

**Influence of Mobile Media on the Readership of Traditional Newspapers:  
a Focus on the Academic Staff of Federal University of Technology,  
Minna, Nigeria**

**Abdulhameed K. Agboola, PhD & Omotoso O. Joseph**

Department of Information and Media Technology  
School of Information and Communication Technology  
Federal University of Technology, Minna  
a.agboola@futminna.edu.ng; 08068736968

**Abstract**

*This study is an investigation of the influence of mobile media on the consumption patterns of newspapers among the academic staff of the Federal University of Technology, Minna. The researchers employed the survey research method to collect data from a stratified random sample of 260 academic staff. Findings showed that there is a decline academic staff's accessibility of news contents via paper newspapers. The study concluded that technological innovations has exposed news readers to easier and cheaper means of getting updated with news contents, coupled with additional interactive elements such as instant comments on news contents and sharing of news contents on the social media. The study recommended that mobile media news platforms of media organisations should be used as platforms for driving readers to traditional print newspapers by means of consistent and effective awareness via the mobile media news platforms.*

**Keywords:** Mobile media, consumption patterns, news contents, mobile devices, news platforms, traditional newspapers

**Introduction**

The age of mobile devices has transformed news consumption patterns of news audiences (Mitchel, Rosenstiel and Christian, 2014). News consumption over the internet is continually on the increase, with a highly significant number people now accessing news contents via their smart phones, tablets, and other mobile devices (Doherty, 2012). Unlike the time past when the major means of getting news contents was either via the print media (newspapers) or the broadcast media (television and radio), which in one way or the other limited news consumers' interactivity and consumption rate of news contents, news consumers can now easily navigate around their desired news contents anyhow and anytime they want to. According to Doherty (2012) the increase in the people's exposure to social networking websites has culminated into this striking shift in the news environment. Therefore, it is evident that huge number of young adults access news more on the social networks than on TV or newspapers. Consequently, this trend is inadvertently

leading to a situation where news has become more personalized when each user with little or no effort tailors their experience of news consumption by controlling the flow of news contents that they want to have access to (Howe, 2010).

Mobile devices today, especially smart phones and tablets, at most times have on them pre-installed social media tools or applications that easily aid the access to contents online via the internet. According to Picard (2009), with these applications, news consumers can easily receive and interact with news contents via the social media tools such as Facebook, Twitter, Weblogs, YouTube, etc. With these tools, news consumers are therefore elevated from being mere news consumers to news contributors, as they can also provide or post news contents on the social media platforms available at their reach.

Most of these social media tools available on the mobile phones as an easy, almost free, channel for general users to partake in discourses with larger a group of users of the internet and also pull attention towards trending topics and discussions that the conventional news media, such as the print and broadcast, might have overlooked. With the many advantages, alongside portability and mobility that the mobile media provides, quite a large shift has occurred from the intake of news contents via the traditional media to that of the mobile media (Picard, 2009). However, this poses a great threat to the consumption of news contents via newspapers, especially.

With over 70 percent of Nigeria's present population size (with an estimate of 174 million people), the majority of those with digital awareness are under the age of 30, which showcases a huge smartphone and mobile data usage (Ojabo, 2014). To further buttress the penetration rate, Oketola (2012) stated that the usage perspective of a research insight given by Mobi, an online advertisement agency, into the mobile media consumption pattern among the Nigerian consumers showed that Nigeria remains highly mobile centric, having the average mobile user that was surveyed spending up to 5.5 hours in the usage of the media everyday with about a two-hour involvement via their mobile phones. This, therefore, portrays the mobile media usage as being directly competing with the traditional media.

It is of no doubt that the advent of the internet which offers quick and free access to news contents, coupled with the massive exposure of news consumers to mobile media devices, which offers easy access to the internet anywhere and anytime, are one of the major factors for the enormous drop of traditional print newspapers' patronage of news contents. Also, the cost of getting a mobile device with good internet access is relatively cheaper these days. The introduction of budget smartphones, of which many comes with a comparatively cheap internet access fee, news consumers can now easily get inexpensive mobile devices so as to consume as many news as possible on the internet from their comfort zones.

### **Statement of the Problem**

Several studies have documented findings that demonstrated that having mobile devices within an arm's length has transformed the pattern at which individuals access news contents in their everyday life (Ling, Karnowski, Pape and Jones, 2015). With the rise in the availability of news contents on the internet, there has been a higher chance of having news contents that are disseminated on newspapers being disseminated on the internet. These news contents, however, can be easily accessed via mobile devices. Also, most news reporting agencies have mobile applications and responsive mobile web designs developed to ease the dissemination of their news contents.

Although newspapers help readers become more informed so as to help influence their decision and opinion formulation by providing quite a number of facts by presenting news stories, technology and sports stories, not excluding weather situation reports, the mobile technology seem to be changing the trend as mobile device owners are more likely to get news content updates via mobile news apps on installed on their phones or through search engines, news aggregators (Abdulraheem, Adisa and La'aro, 2012). In view of this issue, it can be perceived that there are emergent challenges that are consequential to the current situation of media convergence. Therefore, the problem this study investigates is the influence of mobile media on the readership of traditional newspapers among the academic staff of Federal University of Technology, Minna, Nigeria

### **Objectives of the Study**

The objectives of this study are to:

1. Find out the rate at which the academic staff of Federal University of Technology, Minna utilise mobile media in the consumption of news contents.
2. Determine how the access of news contents via mobile devices affects the consumption rate of newspaper news contents among the academic staff of the Federal University of Technology, Minna.
3. Identify the preferred news source among the academic staff of the Federal University of Technology, Minna.
4. Determine the preferred type of news contents that the academic staff of Federal University of Technology, Minna read on their mobile devices.

### **Review of Previous Studies**

The public consumption patterns of news contents have been affected by digitisation and this has also transformed the system's traditional dynamics (Casero-Ripollés, 2012). In a research study by Casero-Ripollés (2012), it has been shown that the consumption of news contents is undergoing great changes as a result of digitisation, as digitisation has brought about changes to the communicative system, with content production, business models, and most especially, the media. This study began with an analysis of newspapers, which was later extended to general

information with an aim to ascertain young people's news consumption habits, especially newspapers, in the digital era and also to discover the attitudes and perception of young people towards journalistic information. The study explored the emergence of social networks as a news medium alongside the decline of the traditional media, having more focus on newspapers in particular.

It was observed from the result that there exists a seemingly significant level of interest in news stories among young people, which was obviously due to their attractiveness towards the cost-free contents made available to them. Also, the results highlighted a gender gap with men as greater news consumers, and also news consumption rate increasing as young people mature. Reports from the study suggested that profound changes are emerging in news consumption patterns and the concept of news among young people. However, the study did not take time to highlight which platforms or media the young people prefer consuming news content from. Also, it did not provide answers to the question of the transformation in news consumption arising from the young people's preference for social networks as information media and also the changes caused in the conception of news contents among young people (Casero-Ripollés, 2012).

In a research carried out by Xu, Forman, Kim and Ittersum (2013), one of their objectives was to know whether the introduction of latest internet-enabled media channels - Smartphone type of mobile media, for example, will contribute to or replace existing media channels. According to the research, a section found out that on account of the fact that news channels "duplicate the capabilities of the existing ones, new channels such as online news websites are substitutes existing channels such as print newspapers" while another section found out "that new media channel can complement existing channel if media consumption on the new channel drives awareness of content on the old".

In the same study by Xu *et al* (2013) another objective was to examine the behavioural pattern of news consumers via mobile news websites in response to the recent introduction of news applications. In the attempt of the researchers to examine the mutual relationship between the media channels, they discovered that there has been a broad research demonstrating substitution between new forms of media and old media, such as the radio, television and cable television.

One particular question they attempted providing an answer to is whether the introduction of recent internet enabled media platforms will complement or replace existing media platforms. According to the study, a section of the research found out that, due to the fact that the new media channels replicate the capabilities of existing ones, new platforms such as online news websites are substitutes to existing channels such as traditional print newspapers. Based on another section of the research's findings, it was discovered that new media platforms can complement existing channel if media consumption on the new platforms provide awareness of the content on the old.

An analysis carried out by Pew Research Centre of Excellence found out that individuals spend an enormous amount of time with news applications on their

smart phones and tablets, browsing through more pages at a sitting, than they would have done on any conventional platform (Mitchel, Rosenstiel and Christian, 2014). It was further discovered that the most usual way people get news is by visiting the news Organisation's website or applications pre-installed on their mobile devices directly. One of the reasons, according to the research is social networking, as it is the most popular channel of receiving news updates for those who receive news on both smart phones and tablets. From a survey of 3000 U.S. adults, 67% of digital news consumers get recommendations from Facebook, while 38% get recommendations from Twitter service.

Studies also discovered that the rapid increase in the usage of mobile devices is undoubtedly contributing to the massive waning in subscriptions to traditional paper newspapers. Further in the research, there was a significant increase in the number news consumers via mobile media devices, especially in every age group. On the overall, it was discovered that 52.1% of the respondents subscribe to news contents via their mobile media devices rather than print newspapers, among which 88.5% were between the age group 18-44, 81.0% were between the age group 25 – 34, 71% were between the age group 35-44, 61% were between the age group 41 – 54, 59.3% were between the age group 55 – 64 and only 25% of those above 65 years old kept up with news contents via the mobile media (Fidler, 2013).

Although the case is slightly different in Nigeria due to the fact that the U.S. is far more advanced technologically, the pattern is seemingly the same. Nigeria, today, is gradually becoming the fastest increasing mobile market in the world, having more than 129 million active mobile subscribers as at April 2014, according to the Nigerian Communications Commission (NCC) (Oketola, 2012).

Likewise, Howe (2010) carried out an exploratory study on how the social media's popularity and other user generated content channels have influenced the means by which news contents are distributed and consumed. It also examined means by which individuals utilise the social media in the consumption and sharing of news stories.

According to Howe (2010), the internet and smartphones are transforming people's relationship with news contents especially due to the rise in the use of the social media networks. It was observed that a majority of news consumers who are based online get and send news stories via social media tools such as Facebook, Twitter, weblogs, YouTube, search engines, etc. Also, some audiences get "instant helping" of the latest news, literallyly minutes old, on the internet, or receive updates on their smart phones, in their email inbox or on their social network pages. From the analysis of the study, it was discovered that a majority of respondents only share news so as to stay connected to their friends and family as they depend on a network of friends to guide them on news contents, as they represent more of their own interests. It was also revealed that persons under the age 35 greatly rely on the social media for tips and alerts to news stories. However, concern has been raised that this shift could lead to disintegration from mainstream news as news stories and issues

that draw the most attention from the social media websites are mostly different from that of the traditional news outlets. The research is, however, not without its limitation. Although the study established some key motivators for sharing and viewing of news contents by engaging social media websites, the study was unable to find a significant statistical relationship between the frequency of social media news consumption and the perception of being more or less informed (Howe, 2010).

However, according to a study carried out by Ekeng cited in Abdulraheem, Adisa and La'aro (2012), there has been an apprehension that the print media could go into extinction in the nearest future if it does not brace up to the challenges the mobile media poses to it. A study carried out across Nigeria in 2010 by the Advertisers Association of Nigeria (ADVAN), according to Abdulraheem *et al* (2012), further found that among 470 Nigerians, only one buy newspapers on a daily basis giving rise to a daily sales figure of less than 300,000 for all the newspapers. Popoola, in the same study, stated "that all Nigerian newspapers, as at present, have a combined circulation figure of less than 500, 000 copies per day (p.2)."

The study examined the adoption of mobile news applications, and it focused on ascertaining if the adoption is associated with the rate of visits of mobile news websites via mobile devices, with the major target of the audience being marketing managers whose understanding of the impact of mobile applications on mainstream mobile websites is required so as to help them understand how best to shift their advertising plans. The study revealed that since there is an existent rise of mobile computing, if users' pattern of accessing online news is changed, mobile news applications will serve as substitutes for subsequent visits to the news websites from the same news content provider. That is, users embrace mobile applications as better platforms for reading read news via their mobile phones, although they could visit the mobile news website from the same news content provider to search for diverse news contents that are not offered on the application, "giving rise to complementarities between the two news distribution platforms." From the result, it was suggested that "the best strategy for news providers to attract more traffic on mobile phones is to manage two distribution channels differently, that is, offering more news stories on the mobile website compared to the mobile application, rather than just devoting most of their resources to mobile applications than to the mobile websites."

Additionally, the study examined the relationship between information technology revolution, age factor in the audience use of mass media and the declining newspaper future. In the study, attempts were made to find out why the alarming slide in the patronage of newspapers is on the increase. According to the findings, it was discovered that a certain number of people are not exposed to appreciate the reading of newspapers from their childhood. Also, a majority of editors were said not to connect the reading public through their publications which in most cases lack depth and quality content that serves the majority (Abdulraheem *et al*, 2012).

In a study by Ahlers (2006), the hypothesised shift of news consumption from the traditional media to the online news media was examined. In the findings of the research, it was discovered that some migration from offline to online news consumption has occurred, with about 12 percent direct substitution. However, it was found that this has no major impact on the economics of the media industry.

### **Theoretical Framework**

This research work is anchored on the uses and gratifications theory. In line with this study, the theory is very relevant as it helps understand the actual way that people make use of their mobile media devices and what gratification they derive through the consumption of information from these devices. The uses and gratification theory of mass communication, is the theoretical framework of this study. Blumler and Kharz's (1974) uses and gratifications theory suggests that media users play an active role in choosing and using the media. Users take an active part in communication process and are goal oriented in their media use. The theorists say that the media user seeks out a media source that best fulfils the needs of the user. The uses and gratifications theory of mass communication assumes that the users have alternate choices to satisfy their needs. Uses and gratifications theory takes a very humanistic approach to looking at media use. Blumler and Kharz believe that there is not merely one way people use the media. They also pointed out that there are many ways people use media and this is guided by different reasons. According to the theorist, media users have the free will to decide how they will use the media and how it will affect them. Blumler and Khatz value are clearly seen in the fact that media consumers have the right to make choices or chose from a variety of media options or alternatives merely as a means to an end. The theory takes out that there are possibilities that the media can have an unconscious affect on our lives and how we view the world. The idea that we simply use the media to satisfy a given need does not seem to fully recognise the power of the media in today's information and communication society.

The uses and gratifications theory originated in the 1970s as a reaction to traditional mass communication research with emphasis on the sender and the message sent. It looks at psychological orientations, focusing more on needs, motives and gratifications of users. Also, it provides a better understanding of how the media is being used by its users for their needs and gratifications. In other words it can be said that rather than theory enunciating what media does to people, it enunciates the things people do with media. The uses and gratification theory can be said to have a user/audience-centered approach (Blumler and Kharz, 1974). Blumler and Katz's uses and gratifications theory suggests that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their

need. The uses and gratifications theory has implication for the current study in the sense that media users have personal references and choices when it comes to selection and usage of media for gratifications of needs.

### Methodology

This study employed survey research design to collect data from a stratified random sample of 260 staff respondents from the academic staff of the Federal University of Technology, Minna. As at July 2015, the staff record gave the total population of available academic staff as 778 staff and out of this population, 260 academic staff were drawn, using stratified random sampling method to extract adequate samples from the population based on availability of staff per School / Faculty of the University. This sample was derived using the formula below:

$$nh = \sum \left( \frac{Nh}{N} \right) n$$

Where:

- $nh$  = the sample size in stratum;  
 $n$  = the total sample size;  
 $Nh$  = the population size in stratum;  
 $N$  = the total population

Table 1 (below) displays the distribution of academic staff population and sample size based on Schools / Faculties. Staff in each and every School / Faculty were stratified based on their Schools / Faculty and samples were drawn from each School/Faculty in accordance with their available numbers. The researchers arrived at 260 staff samples. A total of 260 copies of the questionnaire were distributed to the respondent academic staff. The response rate was 94% making a total of 244 well completed copies of questionnaire returned. The Alpha Chronbach reliability coefficient was 0.97 percent.

**Table 1: Distribution of academic staff population and sample size**

School / Faculty	Sample per N	Percentage per N
SAAT	33	13.5
SEMT	12	4.9
SEET	54	22.1
SET	42	17.2
SICT	13	5.3
SLS	17	7.0
SPS	39	16.0
STE	25	10.2
University Library	9	3.7
<b>Total</b>	<b>244</b>	<b>100%</b>

Population of Academic staff was obtained from the Information Technology Services of the Federal University of Technology, Minna.



## Data Presentation and Analysis

**Table 2: Benchmark for decision making**

S/N	Bench Mark	Decision
1	VSD	Disagreed
2	SD	Disagreed
3	D	Disagreed
4	N	Neutral
5	A	Agreed
6	SA	Agreed
7	VSA	Agreed

### Decision Rule

This current study used a 7-point Likert scale questionnaire to collect data from 260 respondents. The questionnaire scale reads from "Very Strongly Disagree" to "Neutral" and "Very Strongly Agree". However, for the purpose of analysis, the scale was collapsed into three aggregate categories, namely agree, neutral and disagree. All cases of "Agree", "Strongly Agree" and "Very Strongly Agree" were considered as "Agree", while all cases of "Disagree", "Strongly Disagree" and "Very Strongly Disagree" were aggregated as "Disagree."

**Table 3: Demographics characteristics of respondents**

Characteristics	Frequency	Percentage (%)
<b>Gender</b>		
Male	191	78.3
Female	53	21.7
<b>Age</b>		
26 – 30	15	6.1
31 – 35	43	17.6
36 – 40	71	29.1
41 – 45	70	28.1
46 and above	45	18.4
<b>Academic Qualification</b>		
HND/B.Sc./B.Tech.	41	16.8
M.Sc./M.Tech	100	41.0
Ph.D	103	42.2
<b>Total</b>	<b>244</b>	<b>100%</b>

The data in the above table show that the majority of the respondents were males (78.3%) As for the age distribution of the respondents, the implication of the

data in the table is that those between 36 and 40 years answered more (29.1%). Regarding the academic qualifications of the respondents, the majority of the respondents had PhD as highest qualification (42.2%).

**Table 4: Distribution of respondents based on the level of mobile media usage for the consumption of news contents**

	Frequency/Percentages (%)						
	1	2	3	4	5	6	7
I believe I use mobile devices more often for reading online news content.	13 (5.3)	8 (3.3)	20 (8.2)	27 (11.1)	43 (17.6)	55 (22.5)	78 (32.0)
I read news stories everyday through my mobile devices	9 (3.7)	16 (6.6)	51 (20.9)	30 (12.3)	40 (16.4)	45 (18.4)	53 (21.7)
I believe I can pay any amount to have access to news contents through my mobile devices.	7 (2.9)	50 (20.5)	70 (28.7)	57 (32.1)	32 (13.1)	14 (5.7)	14 (5.7)
I have consistent internet subscription on my mobile devices for easy access of news contents.	20 (8.2)	29 (11.9)	17 (7.0)	18 (7.4)	48 (19.7)	65 (26.6)	47 (19.3)
I believe I can do without getting news updates when I am out of internet subscription.	5 (2.0)	11 (4.5)	35 (14.3)	48 (19.7)	22 (9.0)	25 (10.2)	98 (40.2)

Table 4 presents data on distribution of the respondents based on the level of their mobile media usage for consumption of news contents. The implication of the data in the table is that majority of the academic staff use mobile devices more often for reading online news contents (72.9%). The analysis also shows that the respondents read news stories everyday through their mobile devices (56.5%). Majority of the respondents (52.1%) strongly agreed that they can pay any amount to have access to news contents through their mobile devices. Meanwhile, 160(65%) of the respondents agreed that have consistent internet subscription on their mobile devices for easy access of news contents. This implies that the respondents are always online. The data in the table also show that the respondents (59.4%) can do without getting news updates when they are out of internet subscription.

**Table 5: Relationship between the access of news contents via mobile devices and the rate of consumption of newspaper news contents**

	Frequency/Percentages (%)						
	1	2	3	4	5	6	7
I read news stories through mobile devices because of easy interaction with the news contents.	13 (5.3)	17 (7.0)	4 (1.6)	26 (10.7)	45 (18.4)	35 (14.3)	104 (42.6)
I believe news stories are easier accessed via mobile devices than via paper newspapers	12 (4.9)	15 (6.1)	8 (3.3)	18 (7.4)	26 (10.7)	60 (24.6)	105 (42.6)
I prefer reading news stories via mobile devices because they are cheaper or free to access.	10 (4.1)	12 (4.9)	14 (5.7)	18 (7.4)	36 (14.8)	59 (24.2)	95 (38.9)
I prefer the use of mobile devices for reading news contents because of time and privacy.	12 (4.9)	19 (7.8)	10 (4.1)	27 (11.1)	46 (18.9)	41 (16.8)	89 (36.5)
I prefer the use of mobile devices for reading news contents because of It allows me easily share the news contents with friends on the social media.	10 (4.1)	22 (9.0)	8 (3.3)	31 (12.7)	39 (16.0)	48 (19.7)	85 (34.8)

Table 5 presents data on the relationship between the access of news contents via mobile devices and the rate of consumption of newspaper news contents. According to the Table, the majority 184(75.3%) of the respondents agreed that they read news stories through mobile devices because of easy interaction with the news contents. Also, 191 (77.9%) of the respondents agreed that news stories are easier accessed via mobile devices than via paper newspapers. In addition, 190(77.9%) of the respondents agreed that they prefer reading news stories via mobile devices because they are cheaper or free to access. Majority 176 (72.2%) of the respondents agreed that they prefer the use of mobile devices for reading news contents because of time and privacy. Majority (64.2%) of the respondents agreed that they prefer the use of mobile devices for reading news contents because of it allows them easily share the news contents with friends on the social media.

**Table 6: Distribution of respondents based on the preferred source for accessing news contents**

	Frequency/Percentages (%)						
	1	2	3	4	5	6	7
I read news contents through my mobile devices	10 (4.1)	1 (4)	10 (4.1)	37 (15.2)	115 (47.1)	20 (8.2)	51 (20.9)
I get updated with news stories through my mobile devices more than through print newspapers.	6 (2.5)	11 (4.5)	31 (12.7)	33 (13.5)	21 (8.6)	99 (40.6)	43 (17.6)
I believe mobile devices are better platforms for reading news stories than print newspapers.	12 (4.9)	6 (2.5)	41 (16.8)	28 (11.5)	21 (8.6)	44 (19.7)	88 (36.1)
I prefer reading news contents via my mobile devices instead of normal print newspapers.	15 (6.1)	15 (6.1)	55 (22.5)	29 (11.9)	49 (20.1)	22 (9.0)	59 (24.2)
I believe I spend more time reading news stories through my mobile devices than through the print newspapers.	19 (7.8)	16 (6.6)	4 (1.6)	18 (7.4)	75 (30.7)	22 (9.0)	90 (36.9)

Table 6 presents distribution of the respondents based on their preferred source for accessing news contents. According to the table, majority (76.2%) agreed that they read news contents via their mobile phones. Meanwhile, 66.8% of the respondents agreed that they get updated with news stories through their mobile devices than through print newspapers. Also, 64.4% agreed that mobile devices are better platforms for reading news stories than print newspapers. In addition, 53.3% of the respondents agreed that they prefer reading news contents via their mobile devices instead of normal print newspapers. The analysis also shows that majority of the respondents (76.6%) spend more time reading news stories through their mobile devices than through the print newspapers. This implies that majority of the academic staff spend time on online newspapers.

**Table 7: Distribution of respondents based on the preferred type of news contents and stories**

	Frequency/Percentages (%)						
	1	2	3	4	5	6	7
I believe I get updated on politics-related news through my mobile devices.	15 (6.1)	16 (6.6)	10 (4.1)	38 (15.6)	43 (17.6)	59 (24.2)	63 (25.8)
I believe I get updated on business-related news through my mobile devices.	3 (1.2)	14 (5.7)	35 (14.3)	37 (15.2)	38 (15.6)	62 (25.4)	55 (22.5)
I believe I get updated on sports-related news through my mobile devices.	14 (5.7)	9 (3.7)	13 (5.3)	46 (18.9)	32 (13.1)	60 (24.6)	70 (28.7)
I believe I get updated on technology-related news through my mobile devices	7 (2.9)	21 (8.6)	15 (6.1)	20 (8.2)	25 (10.2)	95 (38.9)	61 (25.0)
I believe I get updated on other news stories aside from politics, business, news and technology.	10 (4.1)	5 (2.0)	18 (7.4)	12 (4.9)	17 (7.0)	68 (27.9)	114 (46.7)

Table 7 presents distribution of the respondents based on their preferred type of news stories. The table shows that the majority (67.6%) of the respondents normally get updated on politics-related news through their mobile devices. In addition, the analysis shows that majority (63.5%) of the academic staff get updated on politics-related news through their mobile devices. Also, the majority (72.7%) of the respondents get updated on sports-related news through their mobile devices. Majority (74.1%) of the respondents get updated on technology-related news through their mobile devices. Majority (81.6%) of the respondents get updated on other news stories aside from politics, business, news and technology through their mobile devices. The implication of the analysis is that the academic staff of Federal University of Technology, Minna get different types of news via their mobile phones.

**Discussion of Findings**

Findings revealed that majority of the respondents use mobile devices more often for reading online news contents, while most of the respondents agreed that they read news stories everyday through their mobile devices. However, most of the respondents disagreed that they can pay any amount to have access to news contents through their mobile devices. Meanwhile, most of the respondents agreed that have consistent internet subscription on their mobile devices for easy access of news

contents; also they agreed that they can do without getting news updates when they are out of internet subscription.

With regards to the respondents' responses on the relationship between the access of news contents via mobile devices and the rate of consumption of newspaper news contents, majority of them agreed that they read news stories through mobile devices because of easy interaction with the news contents, while most of the respondents agreed that news stories are easier accessed via mobile devices than via paper newspapers. In addition, most of the respondents agreed that they prefer reading news stories via mobile devices because they are cheaper or free to access.

In the meanwhile, majority of the respondents agreed that they prefer the use of mobile devices for reading news contents because of time and privacy, while most of them agreed that they prefer the use of mobile devices for reading news contents because it allows them easily share the news contents with friends on the social media. These findings have been supported by Casero-Ripollés (2012) noted that there exists a seemingly significant level of interest in news stories among young people, which was obviously due to their attractiveness towards the cost-free contents made available to them by social media. Also, reports from Casero-Ripollés' study suggested that profound changes are emerging in news consumption patterns and the concept of news among young people (Casero-Ripollés, 2012).

In reference to the respondents' preferred source for accessing news contents, majority of them agreed that they read news contents via their mobile phones, while considerable amount of them agreed that they get updated with news stories through their mobile devices than through print newspapers. Also, the majority of the respondents agreed that mobile devices are better platforms for reading news stories than print newspapers, while considerable amount of them concurred that they prefer reading news contents via their mobile devices instead of normal print newspapers. Furthermore, substantial number of the respondents agreed that they believe they spend more time reading news stories through their mobile devices than through the print newspapers.

In corroborating these findings, Mitchel, Rosenstiel and Christian (2014) found that individuals spend an enormous amount of time with news applications on their smartphones and tablets, browsing through more pages at a sitting, than they would have done on any conventional platform. It was further substantiated that the most usual way people get news is by visiting the news Organisation's website or applications pre-installed on their mobile devices directly. One of the reasons, according to the research is social networking, as it is the most popular channel of receiving news updates for those who receive news on both smartphones and tablets (Mitchel *et al*, 2014).

In relation to the respondents preferred type of news stories, the majority agreed that they get updated on politics-related news through their mobile devices, while considerable amount of them agreed that they get updated on politics-related news through their mobile devices. Whereas, substantial number of the respondents

agreed that they get updated on sports-related news through their mobile devices. Majority of the respondents agreed that they get updated on technology-related news through their mobile devices, while negligible amount of them agreed that they get updated on other news stories aside from politics, business, news and technology through their mobile devices.

### Conclusion

In conclusion, findings from the current study have shown that there exists a decline in the readership of news contents via traditional newspapers as technological innovations has exposed news readers to easier and cheaper means of getting updated with news contents, coupled with additional interactive elements such as instant comments on news contents and sharing of news contents on the social media. Easy navigational control and access to any type of news that interests readers were also discovered to be reasons for a shift from the usual reading of news via traditional newspapers to mobile devices. News readers do not need to wait for the fresh print of daily newspapers to get updated with latest events happening in their environments and beyond, rather, the study paper found out that readers shift their preference to their mobile devices also because updates of events are on the instant, with no need for waiting till the next day to have knowledge of occurrence of events around them.

### Recommendations

Based on the findings of this study, the following recommendations were made:

1. Media Organisations must embrace the technological trends by also having easy to navigate and user-engaging versions of their news contents on the internet either as a website or mobile application.
2. Media Organisations should embrace the social media as news disseminating tools in other to improve their audience base.
3. Mobile media news platforms of the media Organisations should also be used as platforms for driving readers to traditional print newspapers by the means of consistent and effective awareness via the mobile media news platforms.
4. Print newspapers should device more user-engaging features that would attract readers to reading news contents via paper newspapers.

### References

- Abdulraheem, R., Adisa, R. M. and La'aro, A. O. (2012). Information Technology Revolution and the Future of Print Media in Nigeria: Usage across Age Groups. *Advances in Management*, 10(1): 29-40.
- Ahlers, D. (2006). News Consumption and the New Electronic Media. *Harvard International Journal of Press Politics*, 11(1): 29-52.

- Casero-Ripollés, A. (2012). Beyond Newspapers: News Consumption among Young People in the Digital Era. Available at: <http://www.revistacomunicar.com/pdf/preprint/39/en-C39-15-PRE-15671-CASERO.pdf>. Accessed 2/ 6/2015.
- Doherty, C. (2012). In Changing News Landscape, even Television is Vulnerable. *Trends in News Consumption: 1991-2012*. Available at: <http://www.peoplepress.org/2012/09/27/in-changing-news-landscape-even-television-is-vulnerable/>. Accessed 11/7/2015
- Howe, J. (2010). Social Media and News Consumption. Unpublished Thesis Presented to the Faculty of Communication and Leadership Studies, School of Professional Studies, Gonzaga University.
- Fidler, R. (2013). News Consumption on Mobile Media Surpassing Desktop Computers and Newspapers. 2013 RJI Mobile Media Research Report 1. Available at: <http://www.rjionline.org/research/rji-mobile-media-project/2013-q1-research-report-1>. Accessed 5/6/2015.
- Ling, R., Karnowski, V., Pape T. and Jones, S. (2015). News Consumption in an Age of Mobile Media: Patterns, People, Place and Participation. Available at: [http://mmc.sagepub.com/site/CFP/MMC\\_CFP.pdf](http://mmc.sagepub.com/site/CFP/MMC_CFP.pdf). Accessed 12//6/2015.
- Mitchel, A., Rosenstiel, T., and Christian, L. (2014). Mobile Devices and News Consumption: Some Good Signs for Journalism. Available at: <http://www.stateofthedia.org/2012/mobile-devices-and-news-consumption-some-good-signs-for-journalism/>. Accessed 26/2/ 2015
- Ojabo, D. (2014). Mobile Apps: a Potential Market for Digital Media Consumption in Nigeria. Available at: <http://updates.hopeforigeriaonline.com/mobile-apps-a-potential-market-for-digital-media-consumption-in-nigeria/>. Accessed 15/ 6/2015.
- Oketola, D. (2012). Why Nigeria is Ahead in Africa's Mobile Advertising Market. Available at: <http://www.govtechnology.com.ng/feature-articles/183/why-nigeria-is-ahead-in-africa%E2%80%99s-mobile-advertising-market/>. Accessed 20/ 6/2015.
- Picard, R. (2009). Blogs, Tweets, Social Media and the News Business. *Nieman Reports*, 63(3): 10-12.
- Xu, J., Forman, C., Kim, J.B. and Ittersum, K. V. (2013). News Media Channels: Complements or Substitutes? Evidence from Mobile Phone Usage. *Journal of Marketing*, 78, 97- 112