

## **NEWSPAPER READERSHIP PATTERN AMONG YOUTHS IN NIGERIA**

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### **Abstract**

One major result of the present study is that educational and financial positions affect newspaper readership pattern among the youth. The study focus on the newspaper readership pattern among youths in Nigeria. The method of investigation used for this study was survey research method. The main objective of the study is to know the reading habits students of Wesley University Ondo and Adeyemi College of Education, Ondo exhibits towards newspaper readership. The population of this study comprised of the 429 students belonging to the Four Colleges of Wesley University of Science and Technology, Ondo which included College of Agriculture, food science and technology, college of environmental design and management, college of natural and applied science, and college of social and management science and the 4352 student of the three selected faculties of Adeyemi college of Education Ondo, which include, Faculty of Arts and social science, Faculty of science and Faculty of Education. The total population is 4781 students of the two selected institutions. This study has been able to demonstrate that Newspaper is inevitable, as it has both positive and negative implication on the overall performance of the readers. The study further recommends that an awareness raising campaign should be initiated among the students so that more and more students become interested in reading newspapers and can be successful not only in their study and research, but also in their personal and professional life.

***Keywords: Newspaper, Readers, Readership and Pattern***

## **Introduction**

Since the existence of man, various forms of communication have been invented or rediscovered. These include interpersonal, group and mass communication, each characterized by peculiar channels of information dissemination. The channel have further been modified and divided inter radio, books etc (Onwubiko; 2005).

With a population of 182.2 million people, Nigeria has one of the most vibrant press in Africa. The south-west geo-political zone of the country is the home of the media. This is the land of the Yorubas who enjoyed early exposure to Christianity, western education and proximity to colonial seat of government. The area also enjoys a flourishing market forces, capital and financial institutions. The large media audience in the geo-political zone also confers on the region the status of opinion leadership, opinion formation, legitimization of media contents, mass mobilization and agenda-setting (Ezeh, Chukwuma and Enwereuzo; 2015).

The Newspaper being one modified channel of information dissemination present the element of research for this study. Newspaper with its vital role to the development of man has undergone changes in both content and form as to satisfy man's consciousness in search of information. It is worthy to mention that information messages in newspaper are structured to the readership pattern of the cross section of the society. The mechanics of communication which include picture, cartoons and literate information become a remote but powerful factor in creating an interesting pool from which a semi-pattern consequently emerges.

According to Kanwaland Rajneesh (2012), A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings etc. It is an important method to make the people aware of the latest happenings in their local area and around the world (Kanwaland Rajneesh; 2012). Newspapers according to Onwubiko (2005) have been accorded a great deal of importance in the transmission of government policy, priority changes and even interest changes. Newspapers are noted as regular source of primary and up to-date information.

Nigeria currently has about 207 newspapers and more than 50 magazines. Of the 207 newspapers, 41 are in Lagos while Abuja has 12 (Nigeria Press Council, 2009), though not all the 207 newspapers are doing well. Across the 36 states in the country, there is also a coterie of state-owned newspapers, mostly poorly produced, with poor circulation figure and showing poor circulation performance, with low advertisement patronage

and often inadequate subvention from their owner-governments (Nigeria Vision 20:20 Report, 2009). These newspapers are published in English.

The Punch considers itself as the most widely read newspaper (The Punch masthead). The Sun and the Daily Trust are among the top ten newspapers in terms of their circulation figures. The Daily Trust's performance is considered significant in view of the fact that it is a regional newspaper in terms of its focus, being primarily established as a voice for the northern region of the country (WAN 2007).

Like other habits, the habit of reading in an individual develops during the course of time. Reading in all its variety is vital to being better informed, have a better understanding of us as well as others. It makes man to be a thoughtful and constructive contributor to a democratic and cohesive society. Newspapers help to improve reading habits, gain knowledge and improve awareness. They can be part of good study habits for students in any area of specialization.

Newspaper is the imperative media which play a vital role in disseminating and spreading information concerning the latest trends and happenings on the national and the international events. Newspapers not only update us; they even coach us and facilitate us, persuade us to figure our attitude on significant matters. As an important print medium of mass communication, newspapers provide the most current analysis, debate and criticism of socio-political, economic, health and a host of other issues as information, education and entertainment to the readers. The newspaper is, no doubt, one of the most widely-read periodicals available and accessible to all on daily basis in print and electronic versions (Onwubiko; 2005).

There is a reported astronomical increase in newspaper circulation worldwide, with 2.3 per cent increase recorded in 2006 and 9.8 per cent increase in five years, with corresponding increase of 7.89 per cent in Nigeria within the same period (WAN 2007).

As a mass medium, newspapers are useful for education, information, recreation, relaxation and entertainment. This explains why Ola and Ojo (2007) opine that newspapers are important because they carry current information and they keep the readers informed of events and happenings within and outside their immediate environments. Okunna (1999) reinforces this position by asserting that the newspaper is important in that it serves as a carrier of current information or news.

It is based on this phenomenon that a comparative study on newspaper readership and patronage pattern among the students of Wesley University, Ondo and Adeyemi college of Education, Ondo is being undertaken. The goal is to examine the performance of the various national dailies against the backdrop that readership of newspaper across the

country is generally poor. The objective of the study is to examine newspaper readership pattern in the Wesley University, Ondo and Adeyemi college of Education, Ondo, taking into consideration corporate and individual readers, newspaper performance in terms of supply and demand, newspaper preference and ratings by readers and the type of materials readers are exposed to in the newspapers.

### **Statement of the Problem**

There are more than 200 national and local newspapers in circulation in Nigeria with various reports that are important to development of youths. Uwosomah (2012) opines that yet not many of the newspapers can boast of getting their copies to the news stand in every city, town and village on time for the readers to read. Apart from this, the price of a newspaper copy is between N150–N200, which is too high for every reader to afford especially with the financial difficulty that are currently facing Nigerian youth which in turn stand as an obstacle to Newspaper consumption. This to a large extent has become an impediment to Newspaper consumption among Nigeria Youths. The researcher is done to identify the disposition of Nigeria youths (Students) to reading Newspapers citing the students of Wesley University of Science and Technology, Ondo (WUSTO) and Adeyemi College of Education, Ondo.

### **Objectives of the Study**

The main objective of the study is to know the reading habits students of Wesley University Ondo and Adeyemi College of Education, Ondo exhibits towards newspaper readership. The objectives includes:

- i) To find out if students of Wesley University, Ondo and Adeyemi College of Education, Ondo read newspapers.
- ii) To find out the extent of which or with which students of Wesley University, Ondo and Adeyemi College Education, Ondo read newspapers.
- iii) To establish on whether students of Wesley University, Ondo and Adeyemi College of Education, Ondo read online or main stream newspapers.
- iv) To ascertain if finance is a determining factor of newspaper readership by Wesley University, Ondo and Adeyemi College of Education, Ondo students.

## **Research Questions**

The followings are the questions that will be used in the course of this research work.

They are:

- i) Do Wesley University, Ondo and Adeyemi College of Education, Ondo students read newspapers?
- ii) Do Wesley University, Ondo and Adeyemi College of Education, Ondo students prefer to read online newspaper or main stream newspapers?
- iii) How often do Wesley University, Ondo students and Adeyemi College of Education, Ondo students read newspapers?
- iv) Does money affect Wesley University, Ondo and Adeyemi College of Education, Ondo students from reading newspapers?

## **Scope of the Study**

The study focus on the newspaper readership pattern among youths in Nigeria. It will however be impossible practically to study all the youth population in Nigeria. For the purpose of adopting this research work into context, students of Wesley University of Science and Technology, Ondo and Adeyemi College of Education, Ondo.

## **Significance of study**

The result of this study will help editors of different newspapers to know the demography of their audience. With the results obtained, they will know what material to retain or remove from their news content. The study will help to find out the problems the youth grapple with, that have made them lose interest in bunny and reading newspaper. It will also help editors know how to reach out the young generation so as to create good reading habit in them.

## **Limitation to the study**

The study would have taken in more youths in Nigeria but due to time limitation a well as high cost such project. The study was limited to youths (students) of Wesley University and Adeyemi College of Education, Ondo.

Again, because of the population of the students in the campus, which run into thousand, only 5% of his number was used as sample size. A greater percentage should are been used but for reasons given above. In other words, the study has been limited by time, scope, and finance.

## **Review of Related Literature**

### **The Newspaper**

Newspaper, according to Akobundu, (2009, p.1) is defined as "written publication containing news, information and advertisements usually printed on low-cost paper called newsprint". It is a printed Publication issued at regular, close intervals, especially daily or weekly, consisting of folded unstapled sheets and often containing current news, comment, feature articles, advertising and correspondence. Sandman et al, cited in Okunna (1999) defines a newspaper as an unbound, printed publication, issued at regular intervals, which presents information in words often supplemented with pictures. According to the Nigerian press law, as stated by Uche (1990), a newspaper is any paper containing public news, intelligence or any remarkable or observation therein printed anywhere in Nigeria for sale and published in Nigeria or printed elsewhere and circulating in Nigeria periodically.

Newspapers carry information on a broad spectrum of issues which include: news, advertisement, politics, education, science and technology, religion, commerce etc. The average daily newspaper contains far more news than available in radio, television or any other medium (Alozie, 2009). Of all the print media, newspapers provide the most current information. Newspapers are published either daily or weekly.

Newspapers whether special-interest or general interest provide important and useful/news information to readers. Ronan (2005, p. 14) captures the whole essence of newspaper when he asserts that "in every language, the newspaper is irreplaceable primary source for historians of every discipline". Reinforcing this notion, Nwabueze, Okonkwo and Nweke (2012, p. 227) maintain that "Newspapers provide excellent memories of a country's historical events, and landmarks". They are regular up-to-date sources of information available to students, scholars, administrators, the barely literate and so on, who demand for newspapers through self acquisition, exchange and borrowing from friends, relatives, and libraries (Onwubiko, 2005).

Nakinganda (2007) avers that "newspapers are sources of textual evidence useful to students, researchers, journalists, administrators, lawyers, politicians and the larger society". They are carriers of current information (Okunna, 1999) and the oldest and traditionally the most important sources of current information that contain far more news than are available on television or elsewhere (Sandman et al, cited in Okunna, 1999). Newspapers stimulate, motivate, inspire, interpret, build, preserve, excite, satisfy and sometimes disappoint. They archive yesterday, chronicle today and

periscope the possibility of a brighter tomorrow (Hynds, 1972). Newspapers are, therefore, vital sources of information on which mankind depend for useful daily information on all news fronts.

### **Features of Newspaper**

The newspaper as a source of information has certain features that make it different from other information sources such as books, periodicals, radio, television and Internet. No other source can compete with a newspaper in the abundance and variety of information in its contents (Ferguson, 1983). The huge volume of information in newspapers is usually timely and instant and much more closely related to social reality and people's daily life, which gives newspapers superiority over books and periodicals (Reddaway, 1963). Newspapers can have a massive readership, and a huge circulation. Ferguson (1983) argue that comparatively speaking, the information provided by newspapers is of higher authenticity, and once it is issued, the information is recorded in a stable and unchangeable way, which gives newspapers an advantage over radio, television and internet. According to Picard (2002), newspapers while sharing certain characteristics with other media have certain characteristics, which may distinguish them from other media. These characteristics are on three levels namely; market characteristics, financial characteristics, and operational characteristics.

### **Reading Newspapers**

Reading is the ability to understand words contained in a document and make use of the knowledge for personal growth and development (Dadzie, 2008). This implies making meaning out of recorded information either printed or non-printed in the life of an individual. People read for different reasons and purposes, some of which include for pleasure, leisure, relaxation, information and for knowledge.

Reading is the identification of the symbols and the association of appropriate meaning with them. It requires identification and comprehension. Comprehension skills help the learner to understand the meaning of words in isolation and in context (Palani, 2012). He believes reading is a process of thinking, evaluating, judging, imagining, reasoning and problem solving.

Reading is an essential tool for knowledge transfer and the habit of reading is an academic activity that increases skills in reading strategies (Owusu-Acheaw and Larson; 2014). To know about the world and its environment, a child helps himself through reading books, newspapers and other magazines. Once the child has been

taught to read and has developed the love for books, he can explore for himself the wealth of human experiences and knowledge through reading (Owusu-Acheaw and Larson; 2014). Children, who miss the opportunity of getting in touch with books in their early stages of life, find it hard to acquire good reading habits in their later years (Deavers, 2000). Reading is an intellectual action which is possible only if a man forms a habit of reading and practices these from childhood. Reading habits, therefore, play a very crucial role in enabling a person to achieve practical efficiency. "Laws die but books never." Indeed, books are the most suitable medium through which knowledge is transmitted from generation to generation (Issa et al, 2012).

### **Measuring Readership:**

Readership is a very complex term to measure, though it is widely used. One can simply define readership as the number of readers of a specific publication. In Europe, the newspaper reading pattern is often based on the circulation of paid newspapers (Elvestad & Blekesaune, 2008: 430).

However, circulation is not a valid measurement of newspaper reading because it does not reflect the people who actually read newspapers and their characteristics. The Magazine Publishers of America uses "average issue audience" for readership, and defines it as "the projected number of people who have read or looked into an "average issue" of a magazine" (The Association of Magazine Media, 2000). The Audience Dialogue website defines readership as "the number of readers of a newspaper, magazine, etc which can only be assessed by a survey" (Audience Dialogue, 26th June 2006). Bottle PR, (2011) defines readership as "a general term that refers to the number of people reading a particular publication, including both the individual who purchased the publication and others who have read it. The Huntsville Time website (8th February 2011) defines readership as "the number of adults (18+) in a specified geographic area who "read or looked into the publication yesterday".

It is obvious that there is no consensus as to what readership precisely means and how it can thereafter be measured. In retrospect, does readership refer only to the people who have read or looked into a specific publication, or does it also include by default those who have purchased the publication? If both views are equally valid, this would raise a serious question about how to classify an illiterate person who buys a newspaper for his disabled daughter (Wolswinkel; 2008).

Dennis List (2007) offered six different ways of measuring readership. These are average issue readership which in itself includes another five subcategories, reach or



the circulation audience, frequency, the Startch method, readers per copy and eye tracking.

## **Theoretical Framework**

### **Uses and Gratification Theory**

Uses and gratification theory (UGT) is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. It was originated in the 1970 by Blumler and Katz as a reaction to traditional mass communication research emphasizing the sender and the message. It focuses on the question, ‘what media do to people’ but rather ‘what people do with the media’. It discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interaction, diversion or escape.

Uses and Gratification theory also called functional theory is concerned with the social and psychological origin of needs, which generate expectation of the mass media which leads to different patterns of media exposure, resulting in need gratification and other consequences, mostly unintended ones (Kats, 1974).

In 1942, Lazarfield and Stanton produced a series of books and studies that paid attention to how audiences used media to organise their lives and experiences. Their works are believed to have laid foundation for the Uses and Gratifications theory. This theory focuses on the uses to which people put media and the gratifications they seek from that use” (Baran and Davis, 2003:256). The basic assumptions according to Folarin (1998) and Griffin (2003) are: Who uses which content and from which media?

Under what conditions and for what reasons do they use the media? The scenario according to (Kunczik, 1988), Folarin (1998:65) is:

1. An individual has some need related to communication.
2. He or she selects the media that appear likely to satisfy those needs.
3. He or she selectively consumes the content.
4. An effect may or may not occur.

This theory is supported with the Fraction of Selection hypothesis proposed by Wilbur Schramm in 1954. “The hypothesis states that people weigh the level of reward (gratification) they expect from a given medium or message against how much effort they must make to secure that reward” (Baran and Davis, 2003:257). In other words, media that is easier to use stand at an advantage over others that require mere efforts, more investments and more concentration. The advantage the Club newspapers may

have is that they tap into the sentiments of fans of each club in addition to the low cover prices of #50 and #60. The publishers also find the internet an easy and “free” source. It is purely audience centered and addresses needs like surveillance, excitement, guidance, relaxation, tension release, socialization, escape and integration. To be able to gratify these needs, it must be able to realize that the mass media audience may belong to the low, middle or high post brow group (Savary and Carico, 1971).

Therefore, uses and gratification approach emphasizes audience members motive for making specific consumption choices and the consequences of that intentional media use. That’s to say, they choose the content, make meaning of it and act on the meaning. It embraces the interactive nature of media and its audience. It is audience centered and addresses needs such as surveillance, identity, and socialization and information acquisition. Therefore, people’s needs are generated by their individual differences. It could be based on sex, ethnic group, and educational qualification. Because the needs are determined by who or what they are, and people use the mass media for the purpose of gratifying these needs (Okunna, 1988).

Media imperialism theory assumes that over concentration of mass media from larger nations on the global scene negatively affects smaller nations causing them to lose their national identities.

In a study of issues and perspectives in sports reporting in Nigeria, Wogu (2004) emphasized the importance of interpretation and indepth analysis by sports writers even if their readers had watched the match in question on television. This, he explains, is an opinion leadership function, a need which should be gratified by any serious newspaper. He provided a list of issues and themes on which sports newspapers and magazines should write.

### **Research Design**

Research design is a plan or blue print that specifies the researcher’s plan of action concerning the study. Ogili (2005) described a research design as a strategy or approach to be used in conducting a scientific inquiry. Research design is also described as the strengthening of investigation aimed at identifying variables and their relationships to one another. It is a term used to describe a number of decision of data before they are collected It provides guidelines which direct the researcher towards solving the problem and may vary depending on the nature of the Problem being studied (Nwana; 1981).

The method of investigation used for this study is survey research method. According to Tejumaiye (2003:85), Survey research method scientifically samples and interviews

people to analyze and report what they said. According to Sobowale in Tejumaiye (2003:85), the survey technique is the most commonly used research method by behavioral scientists. He stressed that the method involves drawing up a set of questions on various subjects or on various aspects of a subject to which selected members of a population are requested to react.

Jacqueline and Maricia (1970) in Tejumaiye (2003) offered an excellent definition of survey:

Survey research method is a method for collecting and analyzing social data via highly structured and often very detailed interviews or questionnaires in order to obtain information from large numbers of respondents presumed to be representative of a specific population (p. 88).

Generally, survey data, according to Tejumaiye are collected through two methods. These are Interviews and Self-administered questionnaires.

For the purpose of this study, this researcher made use of Self-administered questionnaires surveys. Since this study borders on the readership of newspaper, personal interviews of the study population, through questionnaires was used to study and determine the readership behaviour of newspaper readers.

The importance of survey is confirmed by the frequent reportage of survey research results in the popular media. This is particularly evident during election periods when opinion polls are conducted to ascertain candidates' popularity and/or position with the electorate.

This method is most appropriate because according to Sobowale (1983: 25): "the survey technique is the best method for measuring behavioral patterns, attitude and opinion. Apart from this, the survey method is also appropriate for this study because it involves large number of respondents presumed to be representative of a specific population, and as Benson-Eluwa (2003) observes, the method affords an opportunity of asking questions from a large population.

### **Population of the Study**

The population of this study comprised of the 429 students belonging to the Four Colleges of Wesley University of Science and Technology, Ondo which included College of Agriculture, food science and technology, college of environmental design and management, college of natural and applied science, and college of social and management science and the 4352 student of the three selected faculties of Adeyemi

college of Education Ondo, which include, Faculty of Arts and social science, Faculty of science and Faculty of Education. The total population is 4781 students of the two selected institutions.

### **Sampling Technique**

The sampling technique adopted for this study was Quota sampling. Quota sampling is a good method to use to non-randomly select groups based on gender, age, race, and ethnicity, to name a few. According to Latham (2007), Quota sampling involves “dividing population group being studied into subgroups. Then based on the proportions of the subgroups needed for the final sample, interviewers are given a number of units from each subgroup that they are to select and interview”. Frey, et al. (2000) describes quota sampling where “respondents are selected non-randomly on the basis of their known proportion to the population”.

### **Sample Size**

Sample according to Obasi (2008) is defined as a small group of element or objects drawn through a definite procedure from the specified population. Sampling takes place because we cannot study the entire population. Haque (2010) define a sample as any number of persons, units or objects selected to represent the population according to some rule or plan.

From the entire population of 4781 students, the researcher was able to determine the number of respondents and find out the sample size (n) through Taro Yamane formula stated thus:

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

Where n = Sample size

N = the entire population

e = Level of significance (0.07)

1 = Unit (Constant)

The researcher used above formula in order to get a befitting or appropriate sample size to ensure that the population of the study is adequately represented.

### **Calculation**

$$n = \frac{4781}{1+(0.07)^2}$$

$$1+4781(0.07)^2$$

$$n = 4781$$

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$$1+4781 \times 0.0049$$

$$n = 4781$$

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$$1+23.4269$$

$$n = 4781$$

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$$24.4269$$

$$n = 195.7, \text{ approximately to } (200).$$

Based on this, the established data (n) were computed thus.

Where  $n = 200$

Therefore, the sample size to be used is 200.

Hence, Twenty- Five (25) students were selected using quota sampling from each of the four faculties in the Wesley University of science and technology while Thirty-three (33) students were selected each from the three sampled faculties.

### 3.5 Instrument for Data Collection

Questionnaire was used as the instrument of collecting data for this study. Questionnaires were distributed to the respondents for self-administration since the respondents in question are literate. It comprised mostly close-ended questions. There were twelve close-ended questions as against three open-ended questions. The rationale for making close-ended questions preponderant in the instrument was to facilitate easy coding and uniformity of responses since manual coding was employed in analyzing the data collected. The questionnaires were collected by hand. Okoro (2001) acknowledges that the questionnaire has substantial merits to weigh in its favour for gathering information from people about their opinions, attitudes, behaviours and perception on a given phenomenon.

### Method of Data Collection

This distribution of questionnaire to the sample population was done by the researcher and collected back from them when completed. The instrument was administered by

hand to the respondents at the two different higher institutions that were studied. The respondents are the students of Wesley University of science and technology (WUSTO) and Adeyemi College of Education (ACE), they all agreed to the use of the instrument and its instructions.

### Method of Data Analysis

The data collected via the questionnaire were analyzed with the use of the Statistical Package for the Social Sciences (SPSS). The research questions were analyzed with frequency distribution tables and bar charts.

### Data Presentation and Analysis

#### Section A

#### Demographic Data

This section covers the bio data of respondents, to indicate some personal information about them.

**Table 1 Shows the Gender Distribution of the Respondents**

VARIABLE	FREQUENCY	PERCENTAGE
Male	107	53.5%
Female	93	46.5%
Total	200	100%

The data in the table above shows that both males and females were represented in the study. While the male respondents constituted 107 respondents, representing 53.5%; the female respondents constituted 93 respondents, representing 46.5%.

This shows that male respondents have the higher representation

**Table 2: Shows the Age Distribution of the Respondents**

VARIABLE	FREQUENCY	PERCENTAGE
16- 20	52	26%
21 – 25	62	31%
26 – 30	44	22%
31-35	19	9.5%
36 and Above	23	11.5%
Total	200	100%

The table above shows that 52 respondents, representing 26% of the total respondents were between age 16- 20; 62 respondents, representing 31% of the total

respondents, were between age 21 and 25; 44 respondents, representing 22% of the total respondents were between age 26 - 30; 19 respondents representing 9.5% of the total respondents were between ages 31 and 35 while 23 respondents, representing 11.5% of the total respondents were age 36 and above.

This show that, although, majority of the respondents were men of average age group, as they constituted the greatest percentage of the population, but the research questionnaire averagely cut across all the population for the study.

**Table 3: shows the Institution of the respondents**

VARIABLE	FREQUENCY	PERCENTAGE
Wesley University of Science Technology, Ondo	100	50%
Adeyemi College of Education, Ondo	100	50%
<b>Total</b>	200	100%

Data from the above table shows that 100 respondents representing 50% were students of Wesley University of science and technology, Ondo (WUSTO) while 100 respondents representing 50% were students of Adeyemi college of Education, Ondo (ACE). However, The outcome of this analysis shows that respondents to the questionnaire for this study equally cut across the two tertiary institutions to allow for effective comparative analysis.

## Section B

### Research Question One

Do Wesley University of Science and Technology Ondo and Adeyemi College of Education, Ondo students read newspapers?

Items 4, 5, 6, and 7 were used to answer this research question.

Item 4: **Do you read newspapers?**

**Table 4 Shows the Responses to the Question 4 above.**

VARIABLE	WU		ACE	
	FREQUENCY	%	Frequency	%

<b>Yes</b>	100	100	100	100
<b>No</b>	-	-	-	-
<b>Total</b>	100	100%	100	100%

The data presented in the table above show that all the 100 (100%) respondents who represented Wesley University of Science and Technology, Ondo admitted that they read newspapers. In the same vein, the 100 (100%) respondents who represented Adeyemi College of education also admitted that they read Newspaper. This implies that every member of the sampled population in one way or the other get exposed to newspaper and its coverage.

**How often do you read newspapers?**

VARIABLE	WUS		ACE	
	FREQUENCY	%	Frequency	%
Seven days a week	19	19%	-	-
Six days a week	4	4%	-	-
Five days a week	-	-	18	18%
Four days a week	-	-	16	16%
Three days a week	-	-	9	9%
Twice a week	5	5%	12	12%
Once a week	29	29%	15	15%
Rarely	33	33%	24	24%
Never	10	10%	6	6%
<b>Total</b>	100	100%	100	100%

The data presented on the table and chart above shows that out of the 100 respondents who represented Wesley University of Science and Technology (WUSTO), 19 (19%) respondents admitted that they read newspapers seven days a week, 4 (4%) respondents admitted that they read newspaper six days a week, 5 (5%) respondents admitted that they read newspapers twice a week, 29 (29%) respondents admitted that they read newspapers once in a week, 33 (33%) respondents admitted that they read newspapers rarely; while 10 (10%) respondents admitted that they never read newspapers.

On the other hand, 18 (18%) respondents out of the 100 representatives of Adeyemi College of Education (ACE) admitted that they read newspapers five days a week, 16 (16%) respondents admitted that they read newspapers four days a week, 9 (9%)



respondents admitted that they three days a week, 12 (12%) respondents admitted that they read newspapers twice a week; 15 (15%) respondents admitted that they read newspapers once in a week; 24 (24%) respondents admitted that they rarely read newspapers while 6 (6%) respondents admitted that they never read newspaper.

**Do you understand the message(s) contained in Newspaper?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
<b>Yes</b>	76	76%	81	81%
<b>No</b>	24	24%	19	19%
<b>Total</b>	100	100%	100	100%

The table above shows that 76 (76%) respondents from Wesley University admitted that they understand the message contained in the newspapers while 24 (24%) respondents admitted that they did not understand the message in the newspaper. 81 (81%) respondents from Adeyemi college of Education admitted that they understand the message in the newspaper while 19 (19%) respondents admitted that they did not understand the message in the newspaper.

The implication of the above analysis is that both the students of Wesley University of Science and Technology (WUSTO) and Adeyemi College of Education, Ondo have a very concrete knowledge understand of the messages in the newspapers.

**How often do you understand the message(s) contained in Newspaper?**

VARIABLE	WUSTO		ACE	
	Frequency	%	Frequency	%
All the time	33	33%	59	59%
Most of the time	41	41%	31	31%
Sometimes	24	24%	8	8%
Never	2	2%	2	2%
<b>Total</b>	100	100%	100	100%

The data presented in the table above shows that out of the sampled Wesley University of Science and Technology (WUSTO), 33 (33%) respondents admitted that they often understand the message contained in the newspaper all the time, 41 (41%) respondents averred that they understand the message contained in the newspaper most of the time, 24 (24%) said sometimes, they do understand the message contained in the newspaper

while 2 (2%) respondents admitted that they never understand the message contained in the newspaper.

On the other hand, out of the 100 respondents from Adeyemi College of Education, 59 (59%) respondents said that they often understand the newspaper all the time; 31 (59%) respondents admitted that they often understand the message most of the time; 8 (8%) respondents opined that they do understand messages contained in the newspaper sometimes while 2 (2%) respondents admitted that they never understand the message contained in the newspaper. The outcome of the analysis shows that Students of Adeyemi College of Education do understand the contents of the newspapers than Students of Wesley University of Science and Technology.

### Research Question Two

Do Wesley University of Science and Technology, Ondo and Adeyemi College of Education, Ondo students get more exposure to newspaper?

Items 8, 9, 10, and 11 were used to answer this research question.

#### Do you enjoy reading newspapers?

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Yes	94	94%	88	88%
No	6	6%	12	12%
Total	100	100%	100	100%

The data presented on the table above shows the 94 (94%) of the WUSTO respondents admitted that they enjoyed reading the newspaper while 6 (6%) respondents admitted that they did not enjoyed reading newspapers. On the other hand, for the ACE respondents, 88 (88%) admitted that they enjoyed reading the newspaper while just 12 (12%) admitted that they did not enjoy reading the newspaper.

This means that both the students of Wesley University of Technology and Adeyemi College of Education do get gratification when reading newspapers and thus, enjoy reading newspapers.

#### What are your reasons for reading newspaper?

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
For the Humor	19	19%	17	17%

For the message	55	55%	26	26%
Both	26	26%	57	57%
<b>Total</b>	100	100%	100	100%

The data presented on the table and chart above shows that out of the 100 respondents who represented Wesley University of Science and Technology (WUSTO), 19 (19%) respondents admitted that they read newspapers for the humor, 55 (55%) respondents admitted that they read newspaper because of the message while 26 (26%) respondents admitted that they read newspapers for both. On the other hand, 17 (17%) respondents out of the 100 representatives of Adeyemi College of Education (ACE) admitted that they read newspapers for the humors, 26 (26%) respondents admitted that they read newspapers for the messages while 57 (57%) respondents admitted that they read newspaper because of both the humor and the messages.

The result of the analysis shows that the students of the Wesley University of Science and Technology enjoy reading the newspaper because of its message while the Adeyemi College of Education’s students love to read the newspaper because of both the messages and humors.

**Which content of the Newspaper do you prefer to read?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
News	36	36%	58	58%
Features	13	13%	21	21%
Editorial	6	6%	8	8%
Sport	45	45%	13	13%
<b>Total</b>	100	100%	100	100%

The table above shows that 36 (36%) respondents representing WUSTO affirmed that they prefer to read news content in the newspaper, 13 (12%) respondents said they prefer to read features in the newspaper, 6 (6%) respondents admitted that they love to read Editorials while 45 (45%) respondents admitted that they have a preference for Sport reports.

On the other hand, 58 (58%) respondents of ACE admitted that they favour News stories, 21 (21%) respondents stated that they have preference for features, 8 (8%)

respondents admitted that they prefer to read editorial while 12 (12%) respondents affirmed that they love to read sport stories.

This show, therefore, that the greater percentage of respondents from Wesley University prefer to read sport news from the newspaper while the greater percentage of respondents have preference for Straight news stories.

**What time do you spent on Reading Newspaper daily?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Less than 15 Minutes	82	82%	41	41%
15-20 Minutes	15	15%	53	53%
20-30 Minutes	3	3%	5	5%
More than 1 Hour	-	-	1	1%
<b>Total</b>	100	100%	100	100%

For Wesley University, the table above shows that 82 (82%) respondents stated that they spent less than 15 minutes for reading newspaper, 15 (15%) respondents admitted that they spent 15-20 minutes for reading newspapers, 3 (3%) respondents confirmed that spent 20-30 minutes on reading newspapers while none of the respondents read news more than 1 hour.

On the other hand, 41 (41%) respondents from Adeyemi College Education opines that they spent less than 15 minutes on reading newspaper, 53 (53%) respondents stated that they spent 15-20 minutes on reading newspaper, 5 (5%) respondents said that they spent 20- 30 minutes on reading newspaper while 1 (1%) respondent admitted he spent more than 1 hour reading newspaper.

What the above implies is that the students of Adeyemi college of Education spent more time reading newspaper than the student of Wesley University of Science and Technology.

**Research Question Three**

How often do Wesley University of Science and Technology, Ondo students and Adeyemi College of Education, Ondo students read newspapers?

Item 12, 13, 14, 15 and 16 were used to answer this research question.

**Do students in your school prefer to read mainstream newspaper?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Yes	33	33%	57	57%
No	67	67%	43	43%
Total	100	100%	100	100%

The table above shows that 33 (33%) respondents from Wesley University admitted that they have preference to reading mainstream newspapers while 67 (67%) respondents admitted that they did not have flair for mainstream newspapers. On the other hand, 57 (57%) respondents from Adeyemi college of Education admitted that they prefer reading mainstream newspapers while 43 (43%) respondents admitted that they did not like mainstream newspapers.

The implication of the above analysis is that the students of Adeyemi College of Education, Ondo have more preference for mainstream newspapers than students of Wesley University of Science and Technology (WUSTO).

**Item 13:** Do students in your school prefer to read newspaper Online?

**Table 13:** Shows the Responses to Question 18 above.

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Yes	93	93%	87	87%
No	7	7%	13	13%
Total	100	100%	100	100%

The implication of the above analysis is that both the students of Wesley University of Science and Technology (WUSTO) and Adeyemi College of Education, Ondo have an encouraging preference for and interest in online newspapers. This maybe as a result of the improvement in IC and increase of online version of the newspaper that give immediacy to the newspaper reports.

**Has newspapers readership improved your reading culture?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Yes	61	61%	77	77%
No	39	39%	23	23%

<b>Total</b>	100	100%	100	100%
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The table above shows that 61 (61%) respondents from Wesley University admitted that the reading newspapers have helped improving their reading culture while 39 (39%) respondents admitted that the readership of the newspapers have not done improvement to their reading culture. On the other hand, 77 (77%) respondents from Adeyemi college of Education admitted that the reading newspapers have greatly improved their reading culture while 23 (23%) respondents admitted that the newspaper readership did not helped improving their reading culture.

The implication of the above analysis is that both the students of Wesley University of Science and Technology (WUSTO) and Adeyemi College of Education, Ondo have greatly gained from reading newspaper as encouraging numbers of respondents admitted that newspaper readership have helped improving their reading culture.

**How can you rate newspapers readership in your institution?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
0- 20 %	16	16%	64	64%
21- 40 %	51	51%	33	33%
41- 60%	30	30%	3	3%
61-80 %	3	3%	-	-
81- 100 %	-	-	-	-
<b>Total</b>	100	100%	100	100%

The data presented on the table and chart above shows that out of the 100 respondents who represented Wesley University of Science and Technology (WUSTO), 16 (16%) respondents rated the readership newspapers in their institution by 0-20%, 51 (51%) respondents rated the readership of newspaper in their institution by 21-40, 30 (30%) respondents rated the newspapers readership in their institution by 41-60%, 3 (3%) respondents rated the newspaper readership in their institution by 61-80% while none of the respondents rated the readership by 81-100%.

On the other hand, 64 (64%) respondents out of the 100 representatives of Adeyemi College of Education (ACE) rated the readership newspapers by 0-20%, 33 (33%) respondents rated the readership of newspaper in their institution by 21-40, 3 (3%)

respondents rated the newspapers readership in their institution by 41-60%, while none of the respondents rated the readership by 61-80% and 81-100% respectively.

The rating of the newspapers readership in the two institutions was too poor and not encouraging. The meaning of this is that the student’s disposition to the newspapers readership were too poor.

**What do you think can be done to improve the newspapers reading rate among Nigeria youth?**

VARIABLE	WUSTO		ACE	
	Frequency	%	Frequency	%
Sensitization of the youth	11	11%	12	12%
Reduction of the price of newspapers	45	45%	54	54%
Establishment of new newspaper reading stands	9	9%	6	6%
purchasing of more newspapers to institution library	35	35%	28	28%
<b>Total</b>	100	100%	100	100%

For Wesley University, the table above shows that 11 (11%) respondents stated that the Sensitization of the youth is only way of improving newspaper readership rating, 45 (45%) respondents admitted that Reduction of the price of newspapers is only way of improving newspaper readership rating, 9 (9%) respondents confirmed that Establishment of new newspaper reading stands is only way of improving newspaper readership rating while 35 (35%) believed that purchasing of more newspapers to institution library is only way of improving newspaper readership rating.

On the other hand, 12 (12%) respondents from Adeyemi College Education opines that the Sensitization of the youth is only way of improving newspaper readership rating, 54 (54%) respondents stated that Reduction of the price of newspapers is only way of improving newspaper readership rating, 6 (6%) respondents said that Establishment of new newspaper reading stands is only way of improving newspaper readership rating while 28 (28%) respondent admitted that purchasing of more newspapers to institution library is only way of improving newspaper readership rating.

**Research Question Four**

What is the impact of newspaper readership among Wesley University of Science and Technology Ondo and Adeyemi College of Education, Ondo Students?

Item 17, 18, 19 and 20 were used to answer this research question.

**Do newspapers readership has any impact on you?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
<b>Yes</b>	79	79%	81	81%
<b>No</b>	9	9%	13	13%
<b>Don't know</b>	12	12%	6	6%
<b>Total</b>	100	100%	100	100%

The table above shows that 79 (79%) respondents from Wesley University admitted that the newspapers readership have impact on them 9 (9%) respondents admitted that the readership of the newspapers have no impact on them while 12 (12%) respondents said that they do not know whether newspaper readership impact on them. On the other hand, 81 (77%) respondents from Adeyemi college of Education admitted that the reading newspapers have greatly impacted them, 13 (13%) respondents admitted that the newspaper readership did not have any impact on them, while 6 (6%) respondents admitted that they don't know.

The implication of the above analysis is that both the students of Wesley University of Science and Technology (WUSTO) and Adeyemi College of Education, Ondo have greatly gained from reading newspaper as encouraging numbers of respondents admitted that newspaper readership have impact on them.

**What impact do newspapers have on you?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
<b>Negative</b>	27	27%	17	17%
<b>Positive</b>	73	73%	83	83%
<b>Total</b>	100	100%	100	100%

The table above shows that 27 (27%) respondents from Wesley University admitted that the impact newspapers readership has on them is negative while 73 (73%) respondents admitted that the impact of newspaper readership on them is positive. On the other hand, 17 (17%) respondents from Adeyemi college of Education admitted that



the impact of newspaper readership on them is negative while 83 (83%) respondents admitted that the impact newspaper readership on them is positive.

The implication of the above analysis is that both the students of Wesley University of Science and Technology (WUSTO) and Adeyemi College of Education, Ondo attested that the newspaper and its readership positively impact the life of their audience.

**Do money affect you from reading newspaper?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Yes	75	75%	66	66%
No	15	15%	34	34%
Total	100	100%	100	100%

The table above shows that 75 (75%) respondents from Wesley University admitted that their reading culture have been affected by money while 15 (15%) respondents admitted that money did not affect them from reading newspaper. On the other hand, 66 (66%) respondents from Adeyemi college of Education admitted that money is the major factor affecting them from reading newspaper while 34 (34%) respondents admitted that money did not affect stop them from reading newspaper.

The implication of the above analysis is that both the students of Wesley University of Science and Technology (WUSTO) and Adeyemi College of Education, Ondo students have been hindered by money from reading the newspaper.

**How often do money stop you from reading newspaper?**

VARIABLE	WUSTO		ACE	
	FREQUENCY	%	Frequency	%
Everyday	58	58%	61	61%
Most time	37	37%	24	24%
Occasionally	5	5%	15	15%
Total	100	100%	100	100%

For Wesley University, the table above shows that 58 (58%) respondents stated that money do stop them from accessing newspaper every day, 37 (37%) respondents admitted that money do stop them from accessing newspaper most time, 5 (5%) respondents confirmed that money do stop them from accessing newspaper occasionally.

On the other hand, 61 (61%) respondents from Adeyemi College Education opines that money do stop them from accessing newspaper every day, 24 (24%) respondents admitted that money do stop them from accessing newspaper most time, 15 (15%) respondents confirmed that money do stop them from accessing newspaper occasionally.

What the above implies is that the students of Wesley University of Science and Technology and Adeyemi college of Education do face problem of insufficient money. This to large extent has stopped them from accessing and reading newspaper.

### **Discussion of Findings**

In this section, data collected from survey and analysed on “*Newspaper Readership habits of Tertiary Institution Students: A Comparative study of Wesley University of Science and Technology, Ondo and Adeyemi College of Education, Ondo.*” will be discussed. The data was contained in 200 fully completed questionnaire copies retrieved differently from the respondents from Wesley University of Science and Technology and Adeyemi College of Education. Responses to answers on research questions would be discussed.

**Research question 1:** Do Wesley University of Science and Technology, Ondo and Adeyemi College of Education, Ondo students read newspapers? The aim of this research question is to find out the how frequent the students WUSTO and ACE read Newspaper. The data on table 4, 5, 6, and 7 were used to answer this research question. The data analysed in table 4 shows that every member of the sampled population in one way or the other get exposed to newspaper and its coverage. However, the analysis in table 5 means that the Students of Wesley University of Science and Technology (WUSTO) read more newspapers daily than students of Adeyemi College of Education (ACE). This study relied on all the information from the respondents to show that Adeyemi College of Education rarely read newspaper compare to WUSTO Students. Also, the analysis in table 7 shows that both the students of Wesley University of

Science and Technology (WUSTO) and Adeyemi College of Education, Ondo have a very concrete knowledge understand of the messages in the newspapers.

**Research question 2:** Do Wesley University of Science and Technology, Ondo and Adeyemi College of Education, Ondo students get more exposed to newspaper? Items 8, 9, 10, and 11 were used to answer this research question. In table 8, both the students of Wesley University of Technology and Adeyemi College of Education do get gratification when reading newspapers and thus, enjoy reading newspapers. The result of the analysis in table 9 shows that the students of the Wesley University of Science and Technology enjoy reading the newspaper because of its message while the Adeyemi College of Education's students love to read the newspaper because of both the messages and humors. In table 10, the greater percentage of respondents from Wesley University prefer to read sport news from the newspaper while the greater percentage of respondents have preference for Straight news stories. Thus, that the students of Adeyemi college of Education spent more time reading newspaper than the student of Wesley University of Science and Technology. However, the time spent by the students when reading newspaper is not encouraging and very poor. According to Edegoh O.N., N. C., Ezeh A. C. (2015), there is strong research-based evidence of declining newspaper readership among people of different ages. There is also enough empirical data showing that youths do not read newspapers. However, at present newspapers are available in both hard copy and electronic form and are accessible through the Internet using all kinds of devices which are at the disposal of youths, particularly students. All these innovations are meant to improve readership of newspapers and attract young readers.

**Research question 3:** How often do Wesley University of Science and Technology Ondo students and Adeyemi College of Education, Ondo students read newspapers? Item 12, 13, 14, 15 and 16 were used to answer this research question. Table 12 shows that the students of Adeyemi College of Education, Ondo have more preference for mainstream newspapers than students of Wesley University of Science and Technology (WUSTO). This maybe as a result of the improvement in Information Communication and increase of online version of the newspaper that give immediacy to the newspaper reports. Table 15 indicated that the rating of the newspapers readership in the two institutions was too poor and not encouraging. The meaning of this is that the students disposition to the newspapers readership were too poor. A conclusion can therefore be

drawn that before newspaper rating and readership can be improved upon, the organisation should as a matter of fact reduce the price of newspapers and thus, school libraries must increase the number of newspapers they purchase. Although, considering the cost of production, it may be hard to reduce the price of the newspaper but the organisation should try and make their newspaper available to all by reducing the price.

### **Conclusion**

This study has been able to demonstrate that Newspaper is inevitable, as it has both positive and negative implication on the overall performance of the readers.

The data analysed in table 4 shows that every member of the sampled population in one way or the other get exposed to newspaper and its coverage. However, the analysis in table 5 means that the Students of Wesley University Ondo (WUO) read more newspapers daily than students of Adeyemi College of Education (ACE).

This study relied on all the information from the respondents to show that Adeyemi College of Education rarely read newspaper compare to WUO Students. Also, the analysis in table 7 shows that both the students of Wesley University Ondo (WUO) and Adeyemi College of Education, Ondo have a very concrete knowledge understand of the messages in the newspapers.

### **Recommendations**

The data seem to support the contention that some types of content contribute to a newspaper readership habit. Determining the factors within that content that stimulate the habit should be of great interest to both sociologists and journalists. A variation on the theme would explore the impact of the presentation of that content, both graphically and in mode of delivery. Based on the findings, the following recommendations are hereby made:

An awareness raising campaign should be initiated among the students so that more and more students become interested in reading newspapers and can be successful not only in their study and research, but also in their personal and professional life.

The Newspaper outfit should Identify their habitual readers. The people with strong newspaper reading habits should be fairly easy to identify and small enough to accommodate. Once they have identified them, give them the respect and attention they deserve. Form a "loyal readers club" that offers discounts and premiums, and use your internal resources to promote long-time readers.

All the Newspapers around the world should attempt to move their brand identity to the Internet by providing versions of their print editions on the World Wide Web. This effort offers an opportunity to test the power of habit as a medium develops. the habits of the newspaper readers be transferred to a new medium with the same ease that ink-on-paper words are transferred to a computer screen.

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