

**INFLUENCE OF INTERNET ON NEWSPAPER READERSHIP
A COMPARATIVE STUDY OF ON-LINE AND HARD-COPY
NEWSPAPER READERSHIP IN PORT-HARCOURT
METROPOLIS**

**TALABI, FELIX OLAJIDE
PG/MA/07/42633**

**DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF ARTS, UNIVERSITY OF NIGERIA,
NSUKKA**

APRIL 2009

TITLE PAGE

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CERTIFICATION

This project report is certified having met the requirements of the Department of Mass Communication and the School of Post Graduate Studies, University of Nigeria, Nsukka for the award of a Master of Arts degree in Mass Communication.

DR. C. S. AKPAN
(Project Supervisor)

DATE

DR. R. A. UDEAJAH
(Ag. Head of Department)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This work is dedicated to the Almighty God
who in His infinite
mercy saw me through this M.A programme.

May His name be praised.

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The success of this research work depended to a great extent on one form of assistance or the other from individuals too numerous to enumerate one after the other.

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TALABI, FELIX OLAJIDE
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TABLE OF CONTENTS

	<i>Page</i>
Title Page - - - - -	- i
Certification - - - - -	- ii
Dedication - - - - -	- iii
Acknowledgments - - - - -	- iv
Table of Contents - - - - -	- v
List of tables - - - - -	- viii
Abstract - - - - -	- ix

CHAPTER ONE: Introduction

1.1	Background of Study - - - - -	-1
1.2	Statement of Problem - - - - -	-11
1.3	Objectives of Study - - - - -	-13
1.4	Research Questions - - - - -	-13
1.5	Significance of Study - - - - -	-13
1.6	Scope of Study - - - - -	-14
1.7	Theoretical Framework - - - - -	-14
1.8	Limitations of the Study - - - - -	-17
1.9	Definition of Terms - - - - -	-17
	References - - - - -	-21

CHAPTER TWO: Literature Review

2.1	Introduction - - - - -	-25
2.2	Digitalisation and Convergence of Technologies- - - - -	-28
2.3	Internet and the Media Institution- - - - -	-29
2.4	The Internet vis-à-vis Mass Communication - - - - -	-31

ABSTRACT

The advent of Internet has brought together those near and far, transcending boundary barriers, in time and space worldwide and this has been made possible via computer. Thus, the latest effect of computer bothers on the use of it to propagate journalism worldwide via the Internet. The timely update of on-line newspaper, its universality, easy accessibility, easy navigation, interactivity features and other unique features of it have brought popularity to Internet newspaper. Due to its unique features readers' taste is already moving towards on-line newspaper. Though the effect is relatively small as at now, this research tries to explore the influence of Internet on newspaper readership looking at both on-line and hard-copy; with the aim of finding-out who on-line readers are, to know how often newspaper readers visit the Internet and to find out if on-line will replace hard-copy newspaper. Survey method was adopted to generate data from respondents in order to arrive at the research findings. The findings reveal that younger ages read on-line copies more than the older ones though; hard-copy still thrives beyond reasonable doubt. However, print media has on-line competitor. Recommendations were made based on the findings.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Our present forms of popular text-based news media - hardcopy and computer-mediated presentation - are historically separated by a gulf some two centuries wide, but in current cultural practice they coexist. The Internet is the fastest growing medium in history. The digitalisations, convergence of computer and telephony technologies, which are the linchpin of the Internet, have greatly influenced the way news and information are produced and disseminated. Given the increasing use of the Internet technology, the development of on-line newspapers as a new way of publishing has introduced a new, efficient and fast way of disseminating and accessing news (Khan, 1999). On-line newspapers were considered a revolution in mass media in the 1990s (Thiel, 1998). Their characteristics of hypertext, interactivity, and multimedia necessitated a new model of journalism and reading behaviour (Massey & Levy 1999: 138-151). The new model created design challenges, such as, how should content be organized in the on-line environment, what should the on-line version provide that the printed version has not? Which parts of a newspaper's traditional format could be carried over to an on-line newspaper and what parts must be let go; in short, how much should an on-line newspaper resemble the print product are some of the challenges of new technology.

There are various areas of research in print media but readership studies will be considered here; it serves to determine who reads a publication, what items are read, and what gratifications the readers get from their choices. Magazine and newspaper research began in 1920s and for much of its early existence was qualitative in nature (Wimmer & Dominick, 2003: 306) while quantitative research however started in 1950s. Since the late 90s growth in development and readership has been dramatic with most large and medium newspapers in Nigeria now having an on-line presence. According to Nielsen *Net-Ratings Survey*, cited in Donatello (2002), one in four web users in 2000 read news on-line with many reading it daily or weekly such that it became an important news channel. Their popularity survived the dotcom

crash of 2001/2002 and readership increased during Iraq war when desire for as-it-happens news created demand for supplements to television and print media news, particularly among at-work readers and the younger generation (Palser 2003). Despite the dramatic growth, or perhaps because of it, factors affecting the quality of on-line newspapers remain partially understood.

Quality issues surrounding website design, in general, have been studied: issues addressed include website usability and effectiveness (Palmer, 2002; Nielsen, 1999; Nielsen & Tahir (2001), information or content quality (Smith 1997: 70-95), visual and multimedia design (Johnson & Nemetz 1998 cited in Abdulla et al 2002), and website quality dimensions (Zhang & Dran 2000: 1253-1268). In this work the researcher adopts a holistic view comparing print and on-line newspapers – if on-line will replace hard-copy newspaper: defining it as meeting the needs of users, incorporating content quality, multimedia use and interactivity since the ultimate aim of newspaper website quality is to attract and retain readers.

The Internet and World Wide Web have changed the world and this has not exempted the mass media since the Net and the Web sit at the centre of virtually all the media convergence hence the prediction of Marshall McLuhan's expression of the global village has come to reality. The life-wire of human co-existence is communication - through which we share meanings, exchange ideas, goods and services feelings, and thoughts, in short, expressions are exchanged and these have gone beyond manual to electronic or appropriately called digital level. In the same vein, Okwechime (2007: 351) views modern communication to have been hinged on the use of technology-driven in the mass media like newspapers, magazines, periodicals, the radio, television, cinema and the Internet - all being powered by the ever-evolving information and communication technologies (ICTs).

In 2001, John Pavlik (as cited in Ndangam, 2008: 586) compared Internet news to the equivalent of a library that carries more than 4925 daily newspapers from around the world. In the rapidly changing operation of web versions of their hard-copy, more people with access to networked computers turn to the Internet for news. For instance, the number of newspapers in Italy has gone on-line as a means of attracting young and adult audiences who refuse to spend money on the hard-copy. This research work

explores the motive of the on-line readers in Nigeria in spite of the fact that this technology is available to minority of 140 million Nigerians.

The use of Internet in communication has revolutionized the whole business of mass communication; though, no new medium can send the old one packing but advancement in technology has definitely and will continue to alter the functions of each medium. Hence, the use of Internet through its dynamism and interactivity is rapidly changing the media industry and the practices of mass communication in Nigeria viz-a-viz its effects on hard-copy. On-line news media distinguish themselves from traditional media in a number of ways: they are interactive; they offer convenience, which embodies easy access, searchable features and the ability to cross-reference through hyper-linking; and they provide multimedia features. According to King (1999: 26), interactivity reflects two essentially unrelated characteristics of on-line media:

In one sense, “interactivity” is used to describe the process of empowering users with additional control over the sequence in which information is presented to them. This definition relates to increased interactivity with content. But the term also refers to an increase in the interaction news consumers can have with news producers, a definition relating to increased feedback.

On-line news is convenient news medium. As an important feature of on-line communication, the ability to search stories allows newspapers to become an information databank (Peng et al., 1999: 52-63). Hyperlinks, however, change the newspaper from a single source of information into the hub of an information network, which allows readers to go beyond daily news to other information sites and makes newspaper reading non-linear (Lee and So, 2000: 126-134). Unlike printed newspapers, on-line media can deliver breaking news and timely news updates around the clock. Multimedia has always been touted as a key feature of the Internet. Presenting information with text, animated graphics, video and sound, multimedia generally indicates a rich sensory interface between humans and computers or computer-like devices – an interface which, in most cases, gives the user control over the pace and sequence of the information (Flynn and Tetzlaff, 1998: 165-176).

Oyero, (2007: 169) explains that various facilities on the net-mail, Usenet, World Wide Web, and other multi-media of the Internet have allowed men to send, receive and store messages with ease across the globe. However, the unique feature of each medium is fast disappearing due to media convergence created by the Internet - thus, altering all aspects of newspaper industry and its relationship with its readers. On-line newspapers and webzines (on-line magazines) are also emerging in Nigeria such as the *Punch*, *Guardian*, *THISDAY*, *Sun*, *Vanguard*, *Champion*, *New Nigerian* etc, all of them can be accessed 24 hours a day.

Nwosu (cited in Chukwu 2007: 360) defined Internet as a vast connectivity of global network linking several other networks and electronically associating millions of people and computer users worldwide. This interconnectivity makes it possible for every computer user to access any kind of information from another computer as long as the two computer sets are linked to the World Wide Web. Through the blue-tooth device, various computer systems can access information available to each other - this is very close to the passing-along reading form of the traditional newspaper. McQuail, (2005: 39) recognizes the claim of the Internet to be considered as a medium in its own right on the grounds of its now extensive diffusion which emerged as a non-commercial means of intercommunications hence, agrees its relevance to the field of mass communication. Advancement in technology has made its diversity to be a profitable means of communication at both local and international levels.

The Internet was born out of an experimental collaboration of the US Defence Department and US academia (Vaknin, 1999 and Mowlana, 1997: 102). It grew exponentially as users all over the world discovered the advantages of linking their computers together in order to share software, exchange electronic mail, and discuss complicated scientific problems (Mowlana, 1997: 102, European Commission, 1997). Today, many forces promoting the Internet as a global communications network are dominated by individuals and organisations in rich countries (Slevin, 2000: 198). It is a fast-growing trans-national network that connects millions of computer hosts in a global network of networks (Tehrani, 1999: 47). The European Commission maintains that the Internet is a network of networks interconnected on an open basis using Internet Protocol (IP), which enables the Internet to route and

transport all the elements of a multimedia service such as text, image, motion video and sound. The IP usually runs over transmission links leased from telecommunication operator. Although sending messages between people was not an important motivation for a network of scientific computers rather, it was initially made for research institutions to use the processing power of other institutions' computers when they had large calculations to do that required more power, or when someone else's facility might do the job better (Peter, 2007).

Another useful application of the Internet to the field of journalism is the World Wide Web (WWW). The World Wide Web was designed originally as an interactive world of shared information through which people could communicate with each other and with machines. Since its inception in 1989 it has grown initially as a medium for the broadcast of read-only material from heavily loaded corporate servers to the mass of Internet connected consumers. The web is simply defined as the universe of global network-accessible information. It is an abstracted space with which people interact, and it is currently chiefly populated by interlinked pages of text, images and animations, with occasional sounds, three dimensional worlds and videos. Its existence marks the end of an era of frustrating and debilitating incompatibilities between computer systems. The commercial potential in the system has driven a rapid pace of development of new features making the maintenance of the global inter-operability which the web brought a continuous task for all concerned. Journalists easily surf the net for interesting topics and build on them while Internet users access the news easily anywhere in the world as long as they are connected.

For more than 200 years, matters of local and national significance have been conveyed in newsprint - from revolutions and politics to fashion to local weather or high school football scores. Around the globe, it has been estimated that there are billions of news pages containing every story ever written. The first on-line newspapers, magazines and news-lines appeared in the second half of the 1990s and originally had a rather limited circle of readers. With few exceptions, the traditional media were the last to move on-line while *New York Times* and the *Washington Post* have been credited to be the first newspapers on-line towards the end of last century.

Information Communication Technology (ICT) thrives in the 21st century and Nigeria cannot afford to be left out so newspapers in Nigeria have joined the rest of the world to celebrate news on-line. Mega Fortunes Business Network, the publisher of Dateline has been credited to be the Nigeria's first fully Internet-based newsmagazine, a marriage of Internet's multimedia global reach world and the power of journalism. It is aimed at promoting the Internet culture in Nigeria and affording Nigerians, at home and abroad, and others interested in the country an opportunity to get fresh authoritative and multi-faceted news about the country at all times, though it started as web designer.

Newspapers on-line and newsprint editions aren't Siamese twins. The newsprint editions can exist without the on-line editions - but on-line editions can't exist without newsprint editions. The Internet is the fastest growing medium in history. In that heady era, many new media pioneers, scholars and pundits actually believed that on-line publishing could supersede print publishing by now or at least by then would have reversed 40 years of declines in most newspapers' circulations and readerships. On-line newspaper publishing certainly hasn't supplanted print publishing, newsprint editions are still by far the most popular way by which people read newspapers in Nigeria although many daily newspapers have attracted large numbers of monthly on-line readers. Those numbers - except in rarely cases, are a fraction of the numbers of people who read the equivalent daily newsprint editions in Nigeria while same is applicable in some other parts of the world. According to two major firms that measure Internet usage in USA, Nielsen *Net-Ratings* and CoScore *Media Metrix*, the average on-line edition reader reads much less frequently and far fewer pages than the average newsprint edition reader (Nielsen, 2001).

The urge to inform the public of official developments and pronouncements has been a characteristic of most autocratic rulers. This urge was fulfilled in ancient Rome by the *Acta Diurna* (Daily Events), a daily gazette dating from 59 BC and attributed in origin to Julius Caesar. The first attempt to publish newspaper in Nigeria came in 1859 with the *Iwe Iroyin* being authored by Rev. Henry Townsend, a missionary sojourner in Abeokuta. Today, there are numerous newspapers both daily and weekly nationwide.

The word *newspaper*, as now employed, covers so wide a field that it is difficult, if not impossible, to give it a precise definition. By the *English Newspaper Libel and Registration Act of 1881*, it is defined as “Any paper containing public news, intelligence or occurrences, or any remarks or observations therein printed for sale, and published periodically or in parts or numbers at intervals not exceeding twenty-six days”. Also, the *British Post Office* defines a newspaper as any publication to summarize the wording - printed and published in numbers at intervals of not more than seven days, consisting wholly or in part of political or other news, or critical relating thereto or to other current topics, with or without advertisements. In ordinary practice, the *newspaper*, as distinguished from other periodicals means the daily or (at most) weekly publications which are principally concerned with reporting and commenting upon general current event. Sec.22 of the 1999 Constitution of The Federal Republic of Nigeria recognizes the role of the press as an agent of development hence, the assignment given to it thus: “the press, radio, television and other agencies of the mass media shall at all times be free to uphold the fundamental objectives contained in this Chapter and uphold the responsibility and accountability of the Government to the people”.

Newspapers have the unique capacity of transmitting enormous amounts of information over long distances and are very responsive to cultural changes. Newspapers look to the future. They have over the centuries afforded consumers longevity, durability, historical evidence, and opportunity for record keeping and referencing. Newspapers have however been fraught with challenges; “one of the biggest challenges that print faces is a lack of accountability and transparency for claimed circulation” (Abplanalp, 2005: 14).

So, in the one hundred-fifty (150) years of newspaper existence in Nigeria it has come of age to the extent that it now keeps pace with modern technology (digital world). In this research *The Sun, Nation and Vanguard* newspapers will be examined in relation to both their on-line and hard-copy assessment by readers. Looking at the sample papers, they are all dailies and have common feature of being present in all the major cities nationwide. The papers also are all tabloids in size and each of them publishes a Sunday edition. Though they are privately-owned newspapers, there is no government newspaper as at present

that is nationwide read, published or even demonstrate the characteristics of the well defined national newspaper. Their short history as enumerated by Udoakah & Nnadi (2007: 434-452) will be briefly looked at.

Vanguard Newspaper with its headquarters located in Apapa Lagos surfaced in 1984 with the orientation of impacting positively on readers and society by providing high quality, reliable and affordable media products for promoting knowledge, political stability and economic prosperity. It has the aim of offering the best platform for serious discourse on national issues. It dwells much on political reporting, energy, hi-tech and computer, maritime, health etc.

The Sun Newspaper a daily tabloid newspaper published in Lagos joined the swelling ranks of the Nigerian press on Saturday January 18, 2003 as a weekly and June 16, 2003 as a daily being published by The Sun Publishing Limited incorporated on March 29, 2001. It constantly reminds its readers of its mission to practice journalism in the classical tabloid newspaper tradition of presenting the news and features in an exciting style, with impact, objectivity and appeal that generate returns to all stakeholders: the society, the investors and the practitioners. The masthead of the newspaper is typical of the British newspaper, *The Sun* of London as well as its front page along its heavy type-faced banner headlines (Duyile, 2007: 371). The paper looks at news - whatever the subject of the news-largely from the human angle. It captures the unpredictable and unexpected rhythms of life and existence, the daily heartbeat of humanity in lucid and crisp prose. It reflects life from all nuances politics, economy, crime, religion, sports, arts, and culture, fashion and lifestyle, the rich, the poor, the stars and the ordinary, the sinners and the saints, wart and all. It mirrors the totality of people's actions or inactions in bold and dramatic language hence, it is sensational. It has a daily print-run of 130,000 copies and 135,000 for weekend titles and sells an average of 80 percent (www.sunonline.com) while it has pass-on rate in the industry estimated at 1:10.

Private Limited Liability Company of Sam Omatseye Victor Ifijeh et al started the publication of *The Nation* in 2006. The paper which has its headquarters in Marina Lagos came with the aim of

capturing national audience for news, features, reviews, insight, analysis, comment and wholesome entertainment from Nigeria and the world at large.

1.2 Statement of Problem

Uncertainty of what happens when a newspaper decides to establish a World Wide Web site and is no longer confined to its hard-copy circulation area is a major concern. What happens when this newspaper could, potentially, expand its geography to take advantage of the Internet's vast transmission capacity? Would the newspaper seek an on-line readership distinct from its hard-copy edition? Would its sense of its community expand, would it become more extroverted? Would its news package change accordingly to fill up this space? Would it increase its international news coverage? Hence who are on-line readers? And according to Gasher & Reisa (2008: 193-211) mapping the geography of on-line news is unknown therefore, all these call for a critical research since increasing competition from traditional and on-line media have made readership research an important area of study. Since the only phenomenon that is constant is change hence, newspaper readers also change with the reading habit vis-à-vis the changing nature of print media which is being shaped by the new media. Before the advent of Internet people read hard-copy to get their information. But with the invention of Internet it is now difficult to know the readership situation of hard-copy as different from the on-line newspapers.

While existing research has been useful in outlining some trends in on-line journalism and publishing, a significant number of these results are limited largely to western media contexts, where computer ownership and connectivity to the Internet is relatively higher. Owing to the specific research questions addressed, most of these studies do not account for the dynamics of on-line news publishing in developing countries in general, Africa in particular, and Nigeria to be specific where weak telecommunications infrastructures, inadequate financial resources and comparatively low levels of computer literacy impair access to, and use of, the Internet. The need to extend the same gesture to Nigeria situation has stimulated this research work. Notwithstanding, despite the new media (Internet) readers in Nigeria especially in Port-Harcourt metropolis still read the print version and this has made it

difficult to ascertain who really are on-line readers. This can be described as what Howard Gold (as cited in Baran 2009: 118), called crisis of confidence as combined with technological revolution and structural economic change to create what can only be described as a perfect storm.

In view of this, it has been viewed as a problem in Nigeria seeking what could probably be the influence of Internet on newspaper readership. What are the economic impact on both the print media (traditional print media) and the on-line readers? As a matter of fact will news on-line be still be represented as “news print”; and will on-line news replace the traditional media? All these call for concern.

1.3 Objectives of the Study

Since on-line newspaper readership is a novelty in Nigeria this paper will tend to know who targeted readers and actual readers are in comparison with the print version. Also, it will want to know the level at which on-line readership thrives, the motive behind it and the effects on hard-copy. Hence the following objectives are meant to be achieved.

- 1 To ascertain on-line readers.
- 2 To find out how often people visit Internet.
- 3 To find out the length of time readers spend reading newspaper.
- 4 To find out if on-line newspaper will replace print version

1.4 Research Questions

1. Who are on-line readers?
2. How often do people visit Internet?
3. What is the length of time readers spend reading newspaper?
4. Will on-line newspaper replace print version?

1.5 Significance of the Study

The research work will be of great significance to the media industries in the sense that it will vividly reveal the result of their labour towards on-line production whether as a plus or a waste of effort. It will also inform them on how best to fashion out their on-line print version. It will further shed more light on ways to better make print version available to the readers.

Another significance of this paper is that it will help advertisers to know the demographic range of on-line news readers and hard-copy readers in order to know which product to advertise on-line for cost effectiveness and which one goes for hard-copy. Since Internet is only available to few minorities the paper will reveal if on-line publication is relevant to Nigeria society. The study will also serve as a reference material for researchers who will like to advance on this topic.

1.6 Scope of the Study

The study will cover readership habit of on-line newspaper readers and the reasons behind the changing habit. Since on-line newspapers bother on Internet, discussions will also touch some relevant literatures on Internet services. The work will cover the holistic view of meeting the needs of users, and incorporating content quality of multimedia use and interactivity. This study focuses on the study of on-line and hard-copy readership in Port-Harcourt metropolis.

1.7 Theoretical Frame Work

According to Wimmer & Dominick (2003: 467), "Theory is a set of related propositions that presents a systematic view of phenomena by specifying relationships among concepts". So, theory helps researchers to wisely organize, analyze, and interpret data. It gives clear explanation of realities based on objective and sustained observation. Based on the nature of this research work, *diffusion of innovation* theory will be adopted.

Diffusion of Innovation

Everett Roger's diffusion of Innovation theory offers a useful perspective to understanding the process of adopting on-line publishing and the on-line news model assumed by individual newspapers.

Focusing on analysis of how innovations or new ideas spread, diffusion theorists argue that the proliferation of technological innovations and their adaptation by different individuals or societies is assessed by how the “innovation is diffused to and adopted by the intended audience” (Rogers, 1962: 2).

Equally important to the diffusion process are the characteristics of an innovation, its desirability within a particular socio-cultural and economic context and the group relationships of potential adopters. These varyingly mediate and determine the rate of adoption or diffusion of an innovation. Thus, the perceived benefits of an innovation do not necessarily lead to its acceptance, diffusion and adoption. Consequently, there are bound to be disparities between an innovation and its mass adoption and differences in application between adopters. Indeed, the term “digital divide” has been used to characterize various disparities in access to and adoption of information and communication technologies by individuals and groups in society.

As new technology advances, such as the Internet emerges in the marketplace, newspaper organisations continually have to assess the technology and determine how those innovations will fit into their organizations (Pittman, 2006). Many organizations struggle when faced with adopting new technological innovations. Innovation in an organization is recognized as a significant problem to organization managers, according to Rogers (2003), a leading scholar in the area of diffusion of innovations. So, adopting on-line newspaper publishing has not been easy with print managers.

The adoption of new innovations by organizations is an area of study that has grown in recent years as the widespread introduction of new communication technologies has increased (Rogers, 2003). In her study on convergence, Lawson-Borders (2003: 94) said adoption of innovation is more than a concept, but it is a “process in which organizations must manage in order to integrate content across platforms”. She argues that media companies must develop a set of “best practices” to successfully merge new and old media. In this case, adopting the on-line to complement hard-copy for wider coverage can not be compromised. However, Saksena and Hollifield (2002: 75-84) found that few newspaper managers used the processes identified by innovation management research that would help guide their organizations in the successful adoption of emerging technology.

Rogers's model of innovation in organizations is the most appropriate theory for this study. This theory explains how organizations adopt technology and then manage its implementation and use in the organization. The Internet has transformed the newspaper business and to keep up with readers' ever-changing habits many newspapers have launched electronic editions. Worldwide, there are more than 5,000 daily, weekly and other newspapers on-line (National Newspaper Association [NNA], 2005).

Though no medium can send another one packing, diffusion of technological innovation will continue to shape how we as individuals in a society think, feel, act, and how society operates as we move from one technological age to another. McLuhan in his *The Gutenberg Galaxy: the making of typographic men* (1962) explains that we learn, feel and think the way we do because of the message we receive through the current technology that is available. From his argument, the radio requires us to only listen and develop our sense of hearing. On the other hand, print medium appeals to our visual sense while television engages both our hearing and visual senses. We then transfer those developed senses into our everyday lives and we want to use them again. The medium is then our messages. McQuail (2005: 127) in the same vein upholds McLuhan's theory and supports that each new medium transcends the boundaries of experiences reached by earlier media and contributes to further change. McLuhan correctly saw different media working together, while perhaps less plausibly he predicted the attainment of a *global village* in which information and experience would freely available for all to share (McQuail, 2005: 127).

1.8 Limitations of the Study

The researcher was constrained by the limit of materials available at his disposal. However this work was meant to carry out empirical findings on the Influence of Internet on Newspaper Readership: A Comparative Study of On-line and Hard-copy Newspaper Readership in Port-Harcourt Metropolis. Hence, the research work was limited to those who read newspaper in Port-Harcourt only. Also the current economic meltdown which had been a global phenomenon had not exempted the researcher because he would have loved to cover more areas in Nigeria if not for economic constrain.

1.9 Definition of Terms

- ***Internet:*** The Internet is a network of interactivities of computers and the notion of telex-pretence that is radically redefining the means of modern communication. With the advent of Internet, group of networks are electronically connected and able to communicate with one another. Adedina et al, (2007:519) in their work quoted Aina (2002: 10) to have defined the Internet as: “a computer network made up of large number of computer networks which communicate and share data with one another”. Also, Hanson (cited in Adedina et al 2007: 519) defined it as: “a diverse set of independence networks, interlinked to provide its users with the appearance of a single, uniform network”.
- ***Information and Communication Technology:*** Information and communication technology or technologies (ICT) is an umbrella term that includes all technologies for the manipulation and communication of information. The term is sometimes in preference to information technology (ICT), particularly in two communities: education and government. ICT in fact encompasses any medium to record information (magnetic disk/tape, optical disks CD/DVD, flash memory etc and arguably also paper records); technology for broadcasting information radio, television; and technology for communicating through voice and sound or images – microphone, camera, loudspeaker, telephone to cellular phones. It includes the wide variety of computing hardware (pcs, servers, mainframes, networked storage), the rapidly developing personal devices, MP3 players, and much more. It also include the full gamut of application software services; and the hardware software needed to operate networks for transmission of information, raging from a home network to the largest global private networks operated by major

commercial enterprises and of course, the Internet. This “ICT” makes more explicit that technologies such as broadcasting and wireless mobile telecommunications are included.

- **World Wide Web:** World Wide Web is a way of accessing information files on the Internet and the heart of it lies in the protocols that define its use. It has been explained that “it uses hypertext transfer protocols (HTTP) to transport files from one place to another” Baran (2009:306). The World Wide Web (commonly shortened to the Web) is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them using hyperlinks.
- **Web Design:** Web Page Design is a process of conceptualization, planning, modelling and execution of electronic media content delivery via Internet in the form of technologies (such as mark-up languages) suitable for interpretation and display by a web browser or other web-based graphical user interfaces (GUIs). The intent of web design is to create a web site a collection of electronic files residing on one or more web servers that presents content including interactive features or interfaces to the end users in the form of web pages once requested.
- **On-line Newspaper:** This has been considered a revolution in mass media due to their characteristics of hypertext, interactivity, and multimedia which necessitated a new model of journalism and reading behaviour. On-line newspaper is the on-line version or otherwise called electronic version of the printed newspaper version (McAdams, 1995: 64-90).
- **On-line Readers:** On-line readers are the newspaper readers that read the electronic version of the printed copy on-line via the Internet. However, on-line readers must have

the knowledge of information communication technology (ICT) and be connected to the Internet before they can read newspaper on-line.

- **Computer:** A computer is a device that accepts information (in the form of digitalized data) and manipulates it for some result based on a programme or sequence of instructions on how the data is to be processed. Complex computers also include the means for storing data (including the programme, which is also a form of data) for some necessary duration. A programme may be invariable and built into the computer (and called logic circuitry as it is on microprocessors) or difference programmes may be provided to the computer (loaded into its storage and then started by an administrator or user).

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The Internet, opening vast amounts of information and providing immediate access to unfolding events, is increasingly important for research in the study of mass communication and Nigeria terrain is not an exception. Internet sites supplement traditional "hard copy" sources in a variety of ways, but they also provide bibliographic access to "hard copy" sources. We may now access on-line newspapers throughout the world, enabling us to find information or track down an elusive title or reference; where once we dug into the volumes of various guides to periodicals. Like the cosmos, the Internet is expanding. There are 500 million websites worldwide (Patterson, 2007) and the number is constantly increasing, creating heightened competition for people's time and attention. So, most sectors are shrinking in relative size because the Internet itself is getting larger; the news sector is shrinking in relative terms.

The Internet was originally a means by which university researchers and government agencies shared information. Not until the creation of the World Wide Web, which eased navigation and allowed the use of graphics, did the Internet begin to function as a mass medium. News organizations with their ready supply of content were among the first to respond, and they quickly gained audience share. In recent years, however, their relative share has diminished which means news is a growth sector on the Internet in absolute terms. Although some have argued that the increase in traffic has slowed down recently, notwithstanding, it remains on the rise as citizens of the world increasingly seek their news through the Internet.

The Internet, clearly, is a fabulous research tool and has great potential for disseminating information to far-flung audiences. There is no doubt about that. It is used to conduct research and to exchange information and ideas with colleagues and colleges every day. It facilitates collaboration. However it doesn't replace face-to-face interaction. Looking at digital divide, not everyone is on-line compliant. Not everyone is connected, and among those who are, there are vastly different skill levels. Some people are clearly less comfortable with this new technology than others so this has to be

acknowledged and respected - this not simply relegates people who are not Internet adept as a new breed of slow learners. Notwithstanding, hard-copy still has its place in news gathering.

Mike (2001) compared the work of on-line journalism in Canada as it concerned the geography of news. He was interested in whether or not the introduction of news sites on the World Wide Web has expanded what news organizations considered as their territory or market for news coverage. He traditionally defines news by its relevance to a "local" audience, a situated population belonging to a fixed and proximate geographical area served by both the news organization and its advertisers. He submitted that once news organizations establish a web site, then they publish globally and that "local" news organizations do this to expand their audience or market by capturing international news audiences; or, are simply interested in providing a more international news package to serve increasingly diverse local audiences.

Gasher in conjunction with Sandra Gabriele, (a doctoral student in the communication studies program) in Canada, worked on the comparative news-flow analysis of the *Montreal Gazette's* hard-copy edition and its web edition. They came up with results that the web edition of the *Gazette* contains far more stories from outside Canada than its hard-copy newspaper and because the hard-copy edition contains news item from a far more diverse range of news sources, people read more of the newspaper on-line despite the fact that the web site is primarily over 90 per cent wire service copy. Mike and Gasher from their argument believe that on-line newspaper is meant to capture wider audience internationally.

Biggs (2006) argues that on-line publication isn't about old media versus new media; it's about cheap media versus expensive media. Biggs write-ups look at newspaper from the cost perspective to discuss both on-line and hard-copy. The relative savings of publishing on-line rather than on paper are no longer as compelling a reason to abandon dead-tree media. So the web's "paperlessness" doesn't necessarily insulate it from broader industry trends; paper costs have and will continue to influence a paperless medium. "New media," as a label, is more than a decade old, but the prediction of its sweeping influence predates it. In his submission, Williams (2003: 213) states, "since the early 1980s there has been an unparalleled growth of global media. New media technologies... are compressing time and space..."

the world is shrinking”. Marshall McLuhan also lends his voice, arguably the most vocal and widely recognized, to this prediction, proposing that the global village was a reconstruction of the communal world of the ancient village torn asunder by the print media. Nicholas Negroponte, one of the advocates of the brave new digital world, as quoted in Williams (2003: 227) sums up the potential for change:

Early in the next millennium your right or left cufflinks or earrings may communicate with each other by low-orbiting satellites and have more computer power than your present PC. Your telephone won't ring indiscriminately; it will receive and perhaps respond to your incoming calls like a well-trained English butler. Mass media will be re-defined by systems for transmitting and receiving personalized information and entertainment.

For the purpose of this paper, *old media*, traceable to the late 1400's, is represented by *hard-copy traditional newspaper (print media)* while *on-line newspaper* will be used inter-changeably with *Internet news* or *new media*. Ironically, many publishers still don't believe they're losing readership to on-line publications. But they are naive to think that their circulation losses are just about television or apathy. Newspapers on-line are turning profits already - free of angst over paper expenses. But not all publications have seen their hopes materialized on-line. The cost of maintaining a web publishing enterprise remains generally well above what most publishers first imagine. A recent study by the Association of National Advertisers (ANA, 2005) estimated that a web site costs about US\$450,000 to launch and run for the first year. As production values increase, one will expect those costs to continue to rise.

2.2 Digitalisation and Convergence of Technologies

The most widely noted potential consequence for the media institution is the “convergence” between all existing media forms in terms of their organisation, distribution, reception and regulation (McQuail, 2005:137, 552). There is a general agreement that convergence occurs at the technological level (European Commission, 1997). Digital technology allows both traditional and new communication services - whether voice, data, sound or pictures - to be provided over many different networks.

Therefore, the digital technology underpins convergence. For example, the Internet incorporates radio, film, television and distributes them through “push” technology (Poster, 1999: 15). By a push of a button or a click of a “mouse” one can listen, watch or read information from the Internet.

The introduction of digital technology has changed the way different media sectors operated. Most countries around the world are affected by the application of digital technologies at different pace and with different scope. Hamalink (1996) believes that digitalisation means that technologies for the processing and transmission of information having begun to se the same language. Tehranian (1999: 59) supports Hamalink that print, photography, film, telephone and telegraphy, broadcasting, satellites, and computer technologies, which developed fairly independently, are rapidly merging into a digital stream of zeros and ones in the global communication network. In one of the papers presented in a conference at the University of Turku, Higuera (2000) argues:

From a historical perspective these sectors had developed separately. Each of them had their own market goals, with different technical needs and requisites. Their respective social and political functions were different, too. Accordingly, the regulation for each of them was also different.

For example, now in Nigeria, telecommunications and the press (both print and electronic media) are under the same ministry called Ministry of Information and Communication because of digitalisation but are regulated differently. Thus, the Internet becomes a reality medium of communication because of the convergence of different technologies.

2.3 Internet and the Media Institution

Media institutions have gradually developed around the key activities of publication and wide dissemination of information and culture. Media institutions are internally segmented according to type of technology: print, film, television and radio (McQuail, 2005: 141). However, Poster (1999: 15) believes that the Internet is different from other media because it incorporates and distributes them through “push” technology. Gary (1997) gives credence to this by saying that *Push Technology* is the notion that useful information can be delivered automatically ("pushed") to receivers so, receivers don't have to pro-actively

search for ("pull") useful information. However, the followings according to McQuail can be summarised about the Internet in comparison with the other media institutions:

- i. The Internet is not only or even mainly concerned with the production and distribution of messages. It is at least equally concerned with processing, exchange and storage of information.
- ii. The Internet is as much an institution of private as well as of public communication.
- iii. The operation is not typically professional or bureaucratically organised in the same degree as mass media.

These differences are important because they show that the new media correspond with mass media primarily in being widely diffused, in principle available to all for communication and for free. In support of McQuail's submission, Poster (1999: 15) argues that the Internet, however, transgresses the limits of the print and broadcasting models by: (i) enabling many-to-many conversations; (ii) enabling the simultaneous reception, alteration and redistribution of cultural objects; (iii) dislocating communicative action from the posts of the nation, from the territorialised spatial relations of modernity; (iv) providing instantaneous global contact; and (v) inserting the modern/late modern subject into a machine apparatus that is networked.

Therefore, what is new about the Internet is the unlimited range of content, the scope of audience reach and the global nature of communication. Then, the Internet is an extension of the old media not their replacement (Livingstone, 1999: 65).

2.4 The Internet vis-à-vis Mass Communication

When conceptualising the Internet, cognisance needs to be taken of the complexities involved in defining it, particularly, as a mass medium. Many people make the mistake of looking only at the applicability of established theories and methodologies of mass communication without critically examining the definition of the "mass communication" and assessing its application to the Internet

(Slevin, 2000: 73). McQuail discussed Internet in relation to media institutions, Poster tried to justify the Internet as a network media; Livingstone upheld it as an extension of the old media while Slevin actually compared the Internet with mass communication. Therefore, both the Internet and mass communication need to be compared. Four characteristics of mass communication which shall be employed to reflect on the nature of the Internet are identified by Slevin (2000: 73-76):

1. **The institutionalised production and diffusion of symbolic goods.** Mass communication generally involves large-scale institutions concerned with the production and diffusion of symbolic goods. Large broadcasting institutions such as the BBC, CNN, MTV and M-Net would fall into this category. These institutions require expensive equipment, studios and expertise. By contrast, the Internet is a relatively open communication system. It does not require large scale expertise for the production of content.
2. **The instituted break between production and reception.** This deals with the dichotomy that exists between sender and receiver. Mass communication generally involves the one-way flow of information. Producers are never certain how their information will be received. The Internet, on the other hand, blurs the conventional producer/receiver dichotomy. Information flows two ways, and Internet users can equally well be producers of information as receivers of it.
3. **The extension of availability in time-space.** Mass communication generally involves a high degree of time-space distance in transmission; the extension of the availability of information in time-space also depends on the institutional arrangements involved. Organisations can now store massive amount of information on their websites and achieve around the clock availability, establishing communicative relationships with interested users on a global scale even before they set foot outside their homes.

4. **The public circulation of symbolic forms.** This shows that the products of mass communication are produced for an indefinite, or at least a large range of potential recipients, although with the new kinds of satellite and cable technology, in television for example is steadily shifting away from traditional forms of public service broadcasting produced for a plurality of recipients and moving towards restricted ranges of specialised audiences. On the other hand the Internet is radically transforming the nature of the public circulation of symbolic forms. Moreover, the Internet creates new opportunities for “dialogic spaces” (Slevin, 2000: 76).

From this discussion it is clear that the Internet brings a new dimension to the larger field of mass communication. Further discussions can be conceptualised in term of spatialisation.

2.5 Spatialisation

The concept of spatialisation has been developed in the later works of the French “theoretician of every-day life”, Henri Lefebvre. To Lefebvre spatialisation indicates the process of overcoming the constraints of space and time in social life. According to Lefebvre (1979: 285) “We have passed from the production of things in space to the production of space itself”. This passage from production *in* space to production *of* space occurred because of the growth of productive forces themselves and of the direct intervention of knowledge in material production. Even though Lefebvre did not pay special interest in communicational processes he conceptualised space “as permeated with social relations” (Lefebvre, 1979: 286). Mosco (1996: 172) saw spatialisation as not only supported by social relations, but also as “producing and produced by social relations”. As a result, the view of Castells (1989: 348) is correct that attention is drawn to the declining significance of physical space relative to the “spaces of flow.

Communication is placed at the centre of the spatialisation process, because of the dynamic balance between differentiation and reintegration. The use of media and how it shapes the relations of time and space by accelerating the rise of specific forms of political and social organisation also receives

some interest from other scholars such as Harold Innis (1972). Again, some writers stress “time-space distancing” (Giddens, 1994 as cited in Hamelink, C.J. 1996) while others emphasises “time-space compression” (Harvey, 1989 cited in Hamelink *ibid*).

From these write-ups it is evident that spatialisation research has taken up the significance of geographic space and growth of newspaper organisations. With regard to the growth of media organisations, prominence is given to media concentration by focusing on vertical and horizontal concentration as discussed below.

Impact of Internet on Spatialisation: The emergence of the Internet has reduced the time taken to physically move information from one location to another over the geographic space. Then the Internet provides an instant access to the news and information and some writers believe that media technology is fundamental to the concept of spatialisation. For example, most of the difficulties we have in understanding science and technology proceeds from our belief that time and space exist independently in an unshakeable frame of reference inside which events and place would occur. This belief makes it impossible to understand how different spaces and different times may be produced inside the networks built to mobilise, cumulate and recombine the world (Latour, 1987: 288; Graham, 1996: 55).

Today, different media are accessible because of their relative or absolute locations (Brunn & Leinbch, 1991: xvii). For example, the newspapers in terms of relative location are accessible through their on-line version. However, in terms of their absolute location, they are accessible through their hard-copy. They each have their problems of accessibility as one is dependent on computer knowledge and the other on the appropriate physical means of distribution. The World Wide Web (WWW) allows distant events to affect us more directly than ever before (Slevin, 2000: 199). For instance, events in Nigeria affect Nigerians living abroad in the same way as they affect those living in Nigeria because of the instant access to on-line newspapers.

The convergence of technologies has made the Internet a success and the Internet has made the concept of the “global village” (McLuhan, 1962 as cited in McLuhan, 1995: 216) a reality. The concept of the “global village” means that communication technologies, such as the Internet, eradicate the physical

distance between disparate people, creating an electronic meeting place, and making real time communication between distant parties possible (Stevenson, 1995: 119). The global village has swept aside the hierarchical, uniform and individualising culture of print production and replaced it with a more tactile culture of simultaneous happenings.

The reconstruction of media into electronic forms of communication has implications on the reworking of space and time. The elimination of space and time has not been brought by the advent of the Internet only but it is tied to technological advances in mass communication. Notwithstanding, the news agencies still gather the news items from different sources in different spatial zones and electronically send them to different print and electronic newspapers in different parts of the world (Stevenson, 1995: 121). The speeding up and globalisation of news-gathering practices mean that temporality and distance will become progressively unimportant in governing newspaper content (McLuhan, 1994: 216).

Spatialisation vis-à-vis Mass Communication: One of the salient features of communication in the modern world is that it takes place on a scale that is increasingly global (Thompson, 1995:149). Messages are transmitted across large distances with relative ease, so that individuals have access to information and communication which originate from distant sources. Thompson, (1995: 149) gave prominence to this and wrote:

... with the uncoupling of space and time brought about by electronic media, the access to messages stemming from spatially remote sources can be instantaneous. Distance has been eclipsed by proliferating networks of electronic communication. Individuals can interact with one another, or can act within frameworks of mediated quasi-interaction, even though they are situated, in terms of their day-to-day lives, in different parts of the world.

Reordering of space and time is, therefore, crucial to the process of globalisation. Globalisation is brought about by the development of the media and is part of a broader set of processes which have transformed and are still transforming the modern world. The globalisation of media, telecommunications industries and markets has depended on specific institutional conditions. Digitalisation, consolidation,

deregulation, and globalisation are identified as four key trends in world communications (Hamelink, 1994). The globalisation of communication has also been a structured and uneven process which has drawn some parts of the world into networks of global communication more quickly than other parts. The use of Internet technology transforms the complex relationships between local activities and interaction across distance (Slevin, 2000: 198). In Mowlana (1999: 102), universal access is a reality, and the most distant user (for example in a remote part of Nigeria) could access the system as easily as a New York tycoon or a Harvard researcher.

2.6 Technology Threatens the Future of Newspapers

A decade ago, the amount of digital and on-line publishing driven by profit and consumerism was relatively small. Today, over 80% of all hard-copy publications have on-line and digital versions. Ten years from now, that percentage may rise to 100 whereby all traditional publishing activities will be supplemented by digital versions, which will be promoted more favourably. Readers are no longer passive receivers of messages; they create, share and comment. And they expect to do it on news web sites too. Flash forward into the next century and one can say that if stakeholders in traditional publishing do not rise to save the industry from extinction, hard-copy newspapers may disappear into the dustbins of history. Further innovations in technology will silence the voice of hard-copy newspapers completely.

Williams (2003: 11) informed us that “at the start of the twenty-first century the issue of the media and globalization is at the forefront of the debates in the field of media studies”. The print media faces challenges of survival as on-line and digital services are touted to take its place in the next century. The influx of digital and on-line services such as the Internet, MP3 players, cell phones with Internet access, blogs, on-line versions of newspapers, etc., have led news consumers to rely more increasingly on obtaining information from these on-line and digital sources. Due to technological convergence and or say, diffusion of innovation, on-line newspaper readership has continued to rise. For instance, Nielsen/NetRatings (2008) data show that nearly one in three web users in America visit newspaper web sites. The study reveals that one in three Internet users (29 percent) read an on-line newspaper in 2005,

representing nearly 44 million people, according to a report by Nielsen/NetRatings for the Newspaper Association of America. The data also confirms that the use of newspaper web sites, represents one of the largest and growing single audience collectives on the Internet, and demonstrates that newspapers continue to attract readers through on-line brand extensions and new products. The study adds that the on-line newspaper audience on average is younger.

In a conference titled “Beyond the printed word” held in Madrid (2005), media executives who attended the World Association of Newspapers Meeting (WANM) were advised that newspapers have no future without on-line and digital services (“Internet holds future”, 2005) hence, the ingenuity of newspaper publishers to save the industry is inevitable.

2.7 Shift and Effects in New Media

Participatory journalism: Participatory journalism is a leading factor in why new media is steadily overtaking newspapers in news delivery and consumption. Participatory journalism is still relatively new, yet it is embraced by professional journalists, media moguls, and industry experts alike (Marshall, 2005: 14). Asian, American and European media are the leading markets for consumption of this new phenomenon which seem like a re-invention of journalism which is now being called participatory journalism. Advocates of citizen journalism are quick to point out that “participatory journalism builds trust. This is a way for us to say we don’t know everything,” (Safran, as quoted in Marshall, 2005:15). This raises the question of how much trust can a reader build on reports that are produced by neophytes? Maher lends his voice to this concern. He posits that news reported by citizen journalists, “...without going through any editorial process that validates the information, isn’t true journalism,” (as cited in Marshall, 2005:16).

Blogging: Blogging is another phenomenon affecting the survival of hard-copy newspapers. Brady (2005: 66) in examining blogging says “the rise of easy-to-use software has put a printing press in the hand of every citizen. No longer can anyone be denied a seat at the table, and those at the mainstream press deny that at their own peril”. In 2005, the growth in blogging led news reporters and publications to source

information from blogs and include same in their publications. News events can be accessed in the same instant that they occur. The digital generation that grew up using the web a decade ago, the amount of digital and on-line publishing driven by profit and consumerism was relatively small. Today, over 80% of all hard copy publications have on-line and digital versions.

Economic, socio-political, and cultural factors: Political economy asserts the production of media products is structurally constrained by economic and political factors, especially the private ownership of media industries (Williams, 2003). Murdock and Golding (as quoted in Williams, 2003) believe the mass media are first and foremost industrial and commercial organizations which produce and distribute commodities. Media owners are striving to answer the call to uphold the tenets of journalism and preserve heritage in hard-copy newspaper publication. The attempts to resist the changes that are coming as hard-copy newspapers bow to their on-line and digital versions may not be favourable for the print media industry. McGuire, as cited in Bugeja (2005:33) speaks of this when he proposes that it's time newspaper corporation CEOs, and publishers come to grips with history – the history they are writing. Those executives must start imagining that if newspapers are indeed in the death throes, it is they who will be judged. The media history books could well show them watching their industry die for a few percentage points of profit. The socio-political factors are overt. Weber as cited in Marshall, (2005: 15) believes the web has the advantage of allowing people to distribute news without needing to buy printing presses or build television studios, thus requiring less revenue to be profitable. Gordon in his assertion as quoted in Marshall (2005: 16) says whoever believes in a democratic society and freedom of the press won't see any reason to look at citizen journalism and say it's a bad thing because it's the most democratic system of publishing ever.

McLuhan and Fiore submitted that by breaking down the barriers of time and space between people and nations, some argue the media are creating one global family where differences are submerged in favour of what we share, what we have in common. However, Williams (2003: 214) opines that electronic communications are producing an environment in which people are involved with, and responsible for, each other.

Accessibility: The issue of accessibility is a primary concern. If most of the world's population can't access hard-copy newspapers (arguably inexpensive) because they are illiterate or impoverished, how will they access digital and on-line services? Varian (2005: 65-66) estimates that over 90% of information currently produced is created in a digital format, and there's possibility this percentage will increase substantially in the future. Much existing content currently available only in physical formats will soon be digitized.

Community: Localized identity and community may suffer with new media. Skilled reporters are absent in most developed countries' local communities. The majority of the news available on-line through blogging services and participatory journalism is gathered by neophytes whose long-term interest may be self-serving. Bugeja (2005: 31) advises that advances in news technology are meant to keep reporters indoors, enhancing productivity often at the expense of authenticity.

Looking at the issue of community from identity perspective, Williams (2003) exposes one of the biggest obstacles of new media to our communities when he explains that the spread of global media as well as their increasing centrality in most people's lives is seen as a problem for local communities. The debate about the impact of global media revolves around the question of identity – cultural, national and individual. Everybody needs a sense of who they are, a sense of belonging. The global media pose a threat to the nation, promising to erode those imaginary boundaries that distinguish one group of people from another. News consumers' interest in new media opens them to the risk of loss of local community identity through exposure to dominant cultures.

Objectivity and Reliability: A prevailing and binding tenet of journalism is the reflection of objectivity in news reports. Publications relying on information gathered through blogging or participatory journalism risk a lack of objectivity. These publications may expose their readers to unconfirmed reports, unverified claims, and amateur writers reporting fabrications. One can argue that this happens with trained professionals too; and the media has had its fair share of scandals resulting from this, but it is apt to note that the culprits can be made accountable because they are in mainstream media and can be identified. It is difficult to identify someone who files a report on a blog, in a cybercafé, under a pseudonym, with no

link to the personality. Though Carter cited in Bugeja (2005: 31), reminds us that “the public is not an outsider, the public is the point of the enterprise,” it is still necessary to verify the information reported by bloggers and citizen journalists before posting such information on credible newspaper websites. McGuire supports Carter by asking editors to focus on readers rather than on profits, and calling the corporate status quo “an ethics crisis” (Bugeja, 2004:31).

It is important to note however that values of great journalism can exist side by side with the profit demands of the marketplace, but what has become the norm is the trend in the world journalism to repackage and present information, rather than gather it. Majority of the so called journalists only go to the Internet to repackage information gathered from the Internet.

2.8 The Decline of Newspapers

Major change that transformed newspaper business became pronounced in the 80s. By the 1980's, the boomer boost had run its course and a new threat to newspapers had emerged: 24-hour cable news. Newspaper circulation edged slowly downward, falling by an unimaginable percent overall in the 1980's and 1990's. In the past few years the drop has accelerated, fuelled in part by the growing audience for Internet-based news. The newspaper industry faces an uncertain future, one more challenging than might be assumed. Studies conducted aim at assessing the future of newspapers (in a word, discouraging) - are in each of these studies discouraging submissions on newspapers and how the Internet is changing the distribution of local news.

According to a study by Pew Research Centre (2006), a decade ago, just one-in-fifty Americans got the news with some regularity from what was then a brand new source – the Internet. Today, nearly one-in-three regularly get news on-line. For the most part, on-line news has evolved as a supplemental source that is used along with traditional news media outlets. It is valued most for headlines and convenience, not detailed, in-depth reporting. The biennial news consumption survey by the Pew Research Centre for the People & the Press, conducted among 3,204 adults in 2006, finds that the audience for on-line news is fairly broad, but not particularly deep. According to the findings, people who

said they logged on for news spent 32 minutes, on average, getting the news on-line. That is significantly less than the average number of minutes that newspaper readers, radio news listeners, and TV news viewers spend with those sources. And while nearly half of all Americans (48%) spend at least 30 minutes getting news on television, just 9% spend that long getting news on-line. The web serves mostly as a supplement to other sources rather than a primary source of news. Those who use the web for news still spend more time getting news from other sources than they do getting news on-line. In addition, web news consumers emphasize speed and convenience over detail. Of the 23% who got news on the Internet, according to Pew Research only a minority visited newspaper websites. Instead, websites that include quick updates of major headlines, such as MSNBC, Yahoo, and CNN, dominate the web-news landscape.

2.9 Effects of Brand-Name on Newspapers Web Sites

Branding is important in everything thus it manifests itself in on-line publishing. The Internet has weakened the influence of geography in the selection of a news source. When people go to the Internet for news, they can just as easily navigate to a source outside their community as one within it, bypassing a local site in favour of a known site elsewhere. The Internet inherently favours “brand names”—those relatively few sites that are readily brought to mind by users everywhere when they seek news on the Internet. The *New York Times*'s web site, for example, draws three fourths of its visitors from outside its primary readership in the states of New York (Connecticut and New Jersey). In Nigeria, newspaper web sites such as the *Punch*, *Sun*, *Nation*, *Guardian Vanguard THISDAY*, *Champion*, and other well known newspapers come to mind of Internet users.

Technological advances have increased the web's capacity to carry audio and visual content, and newspaper organizations are now more actively pursuing an on-line audience despite the fact that traditional newspapers are facing even greater competition from the sites of search engines, aggregators and bloggers whose growth rate easily outpaces that of web sites run by traditional news outlets.

2.10 Newspapers Battle for Readers' Soul

Publishing free newspaper has not been an easy gesture for newspaper organizations despite it is the one of the strategies devised to attract readers. In fact, Chyi and Lasorsa (2002: 240-255) in their write-ups described free on-line newspapers as “cannibalization effect”. Many newspaper managers fear that offering the same content on-line for free that which subscribers had to pay for in the print edition would erode the print edition’s subscription base. In their 2002 study, they examined the cannibalization effect by comparing the print penetrations of the *Austin American-Statesman*, *Wall Street Journal*, *USA Today*, *New York Times*, *Dallas Morning News* and *Houston Chronicle* among the general public, among Web users and among readers of those newspapers’ on-line edition. They wanted to know if offering free on-line content could cause a negative impact on subscriptions, the researchers expected to see reduced print readership among the readers of the newspapers’ on-line editions and among general Web users but the results showed the opposite. For all six newspapers, on-line readers were significantly more likely to read the same newspaper’s print edition. In addition, print penetration remained the same or slightly higher among general Web users. One way newspapers try to attract on-line readers is to offer unique features, such as interactive elements.

The Web as a new platform for news delivery has created opportunities as well as challenges for the newspaper industry. One of the major concerns surrounds inter-media competition issues such as the displacement effect between one newspaper’s on-line and print editions and the cannibalization effect - the negative impact of launching a free on-line edition on the print edition’s subscription base. To show how serious industry’s stakeholders are concerned on the future of newspaper publishing a recent survey of some 700 members of the International Newspaper Marketing Association to find out which research topics would be most valuable to the newspaper industry showed that competition from other media, especially the Internet, still has not received sufficient attention from the academic community (Wilkinson, 2003). From the media economics perspective, whether on-line and print newspapers compete with or complement each other carries important implications regarding the Internet’s impact on the newspaper industry. A replication and further extension of previous studies conducted in a typical one-newspaper city in the U.S. Chyi & Lasorsa, (1999: 4-8 & 2002: 240-255), study investigated the

market relation between on-line and print newspapers in one of the most media-rich cities in the world - Hong Kong - where more than a dozen newspapers and their on-line editions compete for readerships. A random-telephone survey examined users' response to diverse on-line and offline media offerings in this new context. From the findings, a review of displacement-effect research found the impact of Internet use on newspaper reading insignificant. Two national surveys conducted in 1995 and 1999, respectively, found Internet users were actually more, not less, likely to be newspaper readers (Stempel & Hargrove, 1996:550-558; Stempel, Hargrove, & Bernt, 2000: 71-77).

In the case of America, using a sample of 1,800 Americans and a variety of survey methods, Patterson (2007) obtained answers from equal numbers of groups based on age, including teenagers (ages 12-17), young adults (ages 18-30), and older adults (31 years of age and older). Noteworthy is the inclusion of teenagers, who are rarely included in national polls. The survey makes it clear that only one in 12 young adults and only one in 20 teens rely heavily on the newspaper - meaning they read it almost daily and do more than just skim a few stories while doing so. Although most young Americans do not attend closely to any daily news medium, the newspaper is their least-used medium.

Judging from the studies, the future of America's local newspapers is dim. Perhaps they can effectively manage the transition to the web and somehow find a way to attract the attention of young people; this scenario has spread across the newspaper industry. However, there is nothing in the studies to suggest such efforts will be highly successful. The decline of the hard-copy newspaper appears irreversible. The decline will diminish America's public life because the nation's founding, the community's story, as told through the local paper, has been an everyday part of American life.

Chyi (2008) in another random-sample telephone survey examined the market relation between on-line and print newspapers in Hong Kong, where more than a dozen newspapers and their on-line editions compete for readerships. This study compared the penetration rates of these newspapers' print and on-line editions. Results showed that print editions enjoyed significantly higher penetrations than their on-line counterparts. The study also identified the overlap of the same newspaper's on-line and print readerships. Print penetrations were not reduced among web users. Readers of a newspaper's on-line

edition were more likely to read the same newspaper's print edition and vice versa. These results have demonstrated striking similarities with what the earlier U.S.-based study has found - suggesting the existence of a universal pattern characterizing the market relation between on-line and print newspapers.

2.11 Comparing On-line and Hard-Copy Readership

The media displacement hypothesis suggests that existing media use patterns will be “restructured” with the introduction of a new medium (Krugman, 1985: 21-23). As the amount of time available for media use is limited, the introduction of a new media activity will result in a corresponding reduction in the time spent on other media activities. James et al. (1995: 31) note that the amount of time spent on electronic bulletin boards significantly reduces the time spent on other media activities. Kayany and Yelsma (2000: 215-229) reaffirm that the amount of time spent on watching television, talking on the telephone and reading newspapers decreases as a result of using on-line media. However, some studies point to other possibilities beside the displacement model. Two such studies (Rosengren and Windahl, 1989 as cited in Chan, J.K & Leung, L 2005; Stempel et al., 2000: 71-79) suggest that there is an alternative “supplement” or “activation” model. In a study conducted by Lin (2002: 3), the author concludes that on-line media are a “functional supplement to traditional media instead of a complement or displacement mechanism”. Other studies show that the use of new media is unrelated to the use of other media (Bromley and Bowles, 1995: 14-27; Jeffres and Atkin, 1996: 318-330).

These contradictory findings have given rise to diverse opinions about the future of new and old media. In some respects it is difficult to draw any firm conclusions, as the media environment is changing rapidly. Nevertheless, this study will attempt to shed new light on the questions surrounding this issue by exploring in greater depth the link between traditional newspapers and the use of on-line newspapers though, this is restricted to Port-Harcourt area of Rivers State in Nigeria.

There is a new era of opportunity knocking at newspapers' door - one that did not exist previously. Gary Meo, senior vice president, print and digital services, Scarborough Research (as quoted in Knight, 2007) said, “Newspaper websites, together with other products such as free daily papers and

various niche publications, are part of a powerful advertising portfolio". Successful newspapers aren't just putting their print papers on-line, though. On-line versions are creating extremely localized content, creating an interactive interface that offers readers the ability to contribute and are utilizing cross-promotion to keep readers. Newspaper revenue may still be showing a decline but according to a recent Scarborough Research report, on-line newspaper readership is growing. The report found that declines in print readership are being offset by increases in on-line readership and newspaper website readership has shown a 14% increase from 2005 to 2007.

The report found that 70% of on-line newspaper readers also read the print version; this gives advertisers the ability to cross-promote, too. An ad campaign can begin in print, point users on-line and continue their brand advertising efforts from there. Another plus from the advertiser standpoint according to Scarborough Research report is that newspaper on-line readers are younger with 21% of 18-34 year old being website exclusive readers. Newspaper on-line readers are also likely to be affluent, well-educated and with a stash of disposable income.

Chyi and Lasorsa (1999: 2-13 & 2002: 91-106) took an alternative approach to examine whether people in a well-defined geographic market (Austin, Texas) read one newspaper's print edition as opposed to that same newspaper's on-line edition. Their study documented the print and on-line penetration rates by differentiating the use of different newspapers. For example, their study identified the substantial overlap between on-line and print readerships for the local daily - *The Austin American-Statesman* – 83 percent of its on-line readers also read the print edition. In other words, a great number of on-line readers also read that particular newspaper's print edition during the same period of time. In response to the suggestions made by Chyi and Lasorsa in the Austin study, the survey was able to go further to explore more qualitatively how readers utilized the two products differently. The qualitative investigation produced somewhat mixed results regarding whether the same paper's on-line and print editions complement each other. Reading the on-line edition in different locations, for different purposes, or for different content - seems to imply a complementary relationship. However, reading the on-line edition while not buying the print newspaper - seems to suggest the contrary.

From the newspapers study, print penetrations were not reduced - in fact, some became significantly higher - among web users. In addition, among web users, all of the seven newspapers' print penetrations were significantly higher than their on-line penetrations. Print penetration was significantly higher among readers of the same newspaper's on-line edition. Correlation analysis also showed that print readers were more likely to read the same newspaper's on-line edition and vice versa. These results seem to correspond with what most displacement-effect research has found - on-line users are more, not less likely, to be newspaper readers (Stempel & Hargrove, 1996: 549-558; Stempel, Hargrove, & Bernt, 2000: 71-79). The Austin survey concluded that the print edition remained competitive, unthreatened in the marketplace, which also is true in the Hong Kong context. The public's commitment to the print format seems to be stronger than expected. This should be good news for newspaper publishers because, after all, the print newspaper is their core product. On the other hand, this may also explain why the subscription model doesn't seem to work for most on-line news services, and, in more general terms, why the profitability issue still troubles the on-line news industry after all these years' experimentation.

Most of the results reported in the study share striking similarities with what the Austin study has found - for example, the substantial overlap of on-line and print readerships, the non-reduced print penetrations among Web users, and the correlation between print and on-line readerships. While the research site switched from Austin to Hong Kong, there seems to be no fundamental differences in people's response to on-line news services and their commitment to print newspapers - suggesting the existence of a universal pattern characterizing the market relation between on-line and print newspapers.

Meanwhile to a research carried out by Peer, Nesbitt and LeBailly (2008), the study finds that there is a small, but significant, negative relationship between on-line usage of the newspaper and readership of the newspaper in print. This means that, among those who read both the print and on-line versions of the same paper, the more they use the site, the less likely they are to read the paper in print and vice versa: the more they read the print paper, the less they use the web site.

It is not surprising, then, that there is higher readership behaviour score for those who read the print paper only, compared with those who read the print and on-line products. Again, there are

indications that those who use the on-line version of the paper read the print version a bit less. These results indicate that the proportion of people who substitute the print newspaper with the on-line version is steadily increasing.

In 2001, John Pavlik (as cited in Ndangam, 2008: 586) compared Internet news to the equivalent of a library that carries more than 4925 daily newspapers from around the world. In the rapidly changing world of on-line publishing, where newspapers around the world increasingly operate web versions of their hard-copy, and more people with access to networked computers turn to the Internet for news, the number of newspapers on-line has increased substantially. Fortunati (2005: 27-44) findings say that newspapers in Italy have gone on-line as a means of attracting young and adult audiences who refuse to spend money on the hard-copy. A survey of US newspapers identified the need to reach more readers, generate extra revenue through advertising, and using on-line versions to promote the hard-copy of the paper, as the reasons for going on-line (Peng et al., 1999: 52-63). In China, the quest to keep up with competitors, seize web space, expand influence, make instant profit, enhance circulation for the hard-copy and explore options of replacing the print product in case of readership decline are some of the reasons advanced by newspapers for going on-line (He and Zhu, 2002 as cited in Ndangam 2008: 586)). Pavlik explains that new media technology is transforming news gathering and production, news content, the structure and organization of the newsroom and the relationship between news organizations and their audiences. To illustrate this, scholars have highlighted the form of news reports on-line (Barnhurst, 2002: 477-489; Singer, 2001: 65-80), the design and use of interactive features and graphics (Li, 1998), the process of adopting multimedia and interactivity in on-line newsrooms (Boczkowski, 2004: 197-213) and journalistic practice in digital newsrooms (Aviles and Leon, 2002: 355-371).

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

In considering the research design to be adopted in the course of any research, Ohaja, (2003:73) observes that the topic usually gives clue to the research plan (design) that should be adopted. Survey research therefore, is appropriate for this work since the population is too large for the researcher to realistically observe all the elements in accordance with Nwagbara (2006: 102). For the purpose of this work, survey method was adopted to carry out the work on the Influence of Internet on Newspaper Readership tying it down to the comparative study of on-line and hard-copy newspaper readership. Nwodu (2006: 68) submits that survey research method is a vital means of eliciting information from respondents; it facilitates the computation, analysis and interpretation of the findings. Relevance of survey bothers on the process of gathering data from a target population through questionnaire or interview or both in order to critically analyse the data generated for the purpose of reaching conclusions on research problems (Okoro, 2001: 37). Also, Wimmer & Dominick (2003: 167) affirm that survey can be used to investigate problems in realistic settings. They opine that: “Newspaper reading, television viewing, radio listening, and consumer behaviour patterns can be examined where they happen rather than in a laboratory or screening room under artificial conditions”. Though the independent variables cannot be manipulated as they are in the laboratory experiment yet, survey is vital to behavioural science research.

3.2 Population of Study

The population of study included newspaper readers (both on-line and hard-copy readers). Since the entire population could not be studied, a portion of it was sampled to draw inferences.

3.3 Area of Study

The researcher carried out the study of on-line and hard-copy readers in Port-Harcourt area of Rivers State. This was because Port-Harcourt, as one of the biggest cities with higher industrial development in Nigeria has the presence of both Nigerians and foreigners who source for greener pasture. Also, increase in cyber-café shops in this area as well as the Internet usage due to the presence of oil companies in Port-Harcourt city has led to the proliferation of street to street cyber-café shops. Port-Harcourt is the capital of Rivers State, Southern Nigeria. It lies along the Bonny River (an eastern distributary of the Niger River) 41miles (66km) upstream from the Gulf of Guinea (Port-Harcourt, 2009). The population is estimated at 2.7million with the Latitude $4^{\circ} 45^1$ North and Longitude $7^{\circ} 07^1$ East (Port-Harcourt, 2009).

3.4 Sample Size

The researcher chose to study three hundred (300) on-line-news readers along hard-copy readers who read *Vanguard*, *Sun*, *The Nation* and other newspapers as respondents.

3.5 Sampling Technique

To ensure proper and adequate representation for the work, purposive sampling was adopted. This was because not everybody could go to the Internet to read newspapers; even among the educated only few had the knowledge of information communication technology in Nigeria. The work did not only look at the readership study or look at the rate at which people read newspapers solely, though readership study formed an integral part of the work; it also focused on the influence of Internet on newspaper (hard-copy) readership. This meant how newspaper readers embraced on-line reading of newspaper as a result of Internet and the influence of such on reading hard-copy. Hence, it was necessary to conduct this research among those who read newspaper (excluding non-readers) since the primary aim was to know if Internet had an influence on newspaper readership. Since utility of a survey research depends largely on the sample representative, the sampling technique in this work (purposive sampling) allowed the researcher to select a sample based on his knowledge of the population and the population frame.

3.6 Instrument of Data Collection

Primary and secondary data were used in this work. Primary data were collected through structured questionnaire on both print and on-line-news readers while secondary data involved browsing through textbooks, newspapers, journals, magazines, periodicals and the Internet sources. The structured questionnaire combined both open-ended and close-ended questions and, it was designed to elicit information regarding the influence of Internet on newspaper readership dwelling much on the comparative study of on-line and hard-copy readership in Port-Harcourt metropolis.

3.7 Method of Data Presentation and Analysis

The data were presented in frequency and percentage distribution of the different categories of variables that were displayed in the table. Descriptive statistics involving tables, numbers, percentage distribution and frequency patterns was used to analyze the outcome of the responses from the questionnaire; a quantitative analysis.

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CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Data Presentation

Out of the three-hundred (300) questionnaires administered two-hundred and eighty (280) representing 93.33 percent were filled and returned. However, the researcher was unable to retrieve twenty (20) questionnaires representing 6.67 percent as at the time of analyzing these data. Meanwhile, the 280 questionnaires will be based on 100 percent. That is, the two-hundred and eighty (280) represent hundred percent ($280/300 \times 100$).

The questionnaires were administered in the city of Port-Harcourt metropolis, Rivers State, Nigeria. The data are presented in two segments: the entire data presented table by table to statistically describe them in percentages in the first hand while the second segment analyzes the research questions raised for this study by using simple statistical technique, frequency distribution and percentage scores.

4.2 Data Distribution and Analysis

The data obtained are mainly presented using simple percentages.

Table I: Sex Distribution of Respondents

Response	Frequency	Percentage
Male	216	77.14%
Female	64	22.86%
Total	280	100%

Source: Field Survey, 2009

Among the 280 respondents, males form the highest percentage of 77.14% with 216 respondents while females form 22.86% going by their 64 respondents.

Table II: Age Distribution of Respondents

Response	Frequency	Percentage
18-24	36	12.86%

25-34	140	50%
35-44	60	21.43%
45-54	24	8.57%
55-64	20	7.14%
65& above	-	-
Total	280	100%

Source: Field Survey, 2009

Question two deals with age factor where 36 respondents fall between ages 18-24 (12.86%), ages 25-34 have 140 (50%) respondents, 60 respondents representing 21.43% are within the ages of 35-44. Those within the ages of 45-54 are 24 (8.57%), while ages 55-64 have 20 respondents representing 7.14%. Though ages 65 and above are included in the questionnaire, none of the respondents fall within the age range.

Table III: Educational Qualifications Of Respondents

Response	Frequency	Percentage
SSCE	32	11.43%
Diploma	40	14.29%
HND/B.SC	128	45.71%
Post Graduate	80	28.57%
Total	280	100%

Source: Field Survey, 2009

Question three shows that among the respondents, 32 of them (11.43%) are Senior School Certificate holders while 40 (14.29%) are holders of Diploma certificate. Higher Diploma and Bachelor degree holders constitute 128 (45.71%) while Post-graduate holders (80 respondents) form 28.57%.

Table IV: Marital Status

Response	Frequency	Percentage
Single	180	64.29%
Married	100	35.71%
Divorce	-	-

Total	280	100%
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Source: Field Survey, 2009

Table four shows the marital status of the respondents, 180 (64.29%) of them are single while 100 (35.71%) belong to the married category. However, none of the respondents is a divorcee.

Table V: Degree of Reading

Response	Frequency	Percentage
Often	164	58.57%
Seldom	116	41.43%
Not at all	-	-
Total	280	100%

Source: Field Survey, 2009

Out of 280 respondents, 164 of them which represent 58.57% read newspaper often while 116 (41.43%) say they seldom read. This affirms that all the respondents are newspaper readers.

Research Question One: Who are online readers?

Table VI: Source of Reading Newspaper

Age	Internet		Hard-copy		Both		Total	
	FQ	%	FQ	%	FQ	%	FQ	%
18-24	18	50	4	11.11	14	38.89	36	100%
25-34	5	3.57	60	42.86	75	53.57	140	100%
35-44	4	6.67	47	78.33	9	15	60	100%
45-54	4	16.67	15	62.5	5	20.83	24	100%
55-64	1	5	14	70	5	25	20	100%
SEX								
	FQ	%	FQ	%	FQ	%	FQ	%
Male	23	10.65	116	53.70	77	35.65	216	100%
Female	9	14.06	24	37.5	31	48.44	64	100%
EDUCATION								
	FQ	%	FQ	%	FQ	%	FQ	%
SSCE	14	43.75	11	34.37	7	21.88	32	100%

DIPLOMA	6	15	16	40	18	45	40	100%
HND/B.SC	40	31.25	37	28.91	51	39.84	128	100%
PG	28	35	26	32.5	26	32.5	80	100%

Source: Field Survey, 2009

Note: Ages 65 and above are included in the questionnaire, no respondent falls within these age range.

FQ= Frequency

Generally this research question wants to know who on-line readers are along with their demographics. It seeks further to reveal where the source of newspaper readers is. In the table above, 18 out of 36 respondents within ages 18-24 read newspaper on the Internet which means, 50% among this specific age range read newspaper on the Internet. From the table analysis, 4 respondents (11.11%) within this age read hard-copy while 14 of them representing 38.89% read both on-line and hard-copy. Among ages 25-34, 5 respondents (3.57%) read on-line, 60 of them (42.86%) read hard-copy and the remaining 75 (53.5%) read both. Within the ages of 35-44, 4 respondents (6.67%) read on-line, 47 of them representing 78.33% read hard-copy and 9 of them (15%) read on-line and hard-copy simultaneously. From ages 45-54 year, 4 respondents which is about 16.67% read newspaper on the Internet, 15 (62.5%) read hard-copy while 5 of them (20.83%) read both on-line and hard-copy. Within ages 55-64 one person (5%) read newspaper on the Internet, 14 respondents (70%) read hard-copy while 5 respondents (25%) read newspaper on both the Internet and hard-copy.

This research question among other things looks at the sex range of those that visit the Internet most. Among the 216 male respondents, 23(10.65%) read newspaper on the Internet, 116 which means about 53.70% solely read hard-copy while 77 of them (about 35.65%) read both hard-copy and on-line newspaper. From the female respondents 9 (14.06%) of them read on-line, 24 (37.5%) of them read hard-copy alone and the remaining 31 representing 48.44% read both.

Again the research seeks further to know if education has any influence on both on-line and hard-copy readership. From the analysis, 14 (43.75%) out of 32 respondents that possess Senior School Certificate of Education go to the Internet to read newspaper. Among this category 11 of them (34.37%)

read the hard-copy while 7 (21.88%) read both. Diploma Certificate holders have 6 respondents (15%) as on-line readers, 16 (40%) of them go for hard-copy and the remaining 18 (45%) read both together. Higher National Diploma and First degree holders have 40 (31.25) respondents for those who read from the Internet out of 128 respondents. 37 of them representing 28.91% read only the hard-copy while 51 (39.84%) go for both on-line and hard-copy simultaneously. Respondents with post-graduate degree(s) have 26 on-line readers representing 35%, 26 hard-copy readers representing 32.5% and 26 of them representing 32.5% read both on-line and hard-copy.

Research Question Two: How often do people visit Internet?

Table VII: Visit to the Internet

Age	Daily		Weekly		Monthly		Total	
	FQ	%	FQ	%	FQ	%	FQ	%
18-24	15	41.67	11	30.55	10	27.78	36	100%
25-34	65	46.43	69	49.28	6	4.29	140	100%
35-44	40	66.67	17	28.33	3	5	60	100%
45-54	20	83.33	4	16.67	0	0	24	100%
55-64	8	40	3	15	9	45	20	100%

Source: Field Survey, 2009

This question seeks to know how frequent Internet users visit the Internet. From the table analysis, ages 18-24 have 15 respondents (41.67%) that visit the Internet daily. 11 of them (30.56%) say they only visit weekly while 10 of them representing 27.78% visit monthly. From ages 25-34, 65 (46.43%) use the Internet daily, 69 of them forming 49.28% visit weekly while 6 respondents (4.29%) go to the Internet monthly. Within the age range of 35-44 years 40 respondents (66.67%) visit daily, 17 (28.33%) visit weekly while 3 (5%) visit monthly. 20 respondents representing 83.33% out of 24 respondents within the ages of 45-54 visit Internet daily. 4 of them (16.67%) visit weekly while no one visit monthly among them. The last group which is ages 55-64 have 8 respondents (40%) that visit daily, 3 (15%) visit weekly and the remaining 9 (45%) only visit monthly.

Table VIII: Preference for On-line Newspaper

Response	Frequency	Percentage
Yes	52	18.57%
No	172	61.43%
Don't know	56	20%
Total	280	100%

Source: Field Survey, 2009

Response for this question has 52 (18.57%) respondents who say they prefer on-line to hard-copy, 172 (61.43%) prefer hard-copy while 56 (20%) could not really decide which one they prefer – either hard-copy or on-line edition.

Table IX: Reading On-line as well as Hard-copy

Response	Frequency	Percentage
Yes	192	68.59%
No	52	18.57%
Same as before	36	12.86%
Total	280	100%

Source: Field Survey, 2009

This question wants to know if readers of on-line still read hard-copy. 192 (68.59%) say they still read the print version despite reading on-line. 52 (18.57%) respondents say they don't read the printed copy anymore since they started reading on-line while 36 respondents representing 12.86% still read as before.

Table X: Three Newspapers Compared

Age	Nation		Sun		Vanguard		Others		Total	
	FQ	%	FQ	%	FQ	%	FQ	%	FQ	%
18-24	4	11.11	19	52.78	6	16.67	7	19.44	36	100%
25-34	29	20.71	84	60	18	12.86	9	6.43	140	100%

35-44	11	18.33	10	16.67	29	48.33	10	16.67	60	100%
45-54	2	8.33	3	12.5	10	41.67	9	37.5	24	100%
55-64	2	10	4	20	9	45	5	25	20	100%

Source: Field Survey, 2009

This question seeks to compare which of these three newspapers is widely read just to ascertain if actually Port-Harcourt people read newspapers; and to know the favourite of each age group. Between ages 18-24, 4 respondents which are about 11.11% within these age respondents read *The Nation*. 19 of them (52.78%) read *Sun*, 6 (16.67%) go for *Vanguard* and 7 (19.44%) read other newspapers apart from the three provided.

Within the age range of 25-34, 29 (20.71%) go for *The Nation*, 84 (60%) read *Sun*, 18 (12.86%) read *Vanguard* while the remaining 9 (6.43%) read other newspapers. 11 respondents (18.33%) among the ages 35-44 read *The Nation*, 10 of them (16.67%) read *Sun*, 29 (48.33%) go for *Vanguard* and 10 forming 16.67% settle for other newspapers. 2 respondents (8.33%) within the ages 45-54 read *The Nation*, 3 (12.5%) prefer *Sun*, 10 (41.67%) read *Vanguard* while 9 of them (37.5%) read other newspapers. Within ages 55-64, 2 respondents (10%) read *The Nation*, 4 (20%) read *Sun*, 9 (45%) read *Vanguard* and 5 (25%) read other newspapers.

Research Question Three: What is the length of time readers spend reading newspaper?

Table XI: Time Spent Reading Newspaper

Age	1-10 minutes		11-20 minutes		21-30 minutes		31-40 minutes		41-50 minutes		51-60 minutes		Total		Time spent Average minutes
	FQ	%	FQ	%	FQ	%	FQ	%	FQ	%	FQ	%	FQ	%	
18-24	7	19.44	16	44.44	6	16.67	4	11.11	3	8.33	-	-	36	100%	19.94
25-34	4	2.86	7	5	82	58.57	20	14.28	9	6.43	18	12.86	140	100%	31
35-44	4	6.66	6	10	13	21.67	23	38.33	7	11.67	7	11.67	60	100%	32.83
45-54	1	4.17	3	12.5	5	20.83	5	20.83	4	16.67	6	25	24	100%	36.33

55-64	-	-	-	-	2	10	4	20	5	25	9	45	20	100%	46
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Source: Field Survey, 2009

(To arrive at the average time each age range spent in reading newspaper is the total $\sum fX/f$ e.g. $1+10/2$, $11+20/2$, $21+30/2$, etc till $51+60/2 = X$ while f is the frequency. Meanwhile, f multiply by $X = fX$).

This question seeks to know how many minutes each age group spend reading newspaper. From this analysis, 7 respondents (19.44%) within the ages 18-24 spend between 1-10 minutes reading newspaper each time they read. 16 of them (44.44%) spend between 11-20minutes, 6 (16.67%) read between 21-30minutes, 4 (11.11%) read for 31-40minutes, 3 (8.33%) read between 41-50minutes and nobody within this age reads beyond 50minutes. On the average, ages 18-24 read for 19.94 minutes. Within the ages 25-34, 4 respondents representing 2.86% read for 1-10minutes, 7 (5%) read for 11-20minutes, 82 (58.57%) read between 21-30minutes, 20 (14.28%) read between 31-40minutes, 9 (6.43%) read between 41-50minutes, while 18 (12.86%) read from 51-60minutes. On the average ages 25-34 read for 31 minutes.

Among the ages 35-44, 4 respondents (6.66%) read between 1-10minutes, 6 (10%) read between 11-20minutes, 13 (21.67%) read for 21-30minutes, 23 (38.33%) read between 31-40minutes, 7 (11.67%) read for about 41-50minutes while 7 (11.67%) read above 50minutes. However, on the average readers of this ages read for 32.83 minutes. Within 45-54 age group, 1 (4.17%) read between 1-10minutes, 3 (12.5%) read for 11-20minutes, 5 (20.83%) read for about 21-30minutes, 5 (20.83%) read for 31-40minutes, 4 (16.67%) read for 41-50minutes while 6 (25%) read above 50minutes. Readers from this age group read newspaper for 36.33 minutes on the average. Respondents from ages 55-64 show that nobody read lesser than 20minutes. However, 2 (10%) read for 21-30minutes, 4 (20%) read between 31-40minutes, 5 (25%) read between 41-50minutes and the remaining 9 (45%) read above 50minutes. Hence, ages 55-64 read newspaper for 46 minutes on the average.

Table XII: Most Read Portion of Newspaper

Response	Frequency	Percentage
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Highlights	28	10%
First page	8	2.86%
Entertainment	8	2.86%
News	80	28.57%
Features	12	4.29%
All	144	51.42%
Total	280	100%

Source: Field Survey, 2009

Table XII shows that 28 respondents (10%) only read the highlights anytime they read newspaper. 8 (2.86%) of them read first page, another 8 (2.86%) read entertainment, 80 (28.57%) read news item, 12 (4.29%) read features, and 144 about 51.42% read from front page to the back page.

Table XIII: Typical Daily Reading

Response	Frequency	Percentage
Monday	36	12.86%
Tuesday	40	14.29%
Wednesday	24	8.57%
Thursday	8	2.86%
Friday	12	4.29%
Saturday	52	18.57%
Sunday	28	8.56%
All days	12	4.29%
Total	280	100%

Source: Field Survey, 2009

To know the best day readers read their favourite newspaper within the week this table reveals that 36 (12.86%) of the respondents read mostly on Mondays, 40 (14.29%) read mostly on Tuesdays, 24 (8.57%) read on Wednesdays, 8 respondents (2.86%) prefer Thursdays, 12 (4.29%) read Friday newspaper, 52 (18.57%) read mostly on Saturdays while 28 (8.56%) read on Sundays. However, 12 respondents (4.29%) read throughout the week.

Table XIV: Readers Experience (why they read newspaper)

I use it in conversation with others		
Response	Frequency	Percentage
Strongly Agree	100	35.71%
Agree	136	48.57%
Strongly Disagree	24	8.57%
Disagree	8	2.86%
Don't Know	12	4.29%
Total	280	100%
It makes me more a part of information community		
Strongly Agree	120	42.86%
Agree	124	44.28%
Strongly Disagree	8	2.86%
Disagree	8	2.86%
Don't Know	20	7.14%
Total	280	100%
I count on newspaper to investigate wrong doing		
Strongly Agree	24	8.57%
Agree	72	25.71%
Strongly Disagree	24	8.57%
Disagree	116	41.43%
Don't Know	44	15.72%
Total	280	100%

Source: Field Survey, 2009

In continuation of this readership study, the above table has a number of combined questions and this is because all of them are talking of readers' experience (why they read newspaper). The first from this category presents to the readers if they use what they read in conversation with others; 35.71% strongly agree, 48.57% agree, 8.57% strongly disagree, 2.86% disagree and 4.29% could not decide.

The next question presents to them if reading newspaper makes them more a part of information community and 42.86% strongly agree, 44.29% agree, 2.86% strongly disagree, 2.86% disagree and 7.13% don't know which one.

The last from this category asks if readers count on what they read from newspaper to investigate wrong doings in the society and 8.57% strongly agree, 25.71% agree, 8.57% strongly disagree, 41.43% disagree and the remaining 15.72% could not really decide.

Table XV: Advertisement

I look at the advert		
Strongly Agree	80	28.57%
Agree	132	47.14%
Strongly Disagree	8	2.86%
Disagree	60	21.43%
Don't Know	-	-
Total	280	100%
I use the advert to know what is on sale		
Strongly Agree	44	15.71%
Agree	148	52.86%
Strongly Disagree	16	5.71%
Disagree	72	25.71%
Don't Know	-	-
Total	280	100%
Disagree	160	57.14%
Don't Know	-	-
Total	280	100%

Source: Field Survey, 2009

This category wants to know if respondents in Port-Harcourt metropolis read adverts in newspaper. 28.57% respondents strongly agree, 47.14% agree, 2.86% strongly disagree, and 21.43% disagree. Interestingly "Don't know" option is not recorded in this category.

To know if readers utilise the adverts they read, 15.71% say they strongly agree, 52.86% agree, 5.71% strongly disagree, and 25.71% disagree while “Don’t know” is not recorded.

Table XVI: Trust and Credibility

They do a good job of covering issues		
Strongly Agree	44	15.71%
Agree	152	54.29%
Strongly Disagree	24	8.57%
Disagree	28	10%
Don’t Know	32	11.43%
Total	280	100%
Disagree	48	17.14%
Don’t Know	40	14.28%
Total	280	100%

Source: Field Survey, 2009

This question is meant to let the readers assess the credibility of newspapers the way they cover issues. 15.71% strongly agree that newspapers do a very good job, 54.29% agree, 8.57% strongly disagree, 10% disagree and 11.42% could not decide.

Research Question Four: Will on-line newspaper replace print version?

Table XVII: On-line Taking-over Hard-copy

Response	Frequency	Percentage
Yes	20	7.14%
No	260	92.86%
Total	280	100%

Source: Field Survey, 2009

This research question wants to know if on-line newspaper will replace hard-copy. This is an open-ended question in which respondents are allowed to freely supply answers and give their reasons. Only 20 respondents representing 7.14% say on-line will replace hard-copy while 260 representing 92.86% out of the total 280 respondents say on-line cannot replace hard-copy.

4.3 Discussion of Findings

Research Question One: Who are on-line readers?

It is noteworthy to know that this research question which seeks to know the demographics information of those who read on-line newspaper reveals that those within the ages of 18-24 are the greatest on-line readers. From the data presented, 50% of this age group read mostly from the Internet. This agrees with Patterson (2007) in a research carried out in America which reveals that young people read newspapers on-line above the adult as reviewed in chapter two of this work. Also, Fortunati (2005: 27-44) agrees with this submission when he submits that newspaper in Italy has gone on-line in order to attract young readers. Only 11.11 percent of age 18-24 read hard-copy while 36 percent of them read both on-line and hard-copy. The percentage that read hard-copy among age 18-24 is relatively small compared to those that read on-line. Probably this is because these young people visit Internet often on daily basis since table VII show that higher percentage of them visits Internet daily. Closely followed are ages 45-54 in which 16.67% of them read from the Internet. The least of on-line readers fall within the age group 55-65 in which only 5% of them read newspaper on the Internet while 70% of them read hard-copy. However, females in Port-Harcourt metropolis read on-line more than their male counterparts. From table VI, 14.06% of females use Internet as their major source of reading newspaper while 10% of male respondents use Internet as their major source. Males read hard-copy more than females with 53.70% against 37.5%.

It is interesting to note here that those who are highly educated and the least educated tend to read on-line more than those in the average. For instance, Senior School Certificate holders have 43.75% among the total 32 respondents for this category; 34.37% of them read hard-copy while 21.88% of them read both on-line and hard-copy respectively. From their responses, education policy makers who make it mandatory for them to register their exams and check their result on-line and the need to exchange mail with their peers on-line have made them more of on-line readers. This is in contrast with Knight (2007) findings which quoted Scarborough Research that on-line readers are likely to be well-educated and affluent. Meanwhile, those in the post-graduate level also read on-line a lot because 35% of them read on-line, 32.5% read hard-copy and the other 32.5% read both. Cross fertilisation of ideas, the need to check

foreign libraries (other universities) and the quest to know the latest development in the global world are some of the reasons mentioned by this category. Those in the post-graduate category agree with Scarborough Research: however, the bottom-line is that educated people (either highly educated or not) read on-line; on-line newspaper readership is fast growing and the joy of it is that any decline in print readership is being offset by increase in on-line readership. The study finds that there is a small, but significant, negative relationship between online usage of the newspaper and readership of the newspaper in print as also submitted by Peer, Nesbitt and LeBailly (2008).

Research Question Two: How often do people visit Internet?

This is designed to find out Internet frequent users. From table VII, it is clear that both young and old visit the Internet daily in Port-Harcourt. Within ages 18-24 the higher percentage of 41.67% visits Internet daily. Among ages 35-44 the highest percentage of 66.67% also visit daily. Ages 45-64 have 83.33% who go to the Internet daily. It is only within the ages 25-34 where we have 49.28% who visit the Internet weekly and ages 55-64 with 45% who visit monthly do we have a higher percentage above those that visit the Internet daily. Ages 18-24, 35-44 and 45-54 visit Internet daily above all others. Going by the high percentage of those who visit Internet daily one will agree with Pew Research Centre (2006) that audience for Internet is fairly broad though it may not be particularly deep. Hence, Internet users are likely to be on-line readers. As stated in the review chapter, Stempel and Hargrove (1996); Stempel, Hargrove and Bernt (2000) also believe in their findings that Internet users are actually more, not less, likely to be newspaper readers. This is exactly the submission of Slevin (2000) when he explains that Internet technology transforms the complex relationship between local activities and interaction across distance. Since everybody wants to know what is happening across the globe, people visit the Internet for the latest happenings.

No doubt, majority of readers still prefer hard-copy according to table VIII which shows that 61.43% of respondents prefer hard-copy to on-line newspaper. Out of 280 respondents only 18.57% prefer on-line while 20% of the total respondents could not even decide. This means that print media though has on-line competitor, it is still the most preferred means of reading newspaper. From the

responses, those who read on-line submit that they still read hard-copy which means on-line stands to complement print newspaper. This research work agrees with Chyi and Lasorsa (2002: 240-255) that print penetration remains the same or slightly higher among general web users. Table IX of this work presents that 68.59% of the total respondents still read hard-copy and 12.86% read the same as before which indicates that 81.45% of the respondents still read the print version. However, 18.57% who no longer read hard-copy is an indication that there is gradual shift from print to on-line. Print may not really be threatened now, there are indications that its survival may not be certain in the years to come. These results indicate that the proportion of people who substitute the print newspaper with the on-line version is steadily increasing in accordance with Peer, Nesbitt, and LeBailly (2008) findings.

Research Question Three: What is the length of time readers spend reading newspaper?

This research question probes into the reading habit of newspaper readers to find out the length of time spent reading newspaper. This research question shows from the table that ages 18-24 read newspaper lesser with an average of 19.94 minutes compared with ages 55-64 that read for an average of 46 minutes. Ages 25-34 read newspaper for 31 minutes on the average, 35-44 read for 32.83 while 45-54 read newspaper for 36.33 on the average. Though young readers read more on the Internet, they sit down and read for a fewer minutes compared to the middle age and old age readers. From table XI it is obvious that the younger ages spend lesser minutes and most time spend less than 20minutes to read newspaper. Meanwhile, old people remain heavy newspaper readers who read above 40minutes.

Research Question Four: Will on-line newspaper replace print version?

As at present this research work findings show that on-line cannot take-over print newspaper. A very high percentage of 92.86% respondents in Port-Harcourt who say they don't see on-line taking-over attests to it that print still holds its grips of this geographical area despite the fact that majority of the respondents visit the Internet daily as indicated by table VII because there are cyber café outlets in every street in Port-Harcourt apart from those that are connected at home. Even though readers read on-line, Internet users cannot be compared with print readers. It should be noted that the number of Internet hosts per 10,000 people in Nigeria was 0.09 in 2003 while daily newspaper circulation per 1,000 people was 24

in 1996 (Encyclopaedia Encarta, 2008). Comparing these findings with this fact means print still thrives in this part of the world.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The result of this research work is the product of field survey carried out in Port-Harcourt metropolis in Rivers State Nigeria. From the responses obtained, print newspaper stands a brighter chance against on-line version. Even though there is gradual shift in print, on-line readers still read hard-copy. Ages 18-24 are basically on-line readers while ages 35 and above still rely heavily on hard-copy.

Going by the responses, a lot of other variables are working against on-line readership in Port-Harcourt - such as interruptions in Internet services and epileptic power supply. Most people are not connected to the Internet while the few who are connected do complain of unstable services because Nigeria lags-behind in information technology hence, coverage of Internet service is low. So, this society is still populated with Internet illiterates.

Findings from this work also show that Senior School Certificate holders and post-graduate degree holders read on-line newspaper above diploma and first degree holders. On-line readers point to ease of access, timely update, easy navigation universality, lower cost in time and space, retrieval of old information and convenience among other things as reasons influencing the shift in print readership. The influence of Internet on newspaper readership is not really wide between on-line and hard-copy but there are good reasons for the little shift. Internet gives the opportunity to blog, it also provides wider view on issues. As users blog, they easily access thousands of opinions and it allows them to read not only their favourite(s) but also other newspapers as shown in table ten.

On-line newspaper serves as complement to hard-copy to reach wider people but not as a replacement. The use of blog spot and chat room offer a forum for discussing issues read on the newspapers hence, on-line readers are likely to read print version.

Majority of the respondents read newspapers from front page to back page and the highest percentage of them read mostly Saturday newspapers. Newspaper readers both on-line and hard-copy also utilise what they read in conversation with others and count on newspaper to investigate wrong doing in

the society. The place of advert is still as relevant as before since majority of them look at the advert and use it to know what is on sale. The major problem of on-line in this part of the world is that informative adverts are excluded because of the cannibalisation effects of free on-line publishing.

5.2 Conclusion

With the advent of Internet, on-line newspaper has turned out to be a vital instrument to information community. Though for now, on-line can not replace hard-copy but its possibility of taking over in years to come cannot be completely ruled out. Though only a very low percentage prefer on-line to hard-copy, such percentage no matter how low it may be now is an indication that there is shift in print readership and if this percentage grows over time it may overtake hard-copy. Hard-copy is more detail, can be read and passed on to others but on-line has universality and timely update among others. Nigeria newspapers on-line are not detail because they don't charge subscription fee – it is free hence, vital information are excluded and this is one of the banes of on-line publishing in Nigeria. Inability of the respective newspapers' web designer to effectively correspond the width band with the content capacity is another problem. Some newspapers' web sites do not open easily. Another problem of on-line newspaper bothers on the on-line journalism where stories are not verified before uploading; then, objectivity is sacrificed at the altar of public opinion. Apart from two or three newspapers that update their web every hour in Nigeria, majority of them wait till 24hours before updating. The cost of purchasing computer system is exorbitant therefore it is not easy for people in this area to have access to the Internet judging by the world bank report that average Nigerian live below one dollar (\$1) per day. Coupled with these problems is the exorbitant fee being charged by Internet providers. It will be difficult in a country where an average citizen lives below one hundred naira (N150) per day is asked to pay the charge of hundred naira (N100) per hour browsing.

Both the negative and the positive aspect of Internet are the driving forces that keep the latest technology moving. Meanwhile, Internet and on-line newspaper have come to stay and the influences

on newspaper readership are here with us. The study reveals that there is a small, but significant, negative relationship between on-line usage of the newspaper and readership of the newspaper in print as it was also submitted by Peer, Nesbitt and LeBailly (2008). Chan & Leung (2005) from their findings position that with Internet-wired computers on the desks of so many consumers; undoubtedly this group will be a potential target for on-line news providers.

As on-line newspapers strengthen their presence on the Internet further, they will be forced to rethink and enhance their position in the Internet market so as to attract more on-line newsreaders. Findings have revealed that people often use on-line news to supplement, not replace, their core news consumption. While newspapers employ many tactics to make their web sites profitable, researchers suggest it is necessary to know and understand the demographics of the on-line audience before launching a web site. They also recommend companies conduct audience research to find out why their customers are going on-line and what they are reading on newspaper sites. In addition, many times newspapers use an on-line registration form to gather demographic information about visitors to know their readers. More and more, the popularity of an on-line newspaper is based on its fun quotient, its interactivity, the ability it gives readers to click through from one link to the next. Therefore, neither newsprint nor the Web nor digital editions nor wireless is the answer, but that the true convergence of all those into a single unitary product not only is necessary but likely within 10 years

5.3 Recommendations

Based on the findings of this study, the researcher wishes to make the following recommendations:

- Since young ages read on-line newspaper above old ones it is hereby recommended that interesting contents such as features, opinions, issue analysis and other issues relevant to draw old people should be up-loaded on-line.
- On-line publishers should timely update the latest development in Nigeria newspapers as it is being done in the civilised societies.

- Subscription method should be introduced so that vital sections believed to generate revenue for the publisher hence excluded from the general public can still be accessed on-line through subscription fee.
- Newspaper web designers should improve on web design to guarantee easy access and navigation.
- Both print and on-line should do more on investigative journalism.
- Since respondents of this research work lament the exclusion of advert in Nigeria on-line newspapers it is recommended that full version of all advertisement should be included in on-line just like the hard-copy in order to attract more on-line readers.
- Technology developers should produce mobile phones that can browse easily at a cheaper and affordable rate to enhance on-line readership.
- New technologies should be used to match the newspaper's existing cornucopia of content to satisfy each individual reader's unique mix of interests.
- Newspaper managers should focus less on the industry's ability to produce content and more on its unique service of delivering to people a complete package of content - a change that requires newsrooms and corporations to go beyond traditional definitions of "news" or "syndicated sources."

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APPENDIX I
QUESTIONNAIRE

Department of Mass Communication
University of Nigeria
Nsukka.
January, 2009.

Dear respondent,

I'm a student of the above mentioned university carrying out research project on: Influence of Internet on Newspaper Readership – A Comparative Study of Online and Hard-Copy Newspapers in Port-Harcourt Metropolis.

The research is in partial fulfilment of the award of Master of Arts in Mass Communication. The responses to the questionnaire will purely be for academic purposes and will be treated in confidence.

Thanks.

Yours faithfully,

Talabi Felix Olajide.

INSTRUCTION: Please, tick [] against the box you consider the most appropriate an answer in the space provided.

SECTION A (Demography)

1. Sex: male [] female []
2. Age: 18 - 24 [] 25 - 34 [] 35 - 44 [] 45 - 54 [] 55 – 64 [] 65 & above []
3. Educational qualification: SSCE [] Diploma [] HND/B.Sc [] Post-graduate []
4. Marital Status: Single [] Married [] Divorce []

SECTION B (Usage)

5. Do you read newspaper? Yes [] No []
6. How often do you read newspaper? Often [] Seldom [] Not at all []
7. Which of these is your major source of reading newspaper? Internet [] Hard-copy [] Both Internet and hard-copy []
8. How often do you visit the Internet? Daily [] Weekly [] Monthly []
9. Do you consider on-line newspaper above its hard-copy? Yes [] No [] Don't Know []
10. Why do you consider and read online newspaper.....
.....
.....
.....
11. Since you started reading online newspaper do you read the print version? Yes []
No [] The same as before []
12. Which of these newspapers do you read? The Nation [] Sun [] Vanguard [] Others []
13. How many minutes do you spend reading newspaper in a day? 1-10mins [] 11-20mins [] 21-30mins [] 31-40mins [] 41-50mins [] 51mins & above []
14. What portion of the newspaper do you read? Highlights [] First page []
Entertainment [] News [] Features [] All []
15. Which day of the week do you prefer reading newspaper? Monday [] Tuesday []
Wednesday [] Thursday [] Friday [] Saturday [] Sunday []

16. In a week how many days do you read newspaper? One [] Two [] Three []
 Four [] Five [] Six [] Seven [] Don't know []

17. What would you say are the major differences between the hard-copy and the on-line version of your favourite newspaper?.....

18. Which time of the day do you read newspaper? Morning [] Mid-day []
 Afternoon [] Evening [] Night []

SECTION C (Readers Experience)

29. I bring up issues I've read in this newspaper in conversations with many other people.

Strongly Agree [] Strongly Disagree [] Agree [] Disagree [] Don't know []

20. Reading it makes me more a part of information community. Strongly Agree []

Strongly Disagree [] Agree [] Disagree [] Don't know []

21. I count on this newspaper to investigate wrongdoing. Strongly Agree [] Strongly Disagree []
 Agree [] Disagree [] Don't know []

SECTION D (Usefulness/ Advertisement)

22. I look at most of the advertisement. Strongly Agree [] Strongly Disagree []

Agree [] Disagree [] Don't know []

23. I use the advertisement to know what is on sale. Strongly Agree [] Strongly Disagree []

Agree [] Disagree [] Don't know []

SECTION E (Trust and Credibility)

24. They do a good job of covering issues. Strongly Agree [] Strongly Disagree [] Agree []
 Disagree [] Don't know []

25. How will you describe the influence of Internet on your newspaper reading?

26. What will you suggest to the newspaper publishers to improve on their online version?.....

.....
.....
27. Do you see on-line newspapers taking over from the hard-copy?

.....
.....

.....
28. Is hard-copy declining; if yes give your reasons.....

.....
.....
.....

APPENDIX II**SOME NIGERIAN NEWSPAPERS ON THE WEB**

☐ The Abuja Inquirer	www.abujainquireronline.com
☐ Almizan	www.almizan.faithweb.com
☐ Arewa	www.arewa-online.com
☐ BusinessDay	www.businessdayonline.com
☐ Daily Champion	www.champion-newspapers.com
☐ Daily Independent	www.dailyindependent.com
☐ Daily Trust	www.dailytrust.com
☐ Desert Herald	www.desertherald.com
☐ Financial Standard	www.financialstandardnews.com
☐ National Daily	www.nationaldailyngr.com
☐ National Mirror	www.nationalmirrornews.com
☐ National Point	www.nationalpointonline.com
☐ New Age	www.newnigeria-online.com
☐ Niger Delta Standard	www.nigerdeltastandard.com
☐ Nigerian News	www.nigeriannews.com
☐ Nigerian Tribune	www.tribune.com.ng
☐ Pointer Express	www.pointerexpress.com
☐ Sensor Newspaper	www.sensornews.com
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