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# **NEW MEDIA TECHNOLOGIES AND THE PRACTICE OF PRINT JOURNALISM**

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CHAPTER  
FOUR

**NEW MEDIA TECHNOLOGIES AND  
THE PRACTICE OF PRINT JOURNALISM**

***Adesina L. Azeez, Oyindamola M. Lamidi  
& Roselyn Vona Doghudje***

**Introduction**

Journalism has undoubtedly gone from its former state to a new one in which all that was manual has become computerized and automated. A journalist of today needs a lot more than a notebook, a tape recorder and a typewriter to perform. The use of new media has revolutionized news processing, news packaging, and news reporting. There is no doubt that the employment of new media in print journalism has helped to enhance and improve news timely and effective delivery. The emerging relationship between journalism and the internet has brought about a new breed of communication, which is popularly known as online journalism. It has democratized the flow of information that was previously controlled by traditional media, including newspapers, magazines, radio, and television, thereby making news and information more accessible.

Many newsrooms blend new and old media in order to save money and improve local news coverage. Others are capitalizing on new media platforms, such as Facebook and Twitter, to gather and report news, to promote news products and to build relationships with their audiences (Greer & Yan, 2010). While it is evident that audience members are using new technologies, such as social media, to consume mass-media messages in new ways, what is not known is the extent to which news outlets and journalists are using social media to gather news and deliver content to news consumers (Marszalek, 2011).

As Rogers' (2003) "diffusion of innovations" theory has often been used to research new technologies and their rates of adoption in newsrooms, this research was approached through that lens. Additionally, the impact of the internet on the traditional mass media industry, most importantly the newspaper, was analysed. The research describes how news organizations are currently using the social media the new media as reporting tools and as a means of disseminating information to their audience. It also explains the role of new media technology in making accessibility of news and information easy for the media audience.

### **Research Questions and Hypotheses**

The following research questions and hypotheses are addressed in this study:

1. In what ways have the new media technology impacted the practice of print journalism? In other words, to what extent has the use of new media technology aided the operations of media organizations?
2. How has the new media technology influenced newspaper readership among Nigerian youths? In particular, to what extent has new media technology made access to news and information easier for media audience?

### **Hypotheses**

1.  $H_{01}$ : There is no significant correlation between the use of new media for news gathering and ease of media operations
2.  $H_{02}$ : Dissemination of news and information on new media has not changed the attitude of youths to newspaper readership

### **Convergence, Digitization and Journalism Practice**

Convergence has been used to describe various trends in journalism, including the blurring of the limits between different media, professional skills and roles. With the rise of digital technology, concerns have been raised regarding the role of journalists and the quality of information presented. Some of the trepidation centres on the decline of the traditional journalist in favour of the blogger or amateur journalist.

Digitization of production, however, has facilitated changes in the organization and practices of journalism. Technological convergence, media convergence and organizational convergence have helped change the way in which news is made. As noted by Jenkins (2006, p. 10), de Sola Pool (1983) was perhaps the first to recognize convergence as a "force of change" within the media industries, in what he describes as:

A process called the "convergence of modes" is blurring the lines between media, even between point-to-point communications, such as the post, telephone and telegraph, and mass communications, such as the press, radio, and television. A single physical means be it wires, cables or airwaves may carry services that in the past were provided in separate ways. Conversely, a service that was provided in the past by any one medium be it

broadcasting, the press, or telephony can now be provided in several different physical ways. So the one-to-one relationship that used to exist between a medium and its use is eroding.

The way journalists work has changed rapidly over the last ten to fifteen years. Digital technology has given journalists new tools and newsroom processes have changed. New forms of outlets mostly Internet-related have emerged both within the traditional media companies and in new media companies in competition with traditional media.

There are several reasons why most major media have an internet presence. The first is to recoup some of the lost advertising. Second, they use it as a means to retain existing customers with breaking news and information. Third, it is a way to attract the younger demographic, a group of consumers who as a rule have not adopted the same habits of daily newspaper readership.

Though it has been seen that the emergence of internet and its adoption and use by youths in accessing news and information have affected the rate of sales of newspapers which even before the advent of internet, the youths barely succumbed to reading. It would make sense then that the only way that news organizations can successfully implement content sharing is to place newspaper or television content directly on the internet. This is simply an artefact of journalists remaining in their own specialties (Huang, Lisa, Moshood, & Lillian, 2004).

Digitization of the production processes has been the technological innovation that has supported newsroom integration. After the general adoption during the 1980s, of computers as the text processing and layout designing tool in newspapers (Boczkowski, 2004), and the later incorporation of digital audio and video editing processes in the broadcasters newsrooms (García, León, Sanders, & Harrison, 2004), the current trend is the development of digital content management systems that allow the newsrooms to store any news materials into databases that make them available to every journalist and ease the adaptation process of the content from one medium to another. This can actually help in the acceleration of production cycles and the consolidation of a professional culture of immediacy that broadcasting news started but online journalism has reinforced (Domingo, 2006).

Online journalism is also leading another convergence trend that can have implications in integrated newsrooms: the development of a multimedia news language (Salaverría, 2005) that combines textual, audio-visual and graphic news genres into a new set of production practices that is still on the initial phases of its configuration.

Journalistic convergence can be also analysed from the standpoint of the redefinition of professional roles and skills of reporters and editors. Scholars suggest that current trends can

basically be summarized in the idea of flexibility (Veseling, 2000). The ideal multi-skilled journalist would be able to produce news for any medium using any technological tool needed in every step of the process (Bromley, 1997). They would be able to adapt the stories to the language of each medium and develop the whole production process.

Distribution of content has been the dimension of convergence that more visibly has developed in recent years, even though journalism research has seldom paid attention to the implications of this trend. The maturity of the Internet and mobile communications, as well as the data-enabled digital television systems, have broadened the range of options for the citizens to access the news. Digitization, again, has facilitated the development of multiplatform delivery strategies that aim to make news distribution as efficient as possible, ideally using the work of one reporter on an issue as the common source for any version of the story in the different outlets of the media company.

There seems to be a virtuous circle accelerating the development of multiplatform delivery technologies. All the actors seem to benefit: telecommunication companies and software developers foster new content services as a way to find new revenue opportunities; the media perceive multiplatform strategies as a way to reach new audiences and increase the visibility of their content; and the users may be attracted by the ease of anywhere-anytime access to news.

To many, new media is seen as more of a convergence of technologies rather than a mechanism that can help transport, convey or disseminate timely information. One key impact of new media on news gathering is not only to improve quality news delivery but also facilitate the creation and dissemination of information by electronic means. In this regard, Dugo (2008) maintains that new media have transformed the world in all spheres of life in time past. He further elucidates the potential of new media in reducing manual operations in fostering the growth in the media has increased rapidly. For this reason, new media bridges the constraints of distance and time by possibly bringing news sources closer than ever before to the news gatherers and reporters.

Mugo (2006) is of the view that the new media has bridged the time between the reporter and the source, reporter and editor, saving costs such as travel logistics, as news can be reported from any location and at any given point in time. Still, cost is one of the immediate impacts of new media on news gathering, as the cost of gathering news has drastically and significantly reduced with the advent of new media. In addition to improving the delivery of news, computer and telecommunication technology serve as a medium for improving both the quality and quantity of information in print media. This serves as a springboard to the fact that newspaper organizations now update breaking news as soon as it happens.

Chan-de Liu (2006) is of the notion that new media improves news reporting. According to him, new media technologies have made exchange of ideas, (which is a form of reporting) between communicators and receivers easy. He argues that participation which necessitates reasoning and moreover trust, will help reduce the social distance between communicators and receivers, between teachers and learners, between leaders and followers as well as facilitate a more equitable exchange of ideals.

Timeliness and immediacy is one of the challenging features rocking new media technology in news reporting. It is imperative to say that new media technologies have had a magnificent and tremendous impact on how fast news content reaches the target audience. Before now, audience mainly rely on newspapers for most recent happenings. New media has made it even easier to publish information in real time, updating breaking news and events as they occur. (Mugo, 2006)

Garrison (2000) justifies the abundance of online content and facilities in news reporting gave rise to a high productivity and efficiency at a reduced cost. Therefore, the sophisticated new media technologies used in gathering and dissemination of news provides cutting edge facilities to newspaper organizations. Similarly, computers and computer networks are adopted in the newsroom for news processing. New media technologies are most commonly adopted in newsroom because it facilitates real time publishing, instant feedback, reaching more audience, easy information dissemination, interactivity among news producers and consumers of the media content.

Essentially, current media trends do not only seem to blur the differences among the media, but also the distance between producers and audiences (Jenkins, 2004). The origin of this redefinition of the relationship between journalists and citizens can be found in the qualitative changes in the audience habits and attitudes (Livingstone, 1999), namely fragmentation, specialization and active participation. Digital distribution technologies allow for the customization of content and ease the production of news that is highly targeted to specific niche audiences (Tewksbury, 2005). But it is active participation that may have a greater influence in the redefinition of professional journalism.

Blogs, wikis and other self-publishing tools have eased the ability of the citizens to produce their own content and potentially reach a global audience. It is not the first time in history that citizens produce content besides the professional news media (Deuze, 2005), but until the Internet popularized free, easy and effective tools, journalists tended to ignore those rather marginal citizen media initiatives. In the last years, not only has user-generated content production rocketed, but also a culture of dialogue and collective deliberation around news has consolidated in the blogosphere (Deuze, 2006).

Authors have stressed that this *citizen journalism* initiatives complement media coverage and actually can act as watchdogs of the performance of professional journalists (Cooper, 2006). Others have highlighted the risks of the active audience: anonymity, lack of responsibility and ethical standards, involvement in the reported events (McBride, 2006; The Editors Weblog, 2006).

Whatever are the consequences of citizen content production, professional media have started to explore the possibilities of engaging their audiences not only in news commentary but also in news production, with sections devoted to publishing newsworthy user contributions such as stories, photos, videos.

### **Theoretical Framework**

Several models have been developed in the past three decades to investigate variables that influence an individual's technology acceptance (Thompson et al, 2006). The technology acceptance model (TAM) proposed by Davis (1989) is the classical information systems model developed to explain computer-usage behaviour and factors associated with acceptance of technology. According to this theory, information system usage behaviour is predominately explained by behavioural intention that is formed as a result of conscious decision-making processes. Behavioural intention, in turn, is determined by two belief factors, namely, perceived usefulness (PU) and perceived ease of use (PEOU). By manipulating these two factors, system developers can have better control over users' beliefs about the system, and subsequently, their behavioural intention and usage of the system.

Dillon and Morris (1998, p. 5) defined technology acceptance as “the demonstrable willingness within a user group to employ Information Technology (IT) for the tasks it was designed to support”. The TAM presumes that behavioural intention is formed as a result of conscious decision making processes (Venkatesh, Morris, Davis, & Davis, 2003). The model specifies three belief factors that are salient in the context of Information Technology usage and acceptance: perceived usefulness (PU), perceived ease of use (PEOU), and attitude towards usage (ATU) (Davis, 1989).

Perceived usefulness (PU) is defined as “the degree to which a person believes that using a particular system would enhance his or her performance” (Davis, 1989). And this, in relation to the use of new media technology in print journalism, is as a result of the belief that its use will help to enhance news gathering process, production process, and even dissemination to the audience. This further underscores the relevance of the theory to this study.

Perceived ease of use (PEOU) refers to “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989). Perceived usefulness and perceived ease of use can be considered as cognitive factors.

Attitude towards usage (ATU) refers to the “the degree to which an individual evaluates and associates the target system with his or her job” (Davis, 1993). Attitude towards usage has been identified as a factor that guides future behaviour or the cause of intention that ultimately leads to a particular behaviour. In TAM, attitude towards usage is referred to as the evaluative effect of positive or negative feeling of individuals in performing a particular behaviour.

Applying this theory to the study, the perceived ease of use explains that the use of the new media technology to gather and disseminate news and information is economical and much more effortless compared to the traditional means of doing these things.

## **Method**

Survey method was adopted for carrying out this study. The print journalists as well as its readers (who are the media audience) made up the population of this study. The first group consisted of print journalists while the second group (the media audience) were drawn from tertiary institution students in Ilorin.

For the first group, five (5) journalists were sampled each from The Punch, The Guardian and The Nigerian Tribune newspapers. These media organizations were chosen based on their nationwide reach. For the second group (the media audience), 240 respondents were drawn from the students of University of Ilorin, Kwara State Polytechnic and Al-Hikmah University. The second group was required to determine how the use of new media technology by newspaper organizations has made accessibility of news and information easier for them.

For the first group, a non-probability sampling method - the purposive sampling method - was adopted in selecting the three newspapers organizations. The purposive sampling technique was adopted because it afforded the researcher the opportunity of considering typical cases which may quickly and easily provide the required information. The newspapers were selected based on the knowledge of their characteristics which matched the requirement for this study. The characteristics included: their perceived circulation strength, rate of readership, as well as area of coverage. Journalists selected for the structured interview from these newspaper organizations were chosen using the available/convenience method of sampling. Since all the reporters in the newspaper organization were not around at the same time, the available ones at the time of the interview were used.

The second group of respondents were selected across tertiary institutions in Ilorin community using stratified sampling technique which is a probability sampling technique. This technique was adopted in order to give adequate representation of all faculties in the selected institution thereby giving every youth an equal chance of being selected.



This technique was used to stratify three tertiary institutions: Al-Hikmah University, University of Ilorin and Kwara State Polytechnic in Ilorin. Four (4) faculties were selected in each of the institution and this was done through fish bowl simple random technique. Thus, a total of twelve (12) faculties were selected. Also from these twelve (12) faculties, twenty (20) students were selected from various departments in the faculties, making a total of two-hundred and forty (240) students that were selected from the faculties. The convenience non-probability technique was adopted at this stage because it was difficult to get the list of all students in each department for a random selection. Here, the researcher chose the students that were closest or those that could be found in the departments at the time of the study.

The researcher used the questionnaire to gather data from the second group and structured interview to obtain information from the first group. The structured interview entailed the use of a questionnaire with open-ended questions. The open-ended questions were to avail the journalists the opportunity to freely express their opinions on issues raised. The method of data collection was face-to-face administration of the questionnaire to respondents.

### **Data Analysis**

Data analysis consists of “examining, categorizing, tabulating, or otherwise recombining the evidence to address the initial propositions of a study” (Yin, 1994). Thus, the data gathered from respondents were analysed using instruments such as data distribution tables and percentages. The analysis focused on the opinion held by each stratum on the subject matter. The chi-square statistic was also used to test the hypothesis.

Out of the 255 copies of the questionnaire administered to both journalists and media audience, 254 were returned. This constituted the response rate of 99.6 %, which is relatively high. However, out of the 254 copies returned, some questions were not answered and were represented with missing system in the analysis of the data. Also, data obtained were analysed using simple percentages of respondents' demographic characteristics and responses to research questions.

## Analysis of the Demographic Variables

Table 1: Demography of Journalists

Gender	Frequency	Percentage (%)
Male	9	60.0
Female	6	40.0
	<b>15</b>	100.0
<b>Age Bracket</b>		
20-29 years	1	6.7
30-39 years	7	46.7
40-49 years	6	40.0
50 and above years	1	6.7
	<b>15</b>	100.0
<b>Organization</b>		
Punch Newspaper	5	33.3
Guardian Newspaper	5	33.3
Nigerian Tribune	5	33.3
	<b>15</b>	100.0
<b>Department</b>		
Editorial	9	60.0
Reportorial	6	40.0
	<b>15</b>	100.0
<b>Designation</b>		
Reporter	4	26.7
Senior Reporter	7	46.7
Chief Reporter	4	26.7
	<b>15</b>	100.0
<b>Academic Qualification</b>		
OND/NCE	1	6.7
HND/B.SC./B.A.	11	73.3
M.SC./M.A.	3	20.0
Total	<b>15</b>	100.0

As shown in table 1, the sex distribution of respondents indicated that 60% (n=9) of the total population were male while 40% (n=6) of the respondents were female.

The age bracket of the journalists indicated that 6.7% (n=1) of the respondents was between the age bracket of 20 and 29, 46.7% (n=7) were between ages 30 and 39, 40% (n=6) were between ages 40 and 49, and 6.7% (n=1) were aged 50 years and above.

All the journalists had equal number of representation of the organizations. 33.3% (n=5) made up journalists each from the three media organizations which were Punch Newspaper, Guardian Newspaper and Nigerian Tribune.

Distribution of respondents according to department showed that of the 15 respondents, 60% (n=9) were editorial staff while 40% (n=6) of the respondents were reportorial staff.

Distribution of journalists, according to their designation, indicated that among the journalists, 26.7% (n=4) were reporters, 46.7% (n=7) were senior reporters while 26.7% (n=4) were chief reporters.

Also, the distribution of journalists according to their highest level of educational attainment indicated that among the journalists, 6.7% (n=1) had an OND/NCE or its equivalent, 73.3% (n=11) had a B.Sc. Degree or its equivalent and 20.0% (n=3) had a M.Sc. Degree or its equivalent.

*Table 2: Demography of Media Audience*

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	138	57.7
Female	101	42.3
	<b>239</b>	<b>100.0</b>
<b>Age Bracket</b>		
16-20	90	37.7
21-24	131	54.8
25 and above	18	7.5
	<b>239</b>	<b>100.0</b>
<b>Institution</b>		
University of Ilorin	80	33.5
Al-Hikmah University	79	33.1
Kwara State Polytechnic	80	33.5
	<b>239</b>	<b>100.0</b>
<b>Academic Level</b>		
100	59	24.7
200	50	20.9
300	44	18.4
400	86	36.0
500	0	0.0
Total	<b>239</b>	<b>100.0</b>

As shown in table 2, the sex distribution of respondents indicated that 57.7% (n=138) of the total population were male while 42.3% (n=101) of the respondents were female.

The age bracket of the media audience indicated that 37.7% (n=90) of the respondents were between the age bracket of 16 and 20, 54.8% (n=131) were between ages 21 and 24, 7.5% (n=18) were aged 25 years and above. It can therefore be concluded that majority of the respondents were between the age bracket of 21 and 24.

The distribution of the respondents by their institution indicated that 33.5% (n=80) of the respondents were Students of University of Ilorin, 33.1% (n=79) were students of Al-Hikmah University and 33.5% (n=80) were students of Kwara State Polytechnic.

As shown in the table, the analysis of the academic level of media audience indicated that majority of the respondents were in 400 Level with 36% (n=86) representation, 18.4% (n=44) were in 300 Level, 20.9% (n=50) were in 200 Level, and 24.7% (n=59) were in 100 Level while no respondents is in 500 Level student.

*Table 3: Organizations' ownership of new media Platform*

Media Organizations	Does your organization have a social media account?	Does your organization have a website?	Does your organization have a mobile application?	Do your media audience use the application?	Do you have a personal social media account?
Punch Newspaper	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%
Guardian Newspaper	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%
Nigerian Tribune	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%	Yes (n=15) 100%

As shown in table 3, these background questions have an affirmative answer of 100% (n=15) all through which means that these media organizations have various new media which they made use of in disseminating news and information to their media audience. Also, their audiences make use of these applications and the journalists have their own personal social media accounts.

*Table 4: Purpose of Mobile Application*

<b>Purpose</b>	<b>Punch</b>	<b>Guardian</b>	<b>Tribune</b>	<b>Percentage (%)</b>
Reach more media audience	1	1	2	26.7
Update breaking news in time	3	2	2	46.7
Easy information dissemination	1	2	1	26.7
<b>Total</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>100.0</b>

Table 4 shows that the purpose of using the application varies among the various media organization and it indicated that a percentage of 26.7% (n=4) of the respondents said their organization used the application to reach more media audience, 46.7% (n=7) used the application to update breaking news in time and 26.7% (n=4) used it for easy information dissemination. Also, it can be seen that the Punch newspaper used the application to update breaking news more than the other newspaper organizations.

*Table 5: Perceived impact of new media on the profession of journalism*

<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>Total</b>
Using social media and internet to disseminate news is easy	33.3	66.7	0.0	0.0	100.0
It helps to update breaking news before other competitors	66.7	26.7	6.7	0.0	100.0
New media have helped reduce the cost of news gathering	20.0	66.7	6.7	6.7	100.0
Using social media/internet gives my organization competitive advantage over other media organizations	46.7	46.7	6.7	6.7	100.0
More media audiences are reached through the use of new media of communication	33.3	66.7	0.0	0.0	100.0
Information are gathered and disseminated at near instantaneous speed with the use of new media technologies	40.0	60.0	0.0	0.0	100.0

KEY: **SA**: Strongly agree; **A**: Agree; **N**: Neutral; **D**: Disagree

The first statement (item 20 in the questionnaire) was designed to determine the respondents' level of agreement with the statement that using social media and/or internet to disseminate news is easy. As shown in table 12, 33.3% (n=5) of the respondents strongly agreed with the statement and 66.7% (n=10) of the respondents also agree. Thereby, all of the 15 respondents agreed that using social media and internet to disseminate news is easy and this implies that new media has made the dissemination of news easy.

The second statement (item 21 in the questionnaire) was designed to determine the respondent's level of agreement with the statement that new media helps to update breaking news before other competitors. As shown in the table above, 66.7% (n=10) of the respondents strongly agreed with the statement and 26.7% (n=4) of the respondents also agreed, while 6.7% (n=1) of the respondents disagreed with the statement. In total, 93.3% (n=14) of the respondents agreed with the statement and this implies that using new media to disseminate news helps organizations to update breaking news before other competitors.

The third statement (item 22 in the questionnaire) was designed to determine the respondent's level of agreement with the statement that new media has helped reduce the cost of news gathering. As shown in table above, 20% (n=3) of the respondents strongly agreed with the statement, 66.7% (n=10) of the respondents agreed, 6.7% (n=1) neither agreed nor disagreed, and 6.7% (n=1) of the respondents disagreed with the statement. In total, 86.7% (n=13) of the respondents agreed with the statement and this implies that new media has helped reduce the cost of newsgathering.

The fourth statement (item 23 in the questionnaire) was designed to determine the respondent's level of agreement with the statement that using new media gives my organization competitive advantage over other media organizations. As shown in the table above, 46.7% (n=7) of the respondents strongly agreed with the statement and 46.7% (n=7) of the respondents also agreed with the statement, while 6.7% (n=1) of the respondents disagreed with the statement. In total, 93.3% (n=14) of the respondents who form the majority agreed with the statement and this implies that using new media to disseminate news gives organizations competitive advantage over other media organizations.

The fifth statement (item 24 in the questionnaire) was designed to determine the respondents' level of agreement with the statement that more media audiences are reached through the use of new media to disseminate news. As shown in table, 33.3% (n=5) of the respondents strongly agreed with the statement and 66.7% (n=10) of the respondents also agreed with the statement. Thereby, all of the 15 respondents agreed that more media audiences are reached through the use of new media to disseminate news.

The sixth statement (item 25 in the questionnaire) was designed to determine the respondents' level of agreement with the statement that information are gathered and disseminated at near instantaneous speed with the use of new media. As shown in table, 40% (n=6) of the respondents strongly agreed with the statement and 60% (n=9) of the respondents also agreed with the statement. Thereby, all of the 15 respondents agreed that information are gathered and disseminated at near instantaneous speed with the use of new media.

This means that the majority of the respondents agreed that new media has a positive impact on their profession.

*Table 6: Social Media as a journalistic tool*

Use of social media	Response		Percentage (100%)
	Yes	No	
Do you use the internet and social media account to carry out your reporting duties?	(14) 93.3%	(1) 6.7%	100.0
Do you use social media and/or internet to find out what is happening in the news market?	(15) 100%	(0) 0.0%%	100.0

Questions 9 and 15 (shown in Table 6) was designed to determine whether the respondents used the new media to carry out their reporting duties and to find out what is happening in the news market. The answer to question 15 is in the affirmative as all the journalists revealed that they use new media to carry out this duty while for question 9, 93.3% (n=14) of the respondents used the internet and social media to carry out their reporting duties while 6.7% (n=1) of the respondents does not use internet to carry out reporting duty.

*Table 7: Ease of news gathering with the use of new media*

Response	Frequency	Percentage (%)
Extremely easy	7	46.7
Easy	7	46.7
Undecided	1	6.7
<b>Total</b>	<b>15</b>	<b>100.0</b>

Question 17 (shown in table 7) was designed to determine how easy news gathering has been since the emergence of new media. Results indicated that 46.7% (n=7) of the respondents revealed that it has been extremely easy and 46.7% (n=7) of the respondents also revealed that it has been easy while 6.7% (n=1) of the respondents was undecided about the answer to the question.

Table 8: Areas of reporting in which new media has been of immense help to journalists

Response	Frequency	Percentage (%)
Information gathering	5	33.3
Pitching story ideas	2	13.3
Easy access to photographs	4	26.7
Get people's contact	3	20.0
Arrange for interview	1	6.7
<b>Total</b>	<b>15</b>	<b>100.0</b>

As shown in table 8, question 18 was designed to determine which area of reporting new media has aided the journalists in the course of their duty. The analysis of the areas of use which new media has aided the duty of journalists indicated that 33.3% (n=5) of the respondents ticked information gathering, 13.3% (n=2) of the respondents ticked pitching story ideas, 26.7% (n=4) of the respondents ticked easy access to photographs, 20% (n=3) of the respondents used it to get people's contact and 6.7% (n=1) of the respondents used it to arrange for interview.

Table 9: Social media use by the audience to access news and/or information

Response	Frequency	Percentage (%)
Internet	105	43.9
Social media	66	27.6
Blogs	11	4.6
Newspaper websites	25	10.5
Mobile applications	32	13.4
<b>Total</b>	<b>239</b>	<b>100.0</b>

As shown in table 9, question 1 was designed to determine which new media of communication the media audience used to access news and/or information. Results showed that 43.9% (n=105) of the respondents used the internet to access news and/or



information, 27.6% (n=66) of the respondents used social media, 4.6% (n=11) of the respondents used blogs, 10.5% (n=25) of the respondents used newspaper websites and 13.4% (n=32) of the respondents used mobile applications.

*Table 10: Extent to which new media aids access to news and information on any issue*

<b>Response</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Easy	116	48.5
Fairly easy	49	20.5
Very easy	74	31.0
<b>Total</b>	<b>239</b>	<b>100.0</b>

As shown in table 10, question 6 was designed to determine how the advent of new media has aided the media audience's easy access to news and/or information on any subject matter. Results revealed that 48.5% (n=116) of the respondents responded that new media has aided access to news and/or information in an easy way, 20.5% (n=49) of the respondents said it has aided access in a fairly easy way and 31% (n=74) of the respondents said it has aided access in a very easy way.

*Table 11: Online newspaper and easy access to news*

<b>Response</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Absolutely	132	65.0
Partially	67	33.0
Not at all	4	2.0
<b>Total</b>	<b>203</b>	<b>100.0</b>

Question 10 (shown in Table 11) was designed to determine if the availability of news through new media gave the media audience easier and better access to news and/or information. Responses revealed that 55.2% (n=132) of the respondents answered that the availability of news on new media absolutely gave easy and better access to news, 28% (n=67) of the respondents answered that it partially gave easy and better access to news while 1.7% (n=4) of the respondents said it does not give easy access to news.

Table 12: Influence of new media on youths' attitude to newspaper readership

Statements	SA	A	N	D	SD	Total
New media satisfies my information need extensively without having to read hard copies of newspapers	42.4	44.5	11.3	1.3	0.4	100.0
New media of communication has influenced my attitude positively to newspaper readership	34.0	43.4	19.6	3.0	0.0	100.0
I am now an ardent reader of newspaper as a result of their availability online through new media of communication	22.3	40.3	23.5	10.9	2.9	100.0

KEY: **SA**: Strongly agree; **A**: Agree; **N**: Neutral; **D**: Disagree; **SD**: Strongly Disagree

The first statement (item 16 in the questionnaire) was designed to determine the respondents' level of agreement with the statement that new media satisfies my information need extensively without having to read hard copies of newspapers. As shown in table 20, 42.4% (n=101) of the respondents strongly agreed with the statement, 44.5% (n=106) of the respondents agreed, 11.3% (n=27) of the respondents neither agreed nor disagreed, 1.3% (n=3) of the respondents disagreed and 0.4% (n=1) of the respondents strongly disagreed with the statement. In total, 86.9% (n=207) of the respondents who form the majority agreed with the statement and this implies that new media satisfies the information need of media audience without having to read hard copies of newspaper.

The second statement (item 17 in the questionnaire) was designed to determine the respondents' level of agreement with the statement that new media of communication has influenced my attitude positively to newspaper readership. As shown in the table above, 34% (n=80) of the respondents strongly agreed with the statement, 43.4% (n=102) of the respondents agreed, 19.6% (n=46) of the respondents neither agreed nor disagreed and 3% (n=7) of the respondents disagreed with the statement. In total, 77.4% (n=182) of the respondents who form the majority agreed with the statement and this implies that new media of communication has helped influence youths' attitude positively to newspaper readership.

The third statement (item 18 in the questionnaire) was designed to determine the respondent's level of agreement with the statement that I am now an ardent reader of

newspaper as a result of their availability online through new media technologies. As shown in the table above, 22.3% (n=53) of the respondents strongly agreed with the statement, 40.3% (n=96) of the respondents agreed, 23.5% (n=56) of the respondents neither agreed nor disagreed, 10.9% (n=26) of the respondents agreed and 2.9% (n=7) of the respondents strongly disagreed with the statement. In total, 62.6% (n=149) of the respondents who form the majority agreed with the statement and this means that youths now read newspaper very as a result of their availability online through new media technologies .

### Analysis based on Hypothesis

For this research, two hypotheses will be tested. This is to determine the relationship between the variables.

The first hypothesis examined the relationship between the use of new media for newsgathering and the ease in media operations. With this hypothesis, the researcher attempted to establish whether there was a significant relationship between the use of new media and the ease of media operations.

**H<sub>01</sub>:** There is no significant correlation between use of new media for newsgathering and ease of media operations

**H<sub>1</sub>:** There is a significant correlation between use of new media for newsgathering and ease of media operations.

To find relationship between these variables, questions 9 and 25 on the questionnaire for journalists were cross-tabulated.

*Table 13: Cross-tabulation between the use of new media for news gathering and the ease of media operation*

Statements			Information are gathered and disseminated at near instantaneous speed with the use of new media technologies		Total
			SA	A	
Do you use the internet and your social media account to carry out your reporting duties?	Yes	Count	6	8	14
		Expected Count	5.6	8.4	14.0
	No	Count	0	1	1
		Expected Count	.4	.6	1.0
Total	Count	6	9	15	
	Expected Count	6.0	9.0	15.0	

KEY: **SA:** Strongly agree; **A:** Agree;

From the above table, it can be deduced that 14 journalists who used internet to carry out their reporting duties agreed that information are gathered and disseminated at near instantaneous speed with the use of new media technologies. The other 1 journalist also agreed that information is gathered and disseminated at near instantaneous speed with the use of new media technologies even though he did not use it to carry out his reporting duties.

Table 14: Pearson Chi-Square Tests

<b>X<sup>2</sup></b>	<b>Value</b>	<b>Degree of freedom</b>	<b>Asymp. Sig. (2-sided)</b>
Pearson Chi-Square	.714 <sup>a</sup>	1	.398

- a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .40.
- b. Computed only for a 2x2 table

The decision rule is that if the P value is greater than or equal to .05 you reject the hypothesis. From the table above, the P value (.714) is greater than .05. Therefore, we reject the null hypothesis that there is no significant correlation between the use of new media for news gathering and ease of media operations and accept the alternative hypothesis that there is a significant correlation between use of new media for news gathering and ease of media operations. This implies that when journalists use new media technology to carry out their reporting duties, it aids their operation and makes it easier.

This supports the claim that media organizations accepted the use of new media because of its perceived usefulness and ease of use as posited by technology acceptance model. The acceptance of new media is underlined by these two factors which have helped make news gathering and dissemination easy at every point in time.

The second hypothesis is to check whether the dissemination of news and/or information on new media has any effect on youths' newspaper readership habit. To determine the relationship between these variables, questions 6 and 17 on the questionnaire for media audience were cross tabulated.

**H<sub>02</sub>:** Dissemination of news and information on new media has not changed the attitude of youths to newspaper readership

**H<sub>2</sub>:** Dissemination of news and information on new media has changed the attitude of youths to newspaper readership

Table 15: Cross tabulation between the dissemination of information on new media and the youths' positive attitude to newspaper readership

Statements			New media of communication has influenced my attitude positively to newspaper readership				Total
			SA	A	N	D	
How easy has the advent of these new media of communication aided your access to news and information on any subject matter?	Easy	Count	35	51	26	4	116
		Expected Count	39.5	50.3	22.7	3.5	116.0
	Fairly easy	Count	16	18	11	2	47
		Expected Count	16.0	20.4	9.2	1.4	47.0
	Very easy	Count	29	33	9	1	72
		Expected Count	24.5	31.3	14.1	2.1	72.0
	Total	Count	80	102	46	7	235
		Expected Count	80.0	102.0	46.0	7.0	235.0

KEY: **SA**: Strongly agree; **A**: Agree; **N**: Neutral; **D**: Disagree

From the above table, it can be deduced that 182 people who have easy access though on different levels (easy, fairly easy and very easy) to news disseminated on new media strongly agreed and agreed that it has influenced their attitude positively to newspaper readership.

However, 46 people were neutral about the effect of new media on their newspaper readership habits even though they have easy access to news through its use while 7 people disagreed that it has not influenced their attitude to newspaper readership.

Based on the larger number (182 of 239) of people who agreed, it can be said that the dissemination of news and/or information on new media has influenced youths' attitude to newspaper readership positively.

Table 16: Pearson Chi-Square Tests

X <sup>2</sup>	Value	Degree of freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.346a	6	.500

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.40.

The decision rule is that if the P value is greater than or equal to .05 you reject the hypothesis. From the table above, the P value (5.346) is greater than .05. Therefore, we reject the null hypothesis that dissemination of news and information on new media has not changed the attitude of youths to newspaper readership and accept the alternative hypothesis that dissemination of news and information on new media has helped change the attitude of youths to newspaper readership. This implies that the dissemination of news and/or information on new media has influenced the attitude of youths to newspaper readership in a positive way. Most of them now read the news as a result of its availability online through new media

### **Discussion of findings**

One of the core findings of this study is that new media has made the dissemination of news and/or information easy for newspaper organization thereby impacting on the profession of print journalism. This is shown in table 12 of the analysis where various statements were used to examine the impact of new media on journalism. All of the respondents 100% (n=15) affirmed that new media helped to disseminate information easily, that it helped to gather information at near instantaneous speed and also to reach more media audiences. As propounded by Davis (1989), the new media which was accepted by the media organization because of its perceived usefulness has helped to enhance news gathering process and even dissemination to the audience every time there is a breaking news without having to wait till the next day before it is published and this was asserted by Dugo (2008) that new media is a tool that bridges the constraints of time by possibly bringing news closer than ever before.

*Also, it was found that the use of the new media technology to gather and disseminate news and information is economical and much more effortless compared to the traditional means of doing these things. This findings upholds Mugo (2006) that cost is one of the immediate impacts of new media on news gathering, as the cost of gathering news has drastically and significantly reduced with the advent of new media.*

*The study also revealed that journalists used new media to carry out their journalistic duties. This proves that the use of new media technology has aided the operations of media organizations as it allows journalists the opportunity of news gathering and finding out what is happening in the news market. New media also helped journalists in various areas of reporting like pitching story ideas, arranging for interview and getting people's contact. Also, it was found that media organizations use social media and/or internet as a surveillance tool which is a traditional function of the mass media.*

The study also examined the extent to which new media technology has made access to news and information easier for media audience. As part of the findings, 97.1% (n=232) of the 239 respondents find it easy using the new media to access news and/or information on

any subject matter and that majority of the respondents find reading online newspaper more exciting than hard copies because of the easy access.

As one of the main objectives of this research work, the study found out that new media technology has influenced newspaper readership among Nigerian youths. As shown in table 21, 87% (n=207) of the respondents are able to satisfy their information *need extensively without having to read hard copies of newspapers and that (62.6% (n=149) of the respondents now read newspaper frequently as a result of their availability online through new media technologies. This is corroborated by Huang et al (2004) that the emergence of new media technologies have allowed for the adoption and use of new media by youths to access news and information which even before the advent of internet, the youths barely succumb to reading.*

*The study also found out the effect of the emergence of new media technology has on the volume of sales of newspapers. From the findings it was discovered that media audience read soft copies of newspaper more than hard copies as seen in table 4.22 and therefore majority 79.5% (n=190) of the 239 respondents do not buy the newspaper on their own even if they were to read hard copy.*

It was also discovered that the overflow of news and/or information on the new media has dissuaded the media audience from buying hard copies of newspaper and thereby resulting in a decline in the sales of newspapers which is a negative impact of new media technology.

### **Conclusion and Recommendations**

From the findings of this study, it is clear that media organizations used new media to gather and distribute media content and news audiences also used new media tools to consume media content. Rather than relying on local print newspapers for news, media audience accessed information instantly via the Internet and social media sites, such as Facebook and Twitter. Consequently, some of this study's participants recognized this shift. As one reporter stated, "the decline in the sales of newspaper has been heightened by the advent of the new media and that is why most newspapers are now towing that path, hence their decision to strengthen their online medium".

The value of the new technologies in the print journalism lies in the extent to which they enmesh with old media to provide multimedia platforms that have reconfigured the structure of journalists' work environment in terms of how they do their work and their relationships with sources and readers. Similarly, journalists are now more in touch with the outside world. In this sense, news values and the newsrooms' conception of immediacy in news-making processes have also assumed new meanings.

This does not suggest that local newspapers are nearing the end of their economically useful life, but it does emphasize the need for local news decision makers to reassess their news

delivery strategies and it also reminds the journalists of the future on the need to reinvent themselves meaning they “need to care about where audiences are and how they are going to reach those audiences” whether they are online, in print, mobile or social media platforms.

Based on the various discussions and findings, the study indicates that the new media has had a positive impact on both the media organization and the media audience.

To this end, the researchers recommend that to be able to withstand the convergence of new media, the newspaper organizations should stay on top of it and utilize it to its utmost benefit so that print journalism does not become history. Besides, the newspaper industry should adopt the use of new media in order to compete, and catch up with the rapid and swift changes in new technologies. Importantly, the Nigerian government needs to help stabilize electric power because it is a key factor in actualizing the potential of new media in news processing in Nigeria.

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