**INFLUENCE OF ONLINE NEWS ON THE TRADITIONAL NEWSPAPER PATRONAGE AMONG UNIVERSITY COMMUNITY**

**Abstract**

The core objective of this research was to examine the influence of online news on the traditional newspaper patronage among University of Ibadan Community which includes students and staffs. Reading from online news websites, blogs, social media including youtube are on the increase among students as information and communication technology advancesto the extent that students and lecturers can access news online using their computer, Smartphone and other internetenabling phone therefore, led to the sales of few copies of newspaper due to the fact that people read news as it breaks not necessarily waiting till another day to read from newspaper stands. Survey research method was adopted coupled with 200 copies of questionnaires that were administered within the University of Ibadan community with 100 university staffs and another 33 students were drawn as sample size using probability method (simple random sampling.) Frequency and percentage method of data analysis was used to analyze data. From the findings, it was clear that there will continuous be less hardcopy of newspapers in circulation as many students’ even lecturers prefer online news.

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**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the study**

Experts in the nation‘s media and marketing communication industries at a forum organized by the Advertising Agencies‘ Association of Nigeria, (AAAN), in 2010 in Lagos, raised alarm on the future of newspaper in Nigeria. Majority of the participants concluded that unless the print media braced up to the challenges posed by the new media, it might go extinct in the nearest future. This apprehension was no doubt a fall-out of the report which portrayed an alarming slide in the patronage of newspaper. According to the 2010 study carried out by the Advertisers Association of Nigeria (ADVAN) across the country, the daily sales figure of all the newspapers was less that 300,000, meaning that only one in every 470 Nigerians buy newspapers daily (Ekeng, 2010). Putting this reality in proper perspective, Popoola (2010) said that all the newspapers in Nigeria today have combined circulation figure that is far less than 500,000 copies per day when compared to 1980 when the population of Nigeria was about half of what it is today. Presently the stockpile of unsold copies of newspapers and magazines in the circulation departments of most print media organizations is a vivid sign of this challenge. Ekeng (2010), disclosed that The Punch as the number one selling national daily only circulates 34, 264 copies, The Sun was ranked third with 25, 632 unit sales. Vanguard got 25, 241, while Guardian and Thisday came 5th and 6th xii respectively, with 25, 222 and 21, 703 daily sales. Daily Trust, the most popular newspaper up North has 11, 672 daily unit sales. Tribune, the oldest surviving newspaper in Nigeria, was another surprise, managing only 8, 314 daily sales. The above mentioned dailies constitute what is known as the top 8 in the standing. The others combined, including Compass, Daily Independent, Leadership, National Life, New Nigerian, Mirror and Westerner, could barely rake up 1,600 daily sales. The question then should be, why the alarming slide in the patronage of newspaper? This is very important as a wrong diagnosis will invariably lead to an inappropriate treatment. Ekeng (2010) noted that circulation decline is a global phenomenon as the newspaper industry in America, Europe and even Asia are also affected. This, he said, is primarily due to the impact of the Internet, which guarantees quick news for free. Topping the list of all the causes is the crashing local economy, which has greatly reduced the purchasing power of most Nigerians. Of recent, fast developing technology has been fuelling an information revolution. The new media, digital broadcasting and the internet are sweeping away the limitations of the analogue world and weakening the grip of government-owned platforms. The nature of the relationship between the broadcaster and its audience is changing. New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate. New media is essentially a cyber-culture with modern computer technology, digital data controlled by software and the latest fast developing communication technology. Most technologies described as “new media” are digital, and often have characteristics of being networkable, dense, compressible, interactive and impartial. Examples are the internet, websites, computer multimedia, games, CD-ROMs and DVDs. Young people are attracted to the easy means of getting information with internet based terminals or hand phones which provide them information of their choice anytime, anywhere. They need not have to wait for any broadcasting schedule to be connected to get the information. Internet blogs, news portals and online news, Facebook, You Tube, podcast and webcast, and even the short messaging system (SMS), are all new media. The modern revolution enables

* 1. **STATEMENT OF THE PROBLEM**

It is difficult to think of a more important institution in our democratic society than the news media. This research has been instituted to determine the influence of online news on the traditional newspaper patronage among university community. NAN is a wire service which in no small measure has helped in equipping media outfits to judiciously accomplish their primary objective which is to inform, educate and entertain the teeming audience through the comprehensive reports disseminated within and beyond the confines of media outfits existing in its geographical boundary. Its mandate to deliver and disseminate information and news to subscribers first before any other medium is gradually being eroded by the emergence of the new media. Similarly, the agency’s resource base is gradually going down because most of its `would- be’ subscribers are now addicted to the internet for their news. As a result of the prohibitive expenses in stationing journalists around the world to source for news, local news media rely on NAN for such news. The emergence of online journalism has also encouraged amateur reporting. Many media organizations, blogs, websites in a quest to be the first to broadcast news, give some information without confirmation. However, this research will examine the influence of online news reportage on the traditional newspaper patronage among university community in Ibadan.

* 1. **OBJECTIVE OF THE STUDY**

The main objective of the study is to ascertain the influence of online news on the traditional newspaper patronage among university community in Ibadan. But to aid the successful completion of the study, the researcher intends to achieve the following specific objective;

1. To ascertain the effect of online reporting on traditional newspaper patronage
2. To examine the impact of online news reading on the sales volume of traditional newspaper
3. To examine the relationship between online news patronage and sales volume of traditional newspaper
4. To examine the role of news outlet in improving the sales volume of traditional newspaper.

**1.4 RESEARCH HYPOTHESES**

To aid the successful completion of the study, the following research hypotheses were formulated by the researcher;

**H0:** online reportage does not have any significant effect on traditional newspaper patronage in the university community

**H1:** online reportage does have a significant effect on traditional newspaper patronage in the university community

**H02:** there is no significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan

**H2:** there is a significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan

* 1. **SIGNIFICANCE OF THE STUDY**

It is believed that at the completion of the study, the findings will be of great importance to the management of news outlet (old media) as the findings will help them in strategy formulation in other to enhance sales volume in the study area; the study will also be of great importance to online news outlet as the findings of the study will help them improve on the quality of online reporting, due to the teaming nature of their consumers, the study will also be useful to researchers and students who intends to embark on a study in a similar topic as the study will serve as a reference point to further studies. Finally, the study will be beneficial to academia’s teachers, lecturers and the general public as the study will add to the pool of existing literature.

* 1. **SCOPE AND LIMITATION OF THE STUDY**

The scope of the studies covers the influence of online news on the traditional newspaper patronage among university community in Ibadan. In the cause of the study, there were some factors which militate against the scope of the study;

**a) AVAILABILITY OF RESEARCH MATERIAL:** The research material available to the researcher is insufficient, thereby limiting the study

**b) TIME:** The time frame allocated to the study does not enhance wider coverage as the researcher has to combine other academic activities and examinations with the study.

**c) Organizational privacy**: Limited Access to the selected auditing firm makes it difficult to get all the necessary and required information concerning the activities

**1.7 OPERATIONAL DEFINITION OF TERMS**

**Patronage**

Patronage is the support, encouragement, privilege, or financial aid that an organization or individual bestows to another

**Online news**

An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical.

**Newspaper**

Newspapers can cover wide variety of fields such as politics, business, sport and art and often include materials such as opinion columns, weather forecasts, reviews of local services, [obituaries](https://en.wikipedia.org/wiki/Obituary" \o "Obituary), birth notices, [crosswords](https://en.wikipedia.org/wiki/Crossword" \o "Crossword), [editorial cartoons](https://en.wikipedia.org/wiki/Editorial_cartoon" \o "Editorial cartoon), [comic strips](https://en.wikipedia.org/wiki/Comic_strip" \o "Comic strip), and [advice](https://en.wikipedia.org/wiki/Advice_column" \o "Advice column) columns.

**1.9 ORGANIZATION OF THE STUDY**

This research work is organized in five chapters, for easy understanding, as follows

Chapter one is concern with the introduction, which consist of the (overview, of the study), historical background, statement of problem, objectives of the study, research hypotheses, significance of the study, scope and limitation of the study, definition of terms and historical background of the study. Chapter two highlights the theoretical framework on which the study is based, thus the review of related literature. Chapter three deals on the research design and methodology adopted in the study. Chapter four concentrate on the data collection and analysis and presentation of finding. Chapter five gives summary, conclusion, and recommendations made of the study.

**CHAPTER TWO**

**REVIEW OF RELATED LITERATURE**

**2.1 Introduction**

In the recent years, fast developing technology has been fuelling an information revolution. The new media, digital broadcasting and the internet are sweeping away the limitations of the analogue world and weakening the grip of government-owned platforms. The nature of the relationship between the broadcaster and its audience is changing. New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate. New media is essentially a cyber-culture with modern computer technology, digital data controlled by software and the latest fast developing communication technology. Most technologies described as “new media” are digital, and often have characteristics of being networkable, dense, compressible, interactive and impartial. Examples are the internet, websites, computer multimedia, games, CD-ROMs and DVDs. Young people are attracted to the easy means of getting information with internet based terminals or hand phones which provide them information of their choice anytime, anywhere. They need not have to wait for any broadcasting schedule to be connected to get the information. Internet blogs, news portals and online news, Facebook, You Tube, podcast and webcast, and even the short messaging system (SMS), are all new media. The modern revolution enables everybody to become a journalist at little cost and with global reach. Nothing like this has ever been possible before. The impact of new media has been noticed by governments in some developing countries where seats have been lost in the Senates and Parliaments due to the impact of the new media’s uncensored, audience penetration and interactive tendencies. For example, when the government depended on the mainstream media which it controlled to give information to the electorates, while the opposition used the new media which was uncensored, faster, cheaper and reached a bigger audience. Ironically it was the same government that had spent billions of dollars to foster the growth of the new media technology (Nagasvare & Krishnasamy, 2011). However, it cannot be denied that the first media revolution was characterised by newsprint, while the second by radio, TV and internet, hence it is undeniable that the third media revolution, where professional media competes for attention alongside user-generated blogs, YouTube and Qik videos and Twitter, poses quite a conundrum (Silicon Republic Knowledge and Events Management Ltd, 2009).

**2.2 THE INTERNET AS A GLOBAL NEW MEDIA**

According to a recent report by the Pew Research Centre (2012), it was highlighted that in the digital era, news has become omnipresent. Americans access it in multiple formats on multiple platforms on myriad devices. The days of loyalty to a particular news organization on a particular piece of technology in a particular form are gone. The overwhelming majority of Americans (92%) use multiple platforms to get news on a typical day, including national TV, local TV, the internet, local newspapers, radio, and national newspapers. Some 46% of Americans say they get news from four to six media platforms on a typical day. Just 7% get their news from a single media platform on a typical day. The internet is at the center of the story of how people’s relationship to news is changing. Six in ten Americans (59%) get news from a combination of online and offline sources on a typical day, and the internet is now the third most popular news platform, behind local television news and national television news. The process Americans use to get news is based on foraging and opportunism. They seem to access news when the spirit moves them or they have a chance to check up on headlines. At the same time, gathering the news is not entirely an open-ended exploration for consumers, even online where there are limitless possibilities for exploring news. While online, most people say they use between two and five online news sources and 65% say they do not have a single favorite website for news. Some 21% say they routinely rely on just one site for their news and information (Pew Research Centre, 2012). In this new multi-platform media environment, people’s relationship to news is becoming portable, where 33% of cell phone owners now access news on their cell phones; personalized, where 28% of internet users have customized their home page to include news from sources and on topics that particularly interest them, and participatory, where 37% of internet users have contributed to the creation of news, commented about it, or disseminated it via postings on social media sites like Facebook or Twitter. As a result of the advent of the Internet, people’s experience of news, especially on the internet, is becoming a shared social experience as people swap links in emails, post news stories on their social networking site feeds, highlight news stories in their Tweets, and haggle over the meaning of events in discussion threads. For instance, more than 8 in 10 online news consumers get or share links in emails. The rise of the internet as a news platform has been an integral part of these changes. This report discusses two significant technological trends that have influences news consumption behavior: First, the advent of social media like social networking sites and blogs has helped the news become a social experience in fresh ways for consumers. People use their social networks and social networking technology to filter, assess, and react to news. Second, the ascent of mobile connectivity via smart phones has turned news gathering and news awareness into an anytime, anywhere affair for a segment of avid news watchers (Pew Research Centre, 2012). However, Amaku (2012) elucidates that the practice of journalism in the modern-day Nigeria is no longer an all-comers affair. Tertiary education combined with adequate professional training, as well as continuous skills acquisition is the hallmark of a modern-day journalist. To succeed in the practice of journalism, a 21st century practitioner has no choice but to keep abreast of information technologies that have encroached and impacted on traditional journalism practice. This is not only advisable, it is imperative for the journalist’s continued survival and relevance in an industry where the world no longer waits for the news print or radio/TV to break the news. The world relies more, these days, on the “new media” to provide on-the-go, real-time information on the latest happenings around the world. New media have been described as interactive forms of communication that use the Internet, including podcasts, really simple syndication (RSS) feeds, social networks, text messaging, blogs, wikis, virtual worlds and more! Analysts say new media make it possible for anyone to create, modify, and share content with others, using relatively simple tools that are often free or inexpensive. New media require a computer or mobile device with Internet access (Amaku, 2012).

**2.3 INFORMATION TECHNOLOGY TRENDS**

Alongside the traditional mass media as sources of information and education are the new media, offshoot of information technology. New Media is a broad term in media studies that emerged in the later part of the 20th century. It holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the "democratization" of the creation, publishing, distribution and consumption of media content. In a fast paced world where information can be found with the click of a button, newspapers are finding it hard to compete. Since the early 1990s, the image of a new revolution has been haunting. Variously called the Information Revolution or the Information and Communication Technology (ICT) revolution, it assumes a classic shift in production processes and relations, the emergence of a new knowledge-based economy and a quantum leap from an industrial society into an information society. Also, the Internet, a major force behind information technology, is argued by Song, Shao and Wu (2010:5) to represent the most significant change in the media market during the past decades. The Internet is becoming the dominant force in the information world, transforming the ways in which information is aggregated, stored, searched, and retrieved. In addition, Campbell, Martin, and Fabos (2009:8) noted that the Internet is facilitating the convergence of media forms, the process whereby old and new media are available via the integration of personal computers and high-speed satellite based phone or cable links. Virtually all Nigerian newspapers have been adapting themselves to this new media age. The traditional medium for publishing content is paper, and now newspapers have tried certain new medium such as online newspaper edition and mobile phone newspapers. As at today, 60 Nigerian newspapers are online. Sounding this warning in 2005 the media mogul, Rupert Murdoch, Chairman and Chief Executive Officer of News Corporation, in a speech delivered to an audience of newspaper editors, noted that the “dynamic revolution taking place in the news industry today revolves around the fact that 'technology-savvy young people are becoming increasingly likely to turn to the web as their news medium of choice.” According to Amodu (2007), cited in Anaeto and Anaeto (2010), the unprecedented success of the Internet in most aspects of human endeavour, particularly e-commerce, has precipitated the incorporation of the same into the communication process. Also explaining the usefulness of the Internet in communication, Negroponte (1995) in Anaeto and Anaeto (2010) states that the fact that the Internet has the power to cut across social and geographic distance and xxiii help find new ways of facilitating the flow of information and knowledge makes it an especially attractive medium of communication. Media organizations as any other social institutions have always used technology in the production and distribution process. They have been sensitive to innovations in communication technologies, mainly due to economic reasons. In the last decades of the 20th century, print media outfits were profitable business, but all indicators showed warning lights. Readership was declining steadily especially among young readers more attracted by audiovisual products, and their advertising share was disputed by the increasingly fragmented television market (Santinoli, Heinonen, Boczkowski). Mario Santinoli argues that a foreseen economic crisis was the actual impulse for technological innovation in media organizations. Page composition and pre-print process were first to be digitalized and the responsibility for the design was fully concentrated in the newsroom, making media companies to get rid of many workers in the printing workshop. When news writing was also computerized, this trend was even stronger, many parts of the technical production process were simplified and automated in the computer system. The risk of overloading the journalist with technically oriented tasks is one drawbacks of computerization (Bromley, 1997:345). (Christopher, 1988) points out other risks of the digitalization of newsroom of media outfits to include the over-flood of wire dispatches, isolation of the xxiv journalist, more time devoted to production process than content itself (news gathering, editing) diminished content quality. Furthermore, technological innovations have created new organizational problems due to the lack of effective leadership skilled staff or appropriate resources for the new hardware and software. Soriano (2004:130) also reported that digitalization of print media layout was seen as diminishing flexibility and creativity, as easy to use templates substituted the handcraft work. Computer assisted news gathering based on online databases and in the 1990s, the internet was a promise for better investigative journalism, but in the end, it aggravated the increasing passive reporting trend, lacking a direct contact with the source (Christopher, 1998) Soriano (2004:130) also reported that digitalization of print media layout was seen as diminishing flexibility and creativity, as easy to use templates substituted the handcraft work. Computer assisted news gathering based on online databases and in the 1990s, the internet was a promise for better investigative journalism, but in the end, it aggravated the increasing passive reporting trend, lacking a direct contact with the source (Christopher, 1998) In other cases, the overall perception of journalist is positive as they have gained greater control over the final product. Media managers reiterated that technological innovation in the media was supposed to lower production cost by making the process more efficient, empowering reporters and better story coverage. Many existing or similar research works tried to look at how the emergence of the new media has paralyzed the functioning of most journalists in the country. According to an American research, audiences for online journalism started growing in 2009. In 2008, for the first time, more Americans reported getting their national and international news from the internet, rather than newspapers. Young people aged 18 to 29 now primarily get their news via the Internet, according to a PEW Research Center Report. The Pew Research Center, a growing number of news users are losing the old habit (Pew 1999). The trends highlighted are affecting all traditional media. According to Pew, the internet has made the greatest inroads among younger and better educated people. More college graduates under the age of fifty, connect to the net everyday than radio, television and newspapers. The Internet, with its headline-news format and its capacity for quick updates, is clearly attractive to younger news consumers. According to a Singapore perspective, conservative media landscape is changing as more people are able to access information from an increasing variety of sources. To remain viable in the competitive environment, the Singaporean two major homegrown news organizations have moved to meet the challenge of information dissemination. Local print media group, Singapore press Holdings (SPH) launched television station to produce broadcast news programs in 2001 in order to augment its flagship newspaper, The Strait Times. Audiences to news sites continues to grow due to the launch of new news sites, continued investment in news online by conventional news organizations, and the continued growth in internet audiences overall. Over sixty-five percent of youths now primarily access news online.

**2.4 MEDIA AND TECHNOLOGY CONVERGENCE**

In times past, technological devices were separate, each operating a specific task. A camera was used to take pictures only, a phone was for making and receiving voice calls only, a tape deck or compact disc player was for playing music only and a computer was for typing only. But today, all that has changed. A single device can be used to perform all these functions. You can go even buy and sell from a mobile phone. What we are witnessing now is technology convergence. We are now surrounded by a multi-level media world where all modes of communication and information are continually reforming to adapt to the enduring demand of technologies, changing the way we create, consume, learn and interact with each other. The benefits of this phenomenon is to reduce complexities and cost. It follows therefore that the media in the modern age are blurring and blending into a single system or a set of interrelated systems. We are now living in the world of multimedia computers, compact discs, hand held data banks, national fiber optic networks, advanced facsimile messaging, the Internet and the World Wide Web. Computerization is now the module for all forms of electronic information: sound, video and print. Computers are forcing a massive restructuring of media services to have an interface. Computers are becoming like TV sets while TV sets are becoming computerized with this result, a new kind of electronic hybrid, the telecomputer is emerging (Rodney, 2005). It is believed that the telecomputer may replace the old fashioned TV receivers as well as personal computers, video cassette recorders and other gadgets. Furthermore, TV sets will be transformed from passive receivers of distant pictures into a multi-media interactive instrument, capable of handling all types of video, print and sound services delivered to homes and locations by wireless networks, each with the capacity of hundreds of interactive video channels. The building block of the information age is the semi-conductor chip, a device shared by computers. Computers and networks are connected by the semi-conductor chips. Furthermore, advanced chip technology has changed computers from roomsized machine into a hand held devices which places vast amount and other information resources into the hands of the consumer. Thus, media and technology convergence is driven largely by the revolution of ICTs. This convergence is based on technological innovations in micro-electronics, computers and telecommunication. Through digitization, all kinds of data irrespective of origin and size can be manipulated and integrated on the basis of a common ICT structure.

**2.5 CONVERGENCE IN NEWS PRODUCTION AN EMERGING TREND**

Convergence is a very polysemous (several meanings for a word) concept that has been used to describe various trends in journalism that have something in common: the blurring of the limits between different media, professional skills and roles strategies (Dupagne and Garrison, 2006; Silcock and Keith, 2006). However in communication terms, Convergence is a coming together of two or more distinct entities or phenomena, thereby removing entry barriers across the IT, telecoms, media and consumer electronics industries. It is increasingly common in the IT world; in this context the term refers to the combination of two or more different technologies in a single device. For instance, taking pictures with a cell phone and surfing the Web on a television are two of the most common examples of this trend, and also the recent innovation of an I-phone being used to shoot a video film in Japan. Convergence, simply put, is how individual consumers interact with others on a social level and use various media platforms to create new experiences, new forms of media and content that connect us socially, and not just to other consumers, but to the corporate producers of media in ways that have not been as readily accessible in the past. Media convergence is an economic strategy in which communications companies seek financial benefit by making the various media properties they own work together. The strategy is a product of three elements: corporate concentration, whereby fewer large companies own more and more media properties; digitization, xxix whereby media content produced in a universal computer language can be easily adapted for use in any medium; and government deregulation, which has increasingly allowed media conglomerates to own different kinds of media (e.g., television and radio stations and newspapers) in the same markets, and which has permitted content carriage companies (e.g., cable TV suppliers) to own content producers (e.g., specialty TV channels). According to Dupagne and Garrison (2006); Silcock and Keith (2006), the common ground for any process labeled as media convergence is the blurring of the limits between different media –professional skills, formats, production strategies. Deuze (2004) then adds another similar trend: the blurring between the roles of producer and consumer. Thus, they proposed to analytically structure convergence into four dimensions that cover different phases of the communication process:

* Integrated production Content
* Multi-skilled professionals Source
* Multiplatform delivery Medium
* Active audience Receiver

Any of these dimensions of convergence can be developed in the media on its own, but in many cases, they are part of the same convergent project, which is to pass messages through a particular platform.

**2.6 AN OVERVIEW OF THE ROLE OF TECHNOLOGY IN JOURNALISM**

Communication theorist Marshall McLuhan said in 1964 that the "content of any medium is always another medium." (McLuhan 1964) Indeed, online news is not different in content from its print and broadcast brethren; the same facts are presented. The big difference online is time scale. Online news is never "put to bed" but is continually updated. The new message of online news is encapsulated in the overall feel of a news site, its accessibility, and the presentation of content rather than the content itself. Information technology is increasingly affecting our lives in a manner which has become a common place. Journalism is also one area which technology has affected. It has been undergoing dramatic changes as it adapts to and takes advantage of digital technologies. New media developments are having a profound effect on all levels of the journalistic enterprise. The pace of these changes is quickening, altering the practice of the profession as never before. These changes, which encompasses a wide range of activities from news gathering to editing and dissemination, are bringing many benefits, but with attendant challenges. At a Journalism conference in Dublin (Brian Trench1996:2), identified several ways in which information technology touches on the practice of journalism, all of which have affected how journalists do their job. He posited that technology has led to ‘direct input’ by reporters from external agencies, into the editorial system; transmission of journalists’ copy from remote location into the editorial system; on-screen page make-up; electronic scanning and on-screen editing of photographs and graphics; development of in-house electronic libraries; access to electronic information sources (Trench, 1996). For each of these activities, today’s technology offers journalists a growing capacity to accomplish them with ever-increasing efficiency. Such technology is becoming increasingly more powerful and more affordable, by smaller media organizations. Direct input and transmission of copy has been greatly enhanced by the availability of a network of high capacity digital telephone lines. This has allowed high speed, error-free transfer of all sorts of information across wide areas. Such information would include large quantities of text, photographic images and computer programmes, all of which may be sent from one side of the globe to the other in minutes. The recent combination of mobile telephones and laptop computers both have allowed the ultimate mobile office to offer reportage direct from the scene of news events, almost anywhere in the world. Other computer-based technology has caused a blurring of some traditional responsibilities in the workplace because element of the skills of some workers has been automated. Inexpensive desk-top publishing (DTP) systems have made available much of the skills of former print and design houses to many people with a personal computer and an eye for design. This ease of demarcation in the workplaces have reduced substantial cost and offered a growing degree of flexibility and speed to operations. The print revolution started with the invention of printing by Johann Gutenberg in the fourteenth century. The next important development was the arrival of telegraph. Many of twentieth century's scoops were transmitted over telegraph and telex lines. The telephones brought in a fast means for the reporter to gather information, however, it was not used much for actual transmission of news as vocal communication was more prone to errors. The telephone, incidentally, gave the inspiration for radio. Parallel to these developments was the evolution of photography, motion picture photography and television. Computers have now brought about major changes to the scenario. The way journalists gather and disseminate news is changing. Photography is on a threshold with the arrival of digital cameras. Internet has also emerged as a medium of mass communication which has brought fresh competition to other media, even forcing changes in content. The emergence of communication technology has made it necessary for the media establishments to make their presence felt on the internet and technology has facilitated the creation of websites with social networking sites to complement them, while some smarter media organizations are also making use of blogs to make their presence more pronounced. Technology has made it possible for newspapers to be read online. It has given room to a new form of media freedom in information dissemination. The mass protest of the oil subsidy removal in Nigeria for example, made Nigerians to enter into meaningful discussions on the subjects of corruption, police brutality, comparing figures and statistics on Face book and other social media platforms. Globally, the rise of digital media platforms presents enormous opportunities to better inform citizens the world over. Some of these are better access to more information, a greater diversity of information sources, convergence of video, audio and text on a single screen, access to primary documents and direct communications between the govern and the governed. Technology has also ensured many journalist are using various sites for professional networking in the practice of journalism, new media technology has come to the rescue of press freedom, it has made it totally impossible by draconian government decrees to silence the press, as journalist have embraced blogging, preferring to upload their stories and pictures online. There is no doubt that technology is increasingly playing a bigger role in journalism globally. However, problems of the media are totally solved because of poor telecommunications infrastructure in some countries especially in Africa. Countries like Nigeria, Egypt Uganda are faced with the problems of poor communication infrastructures.

**2.7 THE PRINT MEDIA IN NIGERIA**

The Nigeria print Media has a very long and interesting history. The print media predates the Nigeria state and society. The history of print media in Nigeria goes as far back as the 1840s when European missionaries established community newspapers to propagate Christianity. The idea of print journalism began in Calabar and Abeokuta. This initiative later gave rise to the establishment of newspaper outfits likes of Dr. Nnamdi Azikwe in 1937 titled the `West African Pilot’. Azikwe’s paper pioneered a general protest against attainment of independence in 1960. The New Nigeria Newspaper Limited, with its head office along Ahmadu Bello way Kaduna, was established by the then government of the Northern region on 23rd October 1964. The print media in Nigeria has witnessed a long evolution, it has run from evangelical journalism in Calabar alongside that of Reverend Henry Townsend’s Iweirohin in Abeokuta, to the nationalistic journalism of Herbert Macaulay’s `daily news’. What is most emphatic about the Nigeria print media is that as the Nigeria state evolves so the print media institution. Since the establishment of the first newspaper, the country has witnessed an avalanche of various newspaper outfits, targeted at different cadres of readership, philosophies and objectives. As at today, Nigeria has various newspapers ranging from The Nigerian Tribune, The Punch, The Vanguard, The Pilot, The Sun, Daily Trust, This Day and Vanguard Newspapers among others.

**2.8 THE NEWS AGENCY OF NIGERIA AND ONLINE JOURNALISM**

The News Agency of Nigeria (NAN) was established in 1976 to gather and distribute news on Nigeria and cover events of interest to Nigeria at the international level for the benefit of the Nigerian media and general public. No newspaper, magazine, radio or television organization has the resources to enable it cover a country the size of Nigeria effectively. Only a news agency such as NAN, with its network of offices, correspondents and communication facilities is able to do so. It has the capacity to report all major events of national or regional significance everywhere in the country and make news on them available to its clients within the shortest time possible.

**2.9** **THE PLACE OF ICTS IN THE NIGERIA PRINT MEDIA INDUSTRY**

The increasing role of information and communication technologies in media operations cannot be overemphasized. Soola (1998) observes that information and communication technology has precipitated a revolution in the communication industry with an emphasis on improved methods and efficiency. It guarantees accuracy and efficiency. Information technology provides near limitless possibilities of increasing quantity and enhances the quality, speed and availability of information in a complex, but increasingly interdependent world of business. ICTs have brought quality and value to newspaper prints as they help graphic artist to creatively use various tools to shape and reshape artistic works. Satellite technology now makes it possible for newspaper houses to print the same edition of newspaper hard copies at various locations, thereby breaking or beating the barrier of distance and timeliness in distribution. Nelson (2008, p. 170) observes that satellite communication as a form of ICT eases the problem of newspaper production and distribution. The laborious task of newspaper planning has been overcome with information technology. It is now easy to plan the pages of newspaper on computers. The beauty of it is that stories can be removed and replaced with little change on the entire planned copy, unlike the traditional method of page planning. With the aid of digital camera, photograph can be taken and edited online without the rigours of going to a photo laboratory. Apart from this, it is also possible through technology to reshape a photograph for better image. Unlike the traditional method were photo cropping takes the photo editor a great deal of time to handle. In addition, software aided recorders or midgets that can record up to six (6) hours uninterrupted now makes it possible to conduct long interviews without the fear of faulty tapes, machine breakdown and poor audio. Biri (2007, p. 237) asserts that before the ICTs revolution, print media operation was cumbersome. He notes that ICTs have simplified the complicated process as the journalist of today types the news reports on the computers and the news editor recalls them on his computer and does all vetting on the computer. The sub-editor also recalls the available news report on their computers or Videos Display Terminal (VCTs) and handles the editing and all the formatting right on the computer. He further notes that modern lithographic machines and printing machines are digital thereby eliminating time waste. The machines print faster, collate, count and do other necessary finishing. One notable area in which ICTs have influenced print journalism field is news gathering and filling of reports. For instance, the Internet and Global System for Mobile communication phones now make it easier for reporter to file in reports from the scene of an event without having to travel kilometers to the news room or struggling to beat traffic in busy cities like Lagos, Abuja and Port Harcourt, where the traffic gridlock is often nightmarish. Besides the area of news report, the internet has put research at the fingertips of the journalist. The reporter can access or surf the net to back up stories that require certain facts and detailed explanation of certain terms which may be alien to the newspaper readers. The platform also enables him/her to get reports from other media organizations unhindered. One visible impact of ICTs in Nigeria print media industry is the quality of print run. The problem of blurred picture and graphics, which characterized the preICTs age have finally given way to high quality print, occasioned by digital equipment. Colour separation is incomparable to the past and advertisement copies are now distinct and alluring. Agba (2001, p. 10) painted a picture of the state of ICTs in Nigeria print media industry. According to him: State correspondents of the leading newspaper in the country such as The Guardian, Daily Times, Champion and National Concord, now make use of fax machines instead of telex or telephone to file in their stores. These newspaper and some others, have satellite dishes for receiving live transmission, from foreign media. A majority of the private and some government papers now use computers in editing and page planning. xlvii Some of them, including The Punch are already hooked to the Internet, needless to talk about Newswatch, complete football international and other existing magazines in area of computerized publishing and Internet connectivity. It can therefore be said that modern newspaper management success rests on how well managers employ these facilities in the day to day operations of a newspaper organization given the tremendous influence of these technologies in print media operations. Inspite of the tremendous influence of ICTs in today’s print media industry, they have however, posed serious challenges to newspaper management. These challenges which emerge from the new technologies, further compound the traditional problems facing newspaper management. Anim (2006) in his examination of ‘inefficient management as a factor in the collapse of newspaper: A case study of the “Defunct Sun Ray’ identifies organisational structure, personal; policy, boardroom politics, planning and system overload, as factors that led to the death of the newspaper. Ahuja (1997) also noted the following problems of newspaper management as: intense competition, fight for circulation, administrative problems, scientific management, the welfare idea, buying of supplies and newspaper accountancy. In a seminar paper presented by Ibekwe (2010), he highlighted the challenges of ICTs utilisation in journalism practice in Nigeria to include; the challenge of use, reduction in cover price revenues and advertising, poor infrastructure, challenge of application, the challenge of capacity building, xlviii challenge of cost and journalists remuneration, challenge of news reporting and presentation skills, the challenge of job security, the challenge of equipment complexity, challenge of content transparency and objectivity and sustenance of security.

**2.10 ONLINE JOURNAL OF COMMUNICATION AND MEDIA TECHNOLOGIES**

Although the term “new media technologies” is a “catch-all term” referring to a wide variety of web related communication technologies such as blogs, wikis, social networking and other social media (Friedman & Friedman, 2008). In this article new media is used loosely to refer to email, the internet and cellular phone. The article also takes cognizance of fact that the “newness” of these technologies is an issue that is highly contested’ (Lister et al., 2003, Silverstone, 2009; Ofuafor, 2009; Mabweazara, 2009), but does not wish to engage any further on the issue since.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

* 1. **Research design**

The researcher used descriptive research survey design in building up this project work the choice of this research design was considered appropriate because of its advantages of identifying attributes of a large population from a group of individuals. The design was suitable for the study as the study sought to staff motivational strategies as a tool to improve qualitative education

* 1. **Sources of data collection**

Data were collected from two main sources namely:

(i)Primary source and

(ii)Secondary source

**Primary source:**

These are materials of statistical investigation which were collected by the research for a particular purpose. They can be obtained through a survey, observation questionnaire or as experiment; the researcher has adopted the questionnaire method for this study.

**Secondary source:**

These are data from textbook Journal handset etc. they arise as byproducts of the same other purposes. Example administration, various other unpublished works and write ups were also used.

* 1. **Population of the study**

Population of a study is a group of persons or aggregate items, things the researcher is interested in getting information on the study motivational strategies for effective teaching and learning in secondary schools. 200 staff of selected secondary schools in Onitsha South was selected randomly by the researcher as the population of the study.

* 1. **Sample and sampling procedure**

Sample is the set people or items which constitute part of a given population sampling. Due to large size of the target population, the researcher used the Taro Yamani formula to arrive at the sample population of the study.

n= N

1+N (e) 2

n= 200

1+200(0.05)2

= 200

1+200(0.0025)

= 200 200

1+0.5 = 1.5 = 133.

**3.5 Instrument for data collection**

The major research instrument used is the questionnaires. This was appropriately moderated. The secretaries were administered with the questionnaires to complete, with or without disclosing their identities. The questionnaire was designed to obtain sufficient and relevant information from the respondents. The primary data contained information extracted from the questionnaires in which the respondents were required to give specific answer to a question by ticking in front of an appropriate answer and administered the same on staff of the two organizations: The questionnaires contained structured questions which were divided into sections A and B.

* 1. **Validation of the research instrument**

The questionnaire used as the research instrument was subjected to face its validation. This research instrument (questionnaire) adopted was adequately checked and validated by the supervisor his contributions and corrections were included into the final draft of the research instrument used.

* 1. **Method of data analysis**

The data collected was not an end in itself but it served as a means to an end. The end being the use of the required data to understand the various situations it is with a view to making valuable recommendations and contributions. To this end, the data collected has to be analysis for any meaningful interpretation to come out with some results. It is for this reason that the following methods were adopted in the research project for the analysis of the data collected. For a comprehensive analysis of data collected, emphasis was laid on the use of absolute numbers frequencies of responses and percentages. Answers to the research questions were provided through the comparison of the percentage of workers response to each statement in the questionnaire related to any specified question being considered.

Frequency in this study refers to the arrangement of responses in order of magnitude or occurrence while percentage refers to the arrangements of the responses in order of their proportion. The simple percentage method is believed to be straight forward easy to interpret and understand method.

The researcher therefore chooses the simple percentage as the method to use.

The formula for percentage is shown as.

% = f/N x 100/1

Where f = frequency of respondents response

N = Total Number of response of the sample

100 = Consistency in the percentage of respondents for each item

Contained in questions

**CHAPTER FOUR**

**PRESENTATION ANALYSIS INTERPRETATION OF DATA**

**4.1 Introduction**

Efforts will be made at this stage to present, analyze and interpret the data collected during the field survey. This presentation will be based on the responses from the completed questionnaires. The result of this exercise will be summarized in tabular forms for easy references and analysis. It will also show answers to questions relating to the research questions for this research study. The researcher employed simple percentage in the analysis.

**DATA ANALYSIS**

The data collected from the respondents were analyzed in tabular form with simple percentage for easy understanding.

A total of 133(one hundred and thirty three) questionnaires were distributed and 133 questionnaires were returned.

Question 1

Gender distribution of the respondents.

TABLE I

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Gender distribution of the respondents** | | | | | |
| Response | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 77 | 57.9 | 57.9 | 57.9 |
| Female | 56 | 42.1 | 42.1 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

From the above table it shows that 57.9% of the respondents were male while 42.1% of the respondents were female.

Question 2

The positions held by respondents

TABLE II

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **The positions held by respondents** | | | | | |
| Response | | Frequency | Percent | Valid Percent | Cumulative Percent |
| **Valid** | Editors | 37 | 27.8 | 27.8 | 27.8 |
| Journalist | 50 | 37.6 | 37.6 | 65.4 |
| Vendors | 23 | 17.3 | 17.3 | 82.7 |
| Management | 23 | 17.3 | 17.3 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

The above tables shown that 37 respondents which represents27.8% of the respondents are editors, 50 respondents which represents 37.6 % are journalist, 23 respondents which represents 17.3% of the respondents are vendors, while 23 respondents which represent 17.3% of the respondents are managers

**TEST OF HYPOTHESES**

online reportage does not have any significant effect on traditional newspaper patronage in the university community.

**Table III**

|  |  |  |  |
| --- | --- | --- | --- |
| **online reportage does not have any significant effect on traditional newspaper patronage in the university community** | | | |
| Response | Observed N | Expected N | Residual |
| Agreed | 40 | 33.3 | 6.8 |
| strongly agreed | 50 | 33.3 | 16.8 |
| Disagreed | 26 | 33.3 | -7.3 |
| strongly disagreed | 17 | 33.3 | -16.3 |
| Total | 133 |  |  |

|  |  |
| --- | --- |
| **Test Statistics** | |
|  | online reportage does not have any significant effect on traditional newspaper patronage in the university community . |
| Chi-Square | 19.331a |
| Df | 3 |
| Asymp. Sig. | .000 |
| a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3. | |

Decision rule:

There researcher therefore reject the null hypothesis that state that online reportage does not have any significant effect on traditional newspaper patronage in the university community as the calculated value of 19.331 is greater than the critical value of 7.82

Therefore the alternate hypothesis is accepted that state that online reportage does have a significant effect on traditional newspaper patronage in the university community.

**TEST OF HYPOTHESIS TWO**

There is no significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan

Table V

|  |  |  |  |
| --- | --- | --- | --- |
| **there is no significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan** | | | |
| Response | Observed N | Expected N | Residual |
| Yes | 73 | 44.3 | 28.7 |
| No | 33 | 44.3 | -11.3 |
| Undecided | 27 | 44.3 | -17.3 |
| Total | 133 |  |  |

|  |  |
| --- | --- |
| **Test Statistics** | |
|  | there is no significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan |
| Chi-Square | 28.211a |
| Df | 2 |
| Asymp. Sig. | .000 |
| a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44.3. | |

Decision rule:

There researcher therefore reject the null hypothesis that state that there is no significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan as the calculated value of 28.211 is greater than the critical value of 5.99

Therefore the alternate hypothesis is accepted that state that there is a significant relationship between online news patronage and the sales volume of traditional newspapers among university community in Ibadan.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1 Introduction**

It is important to ascertain that the objective of this study was to ascertain the influence of online news on the traditional newspaper patronage among university community in Ibadan. In the preceding chapter, the relevant data collected for this study were presented, critically analyzed and appropriate interpretation given. In this chapter, certain recommendations made which in the opinion of the researcher will be of benefits in addressing the influence of online news on traditional newspaper patronage in Ibadan.

* 1. **Summary**

wherever we go, news is there, says Rantanen. While Van Doorn concurs that, journalism will not be extinct, however, it will have to coexist and try to differentiate itself. Journalists will have to climb down out of their ivory towers as they did in the past when journalist was the one person who would get the information, present it and inform the public on what’s happening, but the new media in the example of Twitter has made this impossible (Silicon Republic Knowledge & Events Management Ltd, 2009). At this juncture, one can declare that with the new media models of information dissemination the balance between the supply and demand of news has been tilted, creating a situation where there is an oversupply of news. The situation is analogous that: Earlier you wanted to buy news from the newsboys on the street, but today you run away from the newspaper freebies being dealt at every corner. But at the same time as we have all the news from faraway places we could possibly wish for, local news is often lacking. Traditionally the news sources have been very close to official sources, which means the scope is often national or international. We know better what is happening internationally than what is happening locally.

* 1. **Conclusion**

It is a fair saying that online journalism have impacted positively on readers making it easier for them to access information without much stress, efforts or resources. This has indeed created a gap on the day to day resource base of media organizations in Nigeria especially the print media organizations who are major subscribers of the News Agency of Nigeria (NAN). People now research specific articles, biography, information about a person, event through portal sites. This is also affecting the agenda- setting theory where is said that the media fashions the minds of the people on what to think, say and how to say it. News readers’ now get information on personal concern. As a consequence, the role of gatekeeper is transferred from journalist to readers. Even though online journalism had improved the feedback pattern between the reader and the journalist, it did not give enough opportunity for the journalist to express opinions.

* 1. **Recommendation**

Having examined the influence of online journalism in relation to the Nigeria media, using the News Agency of Nigeria as the case of study, the findings of this study indicate the penetration of a new mindset regarding information and communication technology. To further extensively deal with the subject of online journalism, the following suggestions and recommendations are made Although online journalism has encouraged free information flow, these information should be gagged to discourage rumours capable of causing mayhem. Media organizations should set up online news sites to decisively maintain their information roles. Media houses should seek the support of professional editors and varied reach in terms of readers. The press in Nigeria is in a unique position as the forum of debate and reflector of public opinion. It is important that their presence online also reflects and assumes a unique role and one of the most significant ways in which it can do this is to ensure that it incorporates interactivity as one of its online journalism practice.

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**QUESTIONNAIRE**

**INSTRUCTION**

Please tick or fill in where necessary as the case may be.

Section A

1. Gender of respondent

A male { }

B female { }

1. Age distribution of respondents
2. 15-20 { }
3. 21-30 { }
4. 31-40 { }
5. 41-50 { }
6. 51 and above { }
7. Marital status of respondents?
8. married [ ]
9. single [ ]
10. divorce [ ]
11. Educational qualification off respondents
12. SSCE/OND { }
13. HND/BSC { }
14. PGD/MSC { }
15. PHD { }

Others……………………………….

1. How long have you been in journalism?
2. 0-2 years { }
3. 3-5 years { }
4. 6-11 years { }
5. 11 years and above……….
6. Position held by the respondent in the newspaper company
7. Editor { }
8. Journalist { }
9. Vendors { }
10. Managers { }
11. How long have you been working as an Editor
12. 0-2 years { }
13. 3-5 years { }
14. 6-11 years { }
15. 11 years and above……….

SECTION B

1. Has online journalism affected your day newspaper readership?
2. Agrees { }
3. Strongly agreed { }
4. Disagreed { }
5. Strongly disagreed { }
6. How often do you get your news stories from the internet?

(a) Agrees { }

(b) Strongly agreed { }

(c) Disagreed { }

(d) Strongly disagreed { }

1. Do you subscribe to the social media?
2. Agreed { }
3. Strongly agreed { }
4. Disagreed { }
5. Strongly disagreed { }
6. How has the emergence of online journalism affected news content?
7. Agreed { }
8. Strongly agreed { }
9. Disagreed { }
10. Strongly disagreed { }
11. How do you think the introduction of online journalism has affected the patronage of traditional newspaper?
12. Agreed { }
13. Strongly agreed { }
14. Disagreed { }
15. Strongly disagreed { }
16. Does online reporting has any effect on traditional newspaper patronage?
17. Agreed { }
18. Strongly agreed { }
19. Disagreed { }
20. Strongly disagreed { }
21. Does online news reading have any impact on the sales volume of traditional newspaper?
22. Agreed { }
23. Strongly agreed { }
24. Disagreed { }
25. Strongly disagreed { }
26. Is there any relationship between online news patronage and sales volume of traditional newspaper?
27. Agreed { }
28. Strongly agreed { }
29. Disagreed { }
30. Strongly disagreed { }
31. Does the management of traditional news outlet play any in improving the sales volume of traditional newspaper?
32. Agreed { }
33. Strongly agreed { }
34. Disagreed { }
35. Strongly disagreed { }