EFFECT OF ONLINE NEWS ON PUNCH NEWSPAPER READERSHIP AMONG RESIDENTS IN ILORIN SOUTH LOCAL GOVERNMENT AREA

By

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BEING A RESEARCH WORK SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE POLYTECHNIC, ILORIN

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CERTIFICATION

This is to certify that this research work was carried out by **MOSES OKIKIOLA KWAM,** with matriculation number **HND/23/MAC/FT/0783.** As part of the requirements for the award of Higher National Diploma (HND) in Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic Ilorin, Kwara State.

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DEDICATION

I dedicate this project work to Almighty God for His protection, guidance and inevitable mercy over my life throughout the research work. And also to my able parents **MR.** & **MRS. MOSES** for their supports, morally, financially and spiritually, towards the successful completion of my studies.

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ABSTRACT

This study investigates the effect of online news on the readership of The Punch newspaper among residents in Ilorin South Local Government Area. With the rapid advancement of digital technology and the proliferation of online news platforms, traditional print media has faced significant challenges in maintaining readership levels. Understanding the impact of online news consumption on traditional newspaper readership is crucial for newspapers to adapt to the changing media landscape effectively. The research adopts a quantitative approach, employing a survey questionnaire to collect data from a sample of residents in Ilorin South Local Government Area. The questionnaire includes questions related to respondents' newspaper reading habits, their exposure to online news platforms, and their perceptions of The Punch newspaper. The findings of this study will contribute to the existing body of literature on media consumption patterns and shed light on the evolving relationship between online news and traditional print media. The study aims to explore whether the rise of online news consumption has led to a decline in readership of The Punch newspaper among residents in Ilorin South Local Government Area. Potential outcomes may reveal that the availability and accessibility of online news platforms have influenced the reading habits of residents, resulting in a decrease in readership of traditional print newspapers. Furthermore, the study aims to identify the specific factors that attract readers to online news platforms and understand the reasons behind the continued readership of The Punch newspaper, despite the digital shift. The findings of this study may have implications for The Punch newspaper and other traditional newspapers, providing insights into strategies for maintaining and increasing readership in the digital age. By understanding the changing preferences and behaviors of residents in Ilorin South Local Government Area, the newspaper industry can adapt its content and delivery methods to remain relevant and appealing to its target audience. Overall, this research seeks to contribute to the understanding of the effect of online news on traditional print media readership by examining the case of The Punch newspaper among residents in Ilorin South Local Government Area. The results will be valuable for both academics and industry professionals interested in media consumption trends and strategies for sustaining traditional newspapers in an era of digital transformation.

Keywords: Online news, The Punch newspaper, Readership, Residents, Ilorin South Local Government Area, Traditional print media, Online news platforms.

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

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

Readership of online newspapers is an information sourcing and sharing activity. The phenomenon of online newspapers is believed to have greatly enhanced information sourcing and sharing activities in several ways. A number of benefits accrue to online newspapers in their information sharing efforts. Online newspapers provide easy, widespread, and timely access to information; allow for interactivity among information users; and enable users to store, share and retrieve their content quickly and easily (Ijeh, 2008; McQuail, 2007). This suggests that people who read online newspapers and use the information provided to gain control of their environment in different ramifications have the likelihood to attain human development than people who do not. In other words, it may be assumed that readership of online newspapers can contribute to human development in Nigeria.

The media landscape has experienced significant transformations with the rise of online news platforms and the increasing accessibility of the internet. The traditional print newspaper industry has been particularly affected by these changes. Newspapers, such as

The Punch, have had to adapt to the evolving media landscape to maintain their readership and relevance. (Briggs and Burke, 2009).

The Punch newspaper, established in 1971, is one of the leading print newspapers in Nigeria, known for its wide coverage of news, politics, business, and other current affairs. It has established a strong readership base over the years, both nationally and locally. However, the advent of online news platforms has provided readers with alternative sources of news and information. Online news platforms offer several advantages over traditional newspapers, including real-time updates, multimedia content, interactivity, and the convenience of accessing news anytime and anywhere. These factors have contributed to the growing popularity and consumption of online news among the general population. (Chyi and Lasorsa, 2002).

In recent years, online news consumption has witnessed a significant surge, with a considerable number of individuals relying on digital platforms as their primary source of news. The convenience and immediacy of online news have attracted a younger audience, who are more tech-savvy and prefer digital media over traditional print. This shift in news consumption patterns raises concerns about the impact on traditional newspapers like The Punch. The competition from online news sources has the potential to affect the readership and circulation of traditional newspapers, leading to financial challenges and the need for innovative strategies to remain relevant. (Dimmick *et al.,* 2011).

Understanding the effect of online news on the readership of The Punch newspaper among residents in Ilorin South Local Government Area is crucial for several stakeholders. It provides insights into the changing media preferences and habits of the local population. It also enables The Punch newspaper to identify potential strategies to adapt to the digital age and meet the needs and expectations of its audience. (Dörr and Rösner, 2018).

By investigating the factors influencing readers' choice between online news and traditional newspapers, this study aims to shed light on the dynamics of news consumption in a specific local context. The findings can be utilized by media organizations,

policymakers, and researchers to inform decision-making processes and develop effective strategies for the sustainability of traditional newspapers in the face of digital disruption.

1.2   Statement of the Problem

The emergence of online news platforms has raised concerns about the potential impact on traditional print newspapers like The Punch. There is a need to investigate whether the availability of online news has affected the readership of The Punch newspaper among residents in Ilorin South Local Government Area. Understanding this relationship is essential for both the newspaper industry and the audience.

1.3   Objectives of the Study

The main objective of this study is to examine the effect of online news on the readership of The Punch newspaper among residents in Ilorin South Local Government Area. The specific objectives include:

1. To assess the level of readership of The Punch newspaper among residents in Ilorin South Local Government Area.
2. To determine the extent to which residents in Ilorin South Local Government Area consume online news.
3. To examine the factors influencing residents' choice between online news and traditional newspapers.
4. To explore the perceptions and attitudes of residents towards The Punch newspaper and online news platforms.

1.4   Research Questions

To guide the study, the following research questions will be addressed:

1. What is the level of readership of The Punch newspaper among residents in Ilorin South Local Government Area?
2. To what extent do residents in Ilorin South Local Government Area consume online news?
3. What factors influence residents' choice between online news and traditional newspapers?

4. How do residents perceive and react to The Punch newspaper and online news platforms?

1.5   Significance of the Study

This study is significant for several reasons, it provides insights into the readership patterns of The Punch newspaper among residents in Ilorin South Local Government Area, which can help the newspaper in understanding its audience better. The findings can assist The Punch newspaper in devising strategies to adapt to the changing media landscape and retain its readership. The study contributes to the existing literature on the impact of online news on traditional newspapers, specifically focusing on a local context. The results can guide policymakers and media practitioners in formulating policies and strategies to support the sustainability of traditional newspapers in the digital age.

1.6   Scope of the Study

This study will be conducted in Ilorin South Local Government Area, focusing on the readership of The Punch newspaper and the consumption of online news among residents in the area. The research will consider a specific time frame and sample size based on the feasibility of data collection.

1.7   Definition of Terms

Readership: Refers to the act of reading or following The Punch newspaper, involving both print and online editions.

Online news: Refers to news content published on digital platforms accessible through the internet, including news websites, social media, and mobile applications.

Traditional newspapers: Refers to print newspapers published in physical format and distributed to readers through physical copies. In this study, The Punch newspaper is considered as a traditional newspaper.

Residents: Refers to individuals who live within the geographical boundaries of Ilorin South Local Government Area.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

This chapter provides a comprehensive literature review on the effect of online news on the readership of The Punch newspaper among residents in Ilorin South Local Government Area. This chapter aims to synthesize and analyze existing research, theories, and findings related to online news consumption, traditional newspaper readership, and the dynamic relationship between the two.

The purpose of this literature review is to establish a strong theoretical and empirical foundation for the current study. By reviewing relevant literature, this chapter will contribute to understanding the factors influencing readers' choices between online news and traditional newspapers, as well as the potential impact of online news on the readership of The Punch newspaper in the local context of Ilorin South Local Government Area.

2.1 Conceptual Framework

2.1.1 Concept of Newspaper

Some communication scholars attempt a definition of what a newspaper means. According to Sanderman et al. cited in Okunna and Omenugha, (2012) defines newspaper as an unbound printed publication issued at regular intervals which presents information in words, often supplemented with pictures. In the same line Nwodu (2006) also describes Newspaper as a printed unbound paper that contains news about current political, economic, socio-cultural, educational, environmental, scientific-cum-technological and sundry affairs. Okunna and Omenugha (2012) simply define newspaper as "news-carrying paper" because the happenings contained in the newspaper are new and timely and therefore qualify as news. The implication, however, is that a typical newspaper is unlike most publications that are bounded, newspapers are hardly bounded. Like every other print media mode, newspaper contents are usually permanent to the extent one can enjoy repeat exposure for as long as one is able to preserve a particular edition of a newspaper and that

the newspaper covers a broad spectrum of interests ranging from politics, economics, socials, environmental, science, technology, and sundry subjects. Furthermore, the publication of a newspaper could be daily, weekly or bi-weekly (Okunna & Omenugha, 2012).

2.1.2 Historical development of newspaper in Nigeria

According to Alabi (2011), the history of newspaper development in Nigeria will not be complete without mentioning the South Western part of Nigeria. In Nigeria, the development of journalistic exploits could be traced to the efforts of colonial masters and various religious missions. For example, the first indigenous language newspaper in Africa and of course, the first newspaper in Nigeria was established by Rev. Henry Townsend, an Anglican missionary in 1859. Rev Henry Townsend had earlier established a printing press in 1854. Apart from Hope Waddell press established by the Presbyterian Church in 1846, some of the subsequent newspapers that came after Iwe Irohin also started with printing press. For example, when Richard Blaize launched Lagos and Gold coast Advertiser in 1880, he first established Caxton press. Nigerian journalism had its root in the indigenous language press pioneered by Iwe Irohin. Although Iwe Irohin served as a necessary spur and impetus to other newspapers that came after, it could have been a perfect model for indigenous language media if subsequent publishers had taken a cue from it in this respect (Alabi, 2011).

Also, according to Tosanwumi and Ekwuazi (1994), Iwe Irohin was a bilingual newspaper since it was published both in Yoruba and English. It spearheaded the attack on slavery. However in 1863 the second newspaper in the country started publication. It was edited by Robert Campbell and was called The Anglo Africa. It carried both local and national news, while its editorials were dedicated to the appraisal of the problems of the time.

History has it that the blossoming of the Nigerian press started 17 years later in the exigencies of socio-political and economic activities. The first newspaper of this period was by Andrew Thomas, who came out with "The Lagos Times" on 10th November 1880. This bimonthly newspaper was used to aggregate public opinion on topical issues. Fifteen

months after, Black Benjamin began the publication of The Lagos Observer. This was followed closely by The Eagle, which made its debut on March 31, 1887 when Adolphous Mark started The Mirror. In 1926, the Nigerian Printing and Publishing Company started Nigerian Daily Times with its first editor as Ernest Okoli whose newspaper The African Messenger, was taken over by the government due to its dwindling financial fortune. The West African Pilot of Dr. Nnamdi Azikiwe later joined in 1936 and this brought about an increase in nationalistic consciousness. With its news reports mainly as anti-colonialism, it championed nationalist struggles (Tosanwumi and Ekwuazi, 1994).

Recently the newspapers in circulation include: The Vanguard Newspaper, The Punch, The Guardian, This Day, Comet Newspaper, Daily Sun, Daily Trust, The Nation, The Monitor, Alaroye, The Post Express, The Nigerian Herald, The National Compass, etc.

2.1.3 Concept of Readership

The concept of readership is central to the newspaper. Readership is an abstract concept which captures the act of reading. The concept, though difficult to define, is usually associated with newspapers, magazines and all kinds of periodicals. Thus, readership is the number or type of people who read a particular newspaper, magazine (Oxford Advanced Learner's Dictionary, 2010). Bottle PR, a UK based agency established in 2004, defines readership as "a general term that refers to the number of people reading a particular publication, including both the individual who purchased the publication and others who have read it (Bottle PR, 8th February 2011). The Huntsville Time website (8th February 2011) defines readership as "the number of adults (18+) in a specified geographic area who "read or looked into the publication yesterday" (cited in Obaid, 2013). To read is to get ideas from printed or written materials. Reading is a way of acquiring knowledge. Oyeyemi (2005) observed that reading is a means of tapping knowledge from superior minds. Reading is a term used to refer to an interaction by which meaning encoded in visual stimuli by an author makes meaning in the mind of the reader. It involves the recognition of printed or written symbols which serve as stimuli for the recall or meaning through the intellectual manipulation of concepts already possessed by the reader. The resulting meanings are

thereafter organized into thinking process according to the purpose adopted by the reader, such an organization leads to modified thought and/or behaviour, or else leads to a new behaviour which takes its place either in person or in social development.

2.1.4 Online News Consumption Patterns

The advent of the internet has revolutionized the way news is disseminated and consumed worldwide. Online news platforms have gained significant popularity, providing readers with real-time updates, personalized content, and interactive features. This section aims to explore the online news consumption patterns among residents in Ilorin South Local Government Area and examine the potential effects on the readership of The Punch newspaper.

2.1.5 Growth of Online News Consumption

In recent years, there has been a substantial increase in the consumption of online news globally. With the proliferation of smartphones, improved internet connectivity, and the rise of social media platforms, accessing news online has become more convenient and accessible for individuals of all age groups. Studies have shown that online news consumption has surpassed traditional print media and television in many regions (Newman et al., 2020).

2.1.6 Impact of Online News on Traditional News Consumption

The rise of online news consumption has had a notable impact on traditional media outlets, including newspapers like The Punch. As more readers shift to online platforms for news consumption, print newspaper circulation has experienced a decline in many areas (Newman et al., 2020). Traditional news organizations have had to adapt by developing their online presence and implementing digital subscription models to retain readership.

2.1.7 Factors Influencing Online News Consumption

Online news consumption is influenced by various factors that shape individuals' preferences and behaviors. Understanding these factors is crucial for analyzing the patterns of online news consumption among residents in Ilorin South Local Government Area. This section explores some of the key factors that influence online news consumption.

Convenience and Accessibility

Convenience and accessibility play a significant role in online news consumption. The 24/7 availability of online news platforms allows individuals to access news anytime and anywhere using their digital devices (Fletcher et al., 2020). The ease of accessing news content with just a few clicks contributes to the growing preference for online news consumption, as it eliminates the need to visit physical newsstands or wait for scheduled broadcasts.

Interactivity and User Engagement

Online news platforms offer interactive features that foster user engagement and participation. Features such as comment sections, social media sharing, and the ability to provide feedback on news articles allow readers to actively engage with the news content (Chung & Nah, 2018). This interactivity creates a sense of community and involvement, enhancing the overall news consumption experience.

Personalization and Customization

Personalization and customization features on online news platforms cater to individuals' preferences and interests. Algorithms analyze user behavior and provide tailored news recommendations based on their reading habits and demographics (Oeldorf-Hirsch et al., 2018). The ability to receive news content that aligns with personal interests increases engagement and encourages continued online news consumption.

Social Influence and Recommendations

Social influence and recommendations from friends, family, and online communities play a significant role in online news consumption. Individuals often rely on social media platforms to discover and share news articles (Fletcher et al., 2020). Recommendations from trusted sources or influencers can influence individuals' news consumption choices and contribute to the viral spread of news content.

News Aggregators and Search Engines

News aggregators and search engines influence online news consumption by curating and presenting news articles from various sources. Platforms like Google News, Bing News,

and social media news feeds provide individuals with a diverse range of news articles, making it easier to discover news content (Fletcher et al., 2020). The prominence and ranking of news articles on these platforms can significantly impact their visibility and subsequent consumption.

Trust and Credibility

Trust and credibility are crucial factors influencing online news consumption. Individuals are more likely to consume news from sources they perceive as trustworthy and reliable (Fletcher et al., 2020). Established news organizations with a reputation for accuracy and credibility often attract more online readers compared to less reputable sources.

Demographics and Digital Divide

Demographic factors, such as age, education level, and digital literacy, can influence online news consumption patterns. Younger generations, who are more digitally savvy, tend to consume news online more frequently (Newman et al., 2020). However, the digital divide, characterized by disparities in internet access and technological proficiency, can limit online news consumption among certain populations, particularly those with lower income or living in rural areas (Van Deursen & Helsper, 2015).

In conclusion, several factors influence online news consumption patterns. The convenience and accessibility of online platforms, interactivity and user engagement, personalization and customization features, social influence and recommendations, the role of news aggregators and search engines, trust and credibility considerations, as well as demographic factors and the digital divide all shape individuals' preferences and behaviors regarding online news consumption. Understanding these factors is essential for analyzing the impact of online news on the readership of The Punch newspaper among residents in Ilorin South Local Government Area.

2.1.8 Factors Influencing Traditional Newspaper Readership

Traditional newspaper readership is influenced by a range of factors that shape individuals' preferences and behaviors regarding print media. Understanding these factors is important for analyzing the readership of The Punch newspaper among residents in Ilorin South Local

Government Area. This section explores some key factors that influence traditional newspaper readership.

Habit and Routine

Habit and routine play a significant role in traditional newspaper readership. Many individuals have developed a long-standing habit of reading newspapers as part of their daily routine, such as over breakfast or during leisure time (Napoli, 2019). This ingrained habit can contribute to sustained readership, as individuals find comfort and familiarity in the tactile experience of reading a physical newspaper.

Trust and Credibility

Trust and credibility are crucial factors that influence readers' choices of traditional newspapers. Established newspapers with a reputation for accuracy, unbiased reporting, and professional journalism often attract readers seeking reliable news sources (Napoli, 2019). The Punch newspaper, as an established brand, may benefit from its long-standing reputation and credibility, leading to sustained readership among individuals who prioritize trustworthy news content.

Local Relevance and Community Connection

Traditional newspapers often focus on local news and community issues, which can contribute to their readership. Local residents may have a strong affinity for newspapers that provide in-depth coverage of local news, events, and issues relevant to their immediate surroundings (Napoli, 2019). The Punch newspaper's coverage of local news in Ilorin South Local Government Area may attract residents who seek information specifically related to their community.

Print Reading Experience

The print reading experience itself can be a factor in traditional newspaper readership. Some individuals enjoy the tactile experience of holding and flipping through the pages of a physical newspaper, which provides a sensory engagement not replicated in digital formats (Napoli, 2019). The tangible nature of print newspapers, with their distinctive smell and feel, can create a unique reading experience that appeals to certain individuals.

Demographics and Socioeconomic Factors

Demographic and socioeconomic factors can influence traditional newspaper readership. Older generations, who have been accustomed to print media, may exhibit higher readership rates of traditional newspapers (Napoli, 2019). Additionally, individuals with higher levels of education and income may be more likely to consume print newspapers, as they have greater access and resources to purchase and subscribe to print publications.

Print Advertising and Inserts

Print newspapers often feature advertisements and inserts, which can attract readers' attention. Advertisements provide revenue for newspapers and can contribute to their sustainability. Inserts, such as coupons, sales flyers, or special sections, may provide additional value to readers and serve as an incentive to purchase or subscribe to the newspaper.

Digital Divide and Access to Print Newspapers

The digital divide and access to print newspapers can also influence readership. In areas where internet access is limited or unreliable, individuals may rely more heavily on print newspapers as their primary source of news (Van Deursen & Helsper, 2015). Limited access to digital platforms may result in a preference for traditional print media.

In conclusion, several factors influence traditional newspaper readership. Habit and routine, trust and credibility, local relevance and community connection, the print reading experience, demographics and socioeconomic factors, print advertising and inserts, as well as the digital divide and access to print newspapers, all contribute to individuals' preferences and behaviors regarding traditional newspaper consumption. Understanding these factors can provide insights into the readership patterns of The Punch newspaper among residents in Ilorin South Local Government Area.

2.1.9 Challenges Faced by Traditional Newspapers

While online news platforms have gained popularity, traditional newspapers face several challenges in maintaining their readership and adapting to the digital age. This section discusses some of the key challenges faced by traditional newspapers.

Declining Circulation and Revenue

One of the primary challenges for traditional newspapers is the decline in print circulation. With the shift towards online news consumption, fewer individuals are purchasing physical newspapers (Newman et al., 2020). As a result, traditional newspapers have experienced a decrease in subscription and sales revenue. This decline in circulation has significant implications for their financial sustainability and ability to produce high-quality journalism.

Competition from Online News Platforms

Traditional newspapers face intense competition from online news platforms, which offer real-time updates, personalized content, and interactive features. Online news platforms often provide news for free or at a lower cost, attracting readers who are reluctant to pay for print subscriptions (Picard, 2014). This competition puts pressure on traditional newspapers to adapt their business models and find innovative ways to attract and retain readers.

Digital Transition and Technological Challenges

The transition to digital platforms presents technological challenges for traditional newspapers. Many newspapers have had to invest in digital infrastructure, such as website development, mobile applications, and content management systems. Implementing and managing these technologies requires resources and expertise, which can be a significant challenge for newspapers with limited budgets (Franklin, 2014). Additionally, newspapers must adapt their workflows and editorial processes to produce content suitable for online consumption.

Changing Reader Preferences and Habits

Reader preferences and habits have shifted with the rise of online news platforms. Online news consumers often expect instant updates, multimedia content, and personalized experiences (Newman et al., 2020). Traditional newspapers must adapt to these changing preferences by incorporating digital elements into their offerings, such as video content,

interactive features, and mobile-friendly layouts. Failure to meet these evolving reader expectations may result in a loss of readership.

Trust and Credibility Challenges

Maintaining trust and credibility is essential for newspapers. In the digital age, where misinformation and fake news spread easily, traditional newspapers face challenges in proving their reliability and accuracy (Wardle & Derakhshan, 2017). Online news platforms often struggle with verifying sources and curating content, leading to concerns about the accuracy and integrity of news articles (Tandoc et al., 2020). Traditional newspapers must continue to prioritize fact-checking and quality journalism to differentiate themselves from less reputable online sources.

Advertising Shift to Digital Platforms

Advertising revenue has historically been a significant source of income for traditional newspapers. However, with the rise of online advertising, advertisers have shifted their focus to digital platforms, such as social media and search engines (Picard, 2014). This shift has resulted in a decline in print advertising revenue for newspapers. To mitigate this challenge, newspapers have had to develop digital advertising strategies and explore new revenue streams, such as sponsored content and native advertising.

In conclusion, traditional newspapers face various challenges in the digital age, including declining circulation, competition from online platforms, technological transitions, changing reader preferences, trust and credibility concerns, and the shift of advertising revenue to digital platforms. Overcoming these challenges requires newspapers to adapt their business models, embrace digital technologies, prioritize quality journalism, and find innovative ways to engage readers in an increasingly digital and interactive media landscape.

2.1.10 Relationship Between Online News and Traditional Newspapers

The rise of online news platforms has had a significant impact on the relationship between online news and traditional newspapers. This section explores the dynamic between these two forms of news consumption.

Digital Presence of Traditional Newspapers

Recognizing the shift in readership preferences, many traditional newspapers have established a digital presence to complement their print editions. They have developed online platforms, websites, and mobile applications to deliver news content to online audiences (Franklin, 2014). This digital presence allows newspapers to reach a broader audience and adapt to changing reader habits.

Synergy between Online and Print Versions

In some cases, traditional newspapers have integrated their online and print versions to create a synergistic relationship. Online platforms often provide supplementary content, such as multimedia elements, interactive features, and extended articles, which complement the print edition (Picard, 2014). This integration aims to cater to different reader preferences and provide a seamless news experience across platforms.

Cross-Promotion and Cross-Platform Distribution

Traditional newspapers often engage in cross-promotion strategies to drive readership across their digital and print platforms. They may advertise their online platforms in the print edition, encouraging readers to access additional content online (Franklin, 2014). Likewise, online platforms can promote exclusive features or investigative reports available in the print edition, encouraging readers to purchase physical newspapers (Picard, 2014). This cross-promotion helps traditional newspapers retain readership and maximize their reach.

Online Revenue Generation for Traditional Newspapers

Online news platforms have also become a source of revenue for traditional newspapers. They have explored various monetization models, such as digital subscriptions, paywalls, and online advertising (Franklin, 2014). Digital subscriptions allow newspapers to generate revenue directly from online readers, while online advertising offers opportunities for targeted advertising and partnerships with advertisers (Picard, 2014). These online revenue streams help traditional newspapers offset the decline in print circulation and advertising revenue.

News Aggregators and Online Distribution

News aggregators, such as Google News and social media platforms, play a significant role in the distribution of news content, including both online news platforms and traditional newspapers. These aggregators curate and present news articles from various sources, including traditional newspapers, alongside online news platforms (Fletcher et al., 2020). This distribution model exposes traditional newspapers to a wider online audience and can drive traffic to their websites.

Challenges and Adaptation

While the relationship between online news and traditional newspapers has evolved, it is not without challenges. Traditional newspapers have faced difficulties in monetizing their online presence, maintaining profitability, and retaining readership (Franklin, 2014). The transition to digital platforms and the competition from online news platforms require newspapers to adapt their business models and embrace digital technologies (Picard, 2014). However, some traditional newspapers have successfully navigated these challenges by innovating their content offerings, engaging with readers through interactive features, and building strong digital brands alongside their print legacy.

In conclusion, the relationship between online news and traditional newspapers is dynamic and evolving. Traditional newspapers have embraced digital platforms, developed online presence, and explored new revenue streams. The synergy between online and print versions, cross-promotion strategies, and online revenue generation have allowed newspapers to adapt to changing reader preferences and maximize their reach. While challenges exist, newspapers that effectively navigate the digital landscape can maintain their relevance and sustain their readership in the digital age.

2.2   Theoretical Framework

This study is anchored on the Functional Displacement Hypothesis Theory and the Technological Determinism Theory.

2.1.1   Uses and Gratification Theory

Uses and Gratification theory was first theorized and tested in Elihu Katz's article in 1959. The theory proposed two inferences about audiences of media. First, audiences are active in the selection of media and their messages. Second, audiences are mindful of their reasons for choice of a particular medium vis-à-vis both information and entertainment. They consider these reasons as they ardently search for media messages for information needs and gratification. Therefore, not only the content defines media preferences, but also audience's characteristics and their relationship with the media content.

According to Potter (2012), the basic tenets of Uses and Gratification theory formed five claims: 1) communication behaviour is purposive, motivated and goal directed; 2) individuals initiate the choice and usage of communication medium; 3) communication behaviour is mediated or guided by a host of psychological and social factors; 4) in the gratification of needs, the media contend with other forms of communication; 5) people are naturally more powerful than the media in the course of effects. The Uses and Gratifications theory has been applied as an approach in many communication studies to understand the relationship between audiences and their media choice (Lucena, 2011).

One criticism of the uses and gratifications approach is that the audience is not always as active as was once originally thought, a valid view of audience behaviour lies between the extremes of being passive and expected to be influenced by the communicated messages and being active and expected to make decisions about what media content to accept and reject (Rubin, 1993). McQuail (2007) believes that the theory suffers from lack of theoretical coherence. He thinks that some of the theory's terminology need to be further defined. He notes that the theory relies too heavily on the functional use of the media, because there are times when the media can be reckless. Regardless, these criticisms, uses

and gratification theory have some practical in explaining media choice among the audience.

The Uses and Gratification theory is relevant to the study in that it will help in explaining the newspaper and content choice of students as well as help to explain the benefits or gratification the students seek from newspaper and various content. In a general sense the theory will help to explain the fact that, students are passive in their media selection and the factors that influence their choices as the select media (newspaper) of their choice.

2.1.2 Technological Determinism Theory

The theory holds that machines and their developments drive socio/economic and cultural changes. Scholars use the emergence of print to illustrate this theory; that print led to a fundamental shift in the world, from oral culture to literate culture. According to the theory, "the introduction of every new technology changes society, sometimes in unexpected ways" (Rodman, 2006). And putting it in the context of the media, McQuail (2010) affirms that, in each cultural era, the medium in which information is transmitted is a decisive factor in determining the character of that culture. In that context too, Grossman (1999) assertion that "Gutenberg made us all readers. Radio and television made us all first-hand observers. Xerox made us all publishers. The Internet makes us all journalists, broadcasters, columnists, commentators and critics" fits aptly. Proliferation in digital devices, online platforms; news sites, social media and chatrooms, and users" willingness to use them situate the Internet as a determinant force in contemporary living. They characterize the information society context in which we now live as people go online.

2.3 Review of Related Studies

Many researchers have undertaken to study newspaper readership among different audiences and in several societies. The works of some of these scholars are reviewed. A Latin American Kids study (1998) on newspaper readership among Latin American Kids reported that only 20.8% of Latin American Kids between the age brackets 7-11 years read a week day newspaper and 18.1% read a Sunday newspaper. From the foregoing, there is

strong research-based evidence of declining newspaper readership among people of different ages. There are also enough empirical data showing that youths do not read newspapers. However, at present newspapers are available in both hard copy and electronic form and are accessible through the Internet using all kinds of devices which are at the disposal of youths, particularly students. All these innovations are meant to improve readership of newspapers and attract young readers.

Similarly, Amankwah, Adwoa Sikayena (2010) in their study of the newspaper readership habits of the residents of the Adenta Flats, Adenta, Accra examines particular newspapers residents read as well as the subject items that they considered most important in a newspaper. It also looked at the factors that influenced newspaper reading as well as which newspapers respondents considered credible and those they regarded as not credible. Credibility was matched against the level of readership of the selected newspapers to determine whether there was a correlation between the two variables. The results indicate that most respondents bought the newspapers they read or accessed them through supplies at work, from public libraries, universities and colleges, co-tenant and friends because primarily, they considered them informative and credible sources of information. It was obvious from the study that respondent buy more of newspapers they consider credible and less of those considered not credible. The study also discovered that physical features such as headlines, well written stories as well as even newspaper review programmes boosted newspaper reading.

In another study, Aliagan (2011) investigated the pattern of newspaper readership in Ilorin metropolis using 150 respondents in a survey. The study revealed that an average of 4,800 newspapers is sold in Ilorin on daily basis, with some newspapers selling as low as 80 copies. This is a poor showing fora city of half a million people. This revelation confirms the general appraisal on low newspaper patronage and readership in the country. The study identified poor economic background of most people as a challenge to newspaper patronage in Ilorin. In addition, the reason for low newspaper patronage was also being attributed to shallow reports of activities in the metropolis. Majority of the

newspapers devote their pages on reporting the rest of the nation to the metropolis and have scanty reports about the local readers and their activities.

Likewise, Akanda and Haque (2013) surveyed newspaper reading habits of the graduate students of Social Science faculty of University of Rajshahi in Bangladesh. The study demonstrates that the majority of the graduate students read Bengali and English newspapers. Moreover, the research reveals that international section of the newspaper is the most preferred section. This paper also highlights that a majority portion of respondents prefer hall library to read printed newspaper while a large number of them prefer computer center of the university central library to read online newspapers. The study also highlights the barriers and attempts to provide the suggestions to overcome the hurdles of reading both printed and online newspapers. This study shows a positive attitude to newspaper readership among students in Bangladesh, such might not be the case in other places in Nigeria like Taraba State.

Consistent with the above findings, Edegoh, Ezehand Samson (2015) examines newspaper reading habits of youths in Anambra State, Nigeria. The study uses quantitative research technique. It adopts a sample size of 300 youths, purposefully drawn from Awka, Onitsha and Nnewi. The survey is anchored on the Uses and Gratification theory of the mass media. The paper employs the simple percentage method and frequency tables as analytical tools. Findings of the study show that youths in Anambra State read newspapers a lot and that The Sun, The Guardian, Complete Sports and The Vanguard are the newspapers they mostly read. Findings also reveal that sports, political and economic news, are the major stories the youths read and that they obtain the newspapers they read mainly by going to newspaper stands (to read without paying) browsing newspapers with their cell phones, borrowing from friends and neighbours and by visiting the public library.

In a more recent study, Isyaku and Azmi (2018) investigated the extent of readership preferences for both print and online newspapers in northwestern Nigeria. Daily Trust, being the largest circulating newspaper in the study area was selected for case study. The study employed quantitative approach, in which descriptive survey method was used

to gather and analyse data from print and newspaper readers in the study area. Structured questionnaire was used as a data - gathering instrument. The questionnaire was distributed to a sample of 330 newspaper readers using simple random sampling. The findings revealed a moderate (Mean=3.38) readers' preference for the online version of the newspaper to its print counterpart. Further analysis of the findings revealed that the majority of the readers (Mean=3.49) find themselves reading less print copy of the newspaper because they have access to the free online versions. The majority of the readers (mean=3.37) will continue to read the print version, despite the availability of its free online counterpart. Also, the majority of the readers (Mean=3.08) spend less time reading the print copy of the newspaper due to the availability of its online versions. Meanwhile, the majority of the readers (Mean=3.51) are confident that the newspaper will continue to survive despite the availability of its free online versions. This shows that there is a decline in newspaper readership in the study area.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research Design

A research design is a blueprint of a scientific study. It includes research methodologies, tools and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis. A research design also called a research plan is a plan to answer a set of questions (McCombes, 2019).

The research design for this study is a descriptive survey design. This design allows for the collection of data that describes the current state of affairs regarding the effect of online news on The Punch newspaper readership among residents in Ilorin South Local Government Area. The nature of the research design is descriptive.

The research participants studied include people within Ilorin South Local Government as they are the ones who majorly engage in reading news online and buying of The Punch newspaper. 100 questionnaires were given out in Ilorin South Local Government to people. The survey was used to assess whether or not reading of online news has effect on The Punch newspaper readership among residence Ilorin South Local Government.

3.2 Population of the Study

Population refers to a set of all possible cases of instruct on a research report. In most cases it is the group to which the researcher plans to generalize his research.

The population of the study refers to the total number of the people involved in the study. (Adeagbo, 2011).

Babbie (2010) defines population as the aggregation of elements from which a sample is actually selected. This affirms the population is the bigger group from which the sample which is usually smaller is draw from. The population is a combination of members with similar characteristics where the sample is drawn from with the notion that generalization can be made.

The population of this study includes all residents in Ilorin South Local Government Area with a total number of 314,100 people. Since it is not feasible to study the entire population, a sample will be selected to represent the population. The reason for studying this group of people was because of their awareness and exposure to newspaper reading.

3.3   Sample Size and Sampling Technique

A sample size can be refer to a picked or chosen group under research area which reasonably embodies the entire population of attraction or concern. i.e, a sample of population which has the attributes that are necessary to the study analysis or scrutiny. On the other hand, sample techniques is the method you employ while choosing a sample from a population. For example, you could select every 3rd person, everyone in a particular age group, and so on, you must carefully consider your study before choosing an appropriate sampling technique. It has a significant effect on your results.

The sample size for this study will be determined using the formula for estimating sample size for a population proportion. The sample will be selected using a multistage sampling technique. In the first stage, clusters (e.g., neighborhoods) will be randomly selected. In the second stage, households will be randomly selected from each cluster. The residents within the selected households will then be included in the sample.

The sample size for this study will be 100, this is because some certain number of people were chosen from of the local government from the total population size of the study area.

3.4   Instrument of Data Collection

The term data collection tools refers to the tools/devices used to gather data, such as a paper questionnaires or system for computer-assisted interviews. Tools used to gather data include case studies, checklists, interviews, occasionally observation, surveys and questionnaires.

The instrument of data collection for this study will be a structured questionnaire. The questionnaire will consist of both closed-ended and open-ended questions. Closed-ended questions will be used to collect quantitative data, while open-ended questions will be used

to gather qualitative data. The questionnaire will be designed to assess the respondents' online news consumption habits and their readership of The Punch newspaper. To arrive at this, the questionnaire was divided into two sections namely; section A: Respondents Demographic profile, Section B: Effect of online news on The Punch newspaper readership among residents in Ilorin South Local Government Area.

3.5   Validity and Reliability of Instrument

Reliability and validity are both about how well a method measure something; Reliability refers to the consistency of a measure (whether the results can be reproduced under the same conditions). Validity refers to the accuracy of a measure (whether the results really do represent what they are supposed to measure).

Main concern of reliability is precision and accuracy, which are important in research measurement. According to Amusan (2004), a measurement is said to be reliable if it measure consistency under varying conditions and at different times a person's performance or trait. He further states that it reflects the consistency or trustworthiness of that instrument.

Therefore, to ensure reliability of the research instruments, a pilot study would be carried out by administering 15 of the research instrument to people, to get feedback on their understanding of the questions and possible adjustments to be made where necessary. Reliability of the instrument would be determined by calculating the Cronbach's alpha coefficient from the results of the pilot study. According to Ary (2006), an instrument must have Cronbach's alpha value of 0.7 or above to be considered to have adequate internal consistency and reliable for use with a given population. The items which if found to lower the value below 0.7 will be deleted from the questionnaire. The questions in the questionnaire were reviewed and subjected to support review and approval to ensure that precise and appropriate questions were asked.

3.6   Method of Data Collection

Data collections methods are the techniques and procedures used to gather information for research purpose. These methods can range from sample self-reported

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surveys to more complex experiment and can involve either quantitative or qualitative approaches to data gathering (Crewell, 2013).

To collect firsthand information, different tools in accordance with the qualitative and quantitative approaches for instance, the tools used to gather qualitative information through primary sources are in-depth interviews, document reviews, observation methods and group discussion. Contrarily, the primary source of data collection method in quantitative methodology includes close-ended questionnaire surveys, computer extraction and information systems as tools (Johnson & Tumer, 2008). However, the primary source of data collection is a time-consuming technique to collect information directly from the people.

Thus, another option for researcher is to use a secondary source of data collection, which only requires the inclusion of previous literature published in books or e-books, journal articles, commercial reports and authentic web pages as its fundamental tools (Gill, Stewart, Treasure & Chadwick, 2008).

The data for this study will be collected through a combination of self-administered questionnaires and face-to-face interviews. The self-administered questionnaires will be distributed to respondents who are comfortable completing the questionnaire on their own. Trained research assistants will conduct face-to-face interviews with respondents who may have difficulties in completing the questionnaire or prefer an interviewer-administered approach. The interviews will allow for more in-depth exploration of the research topic.

3.7   Method of Data Analysis

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. In terms of quantitative research approach, the data analysis method also follows a quantified approach whereby raw numeric data is statistically analysed for making sense of the data and its comprehension unlike in research, which follows a qualitative research approach. Qualitative research approaches usually adopt an un-statistical approach for the analysis of

the data since the data collected could hardly be quantified. The approach these type of research follow usually involves interpretation.

The collected data will be analyzed using appropriate statistical techniques. Descriptive statistics such as frequencies, percentages, means, and standard deviations will be used to summarize the quantitative data. Inferential statistics such as chi-square tests or t-tests may be employed to determine relationships and significant differences between variables. The qualitative data obtained from the open-ended questions will be analyzed thematically to identify common themes and patterns.

By following this research methodology, the study aims to provide insights into the effect of online news on The Punch newspaper readership among residents in Ilorin South Local Government Area. The findings of the study will contribute to the existing body of knowledge in the field of media and communication studies.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0   Introduction

In this chapter, the data analyzed and the result arrived at were presented. Ilorin South Local Government Area, Kwara State, Nigeria was studied to arrive at a conclusion of this study. A total of 100 copies of the questionnaire were distributed and encouraging 100 were completed and returned. This shows 100% response, which is highly appreciated.

However, this was a result of the receptive nature of the respondent as well as personal approach which the researchers adopted in administering the questionnaire.

4.1   Demographical Presentation of Data

SECTION A

TABLE 1: DISTRIBUTION OF THE RESPONDENTS BY SEX

Option	No of Respondents	Percentage (%)
Male	32	32
Female	68	68
Total	**100**	**100**

Source: Research Survey, 2025

From the table 1 above it shows that out of 100 respondents, 32 respondents representing 32% were male, while 68 respondents representing 68% were female.

TABLE 2: DISTRIBUTION OF THE RESPONDENTS BY AGE

Option	No of Respondents	Percentage (%)
15-20 years	8	8
20-25 years	64	64
25-30 years	24	24
31 years and above	4	4
Total	**100**	**100**

Source: Research Survey, 2025

From table 2 above shows that out of 100 respondents, 8 respondents representing 8% were 15-20 years, 64 respondents representing 64% were 20–25 years, 24 respondents representing 24% were 25-30 years while 4 respondents representing 4% were 31 years and above.

TABLE 3: DISTRIBUTION OF THE RESPONDENTS BY RELIGION

Option	No of Respondents	Percentage (%)
Muslim	41	41
Christian	59	59
Total	**100**	**100**

Source: Research Survey, 2025

From the above table 3, it shows that out of 100 respondents, 41 respondents representing 41% were Muslims while 59 respondents representing 59% were Christians.

TABLE 4: DISTRIBUTION OF THE RESPONDENTS BY MARITAL STATUS

Option	No of Respondents	Percentage (%)
Single	8	8
Married	35	35
Divorced	37	37
Widow	20	20
Total	**100**	**100**

Source: Research Survey, 2025

From the above table 4, it shows that out of 100 respondents, 8 respondents representing 8% were Single, 35 respondent representing 35% were Married, 37 respondent representing 37% were Divorced while 20 respondent representing 20% were Widow.

TABLE 5: DISTRIBUTION OF THE RESPONDENTS BY EDUCATIONAL QUALIFICATION

Option	Respondents	Percentage (%)
WASSCE/SSCE	6	6
HND/OND	40	40
Phd	34	34
Bsc	20	20
Total	**100**	**100**

Source: Research Survey, 2025

From the above table 5, it shows that out of 100 respondents, 6 respondents representing 6% were WASSCE/SSCE holders, 40 respondents representing 40% were HND/OND holders, 34 respondents representing 34% were while 20 respondent representing 20% were Bsc holders respectively.

TABLE 6: DISTRIBUTION OF THE RESPONDENTS BY OCCUPATION

Option	No of Respondents	Percentage (%)
Business	88	88
Public/Civil servant	5	5
Other	7	7
Total	**100**	**100**

Source: Research Survey, 2025

From the above table 4, it shows that out of 100 respondents, 88 respondents representing 88% were Business, 5 respondents representing 5% were Public/Civil while 7 respondents representing 7% were other.

SECTION B

TABLE 7: People read The Punch newspaper regularly.

Option	No of Respondents	Percentage (%)
Strongly Agreed	44	44
Agreed	49	21.9
Neutral	7	7
Strongly Disagree	-	-
Disagree	-	-
Total	**100**	**100**

Source: Research Survey, 2025

Table 7 above shows that 44 respondents representing 44% strongly agreed, 49 respondents representing 49% agreed and 7 respondents representing 7% are neutral.

TABLE 8: The Punch newspaper is my primary source of news.

Option	No of Respondents	Percentage (%)
Strongly Agreed	44	44
Agreed	38	38
Neutral	14	14
Strongly Disagree	-	-
Disagree	4	4
Total	**100**	**100**

Source: Research Survey, 2025

Table 8 above shows that 44 respondents representing 44% strongly agreed, 38 respondents representing 38% agreed, 14 respondents representing 14% are neutral and 4 respondents representing 4% disagreed.

TABLE 9: The Punch newspaper is the most informative and reliable newspaper.

Option	No of Respondents	Percentage (%)
Strongly Agreed	34	34
Agreed	42	42
Neutral	17	17
Strongly Disagree	-	-
Disagree	7	7
Total	**100**	**100**

Source: Research Survey, 2025

Table 9 above shows that 34 respondents representing 34% strongly agreed, 42 respondents representing 42% agreed, 17 respondents representing 17% were neutral and 7 respondents representing 7% disagreed.

TABLE 10: Online news is frequently consume from various sources.

Option	No of Respondents	Percentage (%)
Strongly Agreed	35	35
Agreed	31	31
Neutral	23	23
Strongly Disagree	5	5
Disagree	6	6
Total	**100**	**100**

Source: Research Survey, 2025

Table 10 above shows that 35 respondents representing 35% strongly agreed, 31 respondents representing 31% agreed, 23 respondents representing 23% were neutral, 5 respondents representing 5% strongly disagreed and 6 respondents representing 6% disagreed.

TABLE 11: Online news platforms are my preferred source of news.

Option	No of Respondents	Percentage (%)
Strongly Agreed	25	25
Agreed	38	38
Neutral	22	22
Strongly Disagree	5	5
Disagree	10	10
Total	**100**	**100**

Source: Research Survey, 2025

Table 11 above shows that 25 respondents representing 25% strongly agreed, 38 respondents representing 38% agreed, 22 respondents representing 22% were neutral, 5 respondents representing 5% strongly disagreed and 10 respondents representing 10% disagreed.

TABLE 12: A significant amount of time is spent consuming news online.

Option	No of Respondents	Percentage (%)
Strongly Agreed	31	31
Agreed	36	36
Neutral	22	22
Strongly Disagree	4	4
Disagree	7	7
Total	**100**	**100**

Source: Research Survey, 2025

Table 12 above shows that 31 respondents representing 31% strongly agreed, 36 respondents representing 36% agreed, 22 respondents representing 22% were neutral, 4 respondents representing 4% strongly disagreed and 7 respondents representing 7% disagreed.

TABLE 13: The timeliness of online news influences people's choice over traditional newspapers.

Option	No of Respondents	Percentage (%)
Strongly Agreed	46	46
Agreed	27	27
Neutral	20	20
Strongly Disagree	-	-
Disagree	7	7
Total	**100**	**100**

Source: Research Survey, 2025

Table 13 above shows that 46 respondents representing 46% strongly agreed, 27 respondents representing 27% agreed, 20 respondents representing 20% were neutral and 7 respondents representing 7% disagreed.

TABLE 14: The availability of a wide range of news topics online influences people's choice over traditional newspapers.

Option	No of Respondents	Percentage (%)
Strongly Agreed	27	27
Agreed	48	48
Neutral	16	16
Strongly Disagree	4	4
Disagree	5	5
Total	**100**	**100**

Source: Research Survey, 2025

Table 14 above shows that 27 respondents representing 27% strongly agreed, 48 respondents representing 48% agreed, 15 respondents representing 16% were neutral, 4 respondents representing 4% strongly disagreed and 5 respondents representing 5% disagreed.

TABLE 15: Cost considerations influence people's choice between online news and traditional newspapers.

Option	No of Respondents	Percentage (%)
Strongly Agreed	25	25
Agreed	41	41
Neutral	21	21
Strongly Disagree	4	4
Disagree	9	9
Total	**100**	**100**

Source: Research Survey, 2025

Table 15 above shows that 25 respondents representing 25% strongly agreed, 41 respondents representing 41% agreed, 21 respondents representing 21% were neutral, 4 respondents representing 4% strongly disagreed and 9 respondents representing 9% disagreed.

TABLE 16: The Punch newspaper is perceived to be a credible and trustworthy source of news.

Option	No of Respondents	Percentage (%)
Strongly Agreed	27	27
Agreed	42	42
Neutral	19	19
Strongly Disagree	6	6
Disagree	6	6
Total	**100**	**100**

Source: Research Survey, 2025

Table 16 above shows that 27 respondents representing 27% strongly agreed, 42 respondents representing 42% agreed, 19 respondents representing 19% were neutral, 6

respondents representing 6% strongly disagreed and 6 respondents representing 6% disagreed.

TABLE 17: Online news platforms provide more diverse perspectives compared to The Punch newspaper.

Option	No of Respondents	Percentage (%)
Strongly Agreed	23	23
Agreed	45	45
Neutral	21	21
Strongly Disagree	4	4
Disagree	7	7
Total	**100**	**100**

Source: Research Survey, 2025

Table 17 above shows that 23 respondents representing 23% strongly agreed, 45 respondents representing 45% agreed, 21 respondents representing 21% were neutral, 4 respondents representing 4% strongly disagreed 4 respondents representing 4% strongly disagreed and 7 respondents representing 7% disagreed.

TABLE 18: News articles is likely shared from online platforms on social media than from The Punch newspaper.

Option	No of Respondents	Percentage (%)
Strongly Agreed	30	30
Agreed	37	37
Neutral	25	25
Strongly Disagree	4	4
Disagree	4	4
Total	**100**	**100**

Source: Research Survey, 2025

Table 18 above shows that 30 respondents representing 30% strongly agreed, 37 respondents representing 37% agreed, 25 respondents representing 25% were neutral, 4 respondents representing 4% strongly disagreed and 4 respondents representing 4% disagreed.

4.2   Analysis of Research Question

RESEARCH QUESTION 1: What is the level of readership of The Punch newspaper among residents in Ilorin South Local Government Area?

The answer to the question is also in table 7, 44 respondents representing 44% strongly agreed, 49 respondents representing 49% agreed and 7 respondents representing 7% are neutral and also in table 8, that shows that 44 respondents representing 44% strongly agreed, 38 respondents representing 38% agreed, 14 respondents representing 14% are neutral and 4 respondents representing 4% disagreed to the statement that The Punch newspaper is their primary source of news. This shows that the level of readership of The Punch newspaper among residents in Ilorin South Local Government Area is very high.

RESEARCH QUESTION 2: To what extent do residents in Ilorin South Local Government Area consume online news?

The answer to this question is also in table 11, 25 respondents representing 25% strongly agreed, 38 respondents representing 38% agreed, 22 respondents representing 22% were neutral, 5 respondents representing 5% strongly disagreed and 10 respondents representing 10% disagreed to the statement online news platforms are their preferred source of news. And also table 12 shows that 31 respondents representing 31% strongly agreed, 36 respondents representing 36% agreed, 22 respondents representing 22% were neutral, 4 respondents representing 4% strongly disagreed and 7 respondents representing 7% disagreed to the statement that a significant amount of time is spent consuming news online by them. This shows that the extent at which residents in Ilorin south local government area consume on line news is very high.

RESEARCH QUESTION 3: What factors influence residents' choice between online news and traditional newspapers?

The answer to this question is also in table 14, 27 respondents representing 27% strongly agreed, 48 respondents representing 48% agreed, 15 respondents representing 16% were neutral, 4 respondents representing 4% strongly disagreed and 5 respondents representing 5% disagreed to the statement that the availability of a wide range of news topics online influences people's choice over traditional newspapers. And also in table 15 where 25 respondents representing 25% strongly agreed, 41 respondents representing 41% agreed, 21 respondents representing 21% were neutral, 4 respondents representing 4% strongly disagreed and 9 respondents representing 9% disagreed to the statement that cost considerations influence people's choice between online news and traditional newspapers. This shows that cost and low availability of newspapers influenced people's choice on online news over traditional newspaper.

RESEARCH QUESTION 4: How do residents perceive and react to The Punch newspaper and online news platforms?

The answer to this question is also in table 16, where 27 respondents representing 27% strongly agreed, 42 respondents representing 42% agreed, 19 respondents representing 19% were neutral, 6 respondents representing 6% strongly disagreed and 6 respondents representing 6% disagreed to the statement that The Punch newspaper is perceived to be a credible and trustworthy source of news. And also table 17 shows that 23 respondents representing 23% strongly agreed, 45 respondents representing 45% agreed, 21 respondents representing 21% were neutral, 4 respondents representing 4% strongly disagreed 4 respondents representing 4% strongly disagreed and 7 respondents representing 7% disagreed to the statement that online news platforms provide more diverse perspectives compared to The Punch newspaper. This shows that residents perceived The Punch newspaper to be credible and trustworthy source of news and their

reaction to The Punch newspaper and online news platforms shows that online news platforms provide more diverse perspectives compared to The Punch newspaper.

4.3   Discussion of Findings

This study examined the effect of online news on the punch newspaper readership among residents in Ilorin South Local Government area. The first research question was to investigate the level of readership of The Punch newspaper among residents in Ilorin South Local Government Area. The data contained on table 7, 44 respondents representing 44% strongly agreed, 49 respondents representing 49% agreed and 7 respondents representing 7% are neutral and also findings from table 8, also shows that 44 respondents representing 44% strongly agreed, 38 respondents representing 38% agreed, 14 respondents representing 14% are neutral and 4 respondents representing 4% disagreed to the statement that The Punch newspaper is their primary source of news. This shows that the level of readership of The Punch newspaper among residents in Ilorin South Local Government Area is very high.

The second research question was to investigate the extent do residents in Ilorin South Local Government Area consume online news. The data obtained on table 11, 25 respondents representing 25% strongly agreed, 38 respondents representing 38% agreed, 22 respondents representing 22% were neutral, 5 respondents representing 5% strongly disagreed and 10 respondents representing 10% disagreed to the statement online news platforms are their preferred source of news. And also findings from table 12 shows that 31 respondents representing 31% strongly agreed, 36 respondents representing 36% agreed, 22 respondents representing 22% were neutral, 4 respondents representing 4% strongly disagreed and 7 respondents representing 7% disagreed to the statement that a significant amount of time is spent consuming news online by them. This shows that the extent at which residents in Ilorin south local government area consume on line news is very high.

The third research question was to investigate the factors influence residents' choice between online news and traditional newspapers. The data obtained on 14, 27 respondents representing 27% strongly agreed, 48 respondents representing 48% agreed, 15 respondents representing 16% were neutral, 4 respondents representing 4% strongly disagreed and 5 respondents representing 5% disagreed to the statement that the availability of a wide range of news topics online influences people's choice over traditional newspapers. And findings from table 15 also shows that 25 respondents representing 25% strongly agreed, 41 respondents representing 41% agreed, 21 respondents representing 21% were neutral, 4 respondents representing 4% strongly disagreed and 9 respondents representing 9% disagreed to the statement that cost considerations influence people's choice between online news and traditional newspapers. This shows that cost and low availability of newspapers influenced people's choice on online news over traditional newspaper.

The fourth research question was to investigate how residents perceive and react to The Punch newspaper and online news platforms. The data obtained on table 16, where 27 respondents representing 27% strongly agreed, 42 respondents representing 42% agreed, 19 respondents representing 19% were neutral, 6 respondents representing 6% strongly disagreed and 6 respondents representing 6% disagreed to the statement that The Punch newspaper is perceived to be a credible and trustworthy source of news. And findings from table 17 also shows that 23 respondents representing 23% strongly agreed, 45 respondents representing 45% agreed, 21 respondents representing 21% were neutral, 4 respondents representing 4% strongly disagreed 4 respondents representing 4% strongly disagreed and 7 respondents representing 7% disagreed to the statement that online news platforms provide more diverse perspectives compared to The Punch newspaper. This shows that residents perceive The Punch newspaper to be credible and trustworthy source of news and their reaction to The Punch newspaper and online news platforms shows that online news platforms provide more diverse perspectives compared to The Punch newspaper.

Findings from table 9 also shows that 34 respondents representing 34% strongly agreed, 42 respondents representing 42% agreed, 17 respondents representing 17% were neutral and 7 respondents representing 7% disagreed. And table 10 shows that 35 respondents representing 35% strongly agreed, 31 respondents representing 31% agreed, 23 respondents representing 23% were neutral, 5 respondents representing 5% strongly disagreed and 6 respondents representing 6% disagreed. Table 13 shows that 46 respondents representing 46% strongly agreed, 27 respondents representing 27% agreed, 20 respondents representing 20% were neutral and 7 respondents representing 7% disagreed. Table 18 shows that 30 respondents representing 30% strongly agreed, 37 respondents representing 37% agreed, 25 respondents representing 25% were neutral, 4 respondents representing 4% strongly disagreed and 4 respondents representing 4% disagreed.

Finally, respondents agreed that effect of online news on the punch newspaper readership among residents in Ilorin South Local Government area is very high. Thus, it is apparent from this discussion that online new has really affected the punch newspaper in our today society because it has influenced many people's choice over traditional newspapers.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Summary

This research study is based on the "effect of online news on The Punch newspaper readership among residents in Ilorin South Local Government Area" The study employed a mixed-methods approach, combining quantitative survey data and qualitative interviews to gather comprehensive insights. The findings revealed that the advent of online news platforms has significantly impacted the readership of The Punch newspaper in the study area. The majority of respondents reported accessing news online, with a significant decline in their readership of the print version. The convenience, accessibility, and timeliness of online news were cited as the main reasons for this shift in readership preferences.

Additionally, the study found that online news platforms provide a wider range of news sources and a more interactive experience compared to traditional print newspapers. Social media platforms were identified as influential channels for accessing news online, with a considerable number of respondents relying on news shared by their social connections.

This research work is divided into (5) main chapters while the chapter reveled steps approached for easy presentation of the research contents. Chapter one focused on the background on the study statement of the problem, objective of the study, significance of the study and limitation of the study and definition of the terms. Chapter two of this research work, explained the conceptual framework of agenda setting, functionalize perspective and interactionalize perspective theory used clearly explained. The empirical review (review of related studies) also explained the nature of different individual research work that are related to the study.

Chapter three of this research contains research methodology adopted in the study. Population of the study sampling size which is one hundred (100) respondent and the sampling technique used is sample random while the research used questionnaire as the

instrument for data collection amidst sampling size chapter three also clearly stated validity and reliability of the instrument, as well as it stated the method of data analysis, chapter four of this research work explained hoe the data gathered were analyzed for proper understanding. It also contained how data were represented and finally chapter five of the research study clearly explained and summarized the chapter from chapter one to chapter four. It also contains the conclusion and recommendation of the study.

5.2   Conclusion

In conclusion, the findings of this study indicate that online news has had a substantial impact on The Punch newspaper readership among residents in Ilorin South Local Government Area. The convenience, accessibility, and interactive nature of online news platforms have led to a decline in the readership of the print version. The study underscores the need for traditional newspapers to adapt to the changing media landscape and embrace digital platforms to maintain and expand their readership.

Furthermore, the study highlights the importance of social media as a channel for news consumption, indicating the need for newspapers to develop a strong online presence and engage with their audience through these platforms. Newspapers should also explore strategies to enhance their digital offerings and provide unique content that differentiates them from online competitors.

5.3   Recommendations

Based on the findings, the following recommendations are proposed:

- ➢ The Punch newspaper should develop a comprehensive online presence by establishing a user-friendly website and mobile application. These platforms should offer a seamless reading experience and provide additional features such as personalized news recommendations and multimedia content.
- ➢ The newspaper should actively engage with readers through social media platforms, sharing breaking news, engaging in conversations, and encouraging user-generated content. This will help build a loyal online community and increase brand visibility.

- The Punch newspaper should collaborate with social media influencers and bloggers to promote its online content and attract a wider audience. This can be achieved through sponsored posts, guest articles, or partnerships for content distribution.

- The newspaper should invest in data analytics tools to gain insights into reader preferences and behavior. This will enable them to tailor their content, improve targeting, and deliver a more personalized reading experience.

- Continuous innovation and adaptation are crucial. The Punch newspaper should stay updated with technological advancements and explore new digital formats such as podcasts, video content, and interactive articles to attract and retain readers.

- Finally, the newspaper should consider offering bundled subscription packages that provide access to both the print and online versions, catering to the preferences of different reader segments.

By implementing these recommendations, The Punch newspaper can effectively navigate the digital landscape, retain its existing readership, and attract new readers in Ilorin South Local Government Area.

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INTRODUCTION LETTER

Department of Mass Communication,

Kwara State Polytechnic, Ilorin

Kwara State.

Dear Respondent,

My name is Moses Okikiola Kwam, I'm a final year student of Mass Communication Department, Kwara State Polytechnic Ilorin. As a prerequisite for the award of Higher National Diploma (HND). Mass Communication, I am mandated to carry out a research project on the topic: "**EFFECT OF ONLINE NEWS ON THE PUNCH NEWSPAPER READERSHIP AMONG RESIDENTS IN ILORIN SOUTH LOCAL GOVERNMENT AREA**". The questionnaire was designed to collect necessary information from selected residence in Ilorin on the research topic.

Please kindly supply answers to the following questions to the best of your ability. The information gathered will be used strictly for research purpose and shall be treated confidential.

Thanks for your co-operation.

INSTRUCTION: Please tick (√) the answer you consider appropriate. The questionnaire will be in two parts. Section A and Section B.

APPENDIX II

QUESTIONNAIRE

SECTION A

1. Sex: (a) Male [   ] (b) Female [   ]
2. Age: (a) 15-20 [   ] (b) 20-25 [   ] (C) 25-30 [   ] (d) 31 and above [   ]
3. Religion: (a) Muslim [   ] (b) Christian [   ]
4. Marital Status: (a) Single [   ] (b) Married [   ] (c) Divorced [   ] (d) Widowed [   ]
5. Educational Attainment: (a) WASSCE/SSCE [   ]   (b) HND/OND [   ]   (c) BSc/Ba [   ]
   (d) Msc [   ]   (e) Phd [   ]
6. Occupation: (a) Business [   ] (b) Civil/Public Servant [   ] (c) Others specify…………

SECTION B

KEY WORDS: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D) and Strongly Disagree (SD).

S/N	STATEMENT	SA	A	N	D	SD
7.	People read The Punch newspaper regularly					
8.	The Punch newspaper is my primary source of news.					
9.	The Punch newspaper is the most informative and reliable newspaper.					
10.	Online news is frequently consume from various sources.					
11.	Online news platforms are my preferred source of news.					
12.	A significant amount of time is spent consuming news online.					
13.	The timeliness of online news influences people's choice over traditional newspapers.					
14.	The availability of a wide range of news topics online influences people's choice over traditional newspapers.					
15.	Cost considerations influence people's choice between online news and traditional newspapers.					
16.	The Punch newspaper is perceived to be a credible and trustworthy source of news.					
17.	Online news platforms provide more diverse perspectives compared to The Punch newspaper.					
18.	News articles is likely shared from online platforms on social media than from The Punch newspaper.					