (different from other programs), participatory, controversial, emotional and enriched with lots of fun.

Blumler and Katz's Uses and Gratification Theory suggests that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal-oriented in their media use. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. Uses and Gratifications assume that the user has alternate choices to satisfy their need.

Uses and Gratifications theory takes a more humanistic approach to looking at media use. Blumler and Katz believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to the theory, media consumers have a free will to decide how they will use the media and how it will affect them. Blumler and Katz values are clearly seen by the fact that they believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a means to an end. Uses and Gratification is the optimist's view of the media. The theory takes out the possibility that the media can have an unconscious influence over our lives and how we view the world. The idea that we simply use the media to satisfy a given need does not seem to fully recognize the power of the media in today's society. Uses and Gratification theory can be seen in cases such as personal music selection. We select music not only to fit a particular mood but also in attempts to show empowerment or other socially conscience motives. There are many different types of music and we choose from them to fulfill a particular need.

Uses and Gratifications approach is an influential tradition in media research. The original conception of the approach was based on the research for explaining the great appeal of certain media contents. The core question of such research is: Why do people use media and what do

they use them for? (McQuail, 1983). There exists a basic idea in this approach: audience members know media content and which media they can use to meet their needs.

In the mass communication process, Uses and Gratifications approach puts the function of linking need gratifications and media choice clearly on the side of audience members. It suggests that people's needs influence what media they would choose, how they use certain media and what gratifications the media give them. This approach differs from other theoretical perspectives in that it regards audiences as active media users as opposed to passive receivers of information. In contrast to traditional media effects theories which focus on "what media do to people" and assume audiences are homogeneous, Uses and Gratifications approach is more concerned with "what people do with media" (Katz, 1959). It allows audiences personal needs to use media and respond to the media, which is determined by their social and psychological background. The approach emphasizes audiences' choice by assessing their reasons for using a certain media to the disregard of others, as well as the various gratifications obtained from the media, based on individual social and psychological requirements (Severin & Tankard, 1997). As a broader perspective among communication researches, it provides a framework for understanding the processes by which media participants seek information or content selectively, commensurate with their needs and interests (Katz et al, 1974). Audience members then incorporate the content to fulfill their needs or to satisfy their interests (Lowery, 1999).

2.2.3 Origin of Uses and Gratification Theory

Functional theory influenced studies on communication from the 1920s to the 1940s. After that, a shift which rediscovered the relationship between media and people occurred and led to establishment of Uses and Gratifications approach. The exploration of gratifications that motivate people to be attracted to certain media is almost as old as empirical mass

communication research itself (McQuail, 1983). Dating back to the 1940s, researchers became interested in the reasons for listening to different radio programmes, such as soap operas and quizzes, as well as daily newspaper (Lazrsfeld & Stanton, 1944, 1949; Herzog, 1944; Warner & Henry, 1948.) In these studies, researchers discovered a list of functions served either by some specific content or by the medium itself (Katz et al., 1974). For instance, radio soap operas were found to satisfy their listeners with advice, support, or occasions for emotional release (Herzog, 1944; Warner and Henry, 1948); rather than just offering information, newspaper was also discovered to be important to give readers a sense of security, shared topics of conversation and a structure to the daily routine (Berelson, 1949). For these diverse dimensions of usage satisfaction, psychologist Herzog (1944) marked them with the term "gratifications."

Uses and Gratifications approach became prevailing in the late 1950s till 1970s when television had advanced. Some basic assumptions of the approach were proposed when it was rediscovered during that era. Among the group of scholars who focus on Uses and Gratifications research, Katz is one of the most well-known and contributed greatly to establishing the structure of the approach. The studies of Katz and his colleagues laid a theoretical foundation of building the Uses and Gratifications approach. Since then, the research on this subject has been strengthened and extended. The current status of uses and gratifications is still based on Katz's first analysis, particularly as new media forms have emerged in such an electronic information age when people have more options of media use.

Katz, Blumler, & Gurevitch (1974) provided a framework for understanding the correlation between media and audience under five basic assumptions as follows:

1. Active Audience: This idea focuses around the assumption that the viewers are goal-oriented and attempt to achieve their goals through the media source.

2. Audience choice: In the mass communication process, much initiative in linking need gratification and media choice lies with the audience member. This is encompassing the idea that people use the media to their advantage more often than the media use them. The receiver determines what is going to be absorbed and does not allow the media to influence him otherwise.

3. Competitive market: The media compete with other sources of need satisfaction. This focuses on the idea that each individual has several needs. In response to this, they have created a wide range of choices that will meet these needs. The strongest rival to media-based sources include face-to-face communication. This can often help an individual cope with circumstances surrounding them most effectively. Therefore, mass communication must compete strongly with non-media-related sources and help create a need for itself as well as a proper balance between the two.

4. Many of the goals of media use can be derived from data supplied by the individual audience members themselves. This idea claims that people are very aware of their motives and choices and are able to explain them verbally, if necessary.

5. Suspend value-judgments: Value judgements about cultural significance of mass communication should be suspended while audience operations are explored on their own terms. The theorists believe that the audience can only determine the value of the media content. It is the individual audience members who make the decision to view the media; therefore, they place the value on it by their individual decision to view it. This belongs to the indirect effect theory. It is concerned with what people do with the mass media, instead of what the mass media do to the people. The assumption is that the people influence the effects that the mass media have on them.

The people are not just passive receivers of the messages, but active influences of the message effect. This is because they selectively choose, attend to, perceive and retain the media messages on the basis of their needs and beliefs, among others.

The Uses and Gratifications theory is one of the most influential theories in the field of communication research. The theory indicates what the audience can do with a particular mass media which is a primary strength. The media cannot manipulate the audience thereby making them independent in selection of information. Media audiences also make their own meanings from the content of the media without being forced to think in a certain way.

Also, this theory allows researchers to study mediated communication situations "via a single or multiple sets of psychological needs, psychological motives, communication channels, communication content, and psychological gratifications within a particular or cross-cultural context'' (Blumler & Katz, 1974).

However, the Uses and Gratification Theory relies heavily on self-reports, which is a common criticism. People who are asked to accurately report their last source of news information and what motivated them to choose the medium they got the news from could easily provide researchers with inaccurate data. A chance of receiving factual data about one's motivation to choosing a particular medium improves with how recent the behavior being questioned is. One might be able to report what motivated them to choose a particular medium at a time, but perhaps not what motivated them to choose that medium five weeks prior, therefore providing an assumption of a motivational behavior.

Uses and Gratifications has, almost since its inception, been viewed by some as the Pluto of communication theory, which is to say critics argue that it does not meet the standards necessary

to be theory. Critics argue that it is more of an approach to analysis or a data-collecting strategy. Among the criticism most commonly raised are:

(a) Gratifications are more dependent on input by researchers than on decisions made by research subjects

(b) Early research required participants to identify gratifications associated with specific channels of communication, raising the possibility that they would conflate gratifications and channels, this could "substantially overestimate" the number of gratifications

(c) Audiences of different ages likely have different motivations for using identical media, and also likely have different gratifications

(d) Due to the individualistic nature of uses and gratifications, it is difficult to take the information that is collected in studies. Most research relies on pure recollection of memory rather than data. This makes self-reports complicated and immeasurable

(e) The theory has been denounced by media hegemony advocates who say it goes too far in claiming that people are free to choose the media and the interpretations they desire

(f) Audience interpret the media in their own terms and any debate for or against this can be argued, and depending on the circumstances, won by either side. Each individual's actions and effects on those actions will depend solely on the situation. Each individual has unique uses to which the media attempts to meet such gratifications. It also is focused too narrowly on the individual and neglects the social structure and place of the media in that structure

Blumler (1979) and other critics have argued that the line between gratification and satisfaction is blurred, and Blumler wrote that "the nature of the theory underlying uses and gratifications research is not totally clear."

Despite such criticism, contemporary thought suggests that Uses and Gratifications as theory may be in the process of gaining new life as a result of new communication technology. While it was easy to question the agency of media consumers who had three television networks from which to choose, it's much harder to argue that a consumer who now has 100 cable channels and Internet-streaming video is not making his own decisions. Blumler (1979) also wrote that what had been called the "audience" is now referred to as "users," and "usage implies volitional action, not simply passive reception.

2.2.4 The Social Category Theory

The Social category theory was propounded by Melvin de Fleur in 1970. The basic assumption of the theory is that members of a given social category determined by (age, gender, location, socio-economic status among others) will seek out similar communication messages, which they will also respond to more or less similarly, other things being equal. The basic strengths of this theory pay deep attention to process in which messages can and cannot have effects. It provides insight into influence of Individual differences and group affiliations in shaping media influence as well as attention to selective processes in helping to clarify how individuals process information. The theory however overestimates the influence of group values on individuals and underestimates the media, focuses on information in media messages, not on more contemporary symbolic media as well as uses attitude change as the only measure of effects, ignoring reinforcement and more subtle forms of media influence.

According to Uses and Gratification theory, people make use of the media for their specific needs contradictory to the magic bullet theory which states the passiveness of media audiences. This theory can be said to have a user/audience-centered approach. Even for communication (say inter-personal) people refer to the media for the topic they discuss with themselves. They gain

more knowledge implying that knowledge is acquired by using media for reference. It is the theory which explains how people use media for their need and gratification. According to Blumler (1979) this theory states what people do with media rather than what media do to people. The Uses and Gratification theory therefore explains how people choose different media to meet their information need. This explains the choice people make between the offline newspapers and online newspapers. Also, the Social Category theory states that members of a given social category determined by (age, gender, location, socio-economic status among others) will seek out similar communication messages, which they will also respond to more or less similarly. Thus, media audiences who belong to the same category as listed above are most likely to receive media messages the same way. They are also likely to make same choices of the media they get their news information from. This explains the preference for online and offline newspapers among the different age groups identified for this study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology adopted in the study. It also highlights the population of the study, the sample frame and sample size. Similarly, the data collection instrument is discussed as well as the validity and reliability of the instrument. Finally, this chapter will attempt to analyze the procedure for the administration of the instrument and the processes of analyzing data as well as the limitations of the methodology adopted.

This study is based on the educated members of Kaduna metropolis since they are among the audience in Nigeria who have high internet access, availability and use and have also been exposed to using the new technology. It takes added skills to manipulate the new communication technologies unlike the traditional media. This is due to the fact that a significant factor in online activity remains the issue of interactivity, hence socio-economically advantaged segments of the population such as the elite, it is assumed will be heavy media users, of both traditional mass media (newspapers, magazines, radio, TVs, etc.) and the new media. The researcher made this assumption based also on the premise that the respondents have access to both the traditional and new media platforms, and therefore, it is assumed that their exposure to the media is high. The respondents used in this study represent individuals falling under Palfrey and Grasser's idea (2008) of digital immigrants. They are experts in the use of both traditional and new media since they grew up in an era when print news was still important, television and radio news dominated, and Internet news was emerging. Thus, they possess the characteristics that would help achieve the objectives of the study. They possess considerable level of education that puts them in a

vantage position to be able to access and understand the language and characters of both traditional and new media channels.

Consequently, this work is limited to the traditional and new media use pattern among the educated in Kaduna Metropolis, Nigeria. It focuses on the group of audience that is established with access, power, and knowledge to have both the traditional and new media forms at their disposal in their day-to-day activities.

3.2 Research design

The cross-sectional research design was adopted for the purpose of this study. This provides a snapshot of the distribution of factors and outcomes in a population at a specific period of time. In this type of study, the prevalence of specific factors and outcomes can be calculated for a given population. The method is used to gather information that may be used to develop other methods to investigate the relationship that is observed. The cross-sectional research study takes place at a single point in time where experiments are not conducted and variables are not manipulated but provides information only without answering why (Kumar, 1999).

The research method adopted is the survey method. Data so collected from the population was used for intensive study and analysis. A sample is therefore selected from a sub-set of the population for intensive study of the characteristics of the population.

3.3 Study population

This is described as the totality of all elements, subjects or members that possess a specified set of one or more common characteristics. It is sometimes referred to as the universe or target population which is real or hypothetical set of people to which the results of the research are generalised (Adetoro, 1997). The population of the study is 6,113,503 which is the total number of residents of Kaduna metropolis.

Kaduna State is in the North-west geo-political zone of Nigeria, its capital town is Kaduna. Kaduna State is popularly known as the Centre of Politics. In the 2006 population and housing census, Kaduna State is made up of 3,090,438 males and 3,023,065 females. This brings the total population to 6,113,503. The study area falls strategically within four local government areas of the State. They are Chikun, Igabi, Kaduna South and Kaduna North. The localities and communities that make up the study area are, Unguwar Gwari Kawo, Rafin Guza, Malali, Unguwar Rimi, Kamazo, Kabala Doki, Narayi, Unguwar Maijero, Barnawa, Doka, Makera (Down quarters), Tudunwada, Nasarawa, Kudenda, Unguwar Mu'azu and Narayi wards.

3.4 Sampling procedure

Krejcie and Morgan (1970) was used to estimate the sample size which is a commonly employed method in research. The Krejcie and Morgan (1970) sample size formula and table provided guidance on the sample size of study for a quantitative study. Based on the population under study, when guided by Krejcie and Morgan (1970) sample size formula, a sample size of 385 respondents was used.

For this study, the purposive sampling method was used. According to Kerlinger (1986) purposive sampling is a non-probability sampling method, which is characterized by the use of judgment and a deliberate effort to obtain representative samples by including typical areas or groups in the sample. This allows a researcher to use cases that have the required information with respect to the objectives of his or her study. There are four local governments under study and the copies of the questionnaire were evenly distributed. The researcher therefore used eight research assistants to administer the copies of the questionnaire in the sixteen wards of the four local governments.

3.5 Sample size

The sample size for this study is 385 respondents. To determine the sample size, Krejcie & Morgan (1970) formula was used thus;

$$S = x^2 NP(1-P) \div d^2 (N-1) + x^2 P(1-P)$$

S= required sample

x^2= the table value of chi-square 1 degree of freedom at desired confidence level (3.841)

N= The population size

P= The population proportion (assumed to be 0.5 since this would provide the maximum sample size.)

d= The degree of accuracy expressed as a proportion (0.05)

$\therefore\ S = [3.841 \times 6{,}113{,}503 \times 0.5(1-0.5)] \div [(0.05)^2(6{,}113{,}503-1)] + [3.841 \times 0.5(1-0.5)]$

$$S = (5870{,}491.25575) \div [15{,}283.7575] + [0.96025]$$

$$S = 385.06025 \cong 385$$

3.6 Instruments of data collection

The method used for data collection in the study is survey which entails the use of questionnaire, comprising of essentially structured questions for easy coding, tabulation and subsequent analysis. The 385 copies of the questionnaire consist of 23 questions and divided into two sections. The first section – Section A, contains the demographic data of respondents while Section B consists of questions based on the study.

In preparing the instrument, the researcher designed and framed the items in simple terms in order to make it easy for the respondents to interpret and fill in their responses appropriately. The administration of the study instrument was carried out through personal contact where copies of

the questionnaires were distributed to respondents to read and fill. Furthermore, the researcher used eight research assistants that served as questionnaire administrators.

3.7 Reliability

The technique used to measure reliability in this study is Cronbach's alpha. The standardized Cronbach's alpha can be defined as:

$$\infty = \frac{KT}{(1+(K+r)}$$

Where K = is as above

r = the mean of the K (K – 1)/2

The value of Cronbach's alpha will reveal the reliability of the instrument used for data collection. If the value of Cronbach alpha is 0.7 this indicates adequate reliability.

3.8 Method of data analysis

The data gathered from this research work was analyzed and interpreted using tables and percentages. Simple descriptive statistical tools like percentage tables and frequency distribution were used. Chi-square was used to test hypothesis by showing relationships between variables. The questionnaire was collated and analyzed using Statistical Package for Social Sciences (SPSS).

3.9 Analysis summary of reliability statistics

Section	**Cronbach's Alpha**	**N of Items**	**Remark**
Section A	.754	4	Reliable
Section B	.885	19	Reliable

The Cronbach's Alpha coefficient was used to determine reliability.

In the table above, the Cronbach's Alpha coefficient of all the section of the questionnaire used in this research is greater than 0.6, this implies that all the sections of the questionnaire are reliable, therefore the questionnaire used for the research is reliable. This implies they are all

effective in capturing the necessary information needed for the research work, as seen from the remark column of the table.

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATIONAND DISCUSSION

4.1 Introduction

In this chapter, analysis of the data collected using the questionnaire is presented in tables to show frequencies and percentages of the respondents.

Three hundred and eighty-five copies of the questionnaire were administered to respondents and three hundred and seventy were returned. This indicated a 96% response rate which is considered an excellent response rate and sufficiently representative for the analysis. To this extent, this chapter presents the analysis of findings of data collected from the representative sample. However, all the copies of the questionnaire that were returned were duly filled. The analysis and interpretation of the findings collected from the questionnaires administered are given below.

4.2 Administration of questionnaire and Analysis

Table 1: Socio-Demographic Characteristics of Respondents

		Frequency	%
Gender	Female	182	49%
	Male	188	51%
	Total	**370**	**100%**
Marital Status	Single	144	39%
	Married	226	61%
	Total	**370**	**100%**
Age range	18-25	16	4%
	26-35	68	18%
	36-45	136	37%
	46 and above	150	41%
	Total	**370**	**100%**
Educational background	SSCE/GCE	7	2%
	ND/NCE	26	7%
	HND/BSC	209	56%
	Master Degree	111	30%
	PhD	17	5%
	Total	**370**	**100%**

Table 1 shows that 51% of the respondents were male, while the female constituted 49% of the respondents. Also, 61% indicated that they were married while 39% were single. The result also revealed that 41% of the respondents were 46 years and above, while 59% were in the age range of 18-45 years.

Furthermore, 56% of the respondents were HND/B.SC holders; 30% of the respondents were masters degree holders, while only 2% had secondary school certificate (SSCE/GCE).

Table 2: Respondents' Awareness and Access to Online Newspaper

		Frequency	%
Are you aware of the existence of online newspapers?	Yes	291	79%
	No	79	21%
	Total	**370**	**100 %**
If yes, do you read online newspapers?	Yes	201	69%
	No	73	25%
	Sometimes	17	6%
	Total	**291**	**100 %**
If yes, where do you access online papers?	Laptop	52	24%
	Desktop	55	25%
	Phone	89	41%
	I pad	13	6%
	All of the above	9	4%
	Total	**218**	**100 %**

Table 2 revealed that 79% of the respondents were aware of online newspapers and 21% were not aware of them. Also, 69% read online newspapers, 6% read sometimes while 25% do not read them. The result also shows that 41% respondents accessed online newspapers through mobile phones, 24% through laptops and 25% on desktop computers while 4% use all the methods. With 41% of the respondents accessing online newspapers on their phones, technology has made things easier.

From the table above, it should be noted that 75% of the respondents read online newspaper. This trend may not mean well for the offline newspaper as gradual attention is being shifted away from it.

The Frequency of Internet Access and Extent of Online Newspaper Readership

This table explains how often respondents access the internet and how often they read online newspaper.

Table 3: Access to internet and online newspaper

		Frequency	%
How often do you have access to internet?	Very often	116	40%
	Often	146	50%
	Rarely	29	10%
	Total	**291**	**100%**
Where do you access the internet?	Office	172	59%
	Home	73	25%
	Cyber café	26	9%
	Other places	20	7%
	Total	**291**	**100%**
How often do you read online newspaper?	Very often	34	12%
	Often	131	45%
	Rarely	53	18%
	Never	73	25%
	Total	**291**	**100%**
Why do you read online papers?	They are free	59	27%
	They are more convenient	135	62%
	They are timely	24	11%
	Total	**218**	**100%**

Table 3 suggests that 50% of the respondents often had access to the internet, 40% had access to the internet very often while just 10% indicated that they rarely had access to the internet. Also, it can be seen that 59% of the respondents accessed the internet in their offices, 25% accessed the internet at home and 7% indicated that they accessed the internet at other places.

Furthermore, 45% said they often read online newspapers, 12% said they read very often. Meanwhile, 18% of the respondents indicated that they rarely read and only 25% indicated that

they do not read online newspapers. The responses from table 3 suggest that more respondents read online newspaper than those who do not read. Meanwhile the results of the table 3 also depict that majority (62%) of the respondents read online newspaper because it is more convenient, and 27% indicated that they read online newspaper because it is free, while just 11% respondents are of the view that online papers are timely which was why they read them.

The above findings suggest that most of the respondents often had access to internet especially in their offices. This may however, suggest that respondents can access free internet facilities in their offices. This could be a motivator for surfing the net and reading of online newspapers. It should also be noted that most of the respondents are inclined to reading online newspaper because they found them to be more convenient. Convenience as elicited by the respondents can be said to be the ability to access the online newspapers through their phones.

It should also be noted that the respondents sampled in this study showed that they were favourably disposed to accessing and reading the online newspaper. A trend that may further suggest a shift to the online newspaper.

Respondents' purchase of offline newspapers

This table explains if respondents purchase offline newspaper despite reading online newspaper. Some of the respondents still buy newspapers despite the fact that they read online newspaper.

Table 4: Purchase of newspaper

		Frequency	%
Do you buy Newspapers?	Yes	59	20%
	No	113	39%
	Sometimes	119	41%
	Total	**291**	**100%**
If yes, are the stories on Newspaper same as those on the internet?	Yes	163	92%
	No	3	2%
	Sometimes	11	6%
	Total	**177**	**100%**

Table 4 above depicts that 41% of the respondents buy newspaper sometimes, 20% revealed that they buy newspaper, meanwhile 39% of the respondents indicated that they do not buy newspaper. Also, more than an average 92% of the respondents found that the stories on the newspaper were the same as those on the internet, and only 2% of the respondents disagreed that the stories on offline newspaper were the same as those on the online newspaper.

This table clearly shows that only 20% of the respondents consistently buy the offline newspaper. This is not a good omen for the sustenance of the offline newspaper especially with 92% of the respondents who affirmed that the stories in the online newspaper are the same as those in the offline newspaper.

Table 5: Respondents' reasons for buying newspaper

If yes, why do you still buy newspaper?	Frequency	%
For advertisement	64	37%
For future reference	28	16%
For detailed news	59	34%
All of the above	23	13%
Total	**174**	**100%**

Table 5 shows that 37% of the respondents purchased newspaper because of advertisement, while 34% indicated that their reason for buying newspaper was due to detailed news from the newspaper. Meanwhile 13% of the respondents indicated that they buy newspaper because of advertisement, detailed news, and for future reference. These findings imply that advertisement and detailed news were the major reasons respondents were buying newspaper with advertisement having a higher percentage. This may be because most advertisements found on the pages of the offline newspaper are not available in the online newspaper.

Advertisement could be for jobs (like Tuesday Guardian), products and notifications among others. This also reveals that people are concerned about getting detailed information which may not always be available online.

How respondents' age affects their preference for newspaper

This table explains how age affects choices of people and their responses to media messages. The younger age range showed preference for online newspaper while the older range showed a preference for offline newspaper.

Table 6: Cross tabulation of age range and preference for newspaper

		Which is your preference?			
		Online newspaper		Offline newspaper	
		Frequency	%	Frequency	%
Age range	18-25	9	3%	5	2%
	26-35	32	11%	29	10%
	36-45	64	22%	35	12%
	46 and above	38	13%	79	27%
Total		143	49%	148	51%

Table 6 shows that those between the age group of 18-25 years who constitute 3% of the respondents, prefer online newspaper to 2% of the respondents whose preference is offline newspaper, while in the age range 26-35 years, 11% respondents prefer online newspapers while

10% prefer offline newspaper. Also, the age range 36-45 years said that they prefer online newspaper to offline newspaper, with 22% of the respondents indicating a preference for online newspaper as compared to 12% respondents whose preference was offline newspaper. Meanwhile, the results also indicated that the age range 46 years and above preferred offline newspaper to online newspapers, as revealed by 27% respondents who indicated that offline newspapers was their preference compared to 13% respondents whose preference was online newspapers. The table clearly shows that the people of the older generation (46 and above) prefer offline newspaper while the younger ones (26-45) prefer online newspapers. The table also shows another divide in the age range (18-25) who have little or no interest in newspaper.

It should be noted that for the purpose of this study, the age range 18-45 years has been adopted as the younger generation while 46 and above was adopted as the older generation. The findings of this study also show that age has a significant role in determining preference for a particular medium or newspaper.

Table 7: Credibility of Online newspaper compared to Offline newspaper

		Frequency	%
How do you rate the credibility of online papers?	Very credible	72	33%
	Credible	109	50%
	Not so credible	37	17%
	Uncredible	0	0%
	Total	**218**	**100%**
How affordable are Nigerian Newspapers?	Very affordable	38	13%
	Affordable	236	81%
	Not affordable	17	6%
	Total	**291**	**100%**
Do you agree there should be free readers' 'club'?	Strongly Agree	64	22%
	Agree	201	69%
	Disagree	23	8%
	Strongly disagree	3	1%
	Total	**291**	**100**

Table 7 shows that 33% of the respondents indicated that online newspapers were very credible, 50% affirmed that they were credible while 17% which is considered to be the least proportion of the respondents revealed that online newspapers were not so credible, also it can be seen that more than an average 81% respondents agreed that Nigerian newspapers were affordable, 13% affirmed that they were very affordable as compared to 6% respondents who considered Nigerian newspaper to be costly.

Furthermore, more than average of the total respondents (69%) agreed that there should be free readers' 'club', 22% strongly agreed while 8% of the respondents disagreed to having free readers' club and 1% strongly disagreed. This implies that availability of free readers 'club' is accepted by majority of the respondents. This could be a way of encouraging those who cannot afford to buy newspaper but interested in getting timely information.

Table 8: Opinions on Online newspaper and Offline newspapers

		Frequency	%
Is cost a factor that drives you to read online newspapers?	Yes	74	34%
	No	144	66%
	Total	**218**	**100%**
What do you think is the future of newspaper business?	Very bright	70	24%
	Bright	61	21%
	Not very bright	148	51%
	Bleak	12	4%
	Total	**291**	**100%**
Do you think newspapers are in danger of becoming extinct because of online newspapers?	Yes	113	39%
	No	134	46%
	Don't know	44	15%
	Total	**291**	**100%**
Do you agree online newspaper be banned?	Strongly agree	12	4%
	Agree	20	7%
	Disagree	253	87%
	Undecided	6	2%
	Total	**291**	**100%**

Do you agree online newspaper should exist side by side with offline newspaper?	Strongly agree	143	49%
	Agree	90	31%
	Disagree	52	18%
	Undecided	6	2%
	Total	**291**	**100%**

From table 8 it can be seen that 66% of the respondents revealed that cost is not a factor that drives them to read online newspapers, while the least 34% of the total respondents indicated cost as a factor that drives them to read online newspapers. Also, 51% of the total respondents were of the view that the future of newspaper business in Nigeria is not very bright. However, those respondents who considered the business of newspaper to be bleak constituted the least proportion of 4%.

Furthermore, 87% of the respondents disagreed with the view that online newspaper be banned, while 7% of the respondents agreed that online newspaper should be banned. This finding implies that majority of the respondents disagreed with the view that online newspaper be banned. Meanwhile 49% and 31% of the respondents respectively, strongly agreed that online newspapers should exist side by side with offline newspaper, while just 18% of the respondents disagreed. This show that majority of the respondents agreed that online newspapers should co-exist with the offline newspaper.

The attraction to online newspaper is not cost or the fact that it is free, rather, majority of the respondents still find Nigerian newspaper affordable and the cost of the cover price of newspaper is not a driving force to reading online newspaper.

4.3 Analysis of Research Assumptions

Table 9: Research Assumption 1

There is no significant relationship between respondents' access to internet and readership of online newspaper.

There is significant relationship between respondents' access to internet and readership of online newspapers.

			How often do you have access to internet			Total
			Very often	often	Rarely	
How often do you read online newspaper?	Very often	Count	47	12	7	66
		Expected Count	19.5	15.0	31.5	66.0
	Often	Count	9	35	110	154
		Expected Count	45.5	34.9	73.6	154.0
	Rarely	Count	30	19	18	67
		Expected Count	19.8	15.2	32.0	67.0
	Never	Count	0	0	4	4
		Expected Count	1.2	.9	1.9	4.0
Total		Count	86	66	139	291
		Expected Count	86.0	66.0	139.0	291.0

Table 10: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Chi-Square	7.226[a]	6	.512
Likelihood Ratio	7.553	6	.478
Linear-by-Linear Association	.058	1	.810
No of Valid Cases	320		

a. 5 cells (31.2%) have expected count less than 5. The minimum expected count is .19.
b. Note: chi-square table is 16.916 at the d.f of 6 & alpha level of 0.05

There is no significant relationship between respondent's access to the internet and readership of online newspaper.

There is significant relationship between respondent access to the internet and readership of online newspaper.

Table 10 shows no significant relationship between respondent's access to the internet and readership of online newspapers. This is so because the calculated value (7.226) is lower than the chi-square table (16.916) at the degree of freedom of 6 and an alpha level of 0.05.This implies that respondents do not necessarily read online newspaper when they access the internet.

Table 11: Research Assumption 2

There is no significant relationship between readership of online newspapers and purchase of offline newspapers.

There is significant relationship between readership of online newspapers and purchase of offline newspapers.

			Do you buy Newspapers?			Total
			Yes	No	Sometimes	
How often do you read online newspaper?	Very often	Count	21	40	30	91
		Expected Count	23.5	37.5	30.0	91.0
	Often	Count	28	58	40	126
		Expected Count	32.5	52.0	41.6	126.0
	Rarely	Count	26	22	22	70
		Expected Count	18.0	28.9	23.1	70.0
	Never	Count	0	0	4	4
		Expected Count	1.0	1.6	1.3	4.0
Total		Count	75	120	96	291
		Expected Count	75.0	120.0	96.0	291.0

Table 12: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Chi-Square	15.119[a]	6	.019
Likelihood Ratio	15.599	6	.016
Linear-by-Linear Association	.160	1	.689
No of Valid Cases	291		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.03.
b. Note chi-square table is 12.592 at d.f of 6 & alpha level of 0.05

Table 12 shows a significant relationship between readership of online newspapers and purchase of offline newspapers. This is so because the calculated value (30.480) is higher than the chi-square table (12.592) at the degree of freedom (d.f) of 6 and an alpha level of 0.05.This implies that respondent's readership of online newspaper affects their purchase of offline newspaper. This suggests that respondents may not be willing to buy offline newspaper after reading online newspaper.

Table 13: Research Assumption 3

There is no significant relationship between age and preference for online and offline newspapers.

There is significant relationship between age and preference for online and offline newspapers.

			Age range				Total
			18-25	26-35	36-45	46 and above	
Which is your preference?	Online papers	Count	10	41	50	49	150
		Expected Count	7.5	38.6	62.3	74.2	183
	Conventional newspapers	Count	6	37	43	101	187
		Expected Count	8.5	39.4	63.7	75.8	187.0
Total		Count	16	78	75	122	291
		Expected Count	16.0	78.0	75.0	122.0	291.0

Table 14: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Chi-Square	17.498[a]	3	.001
Likelihood Ratio	17.754	3	.000
Linear-by-Linear Association	10.756	1	.001
N of Valid Cases	291		

a. 0 cells (0.0%) have expected count less than 5.The minimum expected count is 7.48.
b. Note chi-square table is 7.815 at the d.f. of 3 & alpha level of 0.05

There is no significant relationship between respondent's age and preference for online and offline newspapers.

There is significant relationship between respondent's age and preference for online and offline newspapers.

Table 14 shows a significant relationship between respondent's preference for newspapers and age group. This is so because the calculated value (31.891) is higher than the chi-square table (7.815) at the degree of freedom (d.f) of 3 and alpha level of 0.05.

This implies that respondent's age group determines their choice of newspaper. The younger folks showed a preference for online newspaper while the older age range showed a preference for offline newspaper.

4.4 Discussion of Findings

Discussion of Findings

In response to research question one, (How often do respondents read online newspapers?), the result of the analysis in table 3 shows that majority of the respondents often had access to the internet while only 10% indicated that they rarely had access to the internet. Also, 57% of the respondents read online newspaper often, 18% rarely read while only 25% do not read at all. This implies that majority of the respondents read online newspapers whenever they had access to internet. This may however suggest that people may depend on the internet for their main source of news due to the frequency of access to the internet. This is so because 90% of the respondents said they often had access to the internet. From this 90% of respondents who often had access to the internet, 57% of them consistently read online newspaper. This further explains

that as people continue to frequently read online newspaper, there is the tendency to do away with the offline newspaper. However, the result of the research assumption shows no significant relationship between respondents' access to the internet and readership of online newspaper.

In response to research question 2 (How frequent do respondents buy offline newspapers?), the result of the analysis in table 4 revealed that 41% buy newspapers sometimes, 20% buy always while 39% do not buy at all. Having only 20% of respondents who buy the offline newspaper always may not speak well to the future of the newspaper industry. This further revealed that respondents had alternative sources of meeting their information needs.

Also, the research assumption revealed that there is a significant relationship between respondents' readership of online newspaper and purchase of offline newspaper. This implies that respondents' readership of online newspaper affects their purchase of offline newspaper. This may suggest that respondents may not be willing to buy offline newspapers after reading online newspaper. The implication of this is that the sales of newspaper will be affected if people continue to be lured to the internet making them rely on online newspapers to be informed.

According to Blumler & Katz (1974) in their Uses and Gratification theory, media audiences are active and goal oriented whereby they achieve their goals through media sources. This however explains why media audiences choose what medium they wish to get their news from. The active participation of media audiences enables them make choices of news sources and news contents at different times.

In response to research question 3, (How does age affect respondents' preference for online and offline newspapers?), the result of the analysis in table 6 revealed that between the age group 18-25 years, 3% of the respondents prefer online newspaper to 2% of the respondents whose preference was offline newspaper, while in the age range 26-35 years 11% respondents prefer

online newspapers while 10% preferred offline newspapers, also the age range 36-45 years depicted that they preferred online newspaper to offline newspaper, with 22% of the respondents who indicated online newspaper as their preference compared with 12% respondents whose preference was offline newspaper. Meanwhile, the result also indicated that age range 46years and above preferred offline newspapers to online newspapers, as revealed by 27% respondents who indicated offline newspaper as their preference to just 13% respondents whose preference was online newspaper. This however suggests that the older respondents preferred the offline newspaper.

Also, the research assumption shows a significant relationship between the age of respondents and their preference for newspaper. This implies that respondents' age group determines their choice of newspaper. The younger folks showed a preference for online newspaper while the older age range showed a preference for offline newspaper. This may however suggest that the younger folks may not be interested in the detailed accounts of news reports but may only be willing to glance through as many headlines as possible. It should be noted that for the purpose of this study, age 18-45 is considered the younger folks while age 46 and above is considered the older folks. This is corroborated by the Social Category theory as propounded by Melvin de Fleur (1970) which argues that individuals within the same sub-groups (such as age, gender, educational class, among others) are likely to choose the same news medium and react similarly to the mass media.

Table 3 shows that 62% of respondents read online newspapers because of convenience. It may however imply that people may not be willing to purchase offline copies when they can access the online versions at will from their devices without necessarily going about with the hard copies of newspapers.

However, it was discovered that there is no significant relationship between respondents' access to internet and reading of online newspapers. This implies that respondents may not necessarily read online newspapers when they access the internet. According to the study by Oyero (2013), the new media is open to all forms of interaction as people surf the internet not necessarily for news information but also for interaction and entertainment. Also, in his study, it was discovered that the respondents use information from the new media as their primary source of news information due to convenience and portability of devices for accessing it such as smart phones. They use traditional media for cross checking information they get on the social media. This corroborates the fact that some people still buy newspapers.

Furthermore, 80% of the respondents agreed to the fact that online newspapers should co-exist with offline newspapers as 94% of respondents believe that offline newspapers are still affordable and people find it convenient to access online newspapers on their phones, the effect of technology. According to Hargrove & Bent's study as cited in Nguyen & Western, 2006, they compared survey data between 1995 and 1999 and discovered that although there was a considerable decline in regular traditional media usage, internet had no adverse effects on the use of traditional news products. The study also showed that internet users were more likely than non-users of all ages, income, education, sex groups to read newspapers and listen to radio news. They concluded that internet and traditional media use are supplementary or complimentary. The more people use the internet, the more they use the traditional media- Radio, Television, Newspaper, Magazines among others.

However, it was discovered that 20% of the respondents buy newspapers while 41% said they sometimes buy. This reveals that online newspapers may not be the only reason affecting the purchase of offline newspapers. There is also a major decline in the reading culture among

respondents. This is so because of the group of people (18-25) who are not inclined to reading as discovered in this study.

According to the 2010 study carried out by the Advertisers Association of Nigeria (ADVAN) across the country, the daily sales figure of all the newspapers was less that 300,000, meaning that only one in every 470 Nigerians buy newspapers daily (Ekeng, 2010). Putting this reality in proper perspective, Popoola (2010) said that all the newspapers in Nigeria today have combined circulation figure that is far less than 500,000 copies per day. Presently, the stockpile of unsold copies of newspapers and magazines in the circulation departments of most print media organizations is a vivid sign of this challenge. Ekeng (2010),disclosed that *Punch* newspaper as one of the number one selling national dailies only circulates 34, 264 copies, *The Sun* newspaper was ranked third with 25, 632 unit sales. *Vanguard* newspaper got 25, 241, while *The Guardian* and *ThisDay* newspapers came 5th and 6th respectively, with 25, 222 and 21, 703 daily sales. *DailyTrust* newspaper, the most popular newspaper up North has 11, 672 daily unit sales. *The Nigerian Tribune,* the oldest surviving newspaper in Nigeria, was another surprise, managing only 8, 314 daily sales.

The above mentioned dailies constitute what is known as the top 8 in the standing. The others combined, including *The Compass, Daily Independent, Leadership, National Life, National Mirror and Westerner* newspapers, could barely rake up 1,600 daily sales Ekeng (2010).

Ekeng (2010) also noted that circulation decline is a global phenomenon as the newspaper industry in America, Europe and even Asia is also affected. This, he said is primarily due to the impact of the Internet, which guarantees quick news for free. Topping the list of all the causes is the crashing local economy, which has greatly reduced the purchasing power of most Nigerians. According to the United Nation (2009), Nigeria is one of the poorest nations on earth and about

70 percent of her populations live on less than one dollar per day. Impact of this, Ekeng (2010) noted was between 2003 and now, when sales figure dropped from 570 000 unit per day to less than 300,000 unit, signifying almost 50 percent drop.

Generally, people seem to agree that two factors are responsible for the dwindling circulation figures of newspapers—the sad state of Nigeria economy and the ever decreasing quality of education. Most editors do not connect to the reading public through their publications which in most cases lacks depth and quality content that serves the majority. In the last two decades, the world has witnessed increase in the population of active middle age folks. This increase has brought about new social life which is global in scope. Such influential newspapers as The New York Times, Washington Post, Chicago Tribune newspapers are also facing the same challenge of plummeting circulation figures, Popoola (2010), concluded.

The Internet brought this social state. Most of the newly empowered middle class have access to the Internet and seriously might have developed a mind set on why offline newspapers should be bought for information when the same are available on their smart phones free of charge with more access to different sources for the same information, Popoola (2010).

The importance of offline newspapers according to Ola and Ojo (2006) quoting Okojie (1993), is that they argued that despite keen competitions from other mass media, they have exerted the greatest influence because of the inherent advantages of being relatively cheap, more widely available and are frequently published thus ensuring the most up-to date information and readability by individuals with varying reading abilities as and when they like. Reiterating this fact, Okojie (1993) argued that the print media was evolving, adding that in spite of the influx of new technologies, it was still regarded as one of the most trusted sources of information by many Nigerians. He noted that though the new media presently provided various platforms of

communicating, a lot of Nigerians were not sophisticated enough to take full advantage of the new technology. Arguing that instead of being a threat, the new media platform would only complement the efforts of the print media to survive. Arguing that generally, newspapers have four basic functions –to inform, to interpret the news, to provide a service to readers, and to entertain. These functions explain what the newspaper does, and they are why people read it.

A newspaper aims at a large circulation of general readers and is primarily a vehicle for topical news and information and Nigeria has one of the most pulsating media systems in Africa, (Rudin & Ibbotson. 2002). According to Ganiyu & Akinreti (2011), there are 400 print titles of varying formats in Nigeria, out of this number, 216 are newspapers, 63 magazines, 44 interest magazines, 16 vernacular publications and 16 religious publications. Some of these newspapers are owned by the government but majority by private individuals. The Nigerian newspapers include esteemed dailies, well-liked tabloids and periodicals that defend the welfare of ethnic groups in Nigeria.

Newspapers help readers become informed citizens and make better decisions by providing lots of facts. Hard news stories, vital statistics, weather, sports stories and scores, and event calendars are examples of items that help inform readers. Some newspaper articles help interpret, or explain, the meaning of news to readers. These stories often include the opinion of the writer or newspaper management. Editorials, opinion columns, news analysis, and reviews are some examples. Newspaper stories provide information that help readers solve their business, home, recreation, and daily living problems. Adverts assist in informing readers about products and services. Hard news stories, feature stories, classified adverts, and display adverts are items that provide a service. Some items in the newspaper are designed to amuse or provide enjoyment to readers. Feature stories, comics, puzzles, and humor columns are entertainment items. The

displacement argument among media scholars in the use of both traditional and new media by audiences could subsist in the developed societies due to high level of technological advancement, availability and accessibility of these new media, since most individuals own, access, and are particularly conversant with the use of new media technologies. But developing countries like Nigeria could be different, though literature suggests a pervasive increase in the use of the new media among audience (Ezeah et al., 2013; Agboola, 2013; Agboola, 2014) the purpose and actual percentage of use by different audience segments in Nigeria have not yet been empirically determined. Except for instance, by the youths where research has shown that a good percentage of the youths have increasingly been making use of the social media and online platforms to engage mostly in social activities and entertainment (Adomi et al., 2003; Nwesige, 2004; Omotayo, 2006.)

Another reason for focusing on audience use of the new media perhaps could be understood from the media content convergence in a single platform, reflecting a term known among researchers as "shovelware" where the same information is "copied-and-pasted" across different media (Lin, Salwen, Garrison, & Driscoll, 2005; Barnhurst, 2007; Quandt, 2008). The above analysis finds echo in Weldon's finding (2008) that all the "most-read" news articles on the website of The New York Times newspaper on December 14, 2006 were "shoveled to the website from the print version of newspapers.' It is found that print newspapers provide as much as ninety percent of the news content on the Internet. As the Internet becomes the extension, rather than revolution, of traditional news media and with traditional news media's dominance on the Internet, online diversity of news content is astonishingly shallow (Hindman, 2007; Tewksbury, 2003; Ahlers, 2006; Robinson, 2007; Lee & Delli Carpini, 2010). Corroborating the above view, Hindman (2007) as quoted in Lee and Delli Carpini (2010) illuminates the same trend in the American

context that of the nation's two hundred most widely circulated newspapers, all now publish their content on the World Wide Web, either on their own websites or on a site shared with another news organization. With only a handful of exceptions, newspaper websites overwhelmingly present the same articles, prepared by the same staff, as the paper's print edition.

This has also become a common practice in Nigeria, where almost all the print media in Nigeria also have an online version. This new development became the thrust of this research to determine the effect this might have on the media consumption pattern of Nigerian elites who have high access, and affordability of both traditional and new media forms. This research has therefore shown the media consumption trend of people and the medium they gravitate to in reading most of their news and why.

In the perspective of the Uses and Gratification theory, the key concept is that the choices people make when consuming media messages are motivated by their desire to gratify a range of needs and the concept of motivation deals with the type of perceived incentives or rewards which motivates individuals to take action and engage themselves in a particular media use (Roy, 2008).

Katz et al (1974) proposed basic tenets that form the tripod upon which the foundation of Uses and Gratification theory stands, thus:

a) Media users are goal directed in their behaviour

b) They are active

c) They are aware of their needs and select the media to gratify their needs

Media scholars have applied this theory to different media of mass communication such as newspapers, radio, television, cable television, watching television soaps and Internet.

Although the Uses and Gratification theory has been largely criticized for being too individualistic by scholars (Roy, 2008; Wimmer & Dominick, 1994; Elliot, 1974; Severin & Tankard, 1997), but despite the perceived theoretical and methodological imperfections of the Uses and Gratification Theory, today's complex topographies of the new media, engendered by concepts as interactivity, demassification, collaborative communication, digitization, virtuality, dispersion, hypermedia among others have granted the perspective a renewed relevance in the 21st Century. This reality finds echo in Ruggiero's observation (2000) that as new technologies present people with more and more media choices, motivation and satisfaction become even more crucial components of audience analysis. Not surprisingly, researchers have been busy applying Uses and Gratification theory to a wide range of newly popularized video media technologies. Chamberlain (1994) argued that we have entered an era of demassification in which the individual media user is able, through new technologies, to pick from a large selection of media, previously shared only with other individuals as mass media. Unlike traditional mass media, new media like the Internet provide selectivity characteristics that allow individuals to tailor messages to their needs (Ruggiero, 2000).

In other words, each of the new media concepts –interactivity, abundance, demassification, asynchroneity, among others offers a vortex of communication behaviours to examine, using the uses and gratification theory. Media scholars have also suggested that traditional models of Uses and Gratification may still provide a useful framework from which to begin to study the internet and new media communication (Kuehn, 1994; December, 1996; Morris & Ogan, 1996; Ruggiero, 2000). Thus, Uses and Gratification research may well play a major role in answering initial web use questions of prurience, curiosity, profit seeking, and sociability. Uses and Gratification also, holds the prospect for understanding the Internet's mutability, or its broad

range of communication that goes on in the cyberspace (Newhagen & Rafaeli, 1996; Ruggiero, 2000). In the light of the above argument and the nature of this current study, the perspectives of the Uses and Gratification theory becomes relevant as the theoretical frame work for the analysis of the influence of the new media on newspaper readership in Kaduna metropolis.

The findings of this study clearly suggest that the respondents used in this study are exposed to both traditional and new media forms. However, overall result points to a high degree of access to the new media (internet) by both old and young. Similarly, respondents who reported heavy usage/exposure to internet did so as a matter of convenience more than any other gratification. Although convergence is apparent in the Nigerian media environment yet, majority of the respondents still buy newspapers. Interestingly, the study reveals that most respondents who read online newspapers have various reasons for buying newspapers. On general media use pattern, a repetitive preference or consumption pattern for offline newspapers was found among the older respondents. When this is situated within the comparative analysis of age and preference for a particular source of news information, it was found that both the young and old access the internet but the purchase of hard copies of newspapers is still very evident though more evident among the older respondents. This comparative media use phenomenon is reinforced in Hargrove and Bernt's study conducted in Stempel (as cited in Nguyen & Western, 2006) where they compared survey data between 1995 and 1999 to discover that although there was a considerable decline in regular traditional media usage, Internet had no adverse effect on the use of traditional news products, but also that Internet users were more likely than non-users in all age, income, education, and sex groups to read newspapers and listen to radio news. They concluded that Internet and traditional media uses are supplementary or complementary. Although the Internet could potentially emulate all media, this research suggests that respondents

do not employ the Internet for exactly the same purposes as the traditional media and suggest that audiences choose particular medium to gratify particular media need. For example, the data indicate that users predominantly read online newspapers for convenience while the offline newspapers are used for future references, detailed news and to view adverts among others. These results contradict findings of previous literatures which analyzed media use pattern of older adults between the ages of (30-40) and (50-64) in Alabama with empirical findings showing preference of social networking and internet as their main source of national and international news (Gaddy, 2010; Pew Research Center for the People & the Press, 2010). This partially explains the premise that displacement effect does not exist among the research respondents especially with regard to information gathering and cognitive media needs. One may argue that a complementary use/combination of traditional and new media platforms may enhance the gratification of respondents' communication needs.

Hence, media audiences make choices of the media they expose themselves to based on the satisfaction or gratification they derive from such exposure. The Uses and Gratification theory stresses the activeness of media audiences in the choice of media and media messages. This explains why media audiences choose the medium that best satisfies their information needs.

Consequently, in trying to know the extent respondents read online newspapers when they access the internet, it was discovered that majority of the respondents often had access to the internet while just 11% indicated that they rarely had access to the internet. Also, 57% of the respondents often read online newspaper while only 18% rarely read. This implies that majority of the respondents read online newspaper whenever they had access to the internet. This may however suggest that people may depend on the internet for their main source of news due to the frequency of access to the internet. This is so because majority of the respondents (75%) who

said they read online newspapers also had access to the internet. Though this is contrary to the result of the research assumption which shows no significant relationship between respondents' access to the internet and reading online newspapers.

Also, the Uses and Gratification theory as propounded by Blumler & Katz (1974) explains why people access different media according to the gratification they derive from it. Access to the internet and online newspaper readership are based on choices of individuals. People access the medium best suitable to them and therefore access their news from such medium.

Also, finding out if respondents who read online newspapers still buy offline newspapers,

Table 4 depicts that 41% of the total respondents only buy newspapers sometimes, 20% of the respondents revealed that they buy newspaper, meanwhile 39% of the respondents indicated that they do not buy newspapers. It should be noted that 39% of the respondents do not buy newspapers while about 61% buy newspapers. This study has revealed that 75% of the respondents read online newspapers. Of this figure, 20% of them still buy newspapers always while 41% buy sometimes. Going by the Uses and Gratification theory of Blumler & Katz (1974) media audiences have different reasons why they expose themselves to different media and different content of media messages. Despite the fact that respondents had access to the internet and read online newspapers, they still buy newspapers for various reasons. This may however, suggest that the newspaper industry still has the hope of survival. Also, the research hypothesis shows a significant relationship between readership of online newspaper and purchase of offline newspaper. This implies that respondents may not be willing to buy offline newspaper after reading online newspaper. If this trend persists, it will have a negative effect on the newspaper industry as advertisers may no longer be willing to place their adverts on the pages of newspapers, a major source of finance to newspaper houses.

In the quest to know if respondents' preferences of online and offline newspapers depend on their age group, it was revealed that between the age group 18-25 years, 3% of the respondents prefer online papers while 2% of the respondents prefer offline newspapers. In the age range 26-35 years, 11% of the respondents prefer online papers to 10% who prefer offline newspapers while the age range 36-45 years prefers online papers to offline newspapers, with 22% of the respondents who indicated online newspaper as their preference compared with 12% respondents who prefer offline newspaper. Meanwhile, the result also indicated that those within the age range of 46years and above preferred offline newspaper to online newspaper, as revealed by 27% respondents who indicated offline newspapers as their preference as against 13% respondents whose preference was online newspapers.

The proponent of the Social Category theory as propounded by Melvin (1970) is evident here in determining if age is a major factor to preference of a particular medium. Melvin (1970) argues that individuals within broad sub-groups (such as age, gender, educational class) react similarly to the mass media. The age ranges captured in this study indicated that they all access the internet but the older age range showed a preference for offline newspapers.

This is corroborated by the result of the research hypothesis 3 which shows a significant relationship between respondents' preference for newspapers and age group because the calculated value (31.891) is higher than the chi-square table (7.815) at the degree of freedom (d.f) of 3 and alpha level of 0.05.

However, the level of exposure to the internet has not reached the level to which the newspaper industries will go out of business in this part of the world. The newspaper industry is probably still surviving today because of in-depth news stories, adverts, features and its advantage of record keeping making it possible for people to refer to it for future references, among others.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Since the advent of the new media (internet) and subsequent posting of news stories on the internet as online versions of newspapers, the number of online readers has increased by the day. A major reason for this sudden trend is the free access to these online newspapers and the awareness of the new media. The influence of this on the offline newspaper readership and the consequence on the newspaper industry is what this research project sought to explain.

5.2 Summary of Major Findings

This research work seeks to explain the role of the new media on newspaper readership among residents of Kaduna metropolis. The study examined the extent to which newspaper readers read online newspapers when they access the internet, found out if reading online newspaper affects their purchase of offline newspapers and established if age of respondents affects their preference for online and offline newspapers.

The Uses and Gratification Theory as well as the Social Category Theory were used as a framework of analysis. The Uses and Gratification Theory explains the activeness of media audiences and their ability to choose the medium that best gratifies their information needs. The audience is conceived as active. This idea focuses on the assumption that the viewers are goal-oriented and attempt to achieve their goals through the media source. The Social Category Theory on the other hand, argues that individuals within broad sub-groups (such as age, gender, educational class) react similarly to the mass media. These factors among others as mentioned above can influence how media audiences choose, perceive and react to media messages.

The survey method was used for data collection. This entails the use of questionnaire, comprising of essentially structured questions for easy coding, tabulation and subsequent analysis. The three hundred and eighty five questionnaires consist of twenty three (23) questions divided into two sections. Section A contains the demographic data of respondents and Section B consists of questions based on the study.

The advent of the internet and subsequent posting of newspapers on the internet has become a major challenge to the newspaper industry. This is a major challenge to the industry in Nigeria though it could not determine the extent of the impact this could have. During this study, it was discovered that majority of the respondents often had access to the internet as well as read online newspapers.

This study also revealed that 75% of the respondents read online newspapers while 61% still buy newspapers. Though, the research hypothesis shows a significant relationship between readership of online newspapers and purchase of offline newspapers, implying that respondents may not be willing to buy offline newspapers after reading online newspapers. Consequently, the study found out that the older folks prefer the offline newspaper while the younger folks showed a preference for the online newspapers. Corroborating this, the result of the third research hypothesis shows a significant relationship between respondents' preference for newspapers and age group.

It is of importance to know the role of the new media on the offline newspaper. Though newspaper houses do not rely on sale of newspaper to survive, they mainly survive on the cost advert placements. However, if newspaper readership is dwindling, it will also affect the decisions of those placing the adverts because are placed to pass messages across to people and this can only be achieved when such adverts are seen and read by people.

Considering the level of education, exposure and many other factors, the newspaper industry in Nigeria has not completely lost out to the influence of online newspaper readership. The reliability of the internet services is yet to reach its peak as people still face some challenges in accessing the internet sometimes due to weather conditions and the like. Availability of power supply to constantly charge devices is also a major setback to internet users. So people still buy offline newspaper for certain purposes.

Apart from the challenges the internet poses on the readership and sale of newspaper, this study was able to establish that the younger generation is not inclined to reading newspaper.

5.3 CONCLUSION

The study investigated the role of the new media on newspaper readership among residents of Kaduna metropolis.

The research work found out that the advent of smart phones through technology has made access to the internet possible and has also brought the world closer making information easily available and convenient. The aim of this study is to determine if reading online newspaper can lead to the extinction of the offline newspaper. It was revealed that many respondents read the online newspaper, a trend that may not guarantee the sustenance of the offline newspaper. However, it was established that there is no statistically significant relationship between respondents' access to internet and reading online newspapers, this implies that respondents do not necessarily read online newspapers every time they access the internet.

Also, only 20% consistently buy offline newspaper which clearly shows a decline in purchase. This finding also revealed a significant relationship between readership of online newspaper and purchase of offline newspapers. This implies that the more respondents read online newspapers, the more the likelihood of decline in the purchase of offline newspapers.

According to Blumler & Katz (1974) in their Uses and Gratification theory, media audiences are active and goal oriented whereby they achieve their goals through media sources. This however explains why media audiences choose what medium they wish to get their news from. The active participation of media audiences enables them make choices of news sources and news contents at different times.

This study further revealed a significant relationship between age and preference of newspaper. The older folks tend to prefer the offline newspaper while the younger age group showed a preference for online newspapers. The proponent of the Social Category theory as propounded by Melvin (1970) is evident here in determining if age is a major factor to preference of a particular medium. Melvin (1970) argues that individuals within broad sub-groups (such as age, gender, educational class) react similarly to the mass media. The age ranges captured in this study indicated that they all access the internet but the older age range showed a preference for offline newspaper.

5.4 RECOMMENDATIONS

Considering the role of the New Media on newspaper readership and the discoveries made in the course of this study, it was observed that people clamour for information and are always eager to know about the happenings around them, due to this, the following recommendations are proffered:

i. Newspapers may be distributed free to the general public. This may improve the reading culture in people.

ii. Corporate organizations, government establishments and various offices should be encouraged to place adverts on pages of newspapers whenever the need arises and also buy newspapers.

iii. Schools should do a lot in educating the younger ones on the benefits of reading newspapers by buying and placing them in school libraries.

5.5 SUGGESTION FOR FURTHER RESEARCH

This research work is aimed at establishing the role of the New Media on Offline Newspaper Readership. Further research is hereby suggested in the study of the content of news items posted on the internet and those on the pages of the offline newspaper. Further research is also encouraged to know other challenges faced by the offline newspaper apart from online newspaper readership. Study of newspapers that represent different regions and how much sales they make through advert is also encouraged. Interview as a data collection method is also recommended for this research topic.

5.6 CONTRIBUTION TO KNOWLEDGE

This research made the following contributions to study:

i. The findings helped to know the role of the new media on newspaper readership among residents of Kaduna metropolis. The study revealed that the newspaper industry may become endangered by the new media as the offline newspaper may become extinct.

ii. The study also helped to unveil other factors that may be affecting the newspaper industry in Nigeria. Such factors include, dearth in reading culture, age, among others.

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DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF SOCIAL SCIENCES,
AHMADU BELLO UNIVERSITY, ZARIA

Dear Respondents,

I am a Master's Degree student in Mass Communication at the Ahmadu Bello University Zaria, conducting a study on the Impact of the Internet on Newspaper Readership. This study is aimed at knowing the problems associated with Newspaper readership since the inception of online papers. The data collected from this questionnaire will assist in the analysis of the research which is a requirement for the award of an M.Sc Mass Communication degree. You are please requested to respond to the questions, assuring you that any information provided would be used purely for academic purpose and shall be treated confidentially. Thanks

Please tick [ ] as appropriate to answer the questions.

SECTION A

1. Gender (a) Female ( ) (b) Male ( )
2. Marital Status (a) Single ( ) (b) Married ( )
3. Age range (a) 18-25 ( ) (b) 26-35 ( ) (c) 36-45 ( ) (d) 45 and above ( )
4. Educational background (a) SSCE/GCE ( ) (b) ND/NCE ( )
   (c) HND/BSC ( ) (d) Master Degree ( ) (e) Ph.D ( )

SECTION B

5. Are you aware of the existence of online newspaper?
   (i) Yes (ii) No
6. If yes, do you read online newspapers?
   (i) Yes (ii) No (iii) Sometimes
7. If yes, where do you access online papers?
   (i) Laptop Computer (ii) Desktop Computer (iii) Phone (iv) Ipad (v) All of the above
8. How often do you have access to internet?
   (i) Very often (ii) Often (iii) Rarely (iv) Never
9. Where do you access the internet?
   (i) Office (ii) Home (iii) Cyber Café (iv) Other places
10. How often do you read online papers?
    (i) Very often (ii) Often (iii) Rarely (iv) Never

11. Why do you read online papers?

(i) They are free (ii) They are more convenient (iii) They are timely

12. Do you buy Newspapers?

(i) Yes (ii) No (iii) Sometimes

13. If yes, why do you buy newspapers?

(i) To view Adverts (ii) For future reference (iii) For detailed news (iv) All of the above

14. Are the stories on Newspapers same as those on the internet?

(i) Yes (ii) No (iii) Sometimes

15. Which is your preference?

(i) Online papers (ii) Conventional Newspapers

16. How do you rate the credibility of online papers?

(i) Very credible (ii) Credible (iii) Not so credible (iv) Uncredible

17. How affordable are Nigerian Newspapers?

(i) Very affordable (ii) Affordable (iii) Not affordable

18. Do you agree there should be free readers' 'club'?

(i) Strongly agree (ii) Agree (iii) Disagree (iv) Strongly disagree

19. Is cost a factor that drives you to read online newspapers?

(i) Yes (ii) No

20. What do you think is the future of newspaper business?

(i) Very bright (ii) Bright (iii) Not very bright (iv) Bleak

21. Do you think newspapers are in danger of becoming extinct because of online newspaper?

(i) Yes (ii) No (iii) Don't know

22. Do you agree online newspapers be banned?

(i) Strongly agree (ii) Agree (iii) Disagree (iv) Undecided

23. Do you agree online newspapers should exist side by side with conventional newspapers?

(i) Strongly agree (ii) Agree (iii) Disagree (iv) Undecided