

Influence of Social Media on Newspaper Patronage among Lecturers in University Of Nigeria, Nsukka

Ekpali Joseph Saint¹, Eric Msughter Aondover², Uchendu Chinelo Ebele³, Timothy Ekeledirichukwu Onyejelem⁴

¹Department of Mass Communication, National Open University of Nigeria.

²Department of Mass Communication, Caleb University, Imota, Lagos, Nigeria

³Department of Mass Communication, Nnamdi Azikiwe University Awka Anambra State, Nigeria

⁴Department of Journalism and Media Studies, Federal University Otuoke, Bayelsa State

Abstract:

The arrival of the internet has opened a new vista and opportunity for everyone to send messages to a wide, large, dispersed, anonymous, and heterogeneous audience, which is traditionally the duty of an organization. In this case, the situation has become a “one-to-many model”, and more so, the internet has triggered the development of social media; a platform where users meet to interact, receive and share information. In this direction, this study examined the influence of social media on newspaper patronage among lecturers in University of Nigeria Nsukka. The study is anchored on Technology Acceptance Theory and Media Richness Theory. The study adopted the survey research method because of its ability to investigate problems in realistic settings. The total population of lecturers in UNN is 2889 while the sample size is 340. A multi stage sampling technique was adopted for this study using cluster sampling and simple random sampling. Face validity was adopted for this study. The method of measuring reliability adopted for this work was the Test-Retest Method. Based on the findings, the study discovered that a large number of respondents use social media for information purposes as against the little number of those who do not access social media. The findings indicate that most of the respondents rely on social media for news very often. The study also found that there are factors that lead to accessing social media for use. From the findings, it is not out of place to conclude that the news ecosystem will continue to evolve just as distributed content will become commonplace. News organizations will have to struggle for relevance in the digital landscape.

Keywords:

Influence; Lecturers; Newspaper; Patronage and Social Media

I. Introduction

Before the emergence of new technologies, the vast majority of mass media audiences had to rely on newspapers, radio sets and television to consume information. The readers of the print medium have to wait until the next day after an event, accident, occurrence and their ilk happened before they can read it. Radio helped to quench this long thirst for news by providing timely information as fast as possible, while television added to the ability of the mass media to pass along information to the audience the same day it happened (Dominick, 2009; Oreoluwa et al., 2024).

The arrival of the internet has opened a new vista and opportunity for everyone to send messages to a wide, large, disperse, anonymous and heterogeneous audience, which is traditionally, the duty of an organization. In this case, the situation has become a “one-to-many model.” More so, the internet has triggered the development of social media; a platform

where users meet to interact, receive and share information. Social media outlets are Facebook, WhatsApp, etc (Owens-Ibie & Aondover, 2024).

The social media particularly gave rise to user-generated content and encouraged interactivity between the mass media and its audience. Dominick (2009, p.25) corroborates this assessment when he acknowledged that social media “use special techniques that involve participation, conversation, sharing, collaboration and linkage.” In addition, all of these changes made social media “a prevalent channel to access information, spread ideas, and influence opinions” (Fenton, 2012; Aondover et al., 2023).

However, the prevalence of social media has affected public’s patronage of hardcopy newspaper, thereby raising concern among media practitioners. For instance, experts in the nation’s media and marketing communication industries at a forum organized by the Advertising Agencies’ Association of Nigeria, (AAAN), in 2010 in Lagos, raised alarm on the future of newspaper in Nigeria. Majority of the participants concluded that unless the print media braced up to the challenges posed by the new media, it might go extinct in the nearest future. This apprehension was no doubt a fall-out of the report which portrayed an alarming slide in the patronage of newspaper (Aondover et al., 2022; Vitalis et al., 2023).

According to the 2010 study carried out by the Advertisers Association of Nigeria (ADVAN) across the country, the daily sales figure of all the newspapers was less than 300,000, meaning that only one in every 470 Nigerians buy newspapers daily. Putting this reality in proper perspective, Ikiebe (2015) said that all the newspapers in Nigeria today have combined circulation figure that is far less than 500,000 copies per day when compared to 1980 when the population of Nigeria was about half of what it is today. Presently the stockpile of unsold copies of newspapers in the circulation departments of most print media organizations is a vivid sign of this challenge (Aondover et al., 2024).

It is also worrisome that low patronage of hardcopy newspaper is not only a local matter, but a global one (Vitalis et al., 2024). Corroborating this, Ikiebe (2015) noted that circulation decline is a global phenomenon as the newspaper industry in America, Europe and even Asia are also affected. This, he said, is primarily due to the impact of the Internet, particularly social media, which guarantees quick news for free. People are attracted to the easy means of getting information on social media which provide them information of their choice anytime, anywhere. On the whole, the crux of this study is to examine the influence of social media on newspaper patronage among lecturers in University of Nigeria, Nsukka.

1.1 Problem Statement

Scholars like Alejandro (2010) established that the era of when people had to wait until the next day to read their favourite newspapers or sat down at an appointed time to either watch television or listen to radio has been bridged by technology. The consumption of news today is diametrically opposed to what it used to be in the past: With the internet providing the leeway for social media outlets to sprout out, more and more people tend to gravitate towards online to consume news (Msughter et al., 2023; Yar’Adua et al., 2023).

Because of this, there are complaints that the patronage level of hardcopy newspaper is getting low (Onyejelem, 2020; Yar’Adua et al., 2021). This has strengthened the assumption that the prevalence of social media might cause the extinction of the newspaper in the nearest future, if practical measures are not quickly taken. This study therefore examines how social media influence the patronage of newspaper among lecturers in in University of Nigeria, Nsukka (UNN).

1.2 Objectives of the Study

The main objective of this study is to examine the influence of social media on newspaper patronage among lecturers in UNN. Within this context, the specific objectives are:

1. To determine the level of exposure among lecturers in the University of Nigeria, Nsukka on social media outlets.
2. To ascertain how often lecturers in the University of Nigeria, Nsukka rely on social media outlets for their daily news.
3. To find out the level of patronage of traditional newspaper among lecturers in the University of Nigeria, Nsukka.
4. To examine the impact of online news reading among lecturers in the University of Nigeria, Nsukka on the sales volume of traditional newspaper.

II. Review of Literatures

1.2 Conceptualising Social Media as a Source of News

In a bid to get information easily and quickly, social media has become a platform readily available to news consumers for this purpose (Aondover et al., 2022). Information sharing, networking, and communication are among the key motivations behind the use of social media and, as a result, social media is emerging as one of the key platforms for information dissemination (Kperogi, 2012; Aondover et al., 2023), and users are free to make inputs on social media (Mojaye & Aondover, 2022; Msughter et al., 2023).

Ohaja (2003) observed that social media basically can be considered as social networking sites that connect people together for a variety of purposes. Social media platforms have become tools for newsgathering and there are reasons for this trend. Kperogi (2012) points that the improvement in communication technologies such as social media has promoted societal interconnectivity, interactivity, sharing and gaining knowledge at our convenience and most of the time at the click of a button on our fourth-generation hand-held screens. Okeke et al., (2013, p.79) are of the opinion that “Social networking sites have been sources of information just as the traditional mass media.” Ohaja (2003) disclosed that editors and producers have long begun to incorporate social media into strategies for news, signaling a shift to the use of social media to increase their audience reach and ferret out better ways to engage the audiences as well. In the age of the social media, engagement is key for survival (Aondover et al., 2022; Aliyu et al., 2023; Msughter et al., 2023).

It is not surprising to see social media dabble into the news ecosystem as Fenton (2012) that social networks are no longer a new door into news. They have become a primary pathway to it, one that will inevitably change because they are user driven. Social interaction has always been at the heart of news (Maikaba & Msughter, 2019; Maradun et al., 2021). When it comes to the concept of news consumption, social media offers a limitless stream of opportunities. Hermida (2012) thinks in this direction, too:

Social media offers news organizations new ways to promote content, increase audience reach, and potentially build brand loyalty. Social interaction has always played a role in the dissemination of news, from conversations in the office to newspaper clippings sent through the postal service. Sharing and discussing news takes place through social networks for a growing number of citizens, who are turning to their networked circles of family, friends, and acquaintances to alert them to news of interest. The sharing of links and recommendations on social networks is becoming a form of cultural currency, extending the reach of news (p. 371).

2.2 Challenges and Effects of Social Media on Newspaper Patronage

In this modern age, newspaper is struggling to survive amid the technologically revolution that has engulfed the media landscape (Msughter & Aondover, 2023). Ikiebe (2015, p.109) believes that “media houses from newspapers to TV stations are struggling to compete and stay relevant, as the reader can opt to be informed by Facebook status feeds or by following Tweets on Twitter on whatever they fancy.” Some observers believe that the threats faced by newspapers, have to do with dwindling readership, patronage and advertising revenue, and the inability of newspapers to monetize their online abilities (Idris & Aondover, 2022; Hile et al., 2023). Ikiebe (2015) writes that the new media have caused some media outlets in Nigeria to lose their revenue. Ohaja (2003) argues that major players in the newspaper industry have pointed accusing fingers at Google. Google is now so powerful that media tycoons believe that it has been forcing the newspaper industry out of business. Kperogi (2012) articulates his opinion on the threats of new media to newspaper thus:

The “death” of newspapers’ has long been predicted. Although consumption of news from television had affected sales prior to the internet, the advent of digital media has taken this trend to new dimensions... Still, there is no doubt that the rise of social media and the ubiquity of online news and opinion pose an existential challenge to the traditional newspaper model in which professional journalists act as guardians and privileged distributors of (scarce) information (p.2).

Kperogi (2012) argues further that social media is also disrupting the news industry by allowing consumers to disaggregate their preferences. Newspapers have long acted as aggregators, combining general news with coverage of sports, business, entertainment and so forth. Now, the aggregating role is increasingly being taken over by services such as Yahoo and Google. The news-related profits of Google, Facebook and so on, could compensate for declining revenues in newspapers (Aondover et al., 2022; Msughter et al., 2023). Ohaja (2003) is of the opinion that the internet audience is equally responsible for the plight of the traditional media. He argues thus:

Journalism today finds itself at a rare moment in history where, for the first time, its hegemony as gatekeeper of the news is threatened by not just new technology and competitors but potentially, by the audience it serves. Armed with easy-to-use web publishing tools, always-on connections and increasingly powerful mobile devices, the online audience has the means to become an active participant in the creation and dissemination of news and information (p. 14).

2.3 Review of Related Literature

In his study, Ohaja (2003) conducted a survey research whose objective was to examine readers’ preferences for print and online newspapers in northwestern Nigeria. It was found that majority of the readers (64.6 percent) find themselves reading less print copy of the newspaper because they have access to its free online version.

Abdulrauf-Salau (2013) found that 85.3% of the 300 respondents selected from the Kwara State capital were aware of Twitter evolving into a news source, with many of them (93.2%) said they have received news via Twitter. The source of news on Twitter also varied: Friends (45.2), family (32.4%), media organization (16.7%) and others 5.7%.

Another study by Fenton (2012) also showed that social media have affected the way news is being produced and distributed, with Twitter being the “most used site with 73.53%

among other social networks in accessing information by journalist in Edo state.”

2.4 Theoretical Framework

This study is anchored on Technology Acceptance Theory and Media Richness Theory. According to Chuttur (2009) the Technology Acceptance Model came into existence after many studies were carried out to understand why, despite the rise in technology needs in the 1970s, there was a growing failure among organizations to adopt systems. Chuttur tinkered with his model to put forward the Technology Acceptance Model. He believed that user acceptance of technology is influenced by three factors namely: perceived ease of use, perceived usefulness and attitude towards using the system.

Attitude is intrinsic to user adoption of technology because the user’s attitude towards a system or technology would determine whether he or she will use or reject the system. This attitude is shaped by perceived usefulness and perceived ease of use which has “a direct influence on perceived usefulness” shaped by the design characteristics of the technology (Chuttur, 2009, p. 2).

The adoption of social media can better be explained by the Technology Acceptance Model. They are easy to use and appear to be used for a variety of purposes ranging from academic to personal purposes (Onyejelem & Aondover, 2024a). This theory is significant to this study because it explains the reasons behind audience choice of a particular medium based on how useful it is perceived to be. Facebook and Twitter for instance, are not difficult to use, even people who sign up to these platforms start using it immediately with relative ease. Beyond the ease of use, the fact that they can be used for many purposes makes the theory apt for this study. When adapted to social media, news and newspaper patronage, Technology Acceptance Model helps us understand the underlying reasons or motivations behind users’ adoption of systems like Facebook and Twitter for news consumption, thereby leading to a low patronage of hardcopy newspaper (Onyejelem & Aondover, 2024b).

Similarly, the Media Richness Theory is founded on the proposition that media choice preference is shaped by variables like the characteristics of the medium. The theory was proposed by Daft & Lengel (1984, p.196) who define richness in the context of the theory to mean “the potential information carrying capacity of data.”

According to Aondover (2022, p.3) the theory arranges media on a scale ranging from ‘lean’ to ‘rich’ based on attributes such as “speed of feedback, variety of channels, personness of source, and richness of language used.” Applied to the intersection of news and social media, this theory seeks to explain that media users or audiences “tend to determine the richness of a medium by evaluating the difficulty or ease of the services the medium provides.”

Media Richness Theory supplements the Technology Acceptance Model by going further to reveal how certain peculiar characteristics of a medium impelled the user to employ it for seeking information. Social media generally meet the features of a rich medium speed of feedback, variety of channels. Technology has made almost everything easier to do and these theories show how social media has made seeking and engaging with news content an easy task.

III. Research Methods

This study adopts the survey research method because of its ability to investigate problems in realistic settings and it allow researchers to examine many variables (demographic and lifestyle information, attitudes, motives, intentions, and so on) and to use a variety of statistics to analyze the data.

According to Aondover et al., (2022) population refers to “all the members of any well-defined class of people, events or subjects.” It is the group about which you want generalization to be made. Therefore, the population of this study comprises all the lecturers in UNN. However, the population of male lecturers is 1770 while the population of female lecturers is 1119, bringing the total population of lecturers in UNN to be 2889.

Wimmer and Dominick (2011, p. 87), see sample as a “subset of the population that is representative of the entire population.” Since it will be impossible to study the entire population of this study, it was necessary to take a representative part of the population in order to seek the truth about the whole.

The sample size of the study was empirically determined using Australian Sample Size Calculator, developed by the National Statistical Service of Australia, and the result obtained is as follows:

The image shows a screenshot of the 'Determine Sample Size' calculator interface. The background is green. The title 'Determine Sample Size' is at the top center. Below the title are several input fields and a 'Calculate' button. The inputs are: Confidence Level (95%), Population Size (2889), Proportion (0.5), Confidence Interval (0.05), Upper (0.55000), Lower (0.45000), Standard Error (0.02551), Relative Standard Error (5.10), and Sample Size (340). Each input field has a small blue 'i' icon to its right. At the bottom, there are 'Calculate' and 'Clear' buttons.

Field	Value
Confidence Level	95%
Population Size	2889
Proportion	0.5
Confidence Interval	0.05
Upper	0.55000
Lower	0.45000
Standard Error	0.02551
Relative Standard Error	5.10
Sample Size	340

Source: <https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Sample+Size+Calculator>

From the above calculation therefore, the sample size of this study is 340.

A multi stage sampling technique was adopted for this study. Multi stage sampling requires the researchers to choose the sample in stages until the required sample is obtained. In the first stage, the cluster sampling technique was adopted to cluster UNN into ten faculties – the total number of faculties in Nsukka campus. They include; Agriculture, Arts, Biological Sciences, Education, Engineering, Pharmaceutical Sciences, Physical Sciences, Social Sciences, Veterinary Medicine and Vocational and Technical Education.

At the second stage, the simple random sampling techniques which according to Wimmer and Dominick (2011, p. 94) is “The most basic type of probability sampling where each subject, element, event, or unit in the population has an equal chance of being selected” was employed to select samples to be studied from the ten faculties clustered, in UNN. To

achieve this, the names of the ten faculties were written in separate pieces of paper with numbers such as 1,2,3,4,5 and so on assigned to them without any visible identifying factor. They were properly folded, before turning them in a container and five of these faculties were picked randomly through balloting. The faculties picked are: Arts, Biological Sciences, Engineering, Social Sciences and Education.

At the third stage, the researcher subdivided each of the selected faculties into different numbers of clusters depending on the number of departments in each faculty. The table below shows the clusters in each selected faculty according to the number of departments.

Table 1. Represent the Number of Departments/clusters in each Faculty

S/N	Faculty	Number of Departments/clusters	Total
1.	Arts	Mass Communication, Archaeology and Tourism, English and Literary Studies, Fine and Applied Art, Linguistics, Igbo and Other Nigerian Languages, Foreign Languages and Literature, Theatre and Film Studies, History and International Studies, Combined Arts and Music.	10
2.	Biological Sciences	Biochemistry, Microbiology, Plant Science and Biotechnology, Combined Biological Sciences, Zoology and Environmental Studies.	5
3	Education	Art Education, Science Education, Adult Education, Education Foundation, Health and Physical Education, Library Science Education, Social Science Education, Computer Education, Home Economics and Vocational Teacher Education	10
4.	Engineering	Agricultural and Bioresources Engineering, Civil Engineering, Electrical Engineering, Electronics Engineering, Mechanical Engineering, Materials and Metallurgical Engineering.	6
5.	Social Sciences	Public Administration, Economics, Social Works, Political Science, Religion and Cultural Studies, Psychology, Philosophy, Geography, Combined Social Sciences and Sociology and Anthropology	10
	Total		41

However, due to the large size of these selected faculties and the departments, the researchers were unable to cover them all. So, at the fourth stage, the simple random sampling technique was again applied to select four departments from each of the selected faculties.

To achieve this, the researchers used balloting or lottery system. Five containers holding names of each selected faculty were available to the researchers. The departments in each of the faculties were written in separate pieces of paper and allocated particular numbers in an orderly manner: 1, 2, 3, 4, 5, and so on depending on the number of departments in each faculty. These pieces of paper were scrunched and mixed properly before picking three pieces of crumpled paper from each of the five containers. The following departments were picked from each faculty as represented below:

Table 2. Represent the Selected 20 Departments from 5 Faculties

S/N	Faculty	Selected Departments	Total
1.	Arts	Archaeology and Tourism, English and Literary studies, Music and History and International Studies	4
2.	Biological Sciences	Biochemistry, Plant Science and Biotechnology, Microbiology and Zoology & Environmental biology	4
3.	Engineering	Civil engineering, Electrical Engineering, Mechanical engineering and Electronic engineering	4
4.	Social Sciences	Political Science, Philosophy, Economics and Religion	4
5.	Education	Science education, Library Science Education, Social Science education and Art education	4
	Total		20

To determine the exact number of copies of questionnaire that was assigned to each selected faculty at the fifth stage, the quota sampling technique was adopted where it uses a simple equation explained thus: the sample size divided by the number of faculties randomly selected. Therefore, sample size (340)/selected faculty (5) = 68.

Table 3. Distribution of Copies of Questionnaire to Respondents by Faculty

Faculty	Copies of Questionnaire Distributed
Education	68
Arts	68
Biological Sciences	68
Engineering	68
Social Sciences	68
Total	340

The quota sampling technique was also used to distribute copies of questionnaire to each of the four selected departments in the various faculties. Therefore, a total number of questionnaires allotted to each faculty (68)/total number of selected departments from each faculty (4) = 17

Table 4. Distribution of Copies of Questionnaire to Respondents by Department

Faculty	Department	Number of copies of questionnaire distributed
Education	Art Education,	17
	Social science Education,	17
	Science Education	17
	Library Science Education.	17
Arts	English and Literary Studies,	17
	History and International Studies,	17
	Archaeology and Tourism	17
	Music.	17
Biological Sciences	Microbiology,	17
	Biochemistry,	17
	Plant Science and Biotechnology,	17
	Zoology & Environmental Biology.	17
Engineering	Civil Engineering,	17
	Electronics Engineering,	17

	Mechanical Engineering, Electrical Engineering.	17 17
Social Sciences	Political Science, Psychology, Economics, philosophy.	17 17 17 17
Total		340

The copies of questionnaire was administered in these selected departments using convenience sampling technique, a non-probability sampling that involves the sample being drawn from that part of the population that is accessible. This is also known as available sample. It “is a collection of readily accessible subjects, elements, or events for study, such as a group of students enrolled in an introductory mass media course or shoppers in a mall” (Wimmer & Dominick, 2011, p.92).

Since the research design for this study is survey, the instrument that was used to gather data is inevitably the questionnaire, (Kurfi, et al., 2021). The questionnaire was self-administrated to help record high response rate and minimize unreliability that results from mailing copies questionnaire.

Face validity was adopted for this study. It “is achieved by examining the measurement device to see whether, on the face of it, it measures what it appears to measure” (Wimmer & Dominick, 2011, p.60). Thus, the instrument (questionnaire) was subjected to face validation by the researchers who scrutinized the questionnaire to ensure the questions/items are relevant to the study.

The method of measuring reliability adopted for this work is the Test Retest Method. Here, the researchers administered 20 copies of questionnaire to respondents as a form of pretest to answer the main questions. The researchers tactically made a provision for names of the respondents in both questionnaires for further consultations. Within 5 days of administering the first test, the researchers went for retest and discovered 3 errors from the respondent’s response. To calculate the reliability coefficient, the researchers adopted the Guttman Scale formula developed by Louis Guttman in 1944, with the formula:

$$1 - \frac{\text{Total error}}{\text{Total response}}$$

$$1 - \frac{3}{20} = 1 - 0.15 = 0.85. \text{ Reliability Coefficient of questionnaire} = 85\% \text{ (very high)}$$

The data collected in this research was presented and analyzed using descriptive method vis-à-vis frequency, percentage and tables in order to ensure accuracy, proper analysis clarity and correctness of data and show the distribution of results and findings. The qualitative method was used for interpretation to discuss the figures for better understanding of the findings. The percentage formula used is shown below:

$$\text{Where; } \frac{n}{\sum n} \times \frac{100}{1}$$

- n = Number of respondents (frequency)
- $\sum n$ = Total number of respondents
- 100% = Percentage.

IV. Results and Discussion

In this study, a total of 340 copies of questionnaire were distributed. Out of the total copies of questionnaire distributed, 320 copies were returned representing 94%, while 12 copies of questionnaire representing 3.8% were lost and 8 copies representing 2.5% were rendered invalid either because the respondents could not finish the questions or they were not filled appropriately. On the whole, the questionnaire contains 11 questions for both demographic and psychographic variables. The table below shows the distribution of the responses:

Table 5. Response Rate

Items	Frequency	Percentage (%)
No. Distributed	340	100
No. Returned	320	94
No. Lost	12	3.8
No. Invalidated	8	2.5

Source: Field Survey, 2023.

Table 6. Analysis of Demographic Data of Respondents

Response	Frequency	Percentage %
Male	190	44
Female	130	56
Total	320	100

Source: Field Survey, 2023.

The table shows that 190 of the respondents (59%) are male while 130 (41%) of the respondents are female. This means that a large share of the respondents is female.

Table 7. Age Distribution of the Respondents

Response	Frequency	Percentage %
30-40 years	50	16
41-50 years	120	38
51-60 years	80	25
61 years & above	70	21
Total	320	100

Source: Field Survey, 2023.

From the data available on this table, 50 respondents (16%) are between 30-40 years, 120 respondents (38%) are between 41-50 years, 80 respondents (25%) are between 51-60 while 70 respondents (21%) are above 60 years. This means that majority of the respondents are between the age of 41-50.

Table 8. Religion of Respondents

Response	Frequency	Percentage %
Christianity	250	78
Islam	40	13
African Traditional Religion	30	9
Total	320	100

Source: Field Survey, 2023.

The data shows that 250 respondents (78%) are Christians, 40 respondents (13%) are Muslim, while 30 respondents (9%) practice African Traditional Religion.

Table 9. Marital Status of the Respondents

Response	Frequency	Percentage %
Single	12	4
Married	308	96
Total	320	100

Source: Field Survey, 2023.

The above table shows that 12 respondents representing 4% are single while 308 respondents representing 96% are married. This means that most of the respondents are married.

Analysis of Psychographic Data of Respondents

The psychographic data of the respondents are represented below using simple tables, charts and frequencies.

RQ 1: What is the level of exposure among lecturers in the University of Nigeria, Nsukka on social media outlets? To answer this research question, questions 1 and 2 in the questionnaire are employed. The results are presented below:

Table 10. Responses on Whether the Respondents Access Social Media for News

Response	Frequency	Percentage %
Yes	280	88
No	40	12
Total	320	100

The above distribution illustrates that 40 respondents (12%) do not access social media for news but 280 respondents (88%) access social media. This means that a large number of respondents use social media for information purposes as against the little number of those who do not access social media. In addition, Mojaye and Aondover (2022) corroborate that social media is a prevalent channel to access information, spread ideas, and influence opinions.

Table 11. Respondents' Response on the Level of Exposure

Response	Frequency	Percentage %
Very High	195	61
High	80	25
Very low	21	6
Low	24	8
Total	320	100

Source: Field survey, 2023.

The above distribution reveals that 195 respondents representing 61% said their level of exposure is very high, 80 respondents (25%) said it is high, 21 respondents representing 6% said it is very low, while 24 respondents representing 8% said it is low. This implies that high

number of respondents expose themselves to social media contents, especially news. Dominick (2009) affirms that the arrival of the internet has opened a new vista and opportunity for everyone to send messages to a wide, large, disperse, anonymous and heterogeneous audience, which is traditionally, the duty of an organization.

RQ 2: How often UNN lecturers rely on social media outlets for their daily news? To answer this research question, question 8 in the questionnaire is employed. The result is presented below:

Table 12. Respondents’ response on how often they rely on social media for news

Response	Frequency	Percentage %
Very Often	245	77
Often	45	14
Sometimes	30	9
Total	320	100

Source: Field Survey 2023.

As many as 245 respondents (77%) said they rely on social media very often for daily news, 45 respondents representing 14% said often, while 30 respondents (9%) said sometimes. This indicates that most of the respondents rely on social media for news very often. Aondover 2022) remarks that majority of the readers find themselves reading less print copy of the newspaper because they have access to its free online version.

RQ 3: What is the level of patronage of traditional newspaper among lecturers in UNN? To answer this research question, question 9 was taken into consideration. The result is presented thus:

Table 13. Respondents’ response on the level of patronage of traditional newspapers

Response	Frequency	Percentage %
Very High	40	13
High	75	23
Very Low	35	11
Low	170	53
Total	320	100

Source: Field Survey 2023.

A total number of 40 respondents representing 13% said that their level of patronage of newspaper is very high, 75 of the respondents 23% said high, 35 respondents representing 11% said it is very low while 170 respondents representing 53% said low. This means that the level of patronage of the traditional newspapers is low among lecturers in UNN. Within the context of Technology Acceptance Model, the underlying reasons or motivations behind users’ adoption of systems like Facebook and Twitter for news consumption, thereby leading to a low patronage of hardcopy newspaper.

RQ 4: What is the impact of social media news consumption among lecturers in UNN on the sales volume of traditional newspaper? To answer this research question, questions 10 and 11 in the questionnaire are put into cognizance. The results are presented below:

Table 14. Respondents' response on whether there are factors that lead to accessing social media for use

Response	Frequency	Percentage
Yes	298	93
No	22	7
Total	320	100

Source: Field Survey 2023.

This table shows that 298 respondents (93%) agree that there are factors that lead to accessing social media for news, while 22 respondents representing 7% do not believe there are factors that lead people to it. This implies that there are factors that lead to accessing social media for use.

Table 15. Respondents' response on factors that lead to copyright infringement

Response	Frequency	Percentage
Social media is a cheap source	140	44
Advancement in technology	20	6
Easy access to needed Information	120	38
Time Factor	40	12
Total	320	100

Source: Field Survey, 2023.

The above distribution on the factors that lead to copyright infringement shows that 140 respondents (44%) holds that social media is a cheap source of information, 20 respondents (6%), hold on to advancement to technology, 120 respondents (38%) believe that easy access to information is a factor, while 40 respondents (12%) said that time is a factor. This means that social media is a cheap source of information. Media Richness Theory also reveals how certain peculiar characteristics of a medium impelled the user to employ it for seeking information.

V. Conclusion

This study comes at a time when social media outlets like Twitter, Instagram and their ilk are gaining traction globally. This study has shown that lecturers are not just exposed to social media, but they also rely heavily on its outlets to get news. From the findings, it is not out of place to conclude that the news ecosystem will continue to evolve just as distributed content will become commonplace. News organizations will have to struggle for relevance in the digital landscape.

References

- Abdulrauf-Salau, A. (2013). Twitter as news source to select audiences in Ilorin, Nigeria. *The Nigerian Journal of Communication*, 1 (1), 189-211.
- Alejandro, M. (2010). Journalism in the age of social media. <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Journalism>
- Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. *SIASAT*, 8(4), 202-212.

- Aondover, E. M. (2022). Interpretative phenomenological analysis of hate speech among editors of Daily Trust, The Nation and The Guardian Newspapers in Nigeria, *Konfrontasi Journal: Culture, Economy and Social Changes*, 9(2) 216-226.
- Aondover, E. M., Hile, M. M. & Yar'Adua, S. M. (2023). Ethical Issues and Insecurity in Africa: The Media Dimension. *Konfrontasi Journal: Culture, Economy and Social Changes*, 10 (2), 58-68 DOI: <https://doi.org/10.33258/konfrontasi2.v10i2.272>.
- Aondover, E. M., Maradun, L. U., & Yar'Adua, S. M. (2022). Mediatization of the net and internetization of the print media in Northern Nigeria. *Unisia*, 40(2), 335-356.
- Aondover, E. M., Okuneye, A. P., & Onyejelem, T. E. (2024). Application of new media in peace building and conflict resolution in Nigeria. *Journal of African Conflicts and Peace Studies*, 6(1). <https://digitalcommons.usf.edu/jacaps/vol6/iss1/8>
- Aondover, E. M., Oyeleye, S. A., & Aliyu, M. A. (2023). New World Information and Communication Order and its changing role in Nigerian Television Authority (NTA) Kano. *Unisia*, 41(1), 17-38. <https://doi.org/10.20885/unisia.vol41.iss1.art2>
- Aondover, E. M., Oyeleye, S. A., & Aondover, P. P. (2022). Analysis of Iconographic Effect of Visual Communication Genre on Covid-19 in Nigeria. *Journal of Gynaecology and women's health*, 23(3), 1-10.
- Aondover, E. M., Yar'Adua, S. M. & Aondover, P. O. (2022). Information seeking behavior on Covid-19 vaccine among residents of Fagge Local Government Area of Kano, Nigeria. *Research Square*, DOI: <https://doi.org/10.21203/rs.3.rs-1898209/v1>
- Aondover, P. O., Aondover, E. M., & Babele, A. M. (2022). Two nations, same technology, different outcomes: Analysis of technology application in Africa and America. *Journal of Educational Research and Review*, 1(1), 001-008.
- Chuttur, M.Y. (2009). Overview of the technology acceptance model: origins, developments and future directions, *Indiana University, USA. Sprouts: Working Papers on Information Systems*, 9(37). <http://sprouts.aisnet.org/9-37>
- Communication and Media Studies: Multiple Perspectives (423 – 439). *New Generation Educare Ltd.*
- Dominick, J. R. (2009). *The dynamics of mass communication in a digital age* (10th Ed). New York: McGraw Hill.
- Fenton, N. (2012). De-democratizing the news? new media and the structural practices of journalism. In E. Siapera & A. Veglis (Eds.), *The handbook of global online journalism* (pp. 119-134). Oxford: Wiley-Blackwell.
- Hermida, A. (2012). Social journalism: Exploring how social media is shaping journalism. In E. Siapera & A. Veglis (Eds.), *The handbook of global online journalism* (pp. 310-328). Oxford: Wiley-Blackwell.
- Hile, M. M., Msughter, A. E., & Aliyu, M. A. (2023). Secularism and Ethical Issues in Media Practice as a Bane for National Development. *SIASAT*, 8(3), 166-177.
- Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. *ASEAN Journal of Community Engagement*, 6(1), 22-47.
- Ikiebe, R. O. (Ed.). (2015). *Nigerian media leaders: Voices beyond the newsroom*. Lagos: BarnHouse Publishing Company Ltd.
- Kperogi, F. (2012). The evolution and challenges of online journalism in Nigeria. In E. Siapera & A. Veglis (Eds.), *The handbook of global online journalism* (pp. 445-461). Oxford: Wiley Blackwell.
- Kurfi, M. Y, Aondover, E. M. & Mohammed. I. (2021). Digital Images on Social Media and Proliferation of Fake News on Covid-19 in Kano, Nigeria. *Galactica Media: Journal of Media Studies*, 1(1), 103-124. Doi: <https://doi.org/10.46539/gmd.v3i1.111>.

- Maikaba, B., & Msughter, A. E. (2019). Digital Media and Cultural Globalisation: The Fate of African Value System. *Humanities and Social Sciences*, 12(1), 214-220.
- Maradun, L. U., Yar'Adua, S. M., & Msughter, A. E. (2021). Perceived value of social media in the # EndSARS protest in Nigeria. *International Journal of English Literature and Culture*, 9(3), 69-80.
- Mojaye, E. M. & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. *Journal of Communication and Media Research*, 14(1), 100-106.
- Msughter, A. E., & Aondover, P. O. (2023). Nollywood Offering and Nigeria People and Culture: Reflections and Projection. *Unisia*, 41(1).
- Msughter, A. E., Kuchi, M. G., & Abba, A. A. (2023). Critical Discourse Analysis of Traditional Medicine Outdoor Advertising and Public Health Issues in Northern Nigeria. *Indigenous Language for Social Change Communication in the Global South*, 39.
- Msughter, A. E., Ogbonna, S., Fagbohun, A. M., et al (2023) Customers Reactions on Service Delivery by Major Telecommunications Operators in Nigerian Newspapers. *Curr Trends Mass Comm*, 2(2), 98-105.
- Msughter, A. E., Perpetua, A. O., & Itiafa, A. L. (2023). Artificial Intelligence and the Media: Revisiting Digital Dichotomy Theory. In *Information Systems Management*. IntechOpen.
- Msughter, A. E., Perpetua, A. O., & Itiafa, A. L. (2023). Artificial Intelligence and the Media: Revisiting Digital Dichotomy Theory. In *Information Systems Management*. IntechOpen.
- Msughter, A. E., Yar'Adua, S. M., & Ogechi, A. P. (2022). Information seeking behavior on Covid-19 vaccine among residents of Fagge Local Government Area of Kano, Nigeria. *Journal of Positive School Psychology*, 6(9), 2526-2541.
- of social media. *Information System and Smart City*, 3(1): doi: 10.59400/issc.v3i1.502
- Ohaja, E. U. (2003). *Mass communication research & project writing*. Lagos: John Letterman.
- Okeke, I. J., Nwachukwu, C. A. & Ajaero, C. K. (2013). The implications of the rise in social networking sites on the newspaper industry in Nsukka urban area, Nigeria. *Greener Journal of Internet, Information and Communication Systems* 1(3), 079-086. <http://www.gjournals.org/JIICS/JIISC%20PDF/2013/August/052913647%20Okeke%20e%20al.pdf> on March 25, 2019
- Onyejelem, T. E., & Aondover, E. M. (2024a). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation in the Era of Artificial Intelligence. *Adv Mach Lear Art Inte*, 5(2), 01-09.
- Onyejelem, T. E., & Aondover, E. M. (2024b). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. *Journalism*, 14(3), 189-204.
- Onyejelem, T.E (2020). Reporting Child Right through film 'language' in Okunna, C.S (ed)
- Oreluwa, P. A., Vitalis, P. O., Nneka, A. Q., Collins-Dike, J., & Ridwan, M. (2024). Online Harassment of Female Journalist in Lagos State. *Polit Journal Scientific Journal of Politics*, 4(3), 162-174.
- Owens-Ibie, N., & Aondover, E. M. (2024). Hate postings on social media and peace imperatives in Nigeria. *Legal challenges and political strategies in the post-truth era*, Labcom Comunicacao & Artes, 121.
- Vitalis, P. O., Onyejelem, T. E., & Okuneye, A. P. (2023). Understanding advertising in the era of social media. *Information System and Smart City*, 3(1), 502-502.
- Vitalis, P.O, Onyejelem, T.E, & Okuneye, A.P. (2024). Understanding advertising in the era
- Wimmer, R. D & Dominick, J. R. (2011). *Mass media research: An introduction*. (11th ed). Belmont: Wadsworth Company.

- Yar'Adua, S. M., Msughter, A. E., & Garba, S. (2023). Media and National Development in Democratic Societies. *Polit Journal Scientific Journal of Politics*, 3(3), 105-115.
- Yar'Adua, S. M., Namadi, H. M., Msughter, A. E. (2021). An Appraisal of Political Economy of New Media in Nigerian Context. *Inter. J. Eng. Lit. Cult*, 9(4), 109-117.