

**AN ASSESSMENT OF ONLINE NEWSPAPER READERSHIP AMONG STUDENTS OF TERTIARY  
INSTITUTIONS IN NIGERIA**

(A Study of Auchi Polytechnic Students)

BY

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DEPARTMENT OF MASS COMMUNICATION,

AUCHI POLYTECHNIC, AUCHI

NOVEMBER, 2022

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A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS  
COMMUNICATION, SCHOOL OF INFORMATION AND COMMUNICATION  
TECHNOLOGY, AUCHI POLYTECHNIC, AUCHI, EDO STATE

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NOVEMBER, 2022

DECLARATION

I hereby declare that this project entitled An Assessment of Online Newspaper Readership among Students of Tertiary Institutions in Nigeria (A Study of Auchi Polytechnic, Students) was written by me and that it is the record of my own research. To the best of my knowledge it has not been presented in any previous application for an academic award. All sources of information have been acknowledged using references.

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Imogbore Margaret

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Date

APPROVAL

This project is approved based on the students declaration and its compliance with the requirements of the Department of Mass Communication, Auchi Polytechnic, Auchi, in partial fulfillment for the award of the Higher National Diploma (HND) in Mass Communication.

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Mr. Anthony Ofunne  
(Project Supervisor)

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Date

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Mr. Joseph Ikerodah  
(Ag. Head of Department)

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Date

DEDICATION

This research is dedicated to God Almighty for his unending love, mercies and sufficient grace which has strengthen me all through my years in the Federal Polytechnic, Auchi.

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## Abstract

This study was carried out to assess readers perception of Information and communication Technology and their motivation towards online newspaper readership. The objectives that were to be achieved were; examining the perception of readers of information and communication technologies, examining the factors that motivate newspaper readers towards online newspaper readership and finding out the extent to which newspaper readers are motivated towards online readership. Following the objectives of the studies, key research questions were asked among which are; what is the perception of readers of Information and communication technologies, what motivates newspaper readers towards online readership, to what extent are readers motivated towards online newspaper readership. To answer these questions, the survey methodology was adopted. The questionnaire served as the instrument of data collection while the descriptive statistic method of frequency distribution tables and simple percentage were used in the data analysis. Findings of the study have it that Nigerian newspaper readers have positive perception about information and communications technologies. It was also found out that Nigerian readers are highly motivated towards online newspaper readership. Factors like constant availability of content, ability to download, ability to make instant comment, etc motivate readers towards online readership. The study further recommended that online news editors should always ensure that they follow basic journalistic principles of news writing and headline casting. This is to ensure that the integrity of online news contents stand the test of time.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

The Information and Communication Technology is today one of the most effective means of communication as a new mass medium and a forceful one too, which has become an integral part of mass media. It is not only a mass medium, but is also a global medium with a potential to reach everyone on the globe (Ohiagu, 2011). The Information and Communication Technology has increased competition for newspapers and revised the way news is distributed. Indirectly, it has influenced advertising trends, readers' behavior and the rise of disruptive technologies. As a result, newspapers have been forced to integrate with the web and now approximately 80% of newspaper publishers have integrated web and print operation (Patel, 2010).

The Internet as an integral part of ICTs has continues to evolve into a major news source. The internet which is the worldwide system of interconnected computers makes use of telecommunication resources. It is defined by Aina (2003), Hanson (2005) as a network made up of large number of computers throughout the whole world. The computers in the network communicate and share data with one another. The internet with all its capabilities have changed the way we live, learn and work. It permits us to communicate more with people around the world, regardless of location and distance, thus making it a global village.

Anyone who has followed information and communication technologies and the Internet over the last decade might have seen an 'amazing series of events. The transformation brought about by the internet in the area of the mass media is enormous. One of those areas is the newspaper industry. No doubt that ICTs have completely changed the face of the printing industry and newspapers have taken the lead. Today, people do not have to wait for 24 hours for newspapers to update them of happenings around the world as newspapers now have 'breaking news' which was

an exclusive of the broadcast industry. People do not have to wait until the vendor(s) deliver the newsprint before knowing what is happening in the dailies.

The marriage between the newspaper industry and Information and Communication Technologies (ICTs) has made many, if not all, national newspapers in Nigeria to have online versions (Mbachu, 2003). It is believed that their readership is high as Adedina, Adeniyi and Bolaji (2008) aver that more people read online versions of a newspaper than its hard copy in Nigeria. What these indicate is that online newspapers are viable sources of information in our present day Nigeria. The dictum: “Information is power” suggests that information enhances human development. Human development, according to Anorue, Obayi, and Onyebuchi (2012), is a state of human well being that enables people to gain control of their environments. They point out that the sharing of information among humans through communication is a crucial component of the relationship with the human environment for development purposes.

Readership of online newspapers is an information sourcing and sharing activity. The phenomenon of online newspapers is believed to have greatly enhanced information sourcing and sharing activities in several ways. A number of benefits accrue to online newspapers in their information sharing efforts. Online newspapers provide easy, widespread, and timely access to information; allow for interactivity among information users; and enable users to store, share and retrieve their content quickly and easily (McQuail, 2007).

This suggests that people who read online newspapers and use the information provided to gain control of their environment in different ramifications have the likelihood to attain human development than people who do not. In other words, it

may be assumed that readership of online newspapers can contribute to human development in Nigeria.

To read online newspapers, people need to have access to the Internet. One place in Nigeria where Internet accessibility can be expected is a university. Universities in Nigeria these days possess a lot of indicators of interactions with the Internet. Many university libraries provide access to online journals and other Internet-based resources. Payment of school fees and registration by students are now online in many Nigerian universities and some Nigerian universities even build “ Browsing” charges into the fees payable by students. Members of staff interested in browsing the Internet through the universities’ portals are charged and such charges are deducted at source from their salaries. Even where the university does not provide Internet services, many staff and students in Nigerian universities these days have their personal gadgets through which they connect to the Internet.

In spite of the seeming successes of the internet as a news medium, questions have been raised about the credibility of online news (Lasica, 1998 and Online News Association, 2002). These concerns are significant in that journalism is built on the principles of credibility. The public is likely not to pay attention to a medium that they do not trust because trust is a factor in news reporting. Johnson and Kaye (1998) cautions that lack of trust in information obtained from the Internet could keep it from becoming an even more important and influential news source.

In what seem to be a global diffusion of innovation and social change, the newspaper industry in Nigeria has also joined the world trend of publishing daily newspapers on the internet. There is no gainsaying the fact that majority of Nigerian newspapers are on the internet presently. The issue which many online newspaper readers have had to grapple with is that of the credibility of the news sources and the

identification of the reporters or authors of the internet stories. The internet has not only come to revolutionize the dissemination of information by the mass media but also seriously altered the traditional processes of news gathering and processing. Nigerian newspapers may have gone to the internet partly as a means of reaching out to the outside world and partly as a way of not being left out of the information advantages which the internet has brought to the print industry globally and most importantly as a result of the threats from the broadcast industry (Olley and Chile 2015).

According to Baran (2004, p.121) “ Television forced the newspaper to change the way they did business and served their readers, now online computer networks pose the greatest challenge to this medium” . Online job hunting and auto sales services are already cutting into the classified advertising profit of newspapers.

Newspapers are today blending into what is now considered a single system of interrelated systems (internet). The influence of the internet could be readily noticed in the online newspaper phenomenon that has greatly increased the accessibility of people to information services (Patel, 2010). Apparently, the Internet World Stats shows that Nigeria has the largest internet users in Africa; having 67.3 million internet users.

The entire world is fast embracing information and communication technologies in all spheres of life and the newspaper industry cannot be left out. The changing face of the newspaper industry could not have been what we have today if not for the convergence between the newspaper and the modern technologies adopted in the industry. On the issue of convergence, Baran (2004) notes that technology has led to newspapers all over the world reinventing themselves and becoming more user-friendly, more casual, more lifestyle-oriented, and more in touch with youths.

There is this speculation that the contents of online edition of newspapers satisfy readers' needs for information and slows down the drive for the print versions (Okoro & Diri, 2012, p.9). Several studies were conducted in Nigeria on newspaper readership in information age. For example, Mathew, (2013) examined the online newspaper readership in North Eastern Nigeria, and how online newspaper is gaining acceptability among Nigerians and the challenges facing its growth. Others include Okonofua (2012), Salawu (2004) and Olusoji (2012) as well as Aliagan (2011). With the success that the newspaper industry and indeed the media world have recorded by embracing ICTs and indeed the internet, it becomes pertinent to investigate the perception of readers on how ICTs motivate them to read newspapers on line. This is particularly important considering the fact that is widely said that Africans particularly Nigerians do not read.

## **1.2 Statement of the Problem**

The internet can be judged as the greatest communication inventions of man in modern times. This is mostly as a result of the convergence power which it has, and which has also been used to bring other traditional media to a common plane. In Nigeria, the face of the newspapers can be said to be changing greatly. The Nigerian newspapers can now be read on the internet just like *the London Times*, *New York Times*, *Le Monde of France* and others.

It is widely believed that Africans do not have flare for reading. This is why it is popularly said that if you want to hide anything from a black man, it should be kept in a book. This paints the picture of how poor Africans are when it comes to reading.

One reason that has been said to be responsible for the poor reading culture of Africans is boring nature of reading hard copies. Based on this, this study was carried out to examine how newspapers readers in Nigeria perceive information and

communication technologies and how ICTs motivates readers towards online newspaper readership.

### **1.3 Objectives of the Study**

This study was carried out to examine the following:

1. To examine the perception of Nigerians of Information and communication Technologies
2. To examine what motivates Nigerian newspaper readers towards online readership.
3. To find out the extent to which Nigerian newspaper readers are motivated towards online newspaper readership.
4. To find out the extent to which Nigerian newspaper readers read online newspapers.

### **1.4 Research Questions**

In attempting to provide relevant data to be analyzed in order to achieve the objectives set for the study based on understanding newspaper readers' views, behaviors, and practice on reading online newspapers, the following research questions are raised for this study:

1. What is the perception of Nigerian readers of Information and communication technology?
2. What are the readers' motivations towards reading online version of newspapers?
3. To what extent are the readers motivated towards reading online version of newspapers?
4. To what extent are Nigerians exposed to online newspaper publications

### **1.5 Scope of the Study**

The scope of the study is the delineation of the areas that the data for a study will be collected. It is also the area that a research will be conducted. In the light of this, the scope of this study is limited to Benin City in Edo State. The choice of Benin City is based on the fact Benin houses a number of newspaper houses including a press Centre.

## **1.6 Significance of the Study**

This study examines the perception of readers of information and communication technology and motivation towards online newspaper readership. Upon completion, this study will benefit different facets of the society.

Firstly, this study will point out the significance and the importance of ICTs and how it has aided print media. This will enable print media organizations across the country to embrace ICTs fully.

Also, the study will enable newspaper organization make adjustment as to how to package their hardcopies with a view to still remaining relevant in the market.

In addition to the above, this study will contribute to knowledge as it will contribute to the array of literatures that already exist on this subject matter. By this, this study will serve as a reference material to future researcher or students who will be conducting research on similar or related subject matter.

## **1.7 Definition of Terms**

The following terms were constantly used in this study. They are hereby defined to reflect the context to which they were used.

Perception as it relates to this study, perception is the view and opinion of Nigerian newspaper readers on ICT.

Information and Communication Technology in this study, information and Communication technologies are new media gadgets such as computers, internet, telephones etc.

Online newspapers these are newspapers published on newspapers websites available to readers on the worldwide web or www.

Readership this is the reading habit of Nigerian newspaper readers

Motivation this is the encouragement of readers towards online readership

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Review of Related Literature

Several studies across the world were conducted to examine print and online newspaper readership. Most of these studies concentrated mainly on print and online newspaper reading, preferences, popularity, reading time, and interactivity nature of the online newspaper. Findahl (2008) found that, although the Nordic countries are known to have a very strong tradition of newspaper reading, there was a decrease of newspaper reading from 1996 to 2002, and a small decrease from 2005 to 2006. The habits of print newspaper reading have changed very little in Sweden and most evidently in Finland, Norway and Denmark since internet was introduced.

Similarly, the findings of Ihlström and Lundberg (2002) revealed that in Swedish, the subscribing readers of the online versions have increased from one forth to more than a half of the readers, while more than 80% of the readers prefer print edition of the newspaper. Their findings also indicated that the readers are further interested in a multimedia paper edition for the future. This shows that online newspaper is gaining popularity in the newspaper industry in the country. Nguyen and Western (2006) found that “ those who relied on the internet the most for news and information still used traditional sources substantially” . Traditional media will continue to exist to complement the internet in providing audience’ s news and information needs. They concluded that:

The historical coexistence of old and new media will continue in the internet age. At least within the provision of news and information, instead of driving out old media, the internet will complement them in serving the seemingly insatiable news and information needs among a substantial segment of the society. Decline of traditional news and information usage might be under way, especially when the internet becomes the most relied-on news

and information source but it is unlikely for any replacement (absolute displacement) to occur (p.16-17).

Similarly De Waal, et al. (2004) argued that online newspapers only partly seem to substitute print newspaper reading, and to a small extent, but they do not reduce other media behaviors. In addition, online versions of newspapers do not seem to be capable of substituting a whole range of information functions of the print versions. In Malaysia, despite the internet becoming a major source of news and information in recent years, newspapers still remain as the main and important reading and informative document for the people to rely on (Salman, et al. 2011). According to the findings of Everett (2011), 50.5% of the readers favored online newspapers, but despite online reading being free, 32.7% still prefer reading print newspapers to its online counterpart.

The study concluded that although the future of newspaper industry is obscure, it is certain that it will include technology. Newspapers are transforming into a news source that consumers want, and are successfully embracing their technological fate.

Abdulraheem, et al. (2012) employed a survey method to examine the future of print media in information age in Nigeria. Their study showed that the internet which houses online newspaper can be seen as a major predictor of the dwindling print newspaper readership in Nigeria, and that online newspaper was significantly the source of news. This means that the effectiveness of the internet changes the pattern of information dissemination and news consumption in Nigeria especially among the youth. The study further revealed that majority of those who read online newspapers do so because of internet access.

In sum, the preceding review suggests that traditional newspapers are now matching the internet news sources in their own game. Meanwhile, the content of both print and online newspapers matters to readers; increasing the quality of content can

increase satisfaction while satisfaction has the potential to result in higher reading motivation and vice versa (Obijiofor & Green, 2001).

### **The Place of ICTs in the Nigeria Print Media Industry**

The increasing role of information and communication technologies in media operations cannot be overemphasized. Soola (1998) observes that information and communication technology has precipitated a revolution in the communication industry with an emphasis on improved methods and efficiency. It guarantees accuracy and efficiency. Information technology provides near limitless possibilities of increasing quantity and enhances the quality, speed and availability of information in a complex, but increasingly interdependent world of business.

ICTs have brought quality and value to newspaper prints as they help graphic artist to creatively use various tools to shape and reshape artistic works. Satellite technology now makes it possible for newspaper houses to print the same edition of newspaper hard copies at various locations, thereby breaking or beating the barrier of distance and timeliness in distribution. Nelson (2008, p. 170) observes that satellite communication as a form of ICT eases the problem of newspaper production and distribution. The laborious task of newspaper planning has been overcome with information technology. It is now easy to plan the pages of newspaper on computers. The beauty of it is that stories can be removed and replaced with little change on the entire planned copy, unlike the traditional method of page planning.

With the aid of digital camera, photograph can be taken and edited online without the rigours of going to a photo laboratory. Apart from this, it is also possible through technology to reshape a photograph for better image. Unlike the traditional method where photo cropping takes the photo editor a great deal of time to handle. In addition, software aided recorders or midgets that can record up to six (6) hours

uninterrupted now makes it possible to conduct long interviews without the fear of faulty tapes, machine breakdown and poor audio.

Biri (2007, p. 237) asserts that before the ICTs revolution, print media operation was cumbersome. He notes that ICTs have simplified the complicated process as the journalist of today types the news reports on the computers and the news editor recalls them on his computer and does all vetting on the computer. The sub-editor also recalls the available news report on their computers or Videos Display Terminal (VCTs) and handles the editing and all the formatting right on the computer. He further notes that modern lithographic machines and printing machines are digital thereby eliminating time waste. The machines print faster, collate, count and do other necessary finishing.

One notable area in which ICTs have influenced print journalism field is news gathering and filling of reports. For instance, the Internet and Global System for Mobile communication phones now make it easier for reporter to file in reports from the scene of an event without having to travel kilometers to the news room or struggling to beat traffic in busy cities like Lagos, Abuja and Port Harcourt, where the traffic gridlock is often nightmarish.

Besides the area of news report, the internet has put research at the finger tips of the journalist. The reporter can access or surf the net to back up stories that require certain facts and detailed explanation of certain terms which may be alien to the newspaper readers. The platform also enables him/her to get reports from other media organizations unhindered. One visible impact of ICTs in Nigeria print media industry is the quality of print run. The problem of blurred picture and graphics, which characterized the pre-ICTs age have finally given way to high quality print, occasioned by digital equipment. Colour separation is incomparable to the past and

advertisement copies are now distinct and alluring. Agba (2001, p.10) painted a picture of the state of ICTs in Nigeria print media industry. According to him: “ State correspondents of the leading newspaper in the country such as the Guardian, Daily Times, Champion and National Concord, now make use of fax machines instead of telex or telephone to file in their stores. These newspaper and some others, have satellite dishes for receiving live transmission, from foreign media. A majority of the private and some government papers now use computers in editing and page planning. Some of them, including Punch are already hooked to the Internet, needless to talk about Newswatch, complete football international and other existing magazines in area of computerized publishing and Internet connectivity” .

It can therefore be said that modern newspaper management success rests on how well managers employ these facilities in the day to day operations of a newspaper organization given the tremendous influence of these technologies in print media operations. In spite of the tremendous influence of ICTs in today’ s print media industry, they have however, posed serious challenges to newspaper management. These challenges which emerge from the new technologies, further compound the traditional problems facing newspaper management. Anim (2006) in his examination of ‘ inefficient management as a factor in the collapse of newspaper: A case study of the “ Defunct SunRay” identifies organizational structure, personal; policy, boardroom politics, planning and system overload, as factors that led to the death of the newspaper. Ahuja (1997) also noted the following problems of newspaper management as: intense competition, fight for circulation, administrative problems, scientific management, the welfare idea, buying of supplies and newspaper accountancy.

In a seminar paper presented by Ibekwe (2010), he highlighted the challenges of ICTs utilization in journalism practice in Nigeria to include; the challenge of use, reduction in cover price revenues and advertising, poor infrastructure, challenge of application, the challenge of capacity building, challenge of cost and journalists remuneration, challenge of news reporting and presentation skills, the challenge of job security, the challenge of equipment complexity, challenge of content transparency and objectivity and sustenance of security.

### **Overview of Online Newspapers**

The marriage between a computer network (Internet) and newspaper readership is said to have been contracted on July 1, 1980 (Bittner, 2003). According to him, the first newspaper to offer readers electronic contents via the computer was the Ohio *Columbus Dispatch* which adopted the services provided by CompuServe, a computer software company based in Ohio in the United States of America. A home user needed a computer, and a modem to couple the telephone to the computer, to connect to the data base and access online versions of the *Columbus Dispatch* newspaper.

Today, online newspapers are common features. Many (if not all) national newspapers in Nigeria now offer electronic versions through the Internet in addition to their traditional hard copy newspapers, while some newspapers offer only online versions (Uwakwe, 2010). At the last count, no fewer than 50 Nigerian newspapers were available online ([www.onlinenewspapers.com/Top50/Top50-CurrentNigeria.htm](http://www.onlinenewspapers.com/Top50/Top50-CurrentNigeria.htm)).

The emergence of online newspapers is no doubt a product of technological innovations. In the words of Hanson (2005, p.147), “Evolving technology has brought changes to newspaper business”. In the beginning, online newspapers merely

offered electronic versions of their hard copy contents (Mbachu, 2003). This form of publishing online newspapers is still visible today as pointed out by Ganiyu (2011). His study reveals that Nigerian newspapers publish their online versions by “cut and paste”. What this means is that they cut stories from hard copy versions and paste them on their websites such that the contents of both their online and hard copy versions read the same.

However, online newspapers can be much more than cut and paste from hard copy versions of newspapers. One manifestation of this lies in the highly interactive nature of online newspapers, as a result of the interactivity that the Internet permits. Interactivity in online newspaper is instant. This is because there is an interactive portal contained in online newspaper websites that permit readers to post their comments on every report with minimum delay. These posts become interactive as subsequent posts react to both the news story and the earlier posts from other readers. In traditional hard copy newspaper versions, interactivity is accommodated under ‘letters-to-the-editor’ and these normally take time to be published. On the other hand, readers of online newspapers do not need to wait long before their comments on news stories are published.

Besides the benefit of instant interactivity made possible by the Internet, online newspapers overcome the constraint of circulating hard copy newspaper versions by transportation, with its concomitant loss in time (Nwanne, 2007). Online newspapers are accessible all over the world immediately they are published and this achieves great circulation speed.

Another feature of online newspapers which doubles as a benefit is the possibility of depth of news stories and multi-media presentations. Multi-media presentation refers to the possibilities of presenting Internet contents with a

combination of more than one of the mass communication modes of text, still photography, audio, and audiovisual. With multi-media presentations in online newspapers, specific section of a news story may have hyper-links that enable the reader to navigate to other sections of the Internet and read more texts, view more photographs, listen to audio and/or watch motion picture related to the news story. This makes it possible to listen to and/or watch online newspaper contents. No wonder it has been said that online media contents blur distinctions among media modes of mass communication (Ijeh, 2008). These multi-media possibilities in online newspapers give their news stories greater depth than news stories contained in the traditional hard copy versions.

The foregoing notwithstanding, online newspapers have their constraints, especially in a country like Nigeria. Gapsiso (2008) outlines some of the constraints facing online newspaper publishing and readership in Nigeria to include monetary restraints; poor telecommunication services; and electricity. It is common knowledge that to publish and/or read online newspapers, both the newspaper and its readers must have access to requisite technology. This therefore means that for both the newspaper publishers to commence/sustain online publication, and for members of the public to read same, they must be financially able to procure information and communication technologies (ICTs) infrastructure which are not cheap.

Aside from having access to telecommunication infrastructure that supports the publishing and readership of online newspapers, there is the challenge of poor Internet services in Nigeria. It is not uncommon to find Internet users in the country complaining of facing a lot of frustrations in their efforts to access online materials as a result of unsteady Internet connections or slow pace of opening/downloading selected websites. Perhaps the most daunting constraint of publishing and readership

of online newspapers in Nigeria is poor electricity supply. It is widely believed that poor electric power supply is a major infrastructural lapse in Internet related communication in Nigeria as a substantial part of the gadgets involved are electronic appliances (Ijeh, 2008; Eze, 2007; Idemili and Sambe, 2007). The frequent disruptions in electricity supply and fluctuating voltages which endanger electronic appliances pose a big problem to the business of online newspapers in Nigeria, especially in the area of readership by members of the public.

### **Concept of Human Development through Access to Information**

To explore the relationship between information and human development, it is pertinent to first understand what the term information stands for in the context of this study. Agudosy (2007) sees information as the message and meaning that is passed from one person to another (i.e. source and recipient) in the process of communication. From another perspective, Enighe and Ehu (2008) see information as the source of the knowledge and intelligence that individuals or groups need to make the right decisions. From the above definitions, it can be inferred that information represents messages, ideas and meanings shared among persons engaged in a communication process, which provide them with knowledge and intelligence needed to make right decisions.

Information is therefore imperative to gain control of one' s environment as it is vital in making right decisions. By extension therefore, information stimulates development since it enables people to make the most of the resources available to them in order to attain greater control of their environment and achieve states of human wellbeing (Anorue et al, 2012). No wonder intelligence (information) gathering is critical to the success or failure of strategists in all spheres of human endeavours. This also conforms to the common parlance: “ Information is power” .

This idea has been phrased differently in the slogan: “ Be informed or be deformed” . The bottom-line here is that information is necessary for humans to attain self-development which manifests in their individual and/or collective well-being. So it can be safely assumed that the more one has access to the right information, the more likely one is to attain human development by making the right decisions and gaining greater control of one’ s environments in all its ramifications.

The issue of access to the right information brings us to the place of Information and Communication Technologies (ICTs) in the pursuit of human development. ICTs refer to all the modern improvements in the area of communication at all levels that facilitate the acquisition, organization, storage, manipulation, processing, and transmission of information (Enighe and Ehu, 2008; Agudosy, 2007). In the business of mass communication, De Fleur and Dennis (1988) see ICTs as new media and distribution systems that either contribute to, or compete with the traditional modes of mass communication. This is where online newspapers fit in.

Online newspapers, by virtue of their being classified under ICTs, are newer mass media content distribution systems that are both contributing to the provision of newspaper contents to readers while at the same time competing with traditional hard copy versions of newspapers. Online newspapers have brought about significant improvements in the ways and manner that readers consume newspaper contents. As a branch of ICTs, they have engendered great hopes in the ways people access and respond to information and these have in turn brought about great transformations in people’ s lives. This is because online newspapers, utilizing the possibilities of ICTs (i.e. widespread reach, speed, convenience, quantity and quality as well as interactivity) allow readers to seek out specific contents that best improves their lives.

Online newspapers make readers who were formerly on-lookers now more active participants by the two-way flow of information that they allow. This is because readers of online newspapers have the opportunities to access global news, interrogate news sources, and learn more through interactivity. These have imports for human development as the readers have access to more diverse and personally relevant information and can be more easily influenced by information sharing process that they have participated in. With this, people become better and more quickly informed and positively influenced by shared information (Anorue, 2012; McQuail, 2007).

In view of the understanding that access to information facilitates human development, it can be assumed that readership of online newspapers can greatly help readers attain self development. This assumption is predicated on the notion that online newspapers, as a branch of ICTs enable people access and share information in such a way that they become better and more quickly informed. Since information helps in acquiring knowledge and intelligence to make right decisions that enable people gain greater control of their environments and make the most of available resources, becoming better and more quickly informed through readership of online newspapers can greatly enhance human development individually and/or collectively.

### **Print Newspapers Vs Online Versions in Nigeria**

Mathew, et al. (2013) conducted a study to examine the level of online newspaper reading in Nigeria. Their findings indicated that majority (78%) of Nigerians read online newspapers. This supports one of the assumptions of Uses and Gratification Theory (UG) that individuals are aware of their motives for information and entertainment; people use these motives as guides, as they actively seek out media messages to satisfy their needs. They concluded that online newspaper is gaining acceptability among Nigerians.

On the contrary, Okonofua (2012) chose a survey method to examine the level of exposure and satisfaction of internet subscribers to online newspapers among cyber cafés users. His findings revealed that 50% of the readers read online newspapers frequently and only 7.5% seldom reads online newspapers. The findings indicated that print newspapers satisfy the news demands of readers more than the online newspapers. It is evident that online newspaper readers also read print newspapers. The findings of Mathew, et al. (2013) indicated that print newspaper industry was experiencing low readership from readers as a result of the introduction of online newspapers, while Ekarefo, et al. (2013) suggests that a key issue in the management of newspapers is the combination of editorial decisions with technical decisions to bring about quality print run.

Therefore, the present study goes beyond online newspaper reading in relation to its print counterpart, to examining the readers' motivations towards reading online version of newspapers. Meanwhile, the study measures the level of readers' motivations towards reading online version of newspapers particularly in the North Western Nigeria where the related literature suggests little attention by researchers.

### **The Internet as Modern Newspaper Hub**

A growing literature in economics seeks to document the extent to which electronic sources substitute for traditional products. More recently, the relationship between print and on-line newspaper and magazine sales has been studied (Filistrucci, 2005). In spite growing evidence that the internet has drawn consumers from traditional media, much seems not to be done in the area of determining how traditional media audience has changed due to the influence from the internet. There is no gainsaying the fact that changes in market composition are particularly important for media products but research has shown that, unlike traditional product

markets, the number and types of products available depends on the distribution of consumer tastes (Lisa, 2006). The tendency for consumers to affect each other through product markets has been documented in radio, newspaper and television.

In the context of the internet, if groups with particular tastes are more likely than others to connect, these groups might also be more likely to jettison traditional media in favour of electronic sources. For example, if younger individuals with a college degree are more likely to have ready access to the internet, they might also be more likely to shift consumption to internet news. Individuals who switch are better off, but the effect on consumers who do not switch is uncertain. All else equal, the presence of fixed costs would suggest that a smaller audience for traditional media would mean fewer products with less variety, making remaining consumers worse off. But traditional media sources would be expected to reposition themselves in response to internet penetration, altering content to better suit the new distribution of types. An example might be reducing coverage of topics that appeal to a younger urban audience such as live entertainment and adding content appealing to older suburbanites, perhaps education. Changes might also take the form of shifting coverage toward topics less adaptable to the internet, for example newspapers shifting away from breaking news stories to in-depth analysis.

### **The Internet and its Threats to Traditional Media – Print Newspapers**

The internet has turned out to be the greatest challenge faced by the newspaper. This is obvious as the internet has proven to be most damaging in its attack on newspapers especially in the areas of classified advertising business. There was a time in history when classified adverts were the exclusive of the newspapers the marriage of newspapers and the internet is yet to translate into financial success for the older medium Olley and Chile (2015). Although there are emerging signs and the

profits will only come when the newspaper owners are through with their present drive of building online readers. This is true as it also took the older medium time before it gained grounds.

According to Baran (2009, p.120), digital delivery of newspapers can now be viewed on home screens, laptops, handheld devices such as palmtop and mobile phones. A study by Pew Institute (2008) show that internet has overtaken all other news medium amongst the young people in the United States of America. Many young Americans sampled in the study indicated that the internet is their main news source.

Regarding the credibility of online information, research has generally found that the public rates online news similarly to other media. Johnson and Kaye (1998) surveyed politically-interested Internet users to examine whether they viewed Internet publications to be as credible as their traditionally delivered counterparts. They found that online newspapers, news magazines, and politically-oriented websites were judged at least somewhat credible by more than two-thirds of respondents. Moreover, online newspapers and online candidate literature were judged as significantly more credible than their traditional counterparts.

The Online News Association (2002) surveyed a nationwide panel of American Internet users and reported that online news was rated about as credible as that of traditional media sources. For example, 78% said that cable television websites were credible. National newspaper and local newspaper websites were rated as credible by 67% and 63% of respondents, respectively. However, 13% of American Internet users felt that online news was their most trusted news source.

Those seeking news regarding national issues were much more likely to visit the websites of major news organizations than Web-only publications and political

sites (Pew Research Center, 2000a). In a survey by the Center for the Digital Future, (2005), almost 79% of American Internet users indicated that most or all of the information posted on established news sites, such as nytimes.com, is accurate.

Cross comparison of media credibility has been a recurring research theme for mass communication scholars and journalists, particularly since Roper polls in the early 1960s showed that audiences evaluated television as a more credible channel for news than newspapers (Gaziano, 1988).

The question arising here is, has the Internet become a credible channel capable of substituting traditional news media like the newspaper? The credibility of the Internet in general as a news medium has been a popular issue in research in recent times. One of such issue is that the internet lacks editorial and gate-keeping rules and this makes information online to be vulnerable. Certainly, there is an iota of merit to this accusation for general information available on the Internet, but not for most branded news organizations' websites.

In an experimental study, Ognianova (1998) found that news sites associated with a newspaper or television network were perceived as more credible than those sites not associated with such an organization. Respondents in another study rated the online sites of major news organizations higher in believability than Web-only sites (Pew Research Center, 2000).

The Online News Association (2002) reports that 69% of journalists believe online news sites did not meet the same standards as more traditional sources. Journalists also tended to rate online news sites lower in credibility than did the public (Lasica, 2002). The most commonly expressed concern is related to the high speed with which stories can be posted online. The competition to be the first to report breaking news stories is, according to Lasica (2002), heightened by the Internet and

makes errors more common. The majority of journalists surveyed in a Pew Research Center (2004) study said that the Internet has increased the amount of incorrect information in new stories.

Bruce Garrison of School of Communication University of Miami in a study of leading problems encountered by daily newspaper journalists in using the World Wide Web for news gathering in America, the respondents to 1997 and 1998 national censuses listed their perceptions of flaws in the Web as a newsgathering source. A total of 226 newspapers in 1997 and 185 in 1998, with a daily circulation of 20,000 or greater each year, participated in the study. Data from similar national censuses conducted in 1994, 1995, and 1996 are also reported for some variables.

Deuze (2001) believes that technological factors challenge traditional journalistic ways of storytelling. Little wonder, Arant and Anderson (2001) in a study reported that nearly half of online editors reported that less time was spent verifying information before a story was posted. The majority of respondents in a Pew Research Center (2004) study said that the Internet has improved journalism, with many citing its benefit as a research tool.

Additionally, a majority gave the websites of major news organizations high grades (A or B). Kaye & Medoff (1999) report that the Internet has become an asset to many journalists who have embraced it. This is evident in the growing numbers of journalists use the World Wide Web as a reporting tool with considerable interest. Among the most appealing reasons for use of this new resource is its scope and depth of information as well as the speed at which the information may be retrieved.

Semonche (1993, p267) reports that: before personal computers and fax machines, journalists relied on other tools to do their jobs: telephones, telegraphs and typewriters were at the top of the list... Add a modem to a computer with a news

library researcher skilled in online database searching, and reporters discover information resources unrivalled in scope. With expanded access into electronic files of government data, and by analyzing that data, reporters really become power journalists” .

Journalists use online resources for background for interviews or other purposes, to find or identify sources, to check or verify facts, to read their competition, to become informed about current events, and to identify story ideas (Garrison, 1998; Ward & Hansen, 1997).

## **2.2 Theoretical Framework**

The study adopts Uses and Gratification Theory (U&G) that focuses on readers’ need and media choice. However, online newspaper reading motivations can be explored using a wide range of theoretical frameworks, and while the uses and gratification approach is not the only approach that can be used, it was adopted for the purpose of this study.

### **Uses and Gratification Theory**

The theory was first conceptualized and used in an article written by Elihu Katz (1959), and it has two assumptions about media audiences. One of these assumptions is that individuals are active in making choices about selecting media and messages. The other assumption is that individuals are aware of their motives for information and entertainment; people use these motives as guides, as they actively seek out media messages to satisfy their needs. Therefore, the media preferences are not only explained by media content, but also by characteristics of the audience and their involvement with the content.

An understanding of the relationship between the mass media and their audiences has been sought by many researchers in the 20th century. The “ uses and

gratifications theory” is an example of an approach to mass communication that falls under this. This influential tradition in media research in its current form is credited to Elihu, Jay, Blumler and Gurevitch. The uses and gratifications theory supports that, rather than being passively affected by media messages, individuals forming the media audiences actively choose and utilize media contents to satisfy their social and psychological needs and obtain personal gratification (Lucena, 2011).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This study utilized the survey methodology. The survey methodology is the most commonly used research technique in the behavioural sciences and it involves drawing up a set of questions on various subject or aspects of a subject and a selected number of a population are requested to answer (Fawole, 2006).

#### **3.2 Population of the Study**

All persons or things that fall under the umbrella of the research topic to be examined are referred to as the population of the study (Ohaja, 2003). Therefore, the population of this study was residents and indigenes of Benin City. The population of Benin is estimated at 1,086,882 people (Census 2006).

#### **3.3 Sampling Techniques**

The sample size of 400 was drawn from the population, using purposive sampling method. The purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study.

Purposive sampling is a non-probability sampling method and it occurs when “ elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money” . The sample population now represents the researcher’ s respondents.

The purposive sampling method was used for two reasons. Firstly, the researcher had to enquire from a prospective respondent if he or she is interested in

answering the question. Secondly, considering their educational background, the researcher felt using another technique might defeat the essence of the study.

### 3.4 Sample Size

The sample size of the population determined using the Taro Yamane Sample calculating formula. The formula is:

Where:

$$\frac{n = N}{1+N(0.5)^2}$$

Where

n = Sample

n = Population

0.5 = allowable error

$$= \frac{1,086,882}{1 + 1,086,882 \times (0.5)^2}$$

$$n = \frac{1,086,882}{1,086,883 \times 0.0025}$$

$$n = \frac{1,086,882}{2,717}$$

$$n = \underline{400}$$

### 3.5 Method of Data Collection

The research instrument employed for this study was the questionnaire which was administered to 350 students, cutting across all the schools of the institution. A structured items questionnaire of the modified five-point Likert scale of very high, high, average, low and very low was used to generate data

### 3.6 Validity of the Instrument

According to Okoro (2001, p.12) “ validity refers to the accuracy of an instrument i.e. how well it measures what it is supposed to measure.” In order to

establish validity of the instruments the researcher used the expertise of some Mass Communication professionals who reviewed and made very useful imputes that helped to achieve high level of validity for the questionnaire. The project supervisor also did a thorough scrutiny of the instrument to ensure that it captures all relevant information before final administration.

The validity of the instrument for this study was also established because the questionnaire items were rephrased on different occasion to check for consistency.

### **3.7 Reliability of the Instrument**

Ogbazi and Okpala (1994, p.25) posits that “ reliability of an instrument or test is the degree to which an instrument is consistent in measuring whatever it purports to measure” . In establishing the reliability of the instrument, the researcher applied the Pre-test technique. The Pre-test technique is a process whereby the researcher administered the constructed questionnaire to the same sample group more than once with a view of discovering how consistent each element of the group is in the scoring of the instrument at such different times.

The researcher administered the questionnaires to twelve elements of the sample group to ascertain the reliability of the instrument, but was not used in the final analysis of the work.

### **3.8 Method of Data Analysis**

In this study, data collected were analyzed, using the simple percentages analysis and were presented with the aid of tables and graphs in order to facilitate comprehension.

The simple analysis was to enable the researcher to fully explore and explain the data collected and collated from the questionnaire without the use of complex

mathematical models, which are generally not easy to comprehend. The formula for the simple percentage used is shown below:

$$\frac{\text{Actual Response}}{\text{Total Sample Size}} \times \frac{100}{1}$$

The data had been measured in terms of the frequency and percentage distribution of the different categories of variables on the table. Additionally, the use of tables and graphs helped to provide a visual aid of the collated data and will no doubt; make a lasting impression of the significant facts of the study, while making it clearer (Okoro, 2001, p.81).

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION

#### 4.1 Data Presentation and Analysis

This chapter discusses the results of the data generated. The simple percentage method was used in the analysis. The analysis was done in two parts. The first part contains the demographic data of respondents while the second part contains the psychographic data. Out of the four hundred questionnaires administered, 350 were retrieved.

##### Section A: Bio-Data of Respondents

**Table 1: Gender of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	134	38%
Female	216	62%
<b>otal</b>	<b>350</b>	<b>100%</b>

Table 1 above shows that 216(62%) respondents were female while 134(38%) were male.

**Table 2: Age Distribution of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
22 years and below	177	51%
23 Years and above	173	49%
<b>Total</b>	<b>350</b>	<b>100%</b>

Table 2 shows that 177(51%) respondents were 22 years and below while 173 (49%) were 23 years and above.

**Table 3: Marital Status of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
Married	177	51%
Single	173	49%
<b>Total</b>	<b>350</b>	<b>100%</b>

Table 3 shows that 177 (51%) respondents were married while 173 (49%) were single.

**Table 4: Educational Status of Respondents**

<b>Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
SSCE	100	28.6%
ND/NCE	100	28.6%
HND/B.sc	100	28.6%
Other	50	14.2
<b>Total</b>	<b>350</b>	<b>100%</b>

Table 4 shows that 100(28.6%) respondents were SSCE holders while 100(28.6%) ND/NCE holders, 100(28.6%) were holders of either HND or B.sc qualifications while 50(14.2%) were holders of other qualifications.

### **Section B: Analysis of Psychographic Data**

**Table 5: Distribution of Respondents' accessibility to the Internet**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Often	187	67.7
Not often	113	32.2
Not at all	-	-
<b>Total</b>	<b>350</b>	<b>100</b>

Table five shows that 187 of the respondents or 67.7% said they often have access to the internet while 113 or 32.2% said they do not often have access to the internet.

**Table 6: Respondents perception of ICTS**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Positive	200	57.2
Negative	100	28.6%
Don' t Know	50	14.2
<b>Total</b>	<b>350</b>	<b>100</b>

Table six shows that 200 Of the respondents or 57.2% have positive attitude towards information and communication technologies while 100 or 28.6% have a negative attitude towards ICTs. However, 50 of them or 14.2% said they do not know.

**Table 7: Motivating Factors to respondents' readership of online newspapers**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Always available	50	14.2
Timely update	40	11.4
Incorporation of breaking news	15	4.4
Less Expensive	50	14.2
Ability to download	30	8.6
All of the above	100	28.6%
None of the above	65	18.6
<b>Total</b>	<b>350</b>	<b>100</b>

Table seven shows that 50 of the respondents or 14.2% said they are motivated to read online newspaper because they are always available, 40 or 11.4% said they do because they give timely update, 15 or 4.4% said they do because they incorporate breaking news, 50 or 14.2% said they do because online newspapers are less expensive while 30 or 8.6% do because they can download. 100 or 28.6% read online newspapers because of the above stated reasons while 65 of them or 18.6 said none of the stated reasons motivate them to read online newspaper

**Table 8: Respondents' beliefs in Nigerian online newspaper stories**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	200	57.1
No	50	14.2
Sometimes	50	14.2
Can' t say	50	14.2
<b>Total</b>	<b>350</b>	<b>100</b>

Table 8 shows that 200 of the respondents or 57.1% said they have belief in online newspaper stories while 50 or 14.2% said no, 50 of them or 14.2% said they sometimes have belief in online newspaper. However, 50 of them said they can' t say.

**Table 9: Difficulties in reading Nigerian Online newspapers**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Inability to detect false stories	0	0
Inability to detect the identity of journalists	0	0
Stories not written in basic journalistic style	0	0
Improper casting of story titles	0	0
Others	0	0
All of the Above	300	85.7
None in the above	50	14.3
<b>Total</b>	<b>350</b>	<b>100</b>

Table nine shows that 300 of the respondents or 85.7% said inability to detect false stories, inability to detect the identity of journalists, stories not written in basic journalistic style and improper casting of headline constitute the challenge of online newspaper while 50 or 14.3% said none of the above.

**Table 10: Extent to which Nigerian readers are motivated towards online newspapers readership**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
To a great extent	200	57.2
To some extent	100	28.6%
Don' t Know	50	14.2
<b>Total</b>	<b>350</b>	<b>100</b>

Table ten shows that 200 of the respondents or 57.2% said to a great extent they are motivated towards reading online newspaper while 100 or 28.6% said to some extent they are motivated towards online newspaper readership. However, 50 or 14.2% said they do not know the extent to which they are motivated towards online newspaper readership.

**Table 11: Frequency of Respondents' readership of Online Newspapers**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Daily	183	52.3
Weekly	47	13.4
Rarely	56	16
Never	64	18.3
<b>Total</b>	<b>350</b>	<b>100</b>

Table 11 shows that 183 or 52.2% of the respondents read online newspapers daily while 47 or 13.4% read online newspaper weekly while 56 or 16% rarely read online newspaper. However 64 or 18.3% never read online newspaper.

**Table 12: Extent to which Nigerian readers read online newspaper**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
To a great extent	200	57.2
To some extent	100	28.6%
Don' t Know	50	14.2
<b>Total</b>	<b>350</b>	<b>100</b>

Table 12 shows that 200 of the respondents or 57.2% said to a great extent they read online newspaper while 100 or 28.6% said to some extent they read online newspaper. However, 50 or 14.2% said they do not know the extent to which they read online newspaper.

#### **4.2 Discussion of Findings/Answers to Research Questions**

**Research Question One:** what is the perception of Nigerian readers of information and communication technologies?

The finding of this study shows that Nigerian online readers have a positive perception of information and communication technologies. For instance, the analysis on table six shows that 200 Of the respondents or 57.2% have positive attitude towards information and communication technologies while 100 or 28.6% have a negative attitude towards ICTs. However, 50 of them or 14.2% said they do not know. This shows that ICT is popular among the Nigerian online newspaper readers and as such have overcome the jet age.

**Research Question Two:** what are the reader' s motivations towards reading online version of newspapers?

This question was asked to examine factors that motivate the online newspaper readers to prefer the online version to the hardcopy. The findings on Table

seven shows that 50 of the respondents or 14.2% said they are motivated to read online newspaper because they are always available, 40 or 11.4% said they do because they give timely update, 15 or 4.4% said they do because they incorporate breaking news, 50 or 14.2% said they do because online newspapers are less expensive while 30 or 8.6% do because they can download. 100 or 28.6% read online newspapers because online newspapers are always available, because of timely update and that online newspapers are less expensive while 65 of them or 18.6 said none of the stated reasons motivate them to read online newspaper.

**Research Question Three:** To what extent are online readers motivated towards reading online newspaper?

Findings have it that online readers are greatly motivated towards online newspaper readership. This was contained on table ten where 57.2% said to a great extent they are motivated towards reading online newspaper.

However, due to some factors, online newspapers encounter challenges. For instance Table nine shows that 300 of the respondents or 85.7% said inability to detect false stories, inability to detect the identity of journalists, stories not written in basic journalistic style and improper casting of headline constitute the challenge of online. This means that online newspaper readership in Nigeria still has some huddles to scale.

**Research Question four:** To what extent are Nigerian readers exposed to online newspaper?

This question was asked to assess the extent to which Nigerians are exposed to online readership. Findings have it that to a great extent, Nigerians are exposed to online newspaper readership. For instance, Table ten shows that 200 of the

respondents or 57.2% said to a great extent they read online newspaper. This means that online publications are very common among Nigerians.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

This study was carried out to assess readers' perception of Information and communication Technology and their motivation towards online newspaper readership. The objectives that were to be achieved were; examining the perception of readers of information and communication technologies, examining the factors that motivate newspaper readers towards online newspaper readership and finding out the extent to which newspaper readers are motivated towards online readership.

Following the objectives of the studies, key research questions were asked among which are; what is the perception of readers of Information and communication technologies, what motivates newspaper readers towards online readership, to what extent are readers motivated towards online newspaper readership.

To answer these questions, the survey methodology was adopted. The questionnaire served as the instrument of data collection while the descriptive statistic method of frequency distribution tables and simple percentage were used in the data analysis.

Findings of the study have it that Nigerian newspaper readers have positive perception about information and communications technologies. It was also found out that Nigerian readers are highly motivated towards online newspaper readership. Factors like constant availability of content, ability to download, ability to make instant comment, etc motivate readers towards online readership.

However, it was also found out that most time, the readers have reservation about online contents because of factors like inability to detect false stories, inability

to detect the identity of journalists, stories not written in basic journalistic style and improper casting of headline constitute.

## **5.2 Conclusion**

Based on the findings, it is reasonable to conclude that readers are highly motivated towards reading online version of newspapers particularly in North Western Nigeria.

Online newspapers are gaining popularity in the newspaper industry due to certain values they give to the readers such as timely updates and interactivity. This agrees with the findings of Abdurraheem, et al. (2012), Okonofua (2012), Mathew, et al. (2013) and Okonofua (2012) whose findings showed that majority of the respondents were motivated to read online newspapers because they are up to date.

## **5.3 Recommendations**

1. Therefore, newspaper publishers should strategize ways to fully embrace their technological fate and enhance quality print run.
2. The quality of the Nigerian Newspaper online should be improved so that it can be compared favourably with the foreign Newspapers online. This can be done by the publishers updating the news daily and not repeating stale news.
3. The internet (computer network) should be improved on, so that there will be easy access and timely loading of online newspaper, as there will be assurance and encouragement in readership of Online Newspapers, and as well encourage effective response to public issues through available online feedback mechanisms among Nigerian publics.

4. Online news editors should always ensure that they follow basic journalistic principles of news writing and headline casting. This is to ensure that the integrity of online news contents stand the test of time.
5. Finally, there should be adequate power supply for the operation of the technologies used in the News media houses which the computer is one of them.

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**APPENDIX**

Department of Mass Communication  
Auchi Polytechnic,  
Auchi.  
Edo State.

Dear Respondent,

I am a student of the above named Department as part of the requirement for the award of a Higher National Diploma (HND) in Mass Communication; I am conducting a research on **“An Assessment of Online Newspaper Readership among Students of Tertiary Institutions in Nigeria (A Study of Auchi Polytechnic, Students)”** .

In the light of the above, I attach a questionnaire to this letter which I require you to help me complete to aid the research. I assure you that any information you provide will be treated in confidence and will be used solely for academic purpose.

Thanks for your anticipated co-operation.

Yours faithfully,

**Imogbore Margaret**  
Researcher

## QUESTIONNAIRE

Instruction: Please tick (✓) as appropriate in the boxes below

1. Gender? Male ( ) Female ( )
2. Age? 22 and below ( ) 23 and above ( )
3. Marital status? Single ( ) Married ( )
4. Educational qualification? SSCE ( ) ND/NCE ( ) HND/B.Sc ( ) Others ( )
5. How long do you have access to the internet? Often ( ) Not often ( ) Not at all ( )
6. What perception does have towards ICT? Positive ( ) Negative ( ) Don't know ( )
7. What factor motivates you to read online newspaper? Always available ( ) Timely update( ) Incorporation of breaking news ( ) Less Expensive ( ) Ability to download ( ) All of the above ( )
8. Do you belief Nigerian online newspaper? Yes ( ) No ( ) Sometimes ( ) Can't say ( )
9. What difficulties do you have in reading online newspaper? Inability to detect false stories ( ) Inability to detect the identity of journalists ( ) Stories not written in basic journalistic style ( ) Improper casting of story tittles ( ) Others ( ) All of the Above ( ) None in the above ( )
10. Extent to which Nigerian readers are motivated towards online newspapers readership. To a great extent ( ) To some extent ( ) Don't Know ( )
11. Frequency of reading online newspaper? Daily ( ) Weekly ( ) Rarely ( ) Never ( )
12. Extent to which Nigerian readers read online newspaper. To a great extent ( ) To some extent ( ) Don't Know ( )