INFLUENCE OF ONLINE NEWS ON HARDCOPY NEWSPAPER PATRONAGE IN NIGERIA: A STUDY OF ETI OSA LOCAL AND SURULERE L.G, LAGOS STATE

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Dedication
This project is dedicated to Almighty God, and to my parents, Mr. and Mrs. …………………

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Abstract

The research investigated the influence of online news on hardcopy newspaper patronage in Nigeria. Reading from online news websites, blogs and social media are on the increase among Nigerians especially people who are in the cities due to the Internet penetration and advancement. Thus, this development threaten sale of hardcopy newspaper due to the fact that people read news as it breaks not necessarily waiting till another day to read from newspaper. The study was anchored on Technological Determinism Theory and and Source Credibility Media Theory. A cross-sectional survey research method was adopted while 390 copies questionnaires were administered respondents within Eti-Osa and Surulere L.G, Lagos State to elicit their responses. The data were analyzed in descriptive statistics (frequency and percentage method) and the data were presented with the aid of tables. The study findings out that there is already less hardcopy

newspapers in circulation as more readers now prefer online news to hardcopy version. It was evident that larger percentage of the respondents visit online for news regularly especially students who cannot do without surfing the net. It was recommended that media outfits should be diversify in their production by convergent to the new media which is invoking now in order to remain in the race.

CHAPTER ONE

INTRODUCTION

1.1   Background to the Study

In the past few decades, the news media industry has experienced a rapid transformation as a result of technological advancement. The advent of the internet has revolutionized the way pee consume news, with more people opting to read news online instead of purchasing hard copies of newspapers. This phenomenon is not peculiar to Nigeria, as it is a global trend.

Meanwhile, the emergence of the Internet has had a significant impact on

the news industry. With the increasing availability of smartphones and other mobile devices, more people now have access to news online. According to the Pew Research Center, in 2020, about 68% of Americans said they get their news from social media, and 43% said they get it from online news websites (Mitchell, 2020). The same trend is observed in Nigeria, where the penetration of smartphones and the internet is on the rise.

However, the increasing popularity of online news has had a significant impact on the patronage of hard copy newspapers, especially among students. A study conducted by Adigun, Ogunseye, and Okewole (2018) in Nigeria revealed that more students preferred to read news online than to buy newspapers. The study found that 61% of the respondents relied on online news sources, while only 39% patronized hard copy newspapers. This trend is not surprising, as online news sources are easily accessible, cost-effective, and offer a wider range of news topics than hard copy newspapers.

Another factor that has contributed to the decline in hard copy newspaper patronage among students is the ease of sharing news online. With the advent of social media, news can now be easily shared with a large audience with just a click of a button. This means that students can access news online and share it with their peers, eliminating the need to buy hard copy newspapers (Adigun, Ogunseye & Okewole, 2018).

Additionally, the rise of citizen journalism has further reinforced the popularity of online news among students. With the availability of social media platforms, anyone can now report news and share it online. This has given rise to citizen journalists who report news as it happens, often before traditional news outlets. As a result, students can get news faster and more reliably online than in

hard copy newspapers (Christine and David, (2012).

In short, the rise of online news has had a significant impact on hard copy newspaper patronage among students in Nigeria. The convenience, cost-effectiveness, wider range of news topics, and ease of sharing news online have all contributed to the decline in hard copy newspaper patronage among students. As more people continue to embrace the internet, it is likely that the trend of declining hard copy newspaper patronage will persist.

Meanwhile, with the growth of the Internet, access to news online has became possible, this development has in no small way affected hardcopy newspapers and its circulation volumes. It should be recalled that newspaper can be seen as a set of large printed sheets of paper containing news, articles, advertisement etc. and published every day or every week and become stale the next day when new copy emerged. Sequel to the above notion, it could be safely said that online news are the publications of print media (Newspapers) that are made available on the Internet which can be easily globally.

Today, almost all print media organizations are now migrated online to post the softcopy of their hard copy news with lots of traffics and adverts, it helps them to reduce cost of production and circulation and helps in competing with broadcast media as they can update it any time as news breaks while it also offers them the opportunity to reedit their copy after publishing which can never be possible in hardcopy.

However, as a result of this development, lots of undergraduates and unemployed graduates have turn online news into business by creating their news blogs, in fact, this phenomenon has made almost everybody a journalist "citizen journalist". Similarly, one of the common activities on the Internet is news reading or watching either on newspapers website or through bloggers including watching

live and podcast news video on video-tube (Youtube), vloggers (video bloggers) on their computer, and smartphone.

In a recent research conducted by Laittos Multimedia and Research Institute-LMRI (2019) revealed that one of the reasons for online news popularity is because it is cheap and convenient comparing to purchase of a copy of newspaper everyday at N200 which become stale after some minute as new events breaks every hours (LMRI, 2019). It is against this background that the research investigates the influence of online news on hardcopy newspaper patronage in Nigeria with a particular focus on Eti-Osa Local and Surulere L.G, Lagos State.

1.2   Problem Statement

At least every year since 2010 a newspaper seize printing and circulating hardcopy particularly in developed nations such as US and UK due to low circulation and emergency of the news online. One of such newspaper is the Independence which was established in 1986 and stop hardcopy printing 20 March 2016, *Newsweek* magazine ceased print publication in December 31, 2012, issue and transitioned to an all-digital format, called *Newsweek Global* (Christine and David, 2012). Also, foremost Nigerian tabloid, The Guardian, sacked over 100 staff as a result of the economic hardship in the country (Dokunola, 2016).

Researches from different scholars and institutions in the recent time have shown that there are decline in newspaper buying and reading habits among people in Nigeria. In a research conducted by Laittos Multimedia and Research Institute (2015) shows that out of 50 persons only one buys newspaper not even on a regular basis.

However, with the increasing availability and accessibility of online news

sources in Nigeria, there is a concern that this may have a negative impact on the patronage of hardcopy newspapers. This raises the question of whether there is a relationship between the consumption of online news and the use of traditional newspapers, and if so, what factors are contributing to this trend. With the proliferation of digital media and the ease of access to online news platforms, there has been a shift in the consumption pattern of news among individuals. This shift has led to a decline in the patronage of hardcopy newspapers, especially among the younger generation. To this end, this study is on the thrust to investigate the influence of online news on hardcopy newspaper patronage among residents of Eti-Osa Local and Surulere L.G, Lagos State.

1.3   Objectives of the Study

The main objective of this study is to investigate the influence of online news on hardcopy newspaper patronage in Nigeria. However, other objectives of this study are:

1.   To examine the extent to which residents of Eti-Osa Local and Surulere L.G, Lagos State are patronizing hardcopy newspapers.

2.   To know whether residents of Eti-Osa Local and Surulere L.G, Lagos State still   buying hardcopy newspaper.

3.   To know the nature of information that residents of Eti-Osa Local and Surulere L.G, Lagos State are seeking in the newspapers either in the hardcopy or softcopy.

4.   To understand some of the factor(s) that is/are responsible for residents of Eti-Osa Local and Surulere L.G, Lagos State choice between hardcopy and online news.

1.4   Research Questions

In order to explicate the aforementioned objectives, the listed questions provide answers to the research problem:

i.   To what extent residents of Eti-Osa Local and Surulere L.G, Lagos State are patronizing hardcopy newspaper?

ii.   To what extent are residents of Eti-Osa Local and Surulere L.G, Lagos State buying hardcopy newspaper?

iii.   What kind of information or news do Eti-Osa Local and Surulere L.G, Lagos State   seek in the newspapers and news blogs?

iv.   What is the core factor responsible for students' choice of online news?

1.5   Significance of the Study

The study on the influence of online news on hardcopy newspaper patronage in Nigeria has significant importance for several reasons:

Impacts the Newspaper Industry: The findings of this study can have significant implications for the newspaper industry in Nigeria. Understanding the factors that contribute to the decline in hardcopy newspaper patronage can help publishers to develop strategies to remain relevant in the digital age.

Helps Journalists: The study can help journalists understand the changing media landscape and adapt to the new trends. They can use this information to develop their skills and adapt their reporting techniques to meet the demands of online news consumers.

Benefits Advertisers: Advertisers can use the information from the study to target their advertising efforts more effectively. They can use the insights gained to create ads that are more relevant and appealing to online news consumers.

Contributes to Academia: The study can contribute to the academic literature on media consumption patterns and provide a basis for further research in this area.

Helps Policy Makers: The study findings can provide valuable insights to policy makers in the media industry. The insights gained can help them make informed decisions on how to support the newspaper industry in Nigeria and promote media literacy among citizens.

Overall, the study's significance is to provide a comprehensive understanding of the influence of online news on hardcopy newspaper patronage in Nigeria and contribute to knowledge in the media industry.

1.6   Scope of the Study

The study which investigates the influence of online news on hardcopy newspaper patronage in Nigeria shall be narrowed in scope to Eti-Osa Local and Surulere L.G, Lagos State. Hence, the geographical scope of this study is Lagos State. The choice of this locations are due to its proximity to the researcher, inadequate time, lack of fund to study lots of local government in Lagos State among other logistics. However, Eti-Osa Local and Surulere L.G, Lagos State are used to represent all the Local government in Lagos state and by extension Nigeria. While demography factors of the respondents will be examined before the structuring and administration of research instrument (questionnaire). Such demographical variables include but not limited to sex, age, academic level, marital status and many more.

1.7   Operational Definition of the Terms

The following terms would be defined in relation to the research work.

Online News: In this research, online news, these are the news posted on the internet on either newspapers' websites or bloggers webpage and other social

media platforms such as Facebook, Youtube, Instagram and Twitter etc.

Hardcopy Newspapers: In this research, hardcopy newspaper, these are the printed copy of the newspaper otherwise called hardcopy which are circulated from place to play through van, tricycle, vendors etc

Patronage: In this study, patronage, the art of buying or reading news either the printed or softcopy online by the Eti-Osa Local and Surulere L.G, Lagos State.

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CHAPTER TWO

LITERATURE REVIEW

2.0   Introduction

This chapter focuses on the review of literature that is relevant to this topic "**Influence of Online Newspaper on Hardcopy Newspaper Patronage**". The literatures used in this study consist of conceptual, empirical and theoretical framework which were taken from textbooks, magazines, newspapers and journals. Other source is online materials using Google Search Engine, Google Scholar to access relevant materials that might not be easily located in the University's Library.

2.1   Conceptual Review

2.1.1   Concept of Newspaper

Lots of scholars have writing so much in the aspect of print media in Nigeria and in the globe generally. A newspaper is a scheduled publication containing news of current events, informative articles, diverse features and advertising. It usually printed on relatively inexpensive, low-grade paper such as newsprint. Akinrosoye (2011) says newspaper is "an unbounded, printed publication issued at regular interval which presents information in words, often supplemented with photographers. Newspaper is seen as a periodical publication containing news regarding current events, informative articles, diverse features,

editorials, and advertising. It usually printed on relatively inexpensive, low-grade paper such as newsprint. Newspaper often has the following contents, including / editorial opinions, op-eds; obituaries; entertainment features such as crosswords, sudoku and horoscopes weather news and forecasts; advice, food and other columns; editorial cartoons, gag cartoons and comic strips and advert (Olayinka, 2022).

Some of the current Nigerian newspapers are the following according to Teslim (2019), Guardian, Independent, Leadership, Daily Times of Nigeria, Daily Trust, Punch, Thisday, The Nation, The Nigerian Tribune, Sun and Vanguard, Blueprint Newspaper, Business Hallmark, Daily Champion, Daylight Nigeria Entertainment Express, National Network, New Telegraph, Next, Observer, P.M. News, Lagos, Peoples' Daily, The Tide, Triumph, The Daily Post.

2.1.2 Top Column in Nigerian Newspapers

Below are some of the columns that can be found in many Nigerian' newspapers as highlighted by (Olayinka, 2022):

1. **Political columns**: These columns discuss current political events and issues in Nigeria. Some popular political columnists in Nigeria include Reuben Abati, Reno Omokri, and Azubike Ishiekwene.

2. **Social commentary columns**> These columns provide commentary on social issues in Nigeria. Some popular social commentary columnists in Nigeria include Abimbola Adelakun, Niran Adedokun, and Chukwuemeka Ogene.

3. **Sports columns:** These columns discuss Nigerian sports and athletes. Some popular sports columnists in Nigeria include Osmond Chikwendu, Adepoju Adepitan, and Jide Ojo.

4. **Business columns**: These columns discuss the Nigerian economy and business environment. Some popular business columnists in Nigeria include Eyo Charles, Ugochukwu Okoro, and Osagie Ize-Iyamu.

5. **Lifestyle columns**: These columns provide advice and commentary on a variety of lifestyle topics, such as fashion, food, and relationships. Some popular lifestyle columnists in Nigeria include Stella Dimoko Korkus, Linda Ikeji, and Toke Makinwa.

These are just a few of the many common columns that can be found in Nigerian newspapers. The specific columns that appear in a particular newspaper will vary depending on the newspaper's target audience and editorial slant.

2.1.3 Types/Classification of Newspaper

There are various types of newspapers or classified according to different criteria; Hynds (1975) cited in Akinrosoye (2011) provides criteria under which newspaper can be classified as frequency of publication, time of publication, format, geographical location, purpose, circulation, method of production, intended audience, achievement. However, for the purpose of this research attention is paid to classification by geography and purpose.

The focal parts of newspapers are the pages that get the attention of the readers most. They are usually three according to Akinrosoye (2011)

i.   The front page

ii.   The middle page (also called Centre Spread)

iii.   The back page.

Below are some of the newspaper contents/pages/columns according to Olayinka (2015) depends on the house style of newspaper such as news, sport, entertainment, fashion and style, gallery, editorial, advertisement,

comment/opinion, health and so on.

2.1.4 Functions of Newspaper

Like every other mass media of communication in any society, newspaper performs so many roles in society but only few will be discussed for the purpose of this study. According to Angela (2013) writes that newspaper informs, educate, entertain and enlighten the public.

a.   **Inform**: One of the primary functions of (print media) newspaper is to inform its readers. This is usually in the form of the daily happenings from the local area, on a nationwide basis and internationally. A newspaper often employs journalists to gather information about events, or they pay other publications to print their stories. These stories help inform readers as to what is going on in their communities.

b.   **Enlighten:** Newspapers also offer guidance and opinion to help shape people's view on certain subjects or matters. As an extension to merely reporting the facts of a matter, newspapers often have editorial or opinion pieces which attempt to interpret events and offer new angles and implications about their occurrence. Here may also be reviews and opinions on sports matters and commentary on personalities, theater or cinema offerings and comments and opinions on life in general.

c.   **Educate:** Newspapers also have a practical function, which is to assist readers with their daily lives. They publish a wealth of useful information of a practical nature that helps people go about their daily business. Items such as weather forecasts, shipping news, classified advertising, sporting schedules, television schedules and theater and cinema listings are examples of this. They also publish news of importance to a community, such as wedding notices, birth

and deaths. Newspapers also offer a historical and archival record of past events and local happenings.

d.   **Entertain:** Newspapers also seek to offer a diversion and simply entertain. To this end, many newspapers will publish crosswords, fashion, celebrity, games and puzzles. Many feature cartoon strips and humorous writings. Gossip columns, the happenings of celebrities and society pages also seek merely to entertain the reader. And many newspapers offer leisure pages and advice on what to do for weekends, or where to go on vacations.

2.1.5 Historical Experience of Newspaper: Nigeria Experience

What is today's known as mass media in Nigeria came chronologically i.e from one stage to the other, from one technological advancement to the other, from one regime or government or the other. There is no doubt about the fact that print media pioneers and ushers the emergence of mass media in Nigeria. However, despite the disagreements among earlier scholars, researchers and media experts on how and when the press began in Nigeria, yet most of the scholars and experts agreed that Nigerian's first newspaper was Iwe-Iroyin fun Awon Egba (the Newspaper for the Egba People) floated by Reverend Henry Townsend in Abeokuta in 1859. Lawal (2014,1). The newspaper was published in Yoruba language with its English supplement came in March 1860, although it was mainly a Christian evangelical paper. Aliagan (2011: 16).

In 1880, The Lagos Times and Gold Coast Colony Advertiser began

publication. It was the first English-language newspaper in Nigeria and catered primarily to British colonial officials and European settlers in Lagos (Olorunnisola, 2001).

Founded by J.E. Casely Hayford, Nigerian Pioneer was one of the earliest nationalist newspapers, launched in 1914 in Accra, Ghana (at that time, Nigeria was still a British colony). It played a significant role in promoting Pan-Africanism and Nigerian nationalism. Equally, Dr. Nnamdi Azikiwe, who later became Nigeria's first president, founded the West African Pilot in 1937. It was a prominent nationalist newspaper that advocated for independence and social justice. The newspaper played a vital role in the fight for Nigeria's independence from British colonial rule (Olorunnisola, 2001).

The Nigerian Daily Times began in 1926 and quickly became one of Nigeria's most influential newspapers. It was initially established by the British as the Nigerian Printing and Publishing Company (NPPC) but was later acquired by local interests and rebranded as the Daily Times. Launched in 1966, the New Nigerian was founded to serve the Northern region of Nigeria. It played a crucial role in providing a platform for the Northern viewpoint during Nigeria's early post-independence period (Lawal, 2004).

Founded in 1983, The Guardian is one of Nigeria's leading newspapers. It is known for its balanced and independent journalism, covering a wide range of topics, including politics, business, culture, and sports. Similarly, the Punch, founded in 1971, is another prominent Nigerian newspaper known for its bold and critical reporting on social and political issues. It has gained popularity for its fearless approach to investigative journalism. Since the time of Iwe-Iroyin till date several newspapers have come and gone while many still remain afloat till date

including the Nigeria Tribune newspaper, Sun newspaper, Daily Trust etc. today, many now have online version (Adetula, 2002).

2.1.6 The Transformation of ICT and Mass Media

The 21st century has witnessed a remarkable transformation in both Information and Communication Technology (ICT) and Mass Media. The rapid advancements in ICT have fundamentally reshaped the landscape of mass media, revolutionizing the way information is created, disseminated, and consumed (Chan-Olmsted and Rim, 2013).

According to Chan-Olmsted and Rim (2013), information and communication technology refers to the range of technologies and tools used to process, store, and transmit information. Over the years, ICT has progressed in leaps and bounds, enabling more efficient communication and facilitating the convergence of various media forms. This convergence has led to the birth of "new media," which encompasses digital platforms, social media, and online journalism.

According to a report by the International Telecommunication Union (ITU) in 2019, over half of the global population had access to the internet, indicating the widespread adoption of ICT in modern society. Also, in their study, Lee and Jeong (2017) found that digital media platforms have become the primary source of news for many individuals, with social media platforms playing a significant role in shaping public opinion.

Meanwhile, one of the most profound impacts of ICT on mass media has been the rise of social media platforms and citizen journalism. Social media has democratized information dissemination, allowing ordinary individuals to become content creators and influencers. This transformation has challenged traditional

media gatekeepers, enabling alternative perspectives and diverse voices to reach a global audience (Lee and Jeong, 2017).

In a study conducted by Picard (2014), citizen journalism emerged as a significant force during major events, such as the Arab Spring, illustrating how technology empowers individuals to participate actively in the news-making process.

ICT has facilitated the convergence of various media platforms, leading to the creation of multimedia content that seamlessly integrates text, audio, video, and interactive elements. This convergence has not only transformed the way media content is produced but also influenced the audience's media consumption habits. Picard (2014) argued that media convergence encourages participatory culture, where audiences engage actively with content, share their interpretations, and contribute to the co-creation of media narratives. Thurman (2018) highlighted that the increasing consumption of multimedia content on digital platforms has challenged traditional media outlets to adapt their storytelling techniques and cater to changing audience preferences.

While the ICT revolution has presented numerous opportunities for the media industry, it has also brought about significant challenges. Traditional media outlets have faced disruptions to their revenue models, as advertising dollars shift to digital platforms. Additionally, the proliferation of fake news and misinformation on social media has raised concerns about media credibility and journalistic ethics. Thurman (2018) stressed that traditional media consumption, such as TV and print, has declined in favor of digital media, signaling the need for media organizations to embrace digital transformation.

2.1.6.1   Meaning and Origin of Online Newspaper

Online newspaper, also known as a web newspaper, is a newspaper that exists on the World Wide Web or Internet, either separately or as an online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival.

There is no gaining saying in the fact that advent of the internet has transformed the way we consume information, with online news becoming an integral part of our daily lives. Online news platforms have revolutionized journalism, allowing for instant access to a vast array of news sources, breaking news updates, and interactive features. The rise of online news has led to a fundamental shift in the landscape of journalism. Traditional print media has faced significant challenges as digital platforms gain popularity (Adigun, Ogunseye, and Okewole, 2018).

One of the key advantages of online news is the ability to access information in real-time. Unlike traditional newspapers, which are published on a fixed schedule, online news platforms can deliver breaking news updates immediately, ensuring that audiences stay informed and up-to-date on the latest events (Laittos Multimedia and Research Institute-LMRI, 2015).

The internet enables access to a vast array of news sources from around the globe. Readers can access news articles from multiple perspectives, giving them a more comprehensive understanding of complex issues.

The ease of publishing and sharing information on the internet has given

rise to misinformation and fake news. Without proper fact-checking and editorial oversight, false or misleading stories can quickly spread, leading to potential harm to individuals and society (Adigun, Ogunseye, and Okewole, 2018). As the volume of online news sources increases, the challenge of verifying credibility becomes more significant. In a survey conducted by the Reuters Institute for the Study of Journalism, only 38% of respondents in the US expressed trust in news they find through social media.

Social media plays a pivotal role in the dissemination of online news. Platforms like Twitter, Facebook, and YouTube allow news articles to reach a global audience instantly. However, the algorithms and echo chambers on these platforms can create filter bubbles, where users are exposed only to content that aligns with their existing beliefs, potentially reinforcing misinformation and polarizing opinions (Adigun, Ogunseye, and Okewole, 2018).

However, the future of online news lies in data-driven journalism, where data analysis and visualization are utilized to present complex information in a compelling and easily understandable manner. This approach empowers readers to make informed decisions based on reliable data. Equally, AI-driven technologies will likely personalize news content based on individual preferences and behaviors. This could improve user engagement but may also contribute to the creation of information silos.

2.1.7 Reasons for Increasing Patronage of Online News

The increasing patronage of online news can be attributed to several factors that have reshaped the media landscape. Here are some of the main reasons as indicated by (Ksiazek, Peer, Lessard, Robins,2016).:

1. **Accessibility and Convenience**: Online news platforms provide easy access to news content anytime, anywhere, and on various devices, such as smartphones, tablets, and laptops. This convenience has made it more attractive for users to stay updated with the latest news.

2. **Personalization and Customization**: Online news services often use algorithms to personalize content based on user preferences and interests. This customization enhances the user experience by delivering news stories that are relevant to individual readers, increasing their engagement with the platform.

3. **Interactivity and Engagement**: Online news platforms allow for user engagement through comments, sharing, and social media interactions. This two-way communication fosters a sense of community and involvement, which can lead to increased loyalty among readers.

4. **Diverse Multimedia Content**: Online news outlets can incorporate a wide range of multimedia elements, such as videos, images, and interactive graphics. This multimedia-rich approach enhances the storytelling experience and captures the attention of the audience more effectively.

5. **Real-Time Updates**: Online news platforms can provide real-time updates on breaking news and unfolding events. This immediacy and up-to-date

coverage attract users seeking the latest information on developing stories.

6. **Cost-Effectiveness**: Online news services often offer free access to their content, which can be financially appealing to readers compared to traditional print media or paid subscriptions. This cost-effectiveness encourages more people to consume news online.

7. **Global Reach**: Online news transcends geographical boundaries, allowing readers to access news from around the world. This global reach broadens readers' perspectives and knowledge on international events.

2.1.8 Advantage of Offline / Hardcopy Newspaper over Online News

Adeniran (2013) further highlighted some of the benefit or advantages of conventional newspapers over online version:

i.	One advantage of newsprint is that reading it does not require any sophisticated,	cumbersome technical equipment.

ii.	This offers the reader a high level of flexibility: newsprint can basically be read in	any place at any time.

iii.	The reader can absorb the information offered at his own pace. Even the fact that	the reader can touch and feel the printed paper while turning the pages may be of	some importance.

iv.	It does not require electricity or power to charger the computer or mobile phone	before accessing newspapers' contents.

v.	Offline/ hard copy newspaper does not require internet facility

vi.	It can be kept for more than a century since it is a hardcopy.

vii.	Also, Newspaper (hardcopy) content is usually lengthy and detailed.

viii.	It is respected and trusted as a reliable source of information while information	through online is usually not trusted since editor can remove certain

part at any   time.

ix.   It is established that "virus" is one of the challenges facing internet or computer   materials, virus cannot affect the hardcopy newspaper once it is printed unlike the   online newspaper virus can attack the hosting firm and eat or corrupt most of the website pages if not all there by making the online reading possible.

2.1.9 Wayout for Offline Newspaper

1.   To checkmate the challenge, the print media should, at all times package good and contemporary editorial, feature articles, and other genres that the online newspapers may not treat in great details. Okoye (2002:16) agrees that feature can do this through in-depth analysis, interpretation, explanation and focusing on the side attractions. He justified this prescription by saying that feature is a summary of the big news of the week and that feature deals with the areas not usually covered or under-reported by straight news.

2.   The print media should build relationship with their customers through events sponsorship, marketing promotions, public relations, advertising,, etc Relationship building essentially involves delivering the goods and services that customers want and need, getting products (in this case newspapers) to them at the right time, in the right place and at a price they are willing to pay.

3.   The print media should conduct periodic researches to discover interests of readers, brand's position in the market and to meet the needs promptly. Successful business planning requires information about potential target markets, the competition, individual customers, and their reaction to products. The periodic researches to be evolved include the following: business research, operations research, product research, sales and marketing research, etc

2.2   Empirical Studies

There are lots of empirical studies on this subject matter, however, only few will be reviewed.

2.2.1 The Effects of Online News on Print Newspaper Circulation in Nigeria: A Study of Daily Trust

One of the studies related to the study at hand is a study conducted by Abdulkadir, Musa, and Hassan (2016). The study used a structured questionnaire to survey 330 newspaper readers in Nigeria. The findings showed that online news has a moderate effect on the circulation of print newspapers. The majority of the respondents (Mean=3.49) reported that they read less print copies of the newspaper because they have access to the free online versions. The study also found that online news is more convenient to access and provides more up-to-date information than print newspapers.

2.2.2 Impact of Online Newspaper Readership on Newspaper Production Process in   Nigeria: A Study of the Tide

Another study that lead support for this study was carried out by Maureen (2019) analyzing the impact of online newspaper readership on newspaper production process in Nigeria focusing on Tide community. The study used a qualitative approach. Coding sheet and content categories were used to elicit data from the respondents. The study found that online newspaper readership has had

a number of impacts on the newspaper production process, including: reporters are now required to file reports in ways that make them suitable for online reading, editors are now shortening or re-writing stories to be published online, newspaper websites are now being redesigned to make them more user-friendly and newspapers are now using social media to promote their content. The study concluded that online newspaper readership is forcing newspapers to adapt and change in order to remain relevant.,

2.2.3 Content Preference among Online and Hardcopy Newspaper Readers in Imo State

Yet another empirical study that is related to the current study at hand was carried by the duo of Chinedu and Godwin (2017). The study used a survey to compare the content preferences of online and hardcopy newspaper readers in Imo State, Nigeria. The findings showed that online newspaper readers prefer content that is more up-to-date, relevant, and engaging. They also prefer content that is multimedia-rich and allows for interaction. Hardcopy newspaper readers, on the other hand, prefer content that is more comprehensive and in-depth. The study concluded that online and hardcopy newspaper readers have different content preferences. This suggests that newspapers need to offer a variety of content formats in order to reach a wider audience.

2.3 Theoretical Framework

The study was anchored on Technological Determinism Theory and Source Credibility Media Theory.

2.3.1 Technological Determinism Theory

This research is anchored on Technological Determinism Theory which states that media technology shapes how we as individuals in a society think, feel,

act, and how society are operates as we move from one technological age to another (Tribal- Literate- Print- Electronic-Internet). The theory was developed by Marshall Mcluhan in (1962) cited in (Anaeto, Onabanjo and Osifeso, 2008:179).

2.3.1.1   Relevance of TDT to this Study

Technological Determinism Theory is a concept in sociology and communication studies that suggests that technology plays a crucial role in shaping human society and culture. According to this theory, technological advancements have an inherent power to influence and determine the way people live, communicate, and behave.

The advent of the internet and online news platforms has transformed the way people consume information. As more Nigerians gain access to the internet and mobile devices, there is a growing trend of relying on online news sources for real-time updates and convenience. This shift in consumption behavior has directly impacted hardcopy newspaper patronage, leading to a decline in sales and readership.

Online news platforms often provide news content for free, which attracts a significant portion of the population seeking accessible information without the need to buy a physical newspaper. This accessibility and cost-effectiveness contribute to the reduced demand for hardcopy newspapers. Online news platforms offer interactive elements like comment sections, multimedia content, videos, and live updates, which engage the audience more effectively than traditional print media. This dynamic and engaging format has proven more attractive to younger generations and urban dwellers, further influencing the decline of hardcopy newspaper readership.

With online news, individuals can access a wide range of news sources

from across the globe. This diversity of perspectives and the ability to explore multiple viewpoints on various issues make online news more appealing to those seeking comprehensive and unbiased coverage. Online news platforms can publish breaking news instantaneously, while hardcopy newspapers have to wait until the next day to update their content. As a result, online news becomes the preferred choice for those who prioritize staying up-to-date with the latest developments.

2.3.2 Source Credibility Theory

The basic assumption of Source Credibility Theory is that the credibility or perceived expertise and trustworthiness of a communicator or information source significantly influences the receiver's attitude, belief, and behaviour towards the message being communicated. This theory, developed by social psychologists William Hovland, Irving Janis, and Harold Kelley in the 1950s, posits that people tend to accept information from credible sources more readily than from less credible ones. For instance, on the contrary, if a source is perceived as lacking credibility, individuals may be more skeptical about the information, less likely to be persuaded, and may resist adopting the message's recommended beliefs or behaviors.

2.3.2.1   Relevance of Source Credibility Media Theory to this Study

Source Credibility Theory is highly relevant to understanding the influence of online news on hardcopy newspaper patronage in Nigeria, or any other country for that matter. This theory focuses on how people perceive the credibility of information

sources and how that perception affects their attitudes, beliefs, and behaviors towards those sources.

Source Credibility Theory suggests that the credibility of a news source plays a vital role in determining its influence on readers. Online news platforms in Nigeria, like anywhere else, can vary widely in terms of credibility, accuracy, and trustworthiness. Readers are more likely to patronize hardcopy newspapers if they perceive online news sources as less credible or if they are unsure about the accuracy of the information presented.

Online news platforms can be perceived as biased or impartial, depending on the political or social leanings of the respective platforms. If readers believe that online news sources in Nigeria are biased, they may seek out hardcopy newspapers as a perceived more neutral and trustworthy alternative.

Trust is a crucial factor when it comes to news consumption. If online news sources are frequently associated with misinformation or fake news, readers may lose trust in these platforms. As a result, they might turn to hardcopy newspapers as a more reliable and authentic source of information. Source Credibility Theory also acknowledges that credibility perceptions can vary across different demographic groups. Younger generations who grew up with digital media might be more comfortable with online news and trust it as much as hardcopy newspapers, while older generations may have a stronger preference for traditional print media due to their long-standing familiarity and trust.

The availability and accessibility of online news can also impact the influence it has on hardcopy newspaper patronage. In Nigeria, not everyone may have access to the internet or digital devices, and therefore, hardcopy newspapers may still remain

the primary source of news for certain segments of the population.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.0   Introduction

The purpose of this chapter is to establish the broad methodological engagement of this study which is relevant for describing the strategies involved in this research. Therefore, this chapter clearly states research design, research method, population of the study, sample size, sampling technique, instrument for data collection, validity and reliability of the instrument, method of data analysis.

3.1   Research Design

A research design also called a research strategy, is a plan to answer a set

of questions (Bouchrika, 2022). It is a framework that includes the methods and procedures to collect, analyze, and interpret data. Hence, for the purpose of this study, a quantitative research design will be adopted. Bhandari (2020) write that quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations.

3.2   Research Method

For the purpose of this study, a cross-sectional survey research method shall be adopted to enable researcher draw inference on variables under study. Lauren (2022) writes that a cross-sectional study is a type of research method in which the researcher collects data from respondents at a single point in time. In the view of Setia (2018), a cross-sectional study, the investigator measures the outcome and the exposure in the study participants at a single point in time.

3.3   Population of Study

The study population is residents of Eti-Osa Local (1,481,200) and Surulere L.G (1,919,200). Pritha (2021) explained that a population is the entire group that you want to draw conclusions about. Equally, a population is an entire group about which some information is required to be ascertained. A population for a research study may comprise groups of people defined in many different ways, for example, students of Unilag, Lasu, Lasued, voters in Lagos etc.

3.4   Sample Size

For the purpose of this study, three hundred and ninety (390). Pritha (2020) writes that a sample size is a part of the population chosen for a survey or experiment through appropriate sampling technique. To arrive at the sample size

for this study, Taro Yamane formula will be used as explain below.

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

Where n = Sample size

N = Population of the study

e = Tolerable error (5%)

$$n = \frac{3,400,400}{1 + 3,400,400 (0.05)^2} \text{ i.e } 0.05 \times 0.05 = 0.0025$$

$$n = \frac{3,400,400}{1 + 3,400,400 (0.0025)} \text{ i.e } 3,400,400 \times 0.0025 = 8501$$

$$n = \frac{3,400,400}{1 + 8501} \text{ i.e } 1 + 8501 = 8502$$

$$n = \frac{3,400,400}{8502}$$

n = **399.9** approximately **400**

However, cluster sampling technique will be employed to administer the instrument to respondents in five (5) strategic locations in each of the two local government.

3.5   Sampling Technique

The process of selecting a smaller group of respondents to tell us essentially what a larger population might tell us if the researcher asked every member of the larger population the same questions (Adwok, 2015).

The sampling technique to be used in this study shall be cluster sampling technique. Cluster sampling is a method where the researchers divide the entire population into sections or clusters representing a population. Clusters are

identified and included in a sample based on demographic parameters like age, sex, location, etc (Questionpro, n.d).

Thus, five (5) strategic locations in each of the local government area will be selected such as Rupokwu, Mile3, Rumodumaya, Obia Apkor and GRA for Eti-Osa local government and Lapo, Kio, Omi, Ese, Ikor for Suurelere local government making 400 respondents to be selected.

3.6   Instrument of Data Analysis

For the purpose of this study a self-administered questionnaire will be used to collect data from the sample size of this study. The questionnaire will be structured and designed in a way that will afford the respondents to answer the research questions appropriately. The questionnaire shall comprise two sections. Section A will be embedded with respondents' bio-data in order to elicit respondents' demographic details while Section B will be concerned with questions relating to the research questions.

3.7   Validity and Reliability of Research Instrument

The face validity of this instrument will be ensured by the supervisor, who will through the process of vetting the ambiguity and structural make-up of the instrument, validate the use of the research instrument. The pilot study will also be conducted using some residents of Osa who are also part of the strategic location selected in this study s. The pilot study will take place from 22th to 23th of August 2023.

The pilot study is meant to ascertain the clarity of the questions and detect

problems in the questionnaire instructions, as well as find out whether the respondents have any difficulty understanding the questionnaire or whether there are any ambiguous questions. The exercise will help the researcher to make necessary amendments and modifications in the questionnaire before final distribution.

3.8   Method of Data Collection

Data collection refers to the process of gathering information or data for the purpose of analysis, research, or decision-making. There are various methods of data collection for the survey research method which include but not limited online questionnaires, phone interviews, face-to-face administration of questionnaire, or mailed questionnaires etc (Bhandari, 2020). Hence, the data will be collected through interpersonal administration of the data collection instrument to the respondents for immediate data collection.

3.9   Method of Data Analysis

Data can be analyzed in both qualitative and quantitative methods. Therefore, this study will use a descriptive statistics (frequency and percentage) to analyze the data to be collected while data will be presented with the aid of tables.

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CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0   Introduction

This chapter dwells on the analysis of the data obtained from the

questionnaire administered to the respondents who were residents of Eti-Osa and

Surulere local government. As stated in the previous chapter, three hundred and

ninety (390) copies of questionnaires were earlier administered, and 375 copies

were correctly filled and returned for analysis. However, the analysis is thus based on 375 copies of questionnaire that were correctly filled and retrieved. However, frequency and percentage method was used to analyze the data while the data were presented with the aid of tables.

This chapter thus comprised of three sections: section 4.1 is the analysis of respondent's demographic data, section 4.2 focused on questions that border on research questions and related variables while the last section, 4.3 constitutes the discussion of findings.

4.1   Data Analysis

Table 4.1.1: Analysis of Demographical Data of Respondents

Variables	Groups	Frequency	Percentage (%)
	18-28 years	26	6.9
Age	29-35 years	149	39.7
	39-48 years	97	25.9

	49 and above	103	27.5
	Total	**375**	**100.0**
Academic Level	Completed Secondary Sch.	120	32
	OND/NCE/SRN Nursing	119	31.7
	BSC/HND	72	19.2
	MSC/PGD	64	17
	PhD	2	0.5
	Total	**375**	**100.0**
Occupation	Farmer	20	5.3
	Civil Servant	69	18.4
	Business/Private Workers	172	45.8
	Students	114	30.4
	Total	**375**	**100.0**
Marital Status	Single	117	31.2
	Married	241	64.3
	Divorce	5	1.3
	Widowed	12	3.2
	Total	**375**	**100.0**
Religion	Christian	170	45.3
	Islam	204	54.4
	Others	1	0.3
	Total	**375**	**100.0**

Source: Field Survey 2023

Analysis: From the table 1 above, 149 (39.7%) were between the age bracket 29-35 years, whereas, 26 (6.9%) of the respondents were within the age group 18-28 years. On the academic level, 120 (32%) of the respondents completed their secondary school education, while only 2 (0.5%) were professors. Equally, regarding respondents occupation, 172 (45.8%) were either business owners or private employees whereas, only 20 (5.3%) claimed to be farmers. Concerning respondents marital status, 241 (64.3%) were married while only 5 (1.3%) were divorced. Also, in relation to the respondents religion affiliation, 204 (54.4%) were affiliated to Islam while just 1 (0.3%) claimed to be affiliated to other religion aside Islam and Christianity.

TABLE 6: Are you computer /digital literate?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	300	80%
No	75	20%

TOTAL	375	100%

ANALYSIS: From the table above, 300 respondents representing 80% were computer/digital literate while 20 respondents representing 20% were not. Therefore, most of the respondents were digital literate.

TABLE 7: Which of the following devices do you use for accessing online newspapers?

VARIABLES	FREQUENCY	PERCENTAGE
Desktop Computer/Laptop	40	9.8%
SmartPhone	335	90.2 %
TOTAL	375	100%

ANALYSIS: From the table above, 335 respondents representing 90.2% adopted desktop computer to access online newspapers, 40 respondents representing 9.8% use laptop computer/smartphone. Majority of the respondents access online newspapers through smartphone is higher than others.

TABLE 8: Are you aware of online news websites/blogs?

VARIABLES	FREQUENCY	PERCENTAGE

Yes	147	98%
No	3	2%
TOTAL	150	100%

ANALYSIS: From the table above, 147 respondents representing 98% were aware of online news blogs/newspapers; while 3 respondents representing 2% were not. Almost all the respondents were aware of online news blogs/newspapers.

TABLE 9: Do you have access to online news blogs/ newspaper?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	143	95.3%
No	7	4.7%
TOTAL	150	100%

ANALYSIS: From the table above, 143 respondents representing 95.3% have access to online news blogs/newspapers while 7 respondents representing 4.7% were not. This shows that larger percentage of respondents have access to online news blogs/ newspapers either on their computer or mobile devices.

TABLE 10: How often do you have access to online news blogs/ newspaper?

VARIABLES	FREQUENCY	PERCENTAGE

Regularly	130	86.7%
Once in a while	20	13.3%
TOTAL	150	100%

ANALYSIS: From the table above, 130 respondents representing 86.7% access online news blogs/newspapers regularly while 20 respondents representing 13.3% access online newspaper or news blogs once in a while. Therefore, many of the respondents browse for newspaper online daily to know the latest information.

TABLE 11: What kind of information or news do you seek in online newspapers/news blogs?

VARIABLES	FREQUENCY	PERCENTAGE
News	90	60%
Jobs	25	16.7%
Cartoons	1	0.7%
Pictures	30	20%
Others	4	2.7%
TOTAL	150	100%

ANALYSIS: From the table above, 90 respondents representing 60% search for news online, 25 respondents representing 16.7% look for jobs on online newspapers, 1 respondent representing 0.7% look for cartoons, 30 respondents representing 20% search for pictures, while 4 respondents representing 2.7% search for other things.Larger percentage of the respondents look for news and jobs online more than any other things.

TABLE 12: Is there any factor limiting or militating people's access to online newspapers/ news blog?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	84	56%
No	66	44%
TOTAL	150	100%

ANALYSIS: From the table above, 84 respondents representing 56% admitted that there are factors limiting or militating people's access to online newspapers/news blog, while 66 respondents representing 44% said there is no factor limiting or militating people's access to online newspapers/ news blog. Therefore, certain factors limit the peoples' effective access to online newspapers or news blogs.

TABLE 13: If yes, which of these factors?

VARIABLES	FREQUENCY	PERCENTAGE
Power/Electricity	53	35.3%
Money	21	14%
Time	10	6.7%
Poor/lack of Network	66	4.4%
TOTAL	150	100%

ANALYSIS: From the table above, 53 respondents representing 35.3% said electricity or source of power is the major challenge facing people's access to online newspapers, 21 respondents representing 14% said money is the major challenge to subscribe for browsing bundle, 10 respondents representing 6.6 admitted that time is a major challenge as there are lots of school activities, while, 66 respondents representing 4.4% opined that poor or lack of network is the major problem facing accessibility of people in online newspapers as web pages either not load effectives or too slow because most of the news webs are heavy as they

contains video, pictures e.t.c. To this end, poor browsing network and lack of electricity have been attributed as the major factors limiting peoples effective access to online newspaper.

TABLE 14: How often do you patronize online newspapers/news blogs?

VARIABLES	FREQUENCY	PERCENTAGE
Daily	120	80%
Weekly	21	14%
Monthly	5	3.3%
Once in a while	3	2%
No Idea	1	0.7%
TOTAL	150	100%

ANALYSIS: From the table above, 120 respondents representing 80% patronize online newspapers/news blogs daily, 21 respondents representing 3.3% patronize online newspapers/news blogs weekly, 5 respondents representing 3.3% patronize online newspapers/news blogs monthly, 3 respondents representing 2% patronize online newspapers/news blogs once in a while, 1 respondent representing 0.7% cannot say how often they patronize online newspapers/news blogs. Majority of the respondents patronize online newspapers daily.

TABLE 15: Is there any negative effect of online news to newspaper industries?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	110	73.3%
No	40	26.7%
TOTAL	150	100%

ANALYSIS: From the table above, 110 respondents representing 73.3% admitted that there are negative effects of online newspaper on industry while 40 respondents representing 26.7% said there is no negative effect of online newspaper on newspaper industry. It is admitted that there are negative effects of online news to newspaper industries.

TABLE 16: Do you prefer online newspaper to conventional newspaper?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	140	93.3%
No	10	6.7%
TOTAL	150	100%

ANALYSIS: From the table above, 140 respondents representing 93.3% preferred online newspapers to conventional newspapers, while 10 respondents representing 6.7% preferred conventional newspapers to online newspaper. Therefore, many of the respondents now prefer online newspapers to hard copy news blog/newspapers

TABLE 17: If yes, why?

VARIABLES	FREQUENCY	PERCENTAGE
It can be access any time	71	47.3%
It encourages specialization of audience	9	6%
It requires exposure of information communication technology	30	20%
It is convenient to get	40	26.7%
TOTAL	150	100%

ANALYSIS: From the table above, 71 respondents representing 47.3% prefer online news blog/newspapers to conventional newspapers because it can be access any time, 9 respondents representing 6% prefer online news blog/newspaper to conventional newspapers because it encourages specialization of audience, 30 respondents representing 20% prefer online news blog/newspaper to conventional newspapers because it requires exposure of information communication technology, while 40 respondents representing 26.7% prefer online news blog/newspaper to conventional newspapers because of its convenience.

TABLE 18: Can online news blog/newspaper reduce hard copy newspaper circulation?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	91	60.7%
No	59	39.3%
TOTAL	150	100%

ANALYSIS: From the table above, 91 respondents representing 60.7% said online news blog/newspaper reduce newspaper circulation, while 59 respondents representing 39.3% said it cannot. It is noted that the larger percentage of the respondents have put their weight to support the fact that very soon, online news blog/newspaper will reduce hard copy newspaper circulation in Nigeria.

TABLE 19: Is there any benefit derive by newspaper industries in placing their news online?

VARIABLES	FREQUENCY	PERCENTAGE
Large benefit	110	73.3%
Little benefit	30	20%
No benefit at all	10	6.7%
TOTAL	150	100%

ANALYSIS: From the table above, 110 respondents representing 73.3% were of the view that newspaper industries are deriving a larger benefit in placing their news online, 30 respondents representing 20% said newspaper industries are deriving a little benefit in placing their news online, whereas 10 respondents representing 6.7% admitted that there is no benefit for newspaper industries at all.

Therefore, majority of the respondents said newspaper industries who place their news online also gain a lot.

TABLE 20: To what extent has information and communication technology (ICT) affected newspaper industries?

VARIABLES	FREQUENCY	PERCENTAGE
Very high extent	61	40.7%
high extent	44	29.3%
Average	20	13.3%
Low	11	7.3%
No idea	14	9.3%
TOTAL	150	100%

ANALYSIS: From the table above, 61 respondents representing 40.7% said information and communication technology (ICT) affected newspaper industries in a very high extent, 44 respondents representing 29.3% said information and communication technology (ICT) affected newspaper industries in high extent, 20 respondents representing 13.3% said information and communication technology (ICT) affected newspaper industries averagely, 11 respondents representing 7.3% said information and communication technology (ICT) affected newspaper industries in a low way, whereas, 14 respondents representing 9.3% have no idea.

4.2   Discussion of the Findings

➤   Therefore, female respondents dominate the respondents.

➤   Majority of the respondents were between age 16-25 and they are young.

➤   The larger percentage of respondents are single, this make them suitable for this research as majority of them go online to find one information or

the other.

➤ Seventy three point three (73.3%) of the respondents were computer literate.

➤ Majority of the respondents who access online newspaper through mobile phone is higher than others.

➤ Majority of the respondents that is 98% were aware of online newspapers

➤ It is evident that 95.3% of the respondents have access to online newspapers and news blogs of which the larger percentage of them visit online for news regularly.

➤ News is what dominates what people search for online, followed by pictures and jobs.

➤ Problem of electricity or power and poor service from telecommunication providers formed the major hindrance to effective access to online news.

➤ Larger percentage of the respondents preferred online newspaper to hardcopy newspapers and some of the reasons raised in support this is that it can be accessed any time and its convenience.

➤ Most of the respondents access newspaper online using blackberry subscription.

➤ From the findings it is clear that soon there will be less hard copies of newspapers in circulation as more readers now prefer online.

➤ Despite the fact that accessing newspaper online is free yet newspaper firm still make their revenue through advert and Google adSense among others.

CHAPTER FIVE

5.0   Summary, Conclusion and Recommendations

5.1   Summary

The study examined the impact of online newspaper on the readership of newspaper hardcopies. However, majority of the respondents were aware of online newspapers and as a result of this many of respondents are in one way or the other access online newspapers and news blogs.

It is deduced that majority of the respondents search for news followed by pictures and jobs online than any other things. Similarly, the problem of electricity or power and poor service from telecommunication service providers formed the major hindrance to effective access to online news.

Larger percentage of the respondents preferred online newspaper to hardcopy newspapers. Some of the reasons raised in support of this is that it can be accessed any time and its convenience is remarkable while many of them access newspaper online using blackberry subscription, data bundle among others.

From the findings it is very clear that soon there will be less hard copies

of newspapers in circulation as many now prefer online. Despite the fact that accessing newspaper online is free yet newspaper organizations still make their revenue through advert and Google adSense among others.

5.2   Conclusion

It is safe to conclude that at present the level of online newspaper awareness among the people especially respondents is increasing day by day as technology is becoming more advanced to the extent that people can access online newspaper using their mobile phone. While telecommunication service providers are now given free bundle (5, 10 15 MB). Unlike the time when people spend N200 per hour in cyber café which make them to be in hurry while browsing. Also, almost all respondents of higher institution of learning are now having either Smartphone, GPR enable phone, Ipad, Blackbery, Tablet and personal computer which make them access online newspapers conveniently.

Despite the huge benefits, there are lots of challenges facing the respondents in accessing online newspapers such as epileptic power supply, money, time, poor or lack of network.

Also, more than half of the respondents are accessing online newspaper daily because the access is free of charge. The online newspapers may slow down revenue in the offline newspapers and thereby capable of putting newspapers and to a large extent magazines out of business.

5.3   Recommendations

Having carefully examined the literature and responses of the selected respondents, and following recommendations are offered.

a) Online newspapers may slow down revenue in the offline newspapers and thereby capable of putting newspapers and to a large extent magazines out

of business. But Rapp and Collins (1987: 64) looking at the challenge posed above argues that:

"movies did not kill stage plays; free music on radio did not kill recordings. Free dramas on television did not kill Hollywood movies and television viewing did not kill listening to the radio or reading the magazine, newspapers and books".

b) To increase the level of online newspaper awareness among students of tertiary institution, lecturers need Information and Communication Technology (ICT) orientation since "one cannot give what a person does not have".

c) Also, ICT should be added to the list of school curriculum from the first year till final year.

d) Students should be encouraged by given them assignments online activities especially visiting online newspapers and news blog websites.

e) Students should always strive to increase their ICT knowledge since most of the latest ICT are championed by respondents, for instance "Google" is a product of research by Larry Page and Seggy both of Stanford University.

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Appendix

MASS COMMUNICATION DEPT.

AJAYI CROWTHER UNIVERSITY,

OYO

P.M.B 1066

OYO STATE

QUESTIONNAIRE

Dear Respondent,

My name is ……………………. with matriculation ………………. Am a final year student in the above-mentioned department and institution. I am currently conducting academic research titled **"Influence of Online News on Hardcopy Newspaper Patronage in Nigeria".**

This research is for academic purpose and you as an esteemed respondent have been chosen for this research study. So, you are kindly requested to answer all the questions below as your responses count a lot. I solemnly promise that information given therein shall be treated with utmost confidentiality. Thank you.

Yours faithfully

……………………

(……………)

SECTION A: Demographic of Data

Instruction: This section asks about your demographic information, please kindly tick (√) in the appropriate bracket and tick option that is applicable to you in the space(s) provided.

(1)   **Age:**

(a) 18-28 [ ] (b) 29-35 [   ] (c) 39-48 [   ] (d) 49 and above [   ]

(2)   **Educational Status:**

(a) No formal education [   ] (b) Completed   Primary School [   ] (c) Completed   Secondary School [ ] (d) OND/NCE/SRN Nursing [ ] (e) BSC/HND [ ]

(f)   MSC/PGD [ ] (g) PhD [   ] Others [ ]

(3)   **Occupation:**

(a) Farmer [ ] (b) Civil Servant [ ] (c) Business/Private Workers [   ] (d) Students []

(4)   **Marital Status:**

(a) Single [ ] (b) Married [ ] (c) Divorce [ ] (d) Widowed [ ]

(e) Married but Separate [ ]

(5)   **Religion:**

(a)   Christian [   ] (b) Islam [   ] (c)Others [ ]

SECTION B:

Instructions: Read the questions below and carefully tick the responses of your choice (/)

6.   Are you computer literate//Digital Literacy?

Yes [   ] No [ ]

7.   Which of the following devices do you use for accessing online news blog/newspaper?

Desktop Computer/Laptop [ ] smartphone [ ]

8.   Are you aware of online news blog/newspapers?

Yes [   ] No [   ]

9.   Are you aware of online news websites/blogs?

Yes [ ] No [ ]

10.   How often do you have access to online news blog/newspapers?

Regularly [ ] Once in a while [ ]

11.   What kind of information or news do you seek in online newspapers/news

blogs?

News [ ] Jobs [ ] Cartoons [ ] Picture [ ] Others [ ]

12.   Is there any factor limiting or militating against people's access to online

newspapers/ news blog?

Yes [ ] No [ ]

13.   If yes, which of these factors?

Power/Electricity [ ] Money [ ] Time [ ] Poor/lack of Network [ ]

14.   How often do you patronize online newspapers/news blogs?

Daily [ ] Weekly [ ] Monthly [ ] once in a while [ ] No Idea [ ]

15.   Is there any perceived negative effect of online news to newspaper

industries?

Yes [ ] No [ ]

16.   Do you prefer online news blog/newspaper to conventional newspaper?

Yes [ ] No [ ]

17.   If yes, why?

It can be access any time [ ] It encourages specialization of audience [ ] It requires exposure of information communication technology (ICT) [   ] It convenient to get [ ]

18.   Can online news blog/newspaper reduce hard copy newspaper circulation?

Yes [ ] No [ ]

19.   Is there any benefit derived by newspaper industries in placing their news

online?   Large benefit [   ] little benefit [   ] No benefit at all [   ]

20.   To what extent has information and communication technology (ICT)

affected   newspaper industries?

        Very high extent [ ] high extent [ ] Average [ ] low [ ] No idea [ ]

Thanks