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# Online Newspaper Usage in a University Community in Nigeria

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## Abstract

The purpose of this study was to examine the usage of online newspapers by four categories of members of staff and students of the University of Ibadan community namely: academic staff, non-academic staff, undergraduate students and postgraduate students. The study was guided by Unified Theory of Acceptance and Use of Technology theory. Data was collected from 304 randomly selected members of academic and non-academic staff, and students of the University of Ibadan using a questionnaire. The result shows that younger academics are most likely to gain performance advantage using online newspapers more than the older academics. Irrespective of the income and sex of academic staff, the younger academics are most likely to dissipate less energy using online newspapers than the older academics. Income is the only significant factor in respect of use of online newspapers by students. Attitudes of academic staff have no direct relationship with income or age, but female non-academic staff are most likely to have a positive attitude towards using online newspapers compared with their male counterpart.

## Introduction

All human activities are dependent on information, and current awareness information sources such as newspapers are highly useful. Newspapers meet human information needs by performing four main functions namely: to inform, to interpret the news, to provide a service to readers, and to entertain (Boerger 2005, Olley and Chile 2015, Ashong 2017, Ugwuanyi 2017). Newspapers are sources of enlightenment, and they also widen the horizon of people's views about events in the society; they also provide avenues for various announcements such as job opportunities, product and service advertisement, among others. Since the expansion of the World Wide Web in the 1990s, many newspapers have taken advantage of the increasing user population in the internet to publish their news online (Hope and Li 2004, Diri 2016,)

With press readers, for example, it is now possible for readers to access newspapers of both local and foreign countries and thereby get better informed on almost all events. An online newspaper is a newspaper that exists on the World Wide Web or Internet, either separately or as an online version of a printed version. Online newspaper is interactive and has the possibility of constant updates. They carry many stories at a time; they have no permanent content and they highlight their content colourfully, and provide links to them (Udaya, 2000; Olona and Odesanya 2016, Oliha and Arthur 2016). Many authors such as Ihlström et al. (2004), Ihlström and Akesson (2007) have contributed their opinions about the characteristics of an online newspaper, but they all agree that online newspaper adds portability to its concept, a feature that is a convergence of the printed newspaper and the online newspaper. They describe the online newspaper to include several different technologies that used to produce screens with a number of specific characteristics. They also described online newspaper to be reflective, that is, it gives the reader better reading experience than is unavailable in print.

The online newspaper is thin, flexible and non-sensitive. In addition, it does not require systems to have high battery performance for them to serve their audiences – the screen image could be stable and fixed even when there is no electrical voltage applied. Olona and Odesanya (2016), and Oliha and Arthur (2016), extends this concept, mentioning the inclusion of a special voice processing computer chip which could permit the online newspaper to read itself aloud in order to ease the eye strain, and with the possibility of response to simple commands to stop, start, repeat or skip to another section. This feature significantly differentiates online newspaper news delivery from that of merely listening to radio news. The online newspaper, according to Ihlström et al (2004), combines aspects of the print, with the possibilities of interactivity and video, and have even been predicted to be able to replace the printed edition in the end (Ihlström 2005).

Ihlstrom and Akesson (2007) have observed that the replacement of the printed newspaper with the e-newspaper has dramatically reduced production and distribution costs for the newspaper companies. According to Arrant and Anderson (2001), editors can make profit from online publishing by keeping expenses on materials and online staff to a minimum. On revenue generation, Gautam (2009) has hinted that the online newspaper is the hope of the newspaper industry at recouping revenue generation. Another issue relates to the decentralisation of the web; the web is open, autonomous and anarchic according and this creates the problem of censorship of content and privacy of the user (Udaya 2000). The online newspaper is competing with numerous other information sources whose authenticity cannot be verified. Moreover, the speed of publication on the internet has also raised the concern that information might be disseminated before it has been adequately checked.

The online newspaper involves the user much more actively than the print media does. Users' engagement is achieved through the feedback mechanisms and other features, which allow browsing and selection of stories at users' own time and place. It redefines social relationship creating a community whose members become co-creators (Pralhad and Ramaswamy, 2003). Finally, users' perception of an online newspaper can evoke a wide range of emotions and attitudes. These emotions and perception in turn affect the user's attitude towards the content, credibility and site use. The media constantly use emotions to build brand equity and loyal customers.

Hassan, Latiff and Etek (2015) have studied the effects of online reading on print newspaper circulation in Nigeria and found moderate effects. They found a moderate readers' preference for online version of the newspaper compared to its print counterpart, and majority of the readers read less of print copy of the newspaper because they have access to the free online versions. Olley and Chile (2015) studied readers' perception of Nigerian newspapers on the Internet in Nigeria and found that there is an ongoing transformation in access to news online, but they identified cost of access to the online newspaper as an obstacle. Edegoh, Nkiru and Anieboh (2015), Ashong (2017), and, Layefa, Adesoji and Adebisi (2015) have investigated issues that touch readership of online newspapers in their various communities in Nigeria, addressing media and content preference. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model of technology use (Venkatesh, Morris, Davis and Davis 2003), the emotions and perceptions of online newspaper users could be examined. The key issues include performance expectancy, effort expectancy, facilitating conditions, social influence of online newspapers, attitude towards the technology, and behavioural intention.

#### Statement of the problem and need for the study

Prior to the expansion of information technology in the 1990s, the print newspaper used to be a morning routine of many people. Online newspapers have now disrupted this routine. Unlike print, online newspapers are updated regularly, easily accessible by everyone with an Internet connection and mostly free of charge, and they support more activity and control by their users than their print version (Schoenbach, De-Waal and Lauf 2005). Usage of online

newspapers is discriminated by information technology access and skill, qualities that are prevalent among the news hounds, the computer savvy, and the young, who see the Internet as a viable medium for information and news (Baudrillard 1988).

The history of the newspaper in Nigeria is relatively old. It started with the Evangelical Church Journalism in Calabar in 1847 and Reverend Henry Townsend's Iwe Irohin later in Abeokuta in 1859. The Nigerian Press has ever since grown beyond lips and bounds. Nigeria has the biggest and most virile press community in Africa followed by South Africa and Kenya (Park 1995; Ashong 2017). The advent of the Internet has also made a deep impact on all information-related products and services in Nigeria as elsewhere. Furthermore, the increasing user population on the internet has attracted the traditional newspapers to publish online editions as well. From the perspective of technology adoption and acceptance, what are the perceived factors that account for the observed growth? This question has not been addressed by several studies that have discussed online newspapers in Nigeria. This study is necessary to provide information that could guide both print and online newspapers businesses with respect to business planning, information packaging, audience profiling and targeting, and advertisement, among others. The university community is a known avid consumer of information; this study therefore supplies some impetus for business re-engineering by newspaper businesses.

### Purpose of the study

The purpose of this study is to examine the perceived factors accounting for growth in usage of online newspapers by four categories of members of staff of the University of Ibadan community namely: academic staff, non-academic staff, undergraduate students and postgraduate students. The following questions capture the objectives of this study: Do the users of the technology believe that the technology will help them attain in performance of their various tasks. Do the users of this technology find the technology easy to use? Do they believe that organisational and technical infrastructure required to maximise the use of the technology exist? Are there important others in the society whose embrace of the technology is influencing its current use? What is the subjective probability that those who are not using the technology presently will engage in its use soon?

### Hypothesis

The following hypothesis was tested in this study: There is no significant relationship between the demographic characteristics of respondents and their perception of online newspapers.

## Literature Review

### Online newspapers: An overview

Online newspapers have been flashing the news scene since the early 90s when advances in hardware and software technology heralded the arrival of the World Wide Web. But Udaya (2000) opines that they have been around far longer than we think, as far back as 1940. At its earliest appearance during the expansion of the WWW in the 90s, newspapers were delivered online with a view to advancing its competitiveness with TV and radio in quickness or immediacy of news delivery.

The newspaper-publishing sector presently is characterised by a complex multi-channel, rich-media content delivery business, adopting any new technologies that are current. This shift is accompanied by a difference in the requisite skills in publishing as well as roles to be played by the different stakeholders. Apart from making contents available on e-readers and smart phones, Gautam (2009) has observed that new technologies and innovation are currently being exploited. For example, there exists streaming of personalized newspaper

service that allows the possibility of visitors to the website to create their own tailor-made choices of the topics and pages that interest them and the finished print product is then delivered to readers' homes.

Online medium is perfectly suited for people who are mainly technology savvy. The online newspaper contains all the content of the print newspaper, but it contains in addition, technology induced accoutrements that are absent in print media. However, there is an understanding that the new medium changes the ways traditional newspaper readers understand and relate to the news. The online newspapers do not give readers the opportunity to thumb through and physically relate to the organization of the publication, readers must mentally organize and prioritize their news. Ihlstrom and Akesson 2007; Gautam 2009 have shown that human interest stories dominate the byline of the online newspaper and stories are moved back and forth the online newspaper to market the content and attract readers. Hence, online newspaper can neither be classed as a daily or weekly, or other. Contents can be updated, reorganised, deleted, or edited any time. Furthermore, the news must be presented in an accessible and attractive way. Online news is a commodity created through Web pages - Web pages often exist only at the point of consumption, and the content of online newspapers is often free.

Inferring from Benjamin, the nature of online newspaper is such that the medium cannot serve as a record of history, for instance, and this and other attribute happens to be considered very crucial in news management. An online newspaper is transmitted to an unknown number of people throughout the day in various, changing forms, and it has no authority. As electronic forms of communication, in the online newspaper "Names take precedence over things, the actor over the act, and within the enclosed and mediated spaces governed by the rule of images, the distinctions between fiction and fact melt, thaw and resolve themselves into the malleable substance of docudrama." (Benjamin 1936:9). An important challenge that online newspapers face is the culture of the Internet itself. Unlike the printed media, which is operated by commercial enterprises, the Internet is decentralized, open, autonomous and anarchic.

## Theoretical background

Online news is a technology-oriented innovation. Many perspectives such as Technology Acceptance Model, Theory of Planned Behaviour, Theory of Reasoned Action and Diffusion of Innovation could be useful in explaining usage of e-newspapers. Venkatesh et al (2003) developed a model called the Unified Theory of Acceptance and Use of Technology (UTAUT), which integrated eight models previously used in information system researches. The model has origin in psychology, sociology and communications and they have conceptual and empirical similarities (Al-Awadhi and Morris 2008). The UTAUT not only consolidates the existing models, but it improves upon them too. Whereas the previous models were ascribed a success rate of 40% in predicting the acceptance of an innovation (Taylor and Todd, 2001; Venkatesh and Davis, 2000), UTAUT has been ascribed a 70% success rate (Venkatesh et al., 2003). For this reason, the UTAUT is deemed a superior metric than prior metrics and as argued by Rosen (2005) should now serve as a benchmark for the technology and innovation use research (Venkatesh et al., 2003). The UTAUT model consists of five constructs, which determine behavioural intentions and technology use behaviour.

These constructs are performance expectancy, the effort expectancy, the facilitating conditions, the social influence and behavioural intentions. Performance expectancy is the degree to which an individual believes that using the technology will help the individual attain gain in performance. Effort expectancy is defined as the degree of ease associated with the use of the technology while facilitating condition is the degree to which an individual believes that organisational and technical infrastructure exists to support the use of the system. Social influence is the degree to which an individual perceives that important others believe that he or she should use the technology. Behavioural intention is defined as the person's subjective

probability that he or she will perform the behaviour in question. These concepts have been discussed in relative detail in many studies (Venkatesh et al 2003, Thomas, Singh and Gaffar 2013, Jairak, Praneetpolgrang and Mekhabunchakij 2009; Nassuora 2012; Brown, Dennis and Venkatesh 2010, Siswanto, Shofiati and Hartini 2018). In this study, we consider age, gender, and income as direct independent variables influencing technology usage. Based on the synthesis of the UTAUT model of technology use, it is hypothesized that there is no significant relationship between the demographic characteristics of the respondents by their categories and their usage of online newspaper.

## **Methodology**

A descriptive sample survey design was adopted in this study. The survey design allows questions to be asked on various subjects or aspects of a subject to which selected members of populations are expected to respond. The target population study comprises members of the University of Ibadan, staff and students. The University of Ibadan had a total number of 19,521 students and 4,340 staff in the 2018/2019 session when the study was carried out. The student population comprised of 7,382 postgraduate students and 12,139 undergraduate students, while the staff population comprised of 1,214 academic staff and 3,126 non-academic staff (University of Planning Unit 2019). A sample size of 400 staff and students of the community was selected. Although this sample size selection was not based on any statistical approach, the largeness of the size of the sample is sufficient to cancel any sampling error challenges (Rahi, Abd-Gani, Alnaser and Ngah 2018).

The instrument used for the study was a questionnaire; it helps to gather data over a large number of respondents in a relatively short period. It has four sections. The questionnaire solicited for information on demographic characteristics of respondents: sex, age, and status and income level. The questionnaire also solicits information about the news-seeking behaviour of the respondents. Data on the awareness of online newspapers and the perception about online newspapers and information on the willingness to use online newspaper and willingness to exchange print newspaper for online newspaper as the dependent variables were also collected. Finally, respondents were requested to identify the features they like about online newspaper. Four hundred copies of the questionnaire were hand-delivered by the researcher and two assistants to the academic staff, non-academic staff, undergraduate and postgraduate students using accidental technique. The staff were met in their offices while the student population were met in their halls of residences. Students in one male-only, one female-only undergraduate hostels and one postgraduate hostel were targeted.

The responses obtained from the completed copies of the questionnaire were coded and analysed using the Statistical Package for Social Sciences (SPSS) version 22. Descriptive statistics was used for analysis and regression analysis was used to test for the significance of the relationships. For ease of presentation of the frequencies, we reduced the 5-point Likert scale that guided the data collection to two dimensions namely "Agree" and "Disagree". This enabled us to manage the multiple categories of respondents in the study. Furthermore, we summed the variables in each variable groups in the UTAUT model in order to reduce the dimensions for ease of analysis.

## **Results**

Of the 400 copies of the questionnaire handed out, three hundred and four (304) were completed, and the researcher returned to collect them. For an unsolicited survey, the return rate of 76% is very good for the study.

### **Demographic characteristics of the respondents**

Table 1 shows the distribution of the respondents' demographical attributes of age, sex,

income and highest education qualification. The participants consisted of 56.9% males and 40.5% females. Of all the participants, 43.7% were staff and 55.3% were students. The staff population comprises 16.1% academic staff and 27.6% non-academic staff while the students' population comprises 25.7% undergraduates and 29.6% postgraduate students. Altogether, 56.9% of the respondents were males while 40.5% were females, and 2.6% did not supply their sex. For the various categories of respondents, the sex distribution is as follows: 71.4% of the academic staff were males, 52.4% of the non-academic staff, 65.4% of the undergraduates and 46.7% of the postgraduates were also all males.

Table 1: Demographic characteristics of the respondents

Demographic Attributes (N = 304)		Academic (%)	Non-academic (%)	Undergraduates (%)	Postgraduates (%)	Total (%)
Age	20 years & below	0.0	1.2	34.6	4.4	10.5
	21-40 years	20.4	63.1	65.4	88.9	64.5
	41-60 years	67.3	34.5	0.0	4.4	22.0
	>60 years	8.2	1.2	0.0	2.2	2.0
	No response	4.1	.3	0.0	0.0	1.0
	Total	100	100	100	100	100
Sex	Male	71.4	52.4	65.4	46.7	56.9
	Female	28.6	41.7	33.3	53.3	40.5
	No response	0.0	6.0	1.3	0.0	2.6
	Total	100	100	100	100	100
Income (Naira)	1000 - 10000	0.0	10.7	57.7	21.1	24.7
	11000 - 30000	0.0	16.7	23.1	37.8	22.4
	31000 - 50000	6.1	22.6	2.6	6.7	9.5
	51000 - 70000	6.1	11.9	0.0	4.4	5.3
	>70000	85.7	27.4	1.3	6.7	23.7
	No response	2.0	10.7	15.4	23.3	14.5
	Total	100	100	100	100	100
HEQ	SSCE	0.0	7.1	74.4	0.0	21.7
	OND	0.0	14.3	1.0	0.0	4.9
	HND	0.0	22.6	0.0	0.0	6.3
	BSc	8.2	29.8	1.3	53.3	26.0
	Masters	55.1	10.7	1.3	32.2	21.4
	PhD	30.6	0.0	0.0	0.0	4.9
	Professional	6.1	3.6	0.0	0.0	2.0
	No response	0.0	11.9	19.2	13.3	12.8
	Total	100	100	100	100	100

The mean age of the respondents is 34.44, a large proportion of the respondents fall within the ages of 21-40 years. The mean age of academic staff is (52.6), non-academic (47.8), undergraduates (21.3) and postgraduates (24.9) years. The category 21-40 makes up 64.5% of the total participants, with 26.3% of them being postgraduate students. The number of non-academic staff and undergraduates are 17.4% and 16.8% respectively. Academic staff constitute the oldest respondents, 67% of them were aged 41–60 years. Table 1 further shows that the mean income of the respondents is N34,573. With respect to the educational qualification of respondents, a higher percentage of the respondents have BSc degree (26.0%); and an appreciable percentage of them have both SSCE and master's degree (21.7% and 21.4% respectively).

## Perceptions about online newspapers based on the UTAUT variables

Table 2 shows the perception and attitude of the respondents regarding to online newspapers based in the UTAUT variables. On performance expectancy, more of academic staff were in agreement with the perception that online newspapers permit quick consultation of current information (93.9%) than NAS (81.0%) and UG (84.6%), but not more than PG (94.4%). Altogether, 88.2% of the all the respondents affirmed this assertion. Also more AS (81.6%) agreed that online newspapers offer them archiving opportunities, AS (77.6%), NAS (75.0%), UG (80.0%) and PG (81.6%). On the assertion that the possibility of accessing news from all over the world makes online newspaper interesting, 88.2% of the respondents agreed.

Further on PE, more than 90% of AS (91.8%), UG (91.1%) and PG (91.1%) affirmed this statement while a little of NAS (79.8%) agreed. The video and other animation advantages of online newspaper was not as attractive to the respondents as access to news globally. Overall, 79.6% accepted that assertion while AS (85.7%) and UG (88.5%), while a little less of NAS (70.2%) and PG (76.7%) accepted. Possible opportunities for articles selection in online newspaper was accepted by 83.2% of all the respondents; others are: AS (85.3%), NAS (75.0%), UG (88.9%) and PG (83.2%). With respect to online newspaper as a supplement to traditional newspaper, 73.2% of the respondents affirmed this while other degrees of affirmation came from AS (83.7%), NAS (59.5%), UG (74.4%) and PG (82.2%).

Table 2: Perceptions about usage of online newspapers based on UTAUT variables

UTAUT Variables	Perception	R	Status of Respondents				
			AS (%)	NAS (%)	UG (%)	PG (%)	Total (%)
PE	Online newspaper permits quick consultation of current information	A	93.9	81.0	84.6	94.4	88.2
		D	0.0	4.8	6.4	2.2	3.6
	Online newspaper offers archives	A	77.6	75.0	92.3	80.0	81.6
		D	4.1	4.8	1.3	3.3	3.3
	The possibility of consulting news from all the world makes it interesting	A	91.8	79.8	91.0	91.1	88.2
		D	0.0	2.4	1.3	0.0	1.0
	The possibility of adding video, audio and animations makes it interesting	A	85.7	70.2	88.5	76.7	79.6
		D	4.1	4.8	3.8	2.2	3.6
	Online newspaper allows for selection of articles	A	85.7	75.0	83.3	88.9	83.2
		D	2.0	4.8	1.3	1.1	2.3
	Online newspaper is a good supplement to print newspaper	A	83.7	59.5	74.4	82.2	73.7
		D	12.2	8.3	6.4	8.9	8.9
EE	It allows for easier opinion sharing	A	71.4	69.0	80.8	72.2	73.7
		D	8.2	7.1	7.7	7.8	7.6
	It is easy to find articles in online newspaper	A	75.5	65.5	79.5	66.7	71.1
		D	8.2	4.8	2.6	13.3	7.2
	It is easily accessible	A	75.5	66.7	69.2	65.6	68.8
		D	20.4	10.7	15.4	21.1	16.4
FC	It does not have amusing and interesting articles	A	16.3	23.8	14.1	7.8	15.5
		D	44.9	40.5	56.4	56.7	50.0
	Consulting it is time consuming and laborious	A	24.5	38.1	28.2	24.4	29.3
		D	55.1	35.7	52.6	58.9	49.7
	It is not portable	A	44.9	38.1	35.9	33.3	37.5
		D	42.9	34.5	44.9	44.4	41.1
	Online newspaper cannot work here in Nigeria	A	18.4	23.8	12.8	6.7	14.8
		D	63.3	52.4	66.7	70.0	63.5
SI	I regularly see my family, friends, neighbours use the online newspaper	A	28.6	34.5	21.8	40.0	31.9
		D	71.4	65.5	78.2	60.0	68.1

Attitude	I feel I will have no problems with online newspaper	A	79.6	61.9	73.1	77.8	72.7
		D	10.2	13.1	7.7	7.8	9.5
	I will enjoy reading online newspaper	A	85.7	75.0	84.6	80.0	80.9
		D	4.1	8.3	5.1	2.2	4.9
	I look forward to using online newspapers	A	77.6	67.9	80.8	81.1	77.0
		D	12.2	11.1	5.1	3.3	7.6

Note: AS =Academic Staff, NAS =Non-academic staff, UG =Undergraduate, PG =Postgraduate, NR =No Response, A=agree, D=disagree

Regarding effort expectancy, 71.1% of the respondents agreed that it is easy to find articles in an online newspaper more than those that agreed that it is easily accessible (68.8%) and that it makes for easier opinion sharing (73.7%). More academic staff (71.4%) than NAS (69.0%) and PG (72.2%) but as much as UG (80.8%) affirmed that online newspaper allows for easier opinion sharing. Also, 75.5% of the academic staff, 65.5% of the NAS, 79.5% of the UG and 66.6% of the PG affirmed that it is easy to find articles in online newspaper. Finally, 75.5%, 66.7%, 69.2% and 65.6% of the AS, NAS, UG and PG affirmed that online newspaper is accessible.

On facilitating conditions, the first survey focussed on whether respondents believe that online newspaper is not portable. Only 15.5% of the respondents agreed with this assertion. The response is generally low: AS (16.3%), NAS (23.8), UG (7.8%) and PG (7.8). majority of the respondents did not agree. The same pattern of response repeats in respect of online newspaper being time consuming, with only 29.3% affirming the statement. The highest proportion affirming the statement are the UG (28.8%), while the rest categories, less than 25%, affirming the statement. In respect of not being portability, both overall and in the categories, less than 50% of the respondents affirmed. The next survey relates the statement that online newspaper cannot work here in Nigeria where only 14.8% agreed with the statement. Non-academic staff (23.8%) have the highest number of respondents agreeing with the statement while on, AS (18.4), UG (12.8) and PG (67%). This same pattern repeats on the assertion: I am not interested in online newspaper.

On social influence, only 31.9% of the respondents accepted seeing family, friends, colleagues and neighbours use the online newspaper, and copied them. The highest number of responses accepting to have been socially influences is the PG (40%), followed by NAS (34.5%). The rest of the categories were relatively low: AS (28.6%) and NAS (21.8%). Finally, most of the respondents have good attitude towards online newspaper as they feel they would have no problem with the technology (72.7%), will enjoy reading them (80.9%) and look forward to using them (77%).

### Testing the hypothesis

There is no significant relationship between the demographic characteristics of respondents and their perception of online newspapers.

Regression analysis was carried out to measure the relationships between the demographic characteristics of the various categories of respondents with the UAUT variables. The approach adopted is to examine each of the UTAUT variables against the demographic variables in the study.

### Demographic characteristics of respondents Versus Performance Expectancy (PE)

Tables 3 shows the regression analysis result of the demographic characteristics of respondents with performance expectancy. The demographic characteristics of the academic staff shows a significant relationship with between age and performance expectancy ( $p < 0.05$ ).

Table 3: Demographic characteristic and Performance Expectancy

	B	Sig.
Academic Staff		
Age	-0.049	0.008
Sex	-0.061	0.662
Income	-0.097	0.216
Non-academic staff		
Age	0.180	0.136
Sex	0.268	0.012
Income	-0.068	0.130
Undergraduate Students		
Age	0.010	0.924
Sex	-0.022	0.821
Income	0.001	0.969
Postgraduate Students		
Age	-0.096	0.438
Sex	0.132	0.023
Income	0.078	0.004

Among the non-academic staff, sex has a significant relationship with PE ( $p < 0.05$ ,  $B = 0.268$ ) just as age ( $p < 0.05$ ,  $B = 0.008$ ). The demographic characteristics of the undergraduates do not show significant relationship with PE ( $p > 0.05$ ). However, the income and sex of the postgraduate students have significant relationships with PE ( $p < 0.05$ ,  $B=0.078$ ) and ( $p < 0.05$ ,  $B=0.0078$ ) respectively.

Demographic characteristics of respondents and effort expectancy (EE)

There exists a somewhat significant relationship between age of academic staff and EE ( $B=-0.047$ ,  $p < 0.05$ ), see table 4. There is a significant relationship between age and EE for the non-academic staff ( $B=0.073$ ,  $p < 0.05$ .)

Table 4: Demographic characteristic and Efforts Expectancy

	B	Sig.
Academic Staff		
Age	-0.046	0.047
Sex	-0.031	0.859
Income	0.064	0.512
Non-academic staff		
Age	0.073	0.055
Sex	0.182	0.110
Income	0.048	0.318
Undergraduate Students		
Age	0.003	0.974
Sex	-0.027	0.766
Income	0.027	0.030
Postgraduate Students		
Age	-0.056	0.649
Sex	0.153	0.138
Income	0.047	0.023

For the undergraduate ( $B=0.047$ ,  $P < 0.05$ ) and postgraduate students ( $B=0.023$ ,  $P < 0.05$ ), income is the only significant variables in respect of EE.

### Demographic characteristics of respondents and facilitating condition (FC)

There is a positive significant slope ( $p < 0.05$ ,  $B = 0.178$ ) between income of academic staff and FC; the other dimensions are not significant and no significant relationship exists between the all demographic characteristics of

Table 5: Demographic characteristics of respondents and Facilitating Conditions

	B	Sig.
Academic Staff		
Age	-0.139	0.139
Sex	0.058	0.670
Income	0.178	0.024
Non-academic staff		
Age	0.023	0.871
Sex	0.048	0.699
Income	-0.015	0.773
Undergraduate students		
Age	0.241	0.045
Sex	-0.020	0.856
Income	-0.027	0.391
Postgraduate students		
Age	0.070	0.578
Sex	-0.048	0.645
Income	-0.035	0.190

the non-academic staff and FC (see table 5). Furthermore, a positive significant slope ( $B = 0.241$ ,  $p < 0.05$ ,) also exists between the age of the undergraduates and FC. Finally, there is no significant relationship between the demographic characteristics of the postgraduate and FC ( $p > 0.05$ ).

### Demographic characteristics of respondents and Attitude (Att)

There is no significant relationship between the demographic characteristics of academic staff and attitude ( $p > 0.05$ ), see table 6. There is however a positive significant relationship between the sex of non-academic staff and attitude ( $B = 0.271$ ,  $p < 0.05$ ). The demographic

Table 6: Demographic characteristic and attitude of respondents towards the technology

	B	Sig.
Academic Staff		
Age	-0.078	0.481
Sex	-0.082	0.613
Income	-0.018	0.847
Non-academic staff		
Age	0.192	0.179
Sex	0.271	0.030
Income	-0.001	0.984
Undergraduate Students		
Age	0.064	0.411
Sex	0.038	0.607
Income	0.027	0.194
Postgraduate Students		
Age	0.005	0.963

Sex	0.100	0.269
Income	0.064	0.007

characteristics of the undergraduates show no significant relationship with attitude ( $p > 0.05$ ). On the other hand, a positive significant relationship exists between the income of the postgraduates and their attitude ( $p < 0.05$ ,  $B = 0.064$ ).

#### Social Influence (SI)

As would be expected based on the result of the frequency analysis, there is no significant relationship between any of the demographic characteristics of all the status groups (i.e. academic staff, non-academic staff, undergraduates and postgraduates) and SI ( $p > 0.05$ ), see table 7.

Table 7: Regression of demographic characteristic and SI

	B	Sig.
Academic Staff		
Age	-0.033	0.751
Sex	0.116	0.448
Income	0.067	0.436
Non-academic staff		
Age	-0.072	0.473
Sex	-0.047	0.590
Income	0.023	0.540
Undergraduate Students		
Age	0.120	0.235
Sex	0.016	0.865
Income	0.009	0.728
Postgraduate Students		
Age	-0.007	0.959
Sex	-0.005	0.967
Income	-0.025	0.377

#### Discussion

The purpose of this study was to examine the usage of online newspapers by four categories of members of staff of the University of Ibadan community namely: academic staff, non-academic staff, undergraduate students and postgraduate students. More than 85% of all the categories of respondents reported that online newspaper gives them access to information quickly. The quickness or immediacy of news delivery of information in online newspapers was mentioned by Udaya (2000) as the competitiveness advantage of online newspaper when compared with the TV and radio. Instead of clipping, the reader toggles or navigates and searches for information that is useful to him or her. However, this attribute suggests that the respondents have access to functional systems that are capable of offering access to online news on time. The possibility of consulting news from all over the world makes online newspaper more interesting was most attractive to academic staff and postgraduate students while video and animations were attractive to undergraduates than others. NAS were fewest to accept online newspapers as supplement to print. Online newspaper is amusing and interesting to most respondents in all the categories and consulting online newspapers is not time consuming them; they can also work in Nigeria given the fewness of those who suggested that it cannot work. Social influence appears not to be an important factor in using

online newspapers.

With respect to gaining performance advantage, younger academics are most likely to gain performance than the older academics. For the non-academic staff, sex is the significant variable with females being more likely to gain performance through online newspapers than the males. None of the three independent variables explained undergraduates' performance expectancy but income did in the case of postgraduate students. Irrespective of the income and sex of academic staff, the younger academics are most likely to dissipate less energy using online newspapers than the older academics. This follows expected trend in which younger people are more technology savvy than older people are. This same result also applied to non-academic staff. For undergraduates and postgraduate students, age and sex are not very significant factors; rather the income of the students determines whether they would find it easy to use online newspapers.

The degree to which academic staff believes that there exist organisational and technical infrastructure that support their use of the online newspapers is explained by their income. That is, academic staff may be most likely to either find themselves in environments that have suitable infrastructure for using online newspapers or are more likely to bring such environment about, compared with the others. While none of the variables explained the role of organisational and technical factors in respect of non-academic staff and postgraduate students, the undergraduate students' sex positively explained their perceptions about infrastructure and other environmental accoutrements. Better environment equipped with suitable organisational and technical infrastructure explains better females' use of online newspapers. Male and female perceptions are generally found to be significantly different. The result suggests that the nature of infrastructural facilities impact differently upon male and female intentions to use online newspapers, and supports that institutions should be mindful of this issue when planning and providing infrastructural support and training (Aguirre-Urreta and Aguirre-Urreta 2010)

Regarding attitude towards online newspapers, academic staff attitudes have no direct relationship with income, sex or age, but female non-academic staff are most likely to have a positive attitude towards using online newspapers compared with their male counterpart. In the same way while none of the demographic variables explained undergraduates' attitude, income of postgraduate students relates to better attitude towards online newspaper usage. Most studies on UTAUT utilise gender as a moderator variable, and as direct factors, and some of the studies show significant difference in the impact on attitude; this result has been previously found to support in the information systems and psychology literature (Broos, 2005; Venkatesh and Morris, 2000). In Broos (2005) study, it was established that females had more negative attitudes towards computers and the Internet than did males and that males tended to have less computer anxiety than females. Venkatesh (2000) showed that females display higher levels of computer anxiety when compared to males (Venkatesh and Morris, 2000). These results clearly suggest that the differences between genders occurring in computer-related situations may be reflected in online newspaper scenarios. Social influence has no direct relationship with age, sex of income of all the categories of respondents in respect of their use of online newspapers.

## **Conclusion**

Online newspapers have become the currency of modern news circulation, owing to their flexibility, the context and the interactivity they create, among others. In this study, regression analysis was used to examine the direct relationship between sex, income and age on the UTAUT variables across four categories of students and staff of the University of Ibadan, Nigeria. The opinions of the respondents regarding online newspapers varied with the categories; but they were considerably very high. Age negatively and significantly explained performance for academic staff and positively for undergraduate students, but not for the others. Younger academics, male non-academic and male postgraduate students were more

likely to gain performance expectancy through online newspapers. Younger academic staff, income of undergraduate and postgraduate students explained usage of online newspapers while income of academic staff and age of undergraduates explained opinions about efforts exerted to use online newspapers. Sex of non-academic staff and income of undergraduate students explained attitudes towards the technology. Further research is required to examine what type of news different categories of online newspapers users consume most to enable adequate planning with respect to revenues generation, audience targeting and news planning.

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