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Influence of New Media on Print Newspaper Readership

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Abstract:

There is an assumption that the exposure of the contents of online news satisfies readers' need for information and slows down the drive for the print versions. It is alleged that through the development of technology online newspapers give certain values to the readers which their print counterparts do not; however, there is still more questions that need to be answered such as what really motivates the readers preference to online newspaper as compared to their print edition counterpart? This study aimed at examining the emerging readership shift brought by new media on print newspapers. The study was guided by the following specific objective: to explore what influences the readers towards new media. The study adopted Uses and Gratification theory. It has also tackled the work and debates of other researchers concerning the media industry. The findings of this study will be important to the Government and other institutions involved in the national policy formulation as the media sector is one of the major players in government policy formulation agenda. The study was conducted among the staff members of Kenya School of Government, in Nairobi, Mombasa, Baringo, Embu and Matuga that have a total population of 519. Descriptive survey method was employed in collecting and analysing qualitative and quantitative data because it involves watching and depicting the conduct or subject without influencing it in any capacity. The same method was used to administer questionnaire to a randomly selected sample of 217 newspaper readers. The targeted population for this study were KSG staff members. The study sample of 217 respondents used Krejcie and Morgan formula (1970), and the researcher employed both primary and secondary collection procedures. It employed descriptive statistics to analyse the data. The research found that majority of the respondents still prefer print newspaper version to online though the latter is gaining momentum. The study concluded that online newspaper version is becoming a threat to print newspaper. The researcher therefore recommended that the print newspaper industry should come up with a good strategy of ensuring that the two versions complement each other objectively. For online readers, the internet hotspots should be increase to ease the accessibility of the internet. On further research areas, the study suggests that the discrepancy on the content of both newspaper versions should be amended.

Keywords: Readership shift, print newspaper, effects of new media, traditional media

1. Background of the Study

The emerging readership shift on newspaper has been majorly influenced by the rise of new technologies such as computers, cell phones and tablets. This has led to a tremendous change on news readership, for instance, print readership is progressively decreasing, newspapers circulations are declining and journalists with decades of experience are not sure of their job securities. As a result of these, newspaper industries have embraced the use of technologies, such as web sites, blogging and text/instant messaging to improve information delivery.

Before the advent of new technology, People depended on newspapers and magazines for their knowledge of the outside world, unfortunately, this is no longer the trend as life has dramatically changed over the past century as a result of the advancement of media technology (John Koblin, 2010).

The historical growth of newspaper began long way back. The earliest printed newspaper was published in 1605, and the usage has flourished even in the face of competition from technologies such as radio and television.

Globally, newspapers developed around 1612, with the first example in English in 1620. It took until the 19th century to reach a mass-audience directly. The Times, was the first high-circulated newspaper that arose in London in the early 1800s. It was made possible by the creation of high-speed rotary steam printing presses, and railroads which allowed large-scale distribution over wide geographical area. The increase in distribution, however, led to a decline in feedback and interactivity from the readership, making newspapers a more one-way medium. (John Koblin, 2010).

In Africa, the advancement of formal media in the mainland began in the 1800s when the primary printing press was set up in West Africa. Ibrahim Seaga Shaw (2009) contends that the primary phase of the media's headway was well

before expansionism and is established in the African oral custom where traditional story tellers, writers, town messengers and artists were utilized to pass data to the network and were not simply 'unimportant acclaim artists' as asserted by Bourgault (1995).

The second stage in the development of media was marked by the production of the first daily papers: The Cape town Gazette in South Africa and the Yoruba/English every other week daily paper *Iwelrohin* in Nigeria were among the lead way daily papers, which were set up by the Africa intellectual elite to prepare and sort individuals in the battle against colonialism and betrayals.

As distinguished by Mazrui (1975), it may have been a coincidence that the editors of these papers later became leaders of their countries at independence. For instance, Kwame Nkrumah's *Evening News*; in Ghana, Jomo Kenyatta's *Mwigwithania*, Nnamdi Azikiwe's; in Kenya, Julius Nyerere's *Uhuru* in Tanzania and Herbert Macaulay's *Lagos Daily News* in Nigeria were seen as vehicles, that not only carried out the responsibility of newspapers which entertain, inform and educate but also had another role of organizing the people behind the cause of independence. After independence, these same leaders refused to surrender control over the media and saw it as a tool of state authority whose function was to offer information to the public.

In 1960s after independence, tight media controls and restriction was entrenched. Numerous administrations picked the independent daily papers that had been set up in terms of professional career unionists, lawmakers of different types and representatives of their own. The huge majority of these daily papers which were set up to unsettle for freedom, either collapsed when independence was achieved or were taken up by governments which thought of them as an indispensable piece of the country building programs, they set out on. The administration chose to utilize media, for example, radio and daily papers as devices in their quest for freedom and to advance improvement and development for their government.

Filled with the desire of being leaders of the first independent governments whom had been educated in universities in the West, many of the early development communication scholars argued in favour of government controlling the media especially radio, to mobilize the masses to develop. Lerner, 1959, Schramm, 1964 and Rogers 1967 were among the scholar who were convinced that the governments would not exploit the power they had over the media, but would use it for 'national priorities and not self-aggrandizement'. In their innocence, they bought into the independence government leaders who did not considered a free press a priority in their single-minded pursuit of the development goals that they had set for their countries. These leaders also noticed they could not set free an 'unregulated media' on the newly independent population. 'Many of the charismatic leaders of the early independence period were so personally involved in the creation of their nation's future, that they associated criticism of the state to a personal attack' (Wilcox, 1975).

In Kenya, the historical background of print media is in respect to different countries, even those of Africa. Education began in Kenya following the landing of Protestant teachers almost a century and a half prior. The preachers encouraged people on the new changes on how to peruse and compose fundamental issues on scriptural writing. The underlying productions conveyed religious materials and up to date, the congregation is still engaged with some magazine distributing. (Sarati Richard, 2012)

At independence, print media in Kenya could be classified into a three-level framework with the European press at the best, the Indian in the middle, and African at the base. In spite the fact that initially the press in Africa was a European creation, African patriots adjusted the press particularly to their battle. By 1952 it was accounted for that Kenya had almost 50 daily papers. In any case, the claim to fame of these productions was not news but discussions that stressed on opportunistic gain. A large portion of the benefactors were patriots, with no journalistic experience, who later moved toward becoming post-freedom pioneers. Every one of these papers collapsed up with the happening to dictatorship.

According to, Djankovet *al.* (2001) *Who Owns the Media* study, it was asserted that the Africa governments controlled 61% of the best five daily newspapers by circulation, and achieved 85% of the audience for the main five TV slots. 66% of the nations have state imposing business models in TV broadcasting. Broadcasting openly is yet to wind up a reality in numerous nations in sub-Saharan Africa, as governments have demonstrated a reasonable absence of political purpose to completely change the state-owned media. This transformation failure of state into open broadcasters is in breach of the 2002 African Union's Commission on Human and People's Rights assertion of Principles on Freedom of Expression in Africa which numerous legislatures were signatory to and which sets out strategy rules for building up a multi-layered independent communicate framework.

Right now, the print media can be divided into four areas: the general day by day daily papers, the magazines, the provincial daily papers, and the printed sheets (gutter press) (Sarati Richard, 2012).

Kenya has four day by day national daily papers in English and one in Kiswahili all distributed in Nairobi with a consolidated day by day dissemination of just about 400,000. The most established mass coursing daily paper is the Standard established in 1902 by a Parsee migrant, A. M. Jeevanjee. The British settlers who came to Kenya and brought in Indians to work on the construction of the railway line from the coast to the interior to open up the farmland for settlement. The majority of the Indians settled in Mombasa and were occupied with business. Standard provided food for these government workers and business network. European press in Kenya started two years when Jeevanjee sold his interests to the association of Mayer and Anderson who renamed it East African Standard. The Standard turned into the biggest and most persuasive distribution in provincial East Africa, run of the mill was a European people's paper that was worried about the happenings in Britain and encouraging subservience to the pioneers, a tune that for quite a while remained the tone of other pilgrim-controlled media including Mombasa Mail and Nairobi. Change in the *Standard* to

relate to the desires of Africans was carefully moderated even after independence. Throughout the years the Standard changed hands until the point when Lonrho procured it in 1967.

Following Tiny Rowland's passing in the mid-1990s and the revamping at the Lonrho head office in London, it was comprehended that the Standard was by sold, this opportunity to a gathering of Kenyan political agents who at that point picked up control additionally of the TV slot KTN. It is not clear who possesses this media foundation, regardless of whether Lonrho East Africa or these Kenyan businesspeople

Sometime before the coming of the European colonizers and their methods of communication in light of pens, papers, mechanics and hardware, the African people living in what is currently known as Kenya were communicating with each other using strategies that had been time-tried and passed on from generation to generation for centuries. The oral form was the fundamental channel of communication and was supplemented by optional media of communication, for example, dressing styles, motions, images, et cetera. The oral tradition is the entire of all declaration type orally transmitted by a people on their past (Sall, 1999). For the oral structures to work, dialect needs to exist as the methods for learning and transmission of a culture and was additionally used to characterize and recognize diverse ethnic gatherings and societies (Agatucci, 2006).

The substance of the oral tradition of the African people living in Kenya is described by huge assorted diversity that incorporates stories and tales, fantasies, sagas, sayings and conundrums or riddles and also melodies and legends. Regularly, these attributes of African oral communication are intertwined, for instance, a story teller may stress the vital exercises of the story by singing a piece of the story, the story that might have started with a conundrum/riddle. In specific conditions, oral types of communication were revered in secretive traditions rehearsed by people rarely prepared for the errand from an early age.

Among the African individuals' oral narration is a public participatory ordeal. Everybody in most conservative social orders takes an interest in formal and casual narration as intuitive oral performance. Such investment is a critical piece of traditional African or common life and fundamental preparation in a specific culture's oral expressions and abilities in a basic piece of youngsters' indigenous training on their approach to initiation into full humanness (Agatucci, 2006).

In oral narration or storytelling, the story is the most evident constituent. It is a nonexistent journey of portrayal that is famous, that is, made by and for the general population. It is conceived and experience by the cooperation between the audience and the story teller aware of belief system and culture. Generally, it is orally transmitted from age to age. A story nearly relies upon the way of life and the general population's history that created it. The story is by and large advised to kids by old individuals ordinarily at sunset after the day's errands are finished. The tale does not contrast from the story by being fictional but rather is proposed to define the standard of the story. The description of the tale is frequently short and entertaining. The fantasy, another story frame, is a long portrayal that is a question on solid conviction for the general population that deliver it. The contrast amongst legends and stories lies in the degree in which the truth is implanted into the story with stories having a tendency to be more sensible than fantasies. The epic or epic portrayal relates the adventures of the hero who really existed and who assumed a noteworthy part in a people's ethnic history, for example, *Ramogi* among the *Luo* parentages are the point-by-point history of a people (Sall, 1999).

Another oral narration is the proverb, which is a clear truth to which the story regularly acts to show. Proverbs are, when in doubt, advised by senior citizens who utilize it to shading their discourse as an indication of knowledge. Questions and riddles are word entertainments amongst grandparents and youngsters that are yet sharpened in schools today. Riddles were typically told in the night prior to a narration session. Every ethnic gathering in Kenya has an extensive store of enigmas, adages and colloquialisms which are still vital part of day-by-day discourse. Enigmas are not only a type of amusement; they assume a critical part in the social training of kids. Enigmas are valuable instruments in the youngsters' subjective improvement. Songs and melodies hold a commanding place in the file of the African oral tradition. Songs mediate in all seasons of life, particularly amid tradition functions, for example, planting, circumcision and funerals. Through the tune, ethnologists have possessed the capacity to translate verifiable and get-togethers in a history of network (Sall, 1999).

In India for example, one of the well-known traditional types of communication is the pronouncement made by thumping a '*Nagada*' or drum with a stick when imparting messages beginning with one town then to the next. *Nautanki*s is an admired type of society expressions including a blend of music that is performed conventional in northern India. It was the most well-known type of stimulation before the appearance of silver screen. The Indians society moves changes starting with one place to the other. For instance, you will discover collection of natural moves in the north eastern district, Orissa and Gujarat. Each clan has an alternate move shape and dress, extras, images and themes.

Traditional works of art, divider artistic creations, engravings, statues and stupas assumed a crucial part in imparting thoughts and culture starting with one period to the other. For instance, *Ven* is the traditional sounds that was utilized to summon creatures or give them orders. (Mathiyazhagan T. *et al*, 2015).

Apart from the previously mentioned traditional media, there are also printed materials like books, magazines, and daily papers that are used for communication. The earliest printed daily paper was distributed in 1605, and the use has thrived despite rivalry from radio and TV. The *Times*, was the majorly circulated daily paper that emerged in London in the mid-1800s. It was made achievable by the formation of fast rotating steam printing presses, and railways which permitted vast scale distribution over wide geographical area. The growth in distribution prompted a decrease in input and intelligence from the readership, making daily papers a more one-way medium. (John Koblin, 2010).

UNESCO report of 2013, indicates that radio is the most acknowledged hotspot for news and data for general population in Africa. It shows that 90% of the population in West Africa are radio audience.

In Kenya, radio audience in the urban areas are disorganized since many private commercial radios tend to concentrate their programs and content in favour of urban population and less on rural population. Community radio, by its nature, is limited to a certain locale or community. For example, vernacular radio stations may broadcast nationally but their core markets are the regions where the listeners largely speak and understand the language. Such stations like *Coro*, *Inooro*, *Radio Ramogi* or *Nam Lolwe* in Kenya target issues about and for these ethnic communities who understand the language of broadcast

2. Kenya School of Government (KSG)

The history of KSG dates back to 1924 as an outcome of the Phelps Stokes Commission, and through the generosity of the Carnegie Corporation, plans were laid at Kabete in Kenya for the first Jeanes School in Africa to prepare and train instructors and other government officers. Until August of 1925 work proceeded on the working of sun-dried block houses (replaced soon after by burnt brick) to give convenience to the initial 15 Jeanes understudies and their spouses. The primary staff comprised of a Principal, an Assistant Master and a Matron. Work was immediately begun on the construction of a suitable curriculum, planning the necessary building, equipment and future development of the school, and the provision of adequate staff. In Kenya, Local Native Councils, under the guidance of the Native Affairs Department, are making a real attempt at local Government. Their activities cover almost the whole field of administration, education, medical, judicial, agriculture, trade, public works, and the promotion of games and sports; and they are thus an enormous help to both their people and the Government. (www.ksg.ac.ke)

The Kenya Institute of Administration (KIA) is a chief Management Development Institute set up in 1961 transiting from Jeans School. The Institute gained parastatal status under an Act of Parliament. (Act.No. 2 of 1996). The command of the foundation is to advance national improvement through arrangement of preparing, research and consultancy administrations to people in general and private divisions. The KIA Act commands the Institute to advance a culture of goodness, trustworthiness, diligent work, straightforwardness and responsibility in general society benefit the tasks of the establishment are guided by the vision to wind up a main national and provincial organization in client driven administration improvement. The KIA mission as stipulated in ebb and flow Strategic Plan (2001-2006) is 'To offer, preparing, research and consultancy administrations which will positively affect the administration of people in general, private and different parts in Kenya and the East African locale'. The Institute's exercises have advanced after some time. Survey boards of trustees that have fundamentally affected the Institute's exercises incorporate the Adu Committee, 1964, Wamalwa Committee, 1971-1974 and the Wamalwa Committee 1978-1979. The Review Committees perceived the K.I.A as the nation's head preparing establishment in broad daylight organization and administration. The Institute's exercises are attempted by multi-disciplinary groups containing individuals with an abundance of learning and skill in various zones of specialization (www.ksg.ac.ke).

The Kenya School of Government (KSG) was established by the KSG Act (No. 9 of 2012). The School is the successor of the former Kenya Institute of Administration (KIA), Kenya Development and Learning Centre (KDLC) and the Government Training Institutes (GTIs) Mombasa, Matuga, Embu and Baringo.

KSG is a State Corporation established to offer management training, research, consultancy and advisory services to the public sector. The School has been instrumental in setting up fast track management strategies through compliance and observance of high standards of integrity, competence, ethics and a culture of transparency whilst implementing the provisions of its mandate. Today it offers services to both National and County governments, private sector players as well as those from the Non-Governmental Organizations (NGOs) (www.ksg.ac.ke)

The Government recognizes the necessity of having a competent, well skilled and motivated workforce in the public service. The public service human resource must at all times have its potential developed to the maximum through effective training and capacity building. This will in turn give the Public Service the impetus necessary for delivering improved services to its clients and provide an enabling environment for other sectors of the economy to operate (<http://www.ksg.ac.ke>).

The role of KSG is to provide learning and development programmes that will inculcate public service values and ethics in the devolved government for the delivery of results to the Kenyan citizenry. KSG also contributes to the transformation of the public service to function effectively, innovatively, and in a results-oriented and accountable manner. The School is guided by this Strategic Plan (2012/2013 – 2016/2017) which outlines the principal strategic direction, the implementation strategies, and the relevant monitoring and evaluation mechanisms.

The School's vision is 'Excellence in public service capacity development.' The mission is 'to contribute to the transformation of the public service by inculcating national values and developing core skills and competencies for quality service delivery.' In pursuit of its mission and vision, the School commits itself to the highest ideals of integrity; customer focus, professionalism; innovation and creativity; and teamwork (www.ksg.ac.ke).

The mandate of the school according to the KSG Act 2012 Article 5(2), the School shall:

- Provide training, consultancy and research services designed to inform public policy, promote national development and standards of competence, and integrity in the Public Service;
- Promote continuous learning for public service excellence;
- Provide programmes that promote a culture of decency, honesty, hard work, transparency and accountability among public servants;
- Facilitate the establishment of professional networks and think tanks to develop and grow public sector leaders;
- Develop linkages and collaborations with institutions of learning, professional organizations, private sector, schools of government and other similar institutions across the world;

- Monitor, evaluate and communicate the impact of strengthened education and training programmes for national leadership and management;
 - Develop and deliver programmes tailored to promote the School's mandate and clients' needs;
 - Conduct examinations and award diplomas and other forms of suitable awards to successful candidates; and
 - Do any other thing necessary, or expedient for the discharge of its functions under this Act.
- The school has a total permanent staff of 519. This includes the faculty and the non-teaching staff (<http://www.ksg.ac.ke>).

3. Information Communications Technology

Information Communications Technology (ICT) capacities aims at covering any information that will store, spare, control, pass on or get information electronically in a computerized shape. For example, personal computers (PCs), computerized or digital TV, email, robots, and cell phones. It additionally manages the capacity, recovery, control, transmission or receipt of advanced information and how these different applications can function with each other (Brown, 2008).

World over, for example in US, one of the fundamental US on-screen characters for quality news, New York Times (NYT) has established a solid ICT presence as they endeavor to stay aware of the innovation organizations. In-house specialized changes anticipated by the New York Times with the assistance of its innovative work division (Anon, Media, 2010). Innovative work (R&D) at NYT drove by Michael Zimbalist, who joined the organization in 2006 as VP, R&D activities, attempts to imagine the fate of news. His 12-man group investigations information and test and fabricates items with a specific end goal to defend the eventual fate of the 160-year-old brand. NYT is dealing with a task called 'Move' – or in house, 'Custom Times' – a versatile application that gives clients the capacity to flawlessly move content forward and backward between their work stations and cell phones. NYT completed a test and put a chip into the telephone, the PC and the TV. The chip was there to track the client's perusing. Once an administrator (client) quit perusing a story on the telephone as he or she touched base at work, it opened it again on the work area. When the administrator entered the parlor, related recordings to the story were introduced on the TV screen (Anon Media, 2010)

The developing influence of the Internet on media can likewise be realized through high profile media firms such as Cable News Network (CNN), where more than just integrating new technologies, the firm has embarked on conversion of social media back into journalism via the Internet. CNN took citizen journalism not only as an unavoidable add-on, but also as something that carries serious weight. iReport, an online application that lets operators or users to upload independently sourced videos onto CNN.com was initially launched August 2006 basically as a commission form, but has become increasingly important over time. It is alleged that internally it was a big debate with the management of the CNN, but in February 2008 it was accepted as a legitimate source of newsgathering within CNN. The senior vice-president of CNN decided to professionalize iReport further. Today, CNN's iPhone application is as much a news-making as a news delivering application, and as the iReporters can add their telephone number, email and location to their report, CNN' editors can get back to them or even assign them to certain content CNN is looking for. Currently, there are around 10,000 CNN iReports every month in New York which are accessible to CNN.com (Anon, Media, 2010).

In East Africa, the partner states opened the telecommunications sector to investors after adoption of liberalization measures in the 1990s. This has improved communication infrastructure particularly mobile telephony. The EAC launched the one network area which commenced on 1st January, 2015- initially covering Rwanda, Kenya, Uganda and South Sudan. Mwaura, (2009) asserts that, the media segment in East Africa presents huge business opportunity going into the future, as its location coordinates the likelihood of expanding deals for media channels. In particular, the utilization of interactive media, which alludes to the amalgamation of media that blends electronic content, designs, moving pictures, and sound, into an organized computerized automatic condition. This would allow individuals to connect with media for right purposes. The advanced circumstance includes the Internet, telecoms and intuitive computerized TV

In Kenya, the internet first became available during 1993. Full internet access was established in 1995. The Africa Regional Centre for Computing (ARCC), an NGO based in Nairobi, Kenya, became the first provider of web-based internet service.

According to (Kimani J., 2010) NMG's Digital Division has grasped the Internet in circulation of its administrations through its web applications, for example, M-Soko which is an intuitive webpage that enables clients to peruse through commercials and submit online buy requests for assortment of things. For instance, in an e-daily paper plan of action, the division propelled all the national and territorial daily paper locales, like, The Daily Nation, The Monitor and The East African, on the web. The use of the web content administration framework and re-outline of the sites acknowledged significant advancement in web based promoting income for NMG.

(Mwaura, 2009) also asserts that, the NMG's Digital Division as of late, has dispatched a best-in-class Web Content Management System (WCMS) to combine all NMG sites and their substances, which increment online substance deals and to amplify on the NMG incomes.

In KSG, there has been a phenomenal upsurge and exponential growth in interactive media. The institution is innovative and creative by developing new products and services that can be accessed through internet, they have also embraced the e-learning programs for their clients this enhances the digital growth and development of the institution. In addition to that, majority of 78% every now and again get news through web a few times each day. In addition to that, the most commonly used platform is online news accounting for 47%, followed by WhatsApp 25%, face book 14%, YouTube 9%, twitter 3% and subsequently Instagram 2%. This is an indication that at KSG, Information Communication Technology has been embraced.

4. Statement of the Problem

The evolution of new media as a dominant player in the sphere of information communication technology has had clear impact on hitherto print newspaper readership. It has led to a tremendous shift in reading pattern. Online news readership is steadily increasing as print newspaper readership decreases. Newspapers circulations are falling and experienced journalists are not sure of their job security. Kenyan information society has also embraced the online mode of communication as new media is the desired platform for accessing news and information.

Despite the effort made by print media publishers like attempting to combat diminishing readers' interest by shortening stories, implementing web sites, having text/instant messaging, and adding commentary, the readership shift still persist. This therefore, calls for the need to observe the level at which new media has influence print newspaper readership. It is for this purpose that the researcher is conducting the study.

5. Objective of the Study

The aim of the study was to investigate the influence of new media on print newspaper readership. Specifically, the study sought to explore what influences the readers towards new media in KSG.

6. Descriptive Analysis of the Study Variable

To determine what influences the readers towards new media in KSG, the study considered the following parameters that were observed among the respondents.

7. Readership Habits

On readership habit of the respondents, the study sought to find out the newspaper version that is preferred by the respondents as shown in table 1.

Newspaper Version	Respondents	Percentage
Online	87	40.1
Print	130	59.9
n	217	100.0

Table 1: Newspaper Version Preferred by the Respondents

Source: Author (2017)

From the table 1 above 130 (59.9%) of the KSG respondents preferred print newspaper version while 87 (40.1%) preferred online version. The KSG respondents gave reasons for their preferences towards particular version as shown in table 2.

8. Reasons for the preferred version of news

The respondents gave reasons for their preference towards a particular version of news as shown in the table below.

Reasons	Respondent s	Percentage
Pint Version		
1. Easily accessible and doesn't require skills	132	60.8
2. Portable and can be accessed without Internet(cheaper)	37	17.1
3. Can be used for future reference	26	12.0
Online Version		10.1
4. Frequent interruptions of online advertisements as one reads.	22	
n	217	100.0

Table 2: Reasons for Preferring A Particular Version of News

Source: Author (2017)

According to table 2 above, majority of 132 (60.8%) of KSG respondents preferred print newspaper readership because they can easily access print and no skills is required, 37 (17%) of the respondents said that they prefer print newspaper readership because it is portable and economical to use, while 26 (12%) of the respondents preferred print newspapers because it can be used as future references. Concerning online version, 22 (10.1%) of the respondents did not like online version because of frequent advertisements interruptions. The above stated reasons by the respondents clearly indicate that majority of the KSG respondents preferred reading print newspaper versions to online versions. This indicates that in as much as online readership is gaining momentum, print readership still outweighs online version in readership at Kenya School of Government.

9. Choice for Particular Version of News

Concerning factors that influences the choice of a particular version of news, the respondents gave their reason as shown in table 3.

Reasons	Respondents	Percentage
Accessibility	74	34.1
Thoroughness of information	61	28.1
Headlines/lifestyle magazine	43	19.8
Cost	17	7.8
Time to read and type of news	22	10.1
n	217	100.0

Table 3: Choice for Particular Version of News

Source: Author (2017)

The findings from Table 3 were as follows; 74 (34.1%) of the respondents stated accessibility of that version they preferred, 61 (28.1%) said that they preferred a particular version because they get thorough information, 43 (19.8%) of the respondents stated headlines as the reason for their preference to a particular version, 17 (7.8%) stated cost of the version while 22 (10.1%) said that time of reading and the type of newspaper to be read as their choice of preference.

10. Source of influence towards online news against print version

Concerning the source of influence to online news version *viz-a-viz* print newspaper, the KSG respondents responded as shown in the table 4.

Choice	Strongly Agree		Agrees		Disagree		Strongly Disagree		Total	
	Res	%	Res	%	Res	%	Res	%	Res	%
Accessing news online is cheaper than buying print newspaper.	97	44.7	66	30.5	31	14.2	22	10.6	217	100
Reading online news is interesting compared to print newspaper.	54	24.9	67	30.9	73	33.5	23	10.7	217	100
I remember more of what I read from online news than print newspaper.	39	17.8	54	24.9	92	42.6	32	14.7	217	100
Accessing online news is convenient than print newspaper.	84	38.5	66	30.5	41	18.8	26	12.2	217	100

Table 4: Source of Influence towards Online News against Print Newspaper at KSG

Source: Author (2017)

Key: Res: - Respondents, %: - Percentages

From table 4 above, 97 (44.7%) of the respondents strongly agreed and 66 (30.5%) agreed that they preferred online version to print version because according to them accessing the news online costs cheaper compared to buying printed newspaper. However, 31 (14.2%) disagreed and 23 (10.6%) strongly disagreed with the view that online version is cheaper.

Concerning online version readership, 54 (24.9%) of the respondents strongly agreed and 67 (30.9%) agreed that they preferred online version because online news makes reading news more interesting compared to printed newspapers. However, 73 (33.5%) of the respondents disagreed and 23 (10.7%) strongly disagreed. This indicates that even though both versions of newspapers are popular at KSG, majority of the KSG respondents who preferred online version are majorly influenced by the cost of reading which they stated as cheaper compared to buy print version, and that, online version also makes their reading more interesting unlike print version.

Regarding remembering more on the information that one reads, 39 (17.8%) of the respondents strongly agreed and 54 (24.9%) agreed that they can remember more of what they read on the online news platform compared to print newspapers whereas 92 (42.6%) disagreed and 32 (14.7%) strongly disagreed. This implies that majority of KSG staff still value the print readership version of newspapers.

Lastly, 84 (38.5%) of the respondents strongly agreed and 66 (30.5%) agreed that it is convenient to use the online newspaper access portal compared to accessing print newspaper while 41 (18.8%) disagreed and 26 (12.2%) strongly disagreed. Generally, the above findings contradict the findings in table 1 whereby a majority of 130 (59.9%) of the respondents preferred print newspaper. From the above findings regarding what influences the respondents towards online news against print version, majority stated reasons like cost being cheaper, reading more interesting, it is easy in

recalling what is read online. This is an indication that despite the fact that majority stated that they preferred print newspaper to online news, the latter, is gaining acceptance as seen in the findings in table 5 below. This forms an influencing factor towards new media in KSG.

11. Online News Gaining Momentum over Print Newspaper

When the respondents were asked whether online news is gaining momentum over print version, their responses were as shown in table 5.

Reasons	Respondents	Percentage
Yes	137	63.1
No	80	36.9
n	217	100

Table 5: Online News Gaining Momentum over Print Newspaper

Source: Author (2017)

From table 5 above 137 (63.1%) of the KSG respondents agreed that online version is gaining momentum over print version while 80 (36.9%) disagreed. This indicates that online version of newspaper is becoming popular over print version. However, when the same KSG respondents were asked to give reasons why they think online news is gaining momentum over print newspaper, they responded as shown in table 6.

Reason	Respondents	Percentage
Online news can be accessed through Mobile phones.	93	43.0
Online news saves time and energy in terms of transportation	24	11.0
The information in the print newspaper is comprehensive compared to that of online news.	35	16.0
Accessing print newspaper requires no internet.	48	22.0
Decrease in print media sales has affected rate of employment.	17	8.0
n	217	100.0

Table 6: Why Online News Is Gaining Momentum Over Print Newspapers

Source: Author (2017)

From table 6 above, 93 (43%) of the respondents said that online version is easily accessible through mobile phones, 24 (11%) said that online news saves time and energy in terms of transportation. While, 35 (16%) of the respondents preferred print newspaper to online version because the information in the print newspaper is comprehensive, 48 (22%) said that print newspaper requires no internet for accessibility, and 17 (8%) said that decrease in print newspaper has affected the rate of employment. The above findings show that online news is actually becoming a challenge to print newspaper, hence a contributing factor to what influences the readers towards new media in KSG.

12. Effects of New Media in Transmission of Information

When the respondents were asked whether new media have affected the transmission of information, they responded as indicated in table 7 thus, 182 (84%) of the respondents believed that new media have affected the way information is disseminated while 35 (16%) of the respondents disagreed.

Information Dissemination	Respondents	Percentage
New Media have affected the way information is disseminated	182	84
New Media have not affected the way information is disseminated	35	16
n	217	100

Table 7: Effects of New Media in Information Dissemination

Source: Author (2017)

In giving their responses concerning whether new media have affected the way information is disseminated, the respondents expressed their views as shown in Table 8.

Reason	Respondents	Percentage
Newspaper shortage results to people going online.	59	27.2
Dissemination is faster and reaches a wider audience.	102	47.0
The reader can give his/her views on the news platform.	30	13.8
Same content is available in both print and online.	26	12.0
n	217	100.0

Table 8: Reasons on the Effects of New Media on Information Dissemination

Source: Author (2017)

The respondents gave their reasons on the effect of new media on information dissemination as shown table 8 above. 59 (27.2%) of the respondents said that print newspaper shortage has been caused by people going online as an alternative means of getting information. 102 (47%) of the respondents said that online version is gaining popularity because its dissemination is faster and reaches a wider range of audience, 30 (13.8%) said online version is gaining popularity because the readers can give their views on the news platform while 26 (12%) said that same content is available in both print and online. This indicates that majority of the KSG respondents are embracing online version readership which is becoming a challenge to print newspaper readership.

13. Discussion of Findings on What Influences the Readers towards New Media in KSG

The selection on the preference of news content depends so much on the consumer's perception on which version of newspaper to read. In most cases, the reader's opinion is driven by certain factors that only the consumer can explicitly explain. Online readership and print readership preference so far seems to complement each other.

From the research findings (see Table 1) majority of 130 (59.9%) of the respondents said they still prefer print newspaper to online version due to the reasons stated in table 2. This indicates that in as much as online version readership is gaining momentum print version readership is still popular and the most accepted newspaper version by the KSG respondents.

Regarding choice of influence towards a particular version of newspaper, the KSG respondents stated some of the reasons as indicated in table 3 above. Majority of the respondents said that their choice towards a print version was as a result of accessibility, cost of buying print as cheaper compared to bundles, portability and future reference use. The online version was not their choice because of frequent advertisements interruptions. These are some of the factors that influence the readers towards a particular version of newspaper.

Concerning sources of influence to a particular version of newspaper, the KSG respondents responded as shown in the table 4 above, majority of the respondents said that accessing news online is cheaper compared to buying printed newspaper, they also stated that using online news is convenient and that reading online news is interesting.

On whether online version of news is gaining momentum over print version, majority of 137 (63.1%) of the KSG respondents agreed that online version is becoming a challenge to print version while 80 (36.9%) disagreed. However, when the same respondents were asked to give reasons on the same, 93 (43%) said, online version is easily accessible through mobile phones and 24 (11%) said that online newspaper saves time and energy in terms of transportation. The 35 (16%) who disagreed cited reasons like information in print newspaper is comprehensive and 48 (22%) said that print newspaper requires no internet for accessibility and 17 (8%) said that decrease in print media sales have affected rate of employment. This indicates that online news is gaining momentum and at the same time becoming popular which is a challenge to print newspaper version.

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