

GHANA INSTITUTE OF JOURNALISM



**ASSESSMENT OF ELECTRONIC MEDIA ACCESSIBILITY OVER PRINT MEDIA IN
GHANA: A STUDY OF THE *DAILY STATESMAN* NEWSPAPER**

BY

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DECLARATION

I hereby declare that this project work is the result of my own research which I carried out at the Ghana Institute of Journalism (GIJ), Accra. I have duly cited all references. I further declare that I have not present this work (either in part or in whole) anywhere for the award of any degree or certificate.

I accept single-handedly and wholeheartedly, responsibility for any possible lapses that may be found in this work.



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DATE

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DEDICATION

This work is dedicated to Papa K, you're an inspiration.

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ABSTRACT

Unlike some three decades ago when people had to wait for the news until the next day, today in less than five seconds, people can get access to the news. Ghana's public domain is no exception as it has seen an increase in media presence, which has improved information dissemination to people. The study explored the *Daily Statesman*, a private-owned newspaper to access electronic media use over print media in Ghana and how it has affected purchase and sales as well as some strategies newspaper organizations have employed to stay relevant. Both quantitative and qualitative methods were used to carry out this study. The questionnaire was distributed using convenience sampling to respondents while the interview guide focused on two departments of the *Daily Statesman* newspaper. These departments are the Editorial Department and the Marketing and Account Department. Findings indicated that the proliferation of electronic media had resulted in a drop in newspaper purchases and sales. This is due to the electronic media industry's ability to give news and information on a timely basis as well as a shift in reading habits among other issues. The study also found that having access to electronic media does not mean that people will stop buying newspapers; however, the more people have access to the internet radio, and television, the less they will buy newspapers. These notwithstanding, the study revealed that the *Daily Statesman* had put in place measures to address these issues and safeguard the expansion and survival of newspapers. Some of the measures were e-paper, equipping their staff as well as improving the appearance of the paper. The study recommended that future studies should examine more than one private newspaper in Ghana to find out the extent to which new media technologies have affected the larger newspaper industry. It is further recommended that

the *Daily Statesman* must take full advantage of the internet technologies in all phases of newspaper production.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

Mass communication goes as far back as centuries ago, where the forms of art and writing were done through basic printing technology from around 800AD. However, as the years go by, there have been advancements with the invention of Gutenberg's printing press in 1455, the first weekly printed newspaper in Antwerp in 1605, the invention of the radio by Marconi in 1895, television by John Logie Baird in 1925, and finally to the internet (the World Wide Web) by Tim Berners Lee in 1990 (Afrifa, 2005). Generally, the media encompass all communications that transmit facts or information using various technological mediums. The media serves to entertain, inform, set agenda, and promote the public good. In each of these roles, the media informs the public about what is happening and signals when citizens should act.

1.1 Print Media and Electronic Media

Media could be explained as a way messages are encoded and communicated to the public through radio, televisions, newspaper among others (Phelan, 1987); the lumping together of the radio, television and the internet together forms the electronic media while the putting together newspapers and magazines make up the print media. The various forms of both the print and electronic media constitute the media tout court. (Phelan J. M., 1991).

1.1.1 Print Media

Printing is a process for reproducing text and images, typically with ink on paper using a printing press. It is often carried out as a large-scale industrial process and is an essential part of publishing and transaction printing. Print media makes use of the printing process to disseminate news, information, or a message to a large audience. Print allows a greater range of people to gain access

to information about a certain topic, and it allows future generations to build directly on the intellectual achievements of previous generations without the modifications that come with oral traditions. Print media today is being challenged by its electronic counterpart. But several unique advantages help both the mediums to create a niche place in the media industry. Print media is more capable than electronic media to deliver localized news that may interest city or district residents, also helpful for educational purposes. Print media can be in the form of newspapers, magazines, books, or printed journals and pamphlets. The three types of print media are;

- Newspapers, that unite news, articles, and advertisements frequently and regularly and present them in an attractive manner that creates interest of the reader along with providing accurate and authentic information about the latest events around the world and other aspects of life - related to health, entertainment, and other social grounds.
- Magazines focus on deeper research on a particular topic. Magazines generally offer feature stories, interpretation, interviews, analysis, or research. The basic feature of the magazine is its focus on a particular topic. Whereas a newspaper contains information from every social aspect of life, the magazines concentrate their complete focus on a particular topic and provide a complete research analysis on that topic. For example, there are certain magazines available in the market that focuses particularly on a single topic like fashion, technology, cars, or the interior.
- Another form of print media includes books; these can be seen as the cultural heritage providing literature, scientific reports, history, etc. The books can be referred to as textbooks or general literature or storybooks available in the market which still holds its readership even today. There are many, who are still addicted to the novel stories or some short stories by various writers. These books are not only in the form of stories but also in

the form of biographies, about historical events, some research work, or may contain views about some social cause.

Print Media has educated and informed masses for a long time and is searching for a large audience, but it mainly refers to educated readers and those who are not used to handling electronic media. Newspapers, as well as magazines, are financed through advertising and circulation which makes the ad more effective. It is not so easy to publish a book successfully without proper funding, which is provided by advertisers or publishers.

1.1.2 Electronic Media

Electronic media use electronics or electromechanical energy in order for the audience to access the content. This electronic information may be accessed in many ways, either through the internet, television, or radio. This is in contrast to print media, which today are most commonly created electronically, but never required electronics to be accessed by the user, and are generally in the printed form. Most new media are in the form of digital media. However, electronic media may be in either analog or digital format. Any equipment used in electronic communication may be considered electronic media and this equipment may include television, radio, computer, or telephone. Information is disseminated either through the internet, the radio, or television. The internet is a way to connect with the entire world. Usually, people surf the internet to gather the information they need using various search engines such as Google, Yahoo, and many others. People tend to look for information through the web basically because it is way easier and almost everything now can be found on the web. Socializing now comes in a new way. Socializing can now be done over the web with just a few clicks and by merely browsing. Nowadays, people would prefer to communicate and get updates from their loved ones and friends for instance through social media such as Facebook, Instagram, Twitter, and many more. Communication is also one

of the main reasons why there are lots of people who use the internet on a day-to-day basis. People connect using the internet through many services such as Skype, Viber, Yahoo Messenger, WeChat, and many more. It is way easier and cheaper to use the internet to communicate with other people especially if they are far. This medium is a great venue to know what is happening in our surroundings. It is also the fastest way to be updated on what is happening around. There are lots of news agencies who put news updates on the internet from time to time so that everyone will be updated on what are the latest news and trends all over the globe. The internet could also be a great way to be entertained by reading articles, watching videos, playing games, watching movies, and many others. Television delivers information using moving images and sound from a source to a receiver. By extending the senses of vision and hearing beyond the limits of physical distance, television has had a considerable influence on society. Unlike years back when television images were black and white, now this medium delivers information in a variety of ways: “over the air” by terrestrial radio waves (traditional broadcast TV); along with coaxial cables (cable TV); reflected off of satellites held in geostationary Earth orbit (direct broadcast satellite, or DBS, TV); streamed through the internet, and recorded optically on digital video discs (DVDs) and Blu-ray discs. Improvements have been made continuously since that time, and television technology changed considerably in the early 21st century. Much attention was focused on increasing the picture resolution (high-definition television [HDTV]) and on changing the dimensions of the television receiver to show wide-screen pictures. In addition, the transmission of digitally encoded television signals was instituted to provide interactive service and to broadcast multiple programs in the channel space previously occupied by one program.

Radio is sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast stations to multitudes of individual listeners

equipped with radio receivers. Based on the human voice, radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around the broadcast sounds.

1.2 Background

Rapidly growing in numbers, television, radio and the internet are becoming big competitors against print media. Abramson, Aterton and Orren (1988) indicates that the coming of new media has been a catalyst for the dissemination of information to every part of the world. However, the emergence of electronic media has taken over print media in diverse ways. This has led to high patronage of the electronic media to the detriment of the print media (Kemp, 2020). According to (Afrifa, 2015), digital and electronic services such as online television, radio, and encyclopedia have brought very intensive rivalry among print and electronic media. The newspaper industry in general has recorded minimal profits. In the last one decade, a number of newspapers have folded, according to newspaperdeathwatch.com, mostly in the first world countries, which is a pointer to the threat facing print media globally. According to the site, one of the most resilient print versions, *The New York Times*, is facing financial constraints. The drop in print revenue has accelerated from nine percent in 2016's first quarter to 19 percent in the last quarter, Mathew Ingram writes. Advertising revenue of *The Times* is also on free fall. The *Wall Street Journal* also posted dismal financial results and announced plans to consolidate sections and trim its workforce. The preference being given to electronic publishing is undermining the print industry because of the speed with which a story gets published. But as (Loechner 2010) points out, despite newspapers having a legacy of breaking news and uncovering stories of historic proportion, they are losing ground to a generation of consumers embracing digital and mobile alternatives. Some well-known news media names now have Twitter followers that are almost as large as the circulation of their newspapers or viewership of their TV shows (Farhi, 2009).

The *Daily Statesman*, a private newspaper, was first established in 1949 by Edward Akufo-Addo, a founding member of the first political party of the Gold Coast, the United Gold Coast Convention (UGCC), a party formed with the main objective to win independence for the country. The company was a victim of the clamp-down on freedom of expression under the First Republic. It was revived after the 1966 coup, but suffered once again when dictatorship returned to sweep away the Second Republic under the military rule of Kutu Acheampong in 1972. The role of *The Daily Statesman* in Ghana's nascent Fourth Republic became even more obvious and potent as the NPP boycotted the parliamentary election after declaring the presidential ballot "The Stolen Verdict." Thus, for four years, the organization served as the 'frontbench microphone' for the opposition without Parliament. The paper was in the frontline in the battle to inject the true values of constitutional rule in Ghana's politics. The content and sales of the paper, hitting 100,000 copies, reflected this crucial reality. The *Daily Statesman* in 2010 published 8,000 copies per day and by the end of the year it had produced 1,920,00 and sold 1,67,400 representing 87% sales. Today, the *Daily Statesman* is building a modest web presence that attracts more than two million unique visitors. The company has established websites and e-paper (an exact reproduction of the printed version) that place articles and headlines in the same way. They have also improved the appearance of the newspaper to draw the attention of the present generation.

Today's audiences do not just want to read, they also want to comment, give feedback, interact with news sources and voice their opinions on the stories they have read. Trying to understand the changing environment around news across countries, Reuters Institute for the Study of Journalism commissioned the "Digital News Report." The latest Digital News Report 2016 found that across their entire sample, 51% of those interviewed (over 50,000 people in 26 countries) used social media as a source of news each week. For this group one in ten of them used social media as their

main source of news. The digital news report 2016 confirms what many studies highlighted before: television news and online news are the most frequently accessed in most countries while readership of printed media newspapers has declined significantly. However, the new trend shows that the percentage of news accessed via social media is growing everywhere. A majority 51% said they use social media as a source of news each week, while the EU average (17 countries surveyed) reaches 46%. The study also shows that an increasing proportion depends on it for direct consumption. Within the EU, at least one in ten say social media are their main source of news with a high figure in Greece (27%). Facebook (44%) is by far the most important network for finding, reading, watching and sharing news. According to this report, in Brazil, the growth of social media as a main source of news increased from 10% to 18%, while in Denmark it doubled from 6% to 12%. Other selected countries also experienced significant increase. In Greece, 27% said social media was their main source of news more than TV (21%) and Print (3%). According to Moller (2012), as at November 2011, the popular social network, Facebook had more than 800 million active users, 75 % of which are based outside the United States. More than 50 % of those 800 million people log on to Facebook in any given day. At the same time, Internet and mobile technologies are at the centre of how people's relationship to news is changing. The importance of social networks for news consumption is growing. People use their social networks and social networking technology to filter, assess and react to news. A 2010 study by the Pew Research Center (2018) showed that in the United States the internet has surpassed newspapers and radio in popularity as a news platform on a typical day and now ranks just behind television. Six in 10 Americans (59 %) get news from a combination of online and offline sources in a typical day. In the study, 75 % of U.S. online news consumers say they get news forwarded through e-mail or posts on social networking sites and 52 % say they share links to news with others via those means.

A third of cell phone owners even access news on their cell phones. In another 2010 study, about the news consumption and sharing habits of the international readership of CNN, 43% of online news sharing occurs via social media networks and tools, such as Facebook, Twitter, YouTube and MySpace, followed by e-mail (30%), SMS (15%) and instant messenger (12%), (Moller, 2012). In Africa the picture is no different. Statistics from the National Communications Authority (NCA) indicated that, in Ghana, there is a record of at least 14.76 million internet users as of January 2020 (NCA, 2020). The number of internet users in Ghana increased by 1.0 million (+7.5%) between 2019 and 2020. Internet penetration in Ghana stood at 48% in January 2020. There were 39.97 million mobile connections in Ghana in January 2020. The number of mobile connections in Ghana increased by 825 thousand (+2.1%) between January 2019 and January 2020. The number of mobile connections in Ghana in January 2020 was equivalent to 130% of the total population (Kemp, 2020). The NCA also reveals that 428 radio stations are currently operational as of June 2020 while as of the Second Quarter of 2020, the total number of TV operators authorized to operate in Ghana is 146 and as of the second quarter of 2016, 52 internet service providers are operating to support one or more forms of internet access (NCA, 2020). The figures show a significant increase in electronic media presence which may have a devastating effect on newspapers in terms of readership and sales on which the survival of print houses depends. The amount of time spent on print media readership has been falling for years as consumers make the transition to digital media formats. The circulation of paid daily newspapers has more than halved since 1990, and many newspapers are beginning to try their hand in the digital market. The magazine industry is facing similar challenges to those of the newspaper industry; more and more consumers are interested in web-based magazine content as opposed to print. One of the bright spots for traditional media is the book industry. Although various new

technologies such as audiobooks and e-books have added diversity to the market, the majority of consumers still much prefer traditional paperback books. The advent of electronic media has made it easier for its audiences to be active; on radio and television, there are conscious attempts to break down the issues to the understanding of the audience and attempt answers to questions on their (audience) minds as compared to print media where the audience is passionate and simply accepts what is put in front of them (Gadzekpo, 2007). Could the introduction of electronic media be complementing the print media especially as some electronic media platforms need newspapers for some segment of their daily agenda such as their morning shows or has the advent of electronic media led to the elimination of newspapers of print media organizations? That is exactly what the study will seek to find.

1.3 Statement of the Problem

As newspapers decline, news sources become more fractured, so each segment of the audience can choose specifically what it wants to hear and what it wants to avoid (Aduk, 2017). Unlike some three decades ago when people had to wait for the news until the next day, today in less than five seconds, people can get access to the news. In most African countries including Ghana, traditional media continues to be relevant and maintains a lead over social media (Dlamini, 2018 & Wasserman, 2018). Electronic media is however making significant inroads as more and more people get access to digital gadgets especially smart phones. The hardest hit by the emergence of electronic media in Ghana is the print media, which has witnessed decreasing trends in circulation numbers and type of audiences as well as appeal to advertisers who now seek alternative digital channels for their adverts (Afrifa, 2015). For instance, the *Daily Statesman* which used to produce almost two million copies of newspaper annually today now produces 240,000 copies annually. Circulation dropped gradually over the years and currently, the *Daily Statesman* is now producing

1,000 copies per day. In view of the above, the assumption that dwindling newspaper revenues are as a result of the advent of new media should be subjected to investigation. Currently, the newspaper industry is operating in an era of digitization where the majority prefer to be online reading news on tablets, phones or computers, rather than buying newspapers. Digital and electronic services such as online television, radio and encyclopaedia have brought very intensive rivalry among the print and the electronic media (Afrifa, 2015). As (Kumornu, 2014) puts it, this is gradually posing serious challenges ranging from changing trends in advertising, a decline in circulation as well as economic constraints facing newspapers.

Despite the fact there are several studies on the impact that electronic media has had on print media in developed countries, very little of such has been done in the case of Ghana. In Ghana, (Afrifa, 2015; Amegatcher, 2014), looked at how new media has impacted the circulation numbers of traditional print media and explored how traditional media (radio, television, and print) can leverage social media to reach new and existing customers online. This study, therefore, seeks to fill a gap in the literature by assessing electronic media accessibility over print media in Ghana companies in Ghana and how it has affected purchase and sales as well as their quest to survive and stay relevant in the new media era. The study paid particular attention to the *Daily Statesman*, a private-owned newspaper.

1.4 Research Objectives

The objectives of the study which are;

1. Identify the factors that have accounted for the preference of electronic media over print media.
2. Examine the 10-year sales trend of the *Daily Statesman* newspaper in Ghana.
3. Establish the challenges facing newspaper industry in Ghana.

4. Establish how the print industry in Ghana has positioned itself to stay relevant.

1.5 Research Questions

The study seeks to address the following research questions:

1. What factors have accounted for the preference of electronic media over print media?
2. What is the 10-year sales trend of the *Daily Statesman* newspaper?
3. What are the challenges confronting the *Daily Statesman*?
4. What strategies have the *Daily Statesman* put in place to stay relevant?

1.6 Significance of the Study

As the world is gradually shifting to accessing information electronically, what becomes the future of newspapers? This study will seek to provide insight into the accessibility of electronic media over the print industry and how it has affected purchase and sale. It will also provide useful information for researchers interested in understanding how the newspaper industry in Africa especially Ghana operates as well as the strategies they have put in place to stay relevant with a focus on the *Daily Statesman*. It will also put forward recommendations that might help the *Daily Statesman* maintain its relevance, popularity, and effectiveness to stakeholders in the era of new media in Ghana. This study may also aid future researchers who want to work in this area to also know what has been done in the Ghanaian context and the areas where there are gaps to fill.

1.7 Organization of the study

This study is organized into five chapters, each with subsections. Chapter One comprises the Introduction which is an overview of the topic and the evolution of electronic and print media. It also includes a Background, Research Problem, Objectives as well as Research Questions.

The chapter ends on the way the study has been organized. Chapter Two dwells on the Literature and Theoretical Framework. The Uses and Gratification Theory, Media Dependency Theory, and Mediamorphosis theory have been used. Chapter Three discusses the Research Methodology (design, sampling technique) among other things that have been used in the study. A presentation and analysis, as well as discussions of the data (primary findings), are clearly stated in Chapter Four while chapter Five summarizes the import of the study, draws conclusions based on the findings, limitations of the study, and makes some recommendations for future research in the area.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter provides a literature review on the accessibility of electronic media over the print media industry in Ghana. It also entails the uses and gratification theory, media dependency theory, and mediamorphosis theory which are in relation to this study. It further examines scholarly papers on the history of print media in Ghana, electronic media use, print media and its challenges, and factors contributing to the decrease in newspaper purchase.

2.1 History of Print Media in Ghana

As described by Emudiaga (2018), the news was first chiseled in stone before any subsequent innovations. Later, it was handwritten and posted in a public area much like today's posters or read from a scroll by a town crier. As early as 131 B.C., the ancient Roman government-produced daily news sheets and informed the public in this way. Through the years, print media has evolved to include entertainment, educational topics, and more, instead of only conveying news.

In Ghana, newspapers have played an important role in political debate, national identity, and culture. Since its inception in the nineteenth century, Ghanaian news media have given voice to popular efforts for independence, national unity, development, and democracy, generating a distinguished history of political action for the country (Deidong, 2012). Sir Charles MacCarthy, then governor of the British Gold Coast Colony, produced the first newspaper, *The Gold Coast Gazette and Commercial Intelligencer*, from 1822 to 1825. It provided information to European merchants and civil servants in the colony helped promote literacy rates and also encouraged rural development among the local population. With the publishing of Charles Bannerman's *The Accra*

Herald, a handwritten newspaper that lasted 16 years, local African elites began to appropriate print media. Bannerman's newspaper's success fueled the growth of African-owned newspapers in the late nineteenth century among them were the *Gold Coast Times*, *Western Echo*, *Gold Coast Assize*, *Gold Coast News*, *Gold Coast Aborigines*, *Gold Coast Chronicle*, *Gold Coast People*, *Gold Coast Independent*, and *Gold Coast Express* (Gadzekpo, 2008). The *Daily Graphic*, on the other hand, was founded in 1950 by the London Daily Mirror Group, which was led by British newspaper magnate Cecil King. The *Graphic* attempted to maintain a policy of political impartiality by focusing on impartial reporting from local African journalists.

Early newspapers in Ghana, were privately-owned until 1958 when Dr. Kwame Nkrumah as Prime Minister of Ghana introduced the first state-owned newspaper which was *Ghanaian Times*. Eventually, the newspaper scene became state-dominated. In 1992, Rawlings lifted the newspaper licensing law, allowing for the re-emergence of the private press in the early 1990s. *The Independent*, *Ghanaian Chronicle*, *The Free Press*, and *The Statesman* (now *Daily Statesman*) were among the newspapers that gave voice to the enraged opposition that had been hushed by years of repression, forcing Rawlings to criticize the private media as politically irresponsible and profit-driven (Gadzekpo, 2008). According to the National Media Commission (NMC), Ghana has 106 newspapers (11 dailies, 67 weeklies, 23 bi-weeklies, and 5 tri-weeklies). Currently, the daily newspapers published in Ghana include; *Daily Graphic*, *Daily Guide*, *Ghanaian Times*, and *Daily Statesman*. The other newspapers which are published weekly, bi-weekly, and tri-weekly are *Business Guide*, *Business and Financial Times*, *The Finder*, *Graphic Sports*, *The Evening News*, *Catholic Standard*, *The Herald*, *Ghanaian Observer*, and *The Spectator*. Most of these newspapers, take news coverage on topics such as business, sports, politics, education, lifestyle as well as culture, and religion. The state currently funds two daily newspapers and two weekly

entertainment papers: *Daily Graphic, Mirror, Ghanaian Times, and Weekly Spectator*. As a major communication tool in political discourses and national unity in the pre-colonial and post-colonial eras, newspapers have been very useful, popular, and well patronized (Aduk, 2017).

2.2 Electronic Media Use

Electronic media on the other hand has grown rapidly in numbers rendering more services, some of which are partially replacing conventional media. The overgrowing competition that emerged from television, the internet, and radio poses a serious challenge for the print media to survive and operate effectively on the market (Boamah, 2018). According to Statista Research Department, consumers around the world spend an average of 463 minutes or over 7.5 hours per day with media. American consumers tend to average more time than most, as media is a major part of their daily lives. Although how media is consumed is changing, Americans still spend around 347 minutes per day with traditional media, along with 470 minutes of digital media. The Department further said that about 92 percent of American consumers listen to the radio at least once a week. This share is slightly higher amongst Americans aged between 35 and 64. The number of online radio listeners keeps growing among the American population, most notably among consumers aged 35 and below. Podcasts are more popular than ever as one of the rising audio formats. Additionally, the internet has experienced massively increasing reach and influence over the past 15 years, with the household penetration rate growing from around 55 percent in 2003 to around 87 percent today. Around 300 million Americans use social networking sites, many of which have become their hub for finding news, media, and entertainment. With the rise of the internet, gaming has become even more popular, partially due to the increasing ability of video gaming to serve as a form of social interaction. Over 250 million Americans use digital games as of 2020, and console gamers average over 14 minutes of game time per day. Statista Research Department further noted

that currently, there are 4.66 billion active internet users worldwide - 59.5 percent of the global population. Of this total, 92.6 percent (4.32 billion) accessed the internet via mobile devices. Statistics from the National Communications Authority (NCA) indicated that, in Ghana, there is a record of at least 14.76 million internet users as of January 2020 (NCA, 2020). The number of internet users in Ghana increased by 1.0 million (+7.5%) between 2019 and 2020. Internet penetration in Ghana stood at 48% in January 2020. There were 39.97 million mobile connections in Ghana in January 2020. The number of mobile connections in Ghana increased by 825 thousand (+2.1%) between January 2019 and January 2020. The number of mobile connections in Ghana in January 2020 was equivalent to 130% of the total population (Kemp, 2020). The NCA also reveals that 428 radio stations are currently operational as of June 2020 while as of the Second Quarter of 2020, the total number of TV operators authorized to operate in Ghana is 146 and as of the second quarter of 2016, 52 internet service providers are operating to support one or more forms of internet access (NCA, 2020). The figures show a significant increase in electronic media presence which may have a devastating effect on newspapers in terms of readership and sales on which the survival of print houses depends. The amount of time spent on print media readership has been falling for years as consumers make the transition to digital media formats. The circulation of paid daily newspapers has more than halved since 1990, and many newspapers are beginning to try their hand in the digital market. The magazine industry is facing similar challenges to those of the newspaper industry; more and more consumers are interested in web-based magazine content as opposed to print. One of the bright spots for traditional media is the book industry. Although various new technologies such as audiobooks and e-books have added diversity to the market, the majority of consumers still much prefer traditional paperback books. The advent of electronic media has made it easier for its audiences to be active; on radio and television, there are conscious attempts to break

down the issues to the understanding of the audience and attempt answers to questions on their (audience) minds as compared to print media where the audience is passionate and simply accepts what is put in front of them (Gadzekpo, 2007).

In general, electronic media is growing and over-shadowing print media although newspapers remain and form part of an important component of the media landscape. According to (Garrison, 1996), “the advent of New Communication Technology (NCT) has brought forth set of opportunities and challenges for conventional media.” Also, according to Domingo (2008), as cited by (Boamah, 2018) “the presence of new media and the internet, in particular, has posed a challenge to conventional media especially the printed newspaper. This has provided an understanding of the effects of electronic media over print media (newspaper) and the eventual challenges facing print media houses in a competitive business environment.

2.3 Print Media and its Challenges

Before the advent of technology, studies indicate that print media dominated the media landscape and information was shared through letters and other forms of art and not the book-shaped sheet. However, modern media began with printed books which originally efforts in printing were only an attempt of using technical tools to produce the same text. Saragih and Harahap (2020) note that the rise of a newspaper is the development of ancient activity in the world of diplomacy and the business environment; initially, news regarding events related to international trade was disseminated in circulars through the postal service that has not been perfect. Again, early newspapers were known for their permanent form, commercial nature, aiming a lot (giving information, taking notes, entertainment, and rumors), public and open (Saragih & Harahap, 2020). Newspapers, when compared to other means of cultural communication lie in individualism, orientation to reality, usability, secularity (values), and their compatibility with the demands of the

needs of new social classes, namely the needs of urban entrepreneurs and professionals. The quality of the newness lies not in the technological elements or the way of its distribution, but in its function that is appropriate for certain social classes in a changing climate of life and an atmosphere that is more permissive (openly) socially and politically. In recent decades, the application of mass media most especially the print media has resulted in heightening the level of public knowledge in different fields (Nazari et al, 2009). However, despite the achievement and advancement of print media, it still falls short in certain areas such as time in providing information because it cannot be shared directly to the public and must wait for print and circulation.

Also, visuals are provided in the form of images that represent the entire contents of the news. Production costs are quite expensive because the print media must print and send it before it can be patronized by the public. Newspapers can be easily ignored although their reach is broad, mass, and can be documented; readers need about 15 to 30 minutes to read it and generally only read once. If the contents and layout are chaotic it will affect the meaning and understanding of the contents of the advertising message by the reader. Some products cannot be advertised using newspapers because they require demonstration or require certain considerations. Because the material used is paper, it can be tampered with in terms of tearing up any technical fault that may affect the production package which may come as an additional cost to the owners. This is not to say that print media does not have its benefits or that electronic media is perfect. The print media often offers the opportunity to keep information and vital issues in newspapers and other forms of print media for future use but with the introduction of other digital devices, such information is now kept on electronic devices (Garrison, 1996).

2.4 Factors Contributing to the Decrease in Newspaper Purchase

Daily newspaper circulation in Germany amounted to 12.5 million copies in 2020. In the last decade alone, the number of newspapers in circulation had seen a steady yearly decline, a phenomenon that confronts print media around the world, not just in Europe. For comparison, in 1991, German daily newspapers totaled 27.3 million copies in circulation. Again, Germany counts various national daily newspapers among its print media, which are well-known among the population and still referenced, quoted, discussed, even if not as often as before. The leading tabloid in the country, the Bild Zeitung or simply Bild, sold almost 1.27 million copies in the third quarter of 2020. Further behind were the renowned Süddeutsche Zeitung and Frankfurter Allgemeine Zeitung (FAZ). This ranking was the same for national daily newspaper reach in Germany, based on recent surveys (Kotyug, 2020). In Ghana, statistics from official documents showed a consistent pattern of decline in both supply and sales of state-owned newspapers, the Daily Graphic to the Ashanti and Brong-Ahafo zone. Total quantity supplied in 2012 was 4,114,051, 2,813,671 in 2013, which reduced to 2,651,948 in 2014. The total number returned amounted to 2,019,197, 1,130,670 and 999,087 for 2012, 2013 and 2014 respectively. Net sales were 2,094,854 in 2012 fell to 1592,293 in 2013 and increase to 1674842 in 2014 (Afrifa, 2015). A study on the impact of new media on traditional mainstream mass media was conducted in Malaysia by Salman, Ibrahim, Abdullah, Mustaffa, and Mahbob (2011). The study revealed that the advent of new media has posed a challenge to conventional media; as such the effect of new media on traditional media, is felt on the circulation of print newspapers. However, Salman et al. (2011) argued that just as radio and television did not replace newspapers, the presence of the internet will also not replace newspapers, as a result, Malaysian newspapers still attract advertising dollars even with the presence of online newspapers. This emphasizes the point that

both the internet and the printed newspapers reinforce each other (Salman et al. 2011). They further argued that even if there is a drop in circulation, it would be because the younger generation prefers the new media as they are more interactive compared to the online version of the mainstream. Their findings indicated that the decline in circulation of newspapers in Malaysia may be attributed to issues of credibility as some think that the mainstream newspapers are too government-friendly and serve as propaganda tools (Salman et al. 2011). They thus concluded that the effect of the new media on conventional media is still manageable and that since some conventional media had online versions, they would continue to coexist and reinforce each other (Salman et al. 2011). Igbokwe, Obidike and Ezeji (2012) also conducted a study to investigate the influence of electronic media on the reading habits of pupils in Nigeria. They adopted a descriptive survey design and interviewed four teachers. From their discussions, it was clear that electronic media in one way or the other affects the traditional mode of communication which includes newspapers. However, they found that the decreasing influence of the print media has to do with some basic factors such as people's inability to read more of the printed forms of information. Ezeji (2012) also noted that the benefits derived from electronic media do not outweigh the benefit derived from print media; in that, they both operate effectively in their ways and produce good content that allows them to depend on each other for information. The researchers explained that some earlier studies conducted revealed that soon the print media will be replaced by electronic media because of its convenient nature.

The move to digital media has been very slow (Igbokwe et al. 2012). However, the researchers argued that digital media may rise over print media. Economics of Decline and Survival Strategies of Nigerian Print Media Industry: A Study of *The Guardian*, *The Sun*, and *Leadership Newspapers*. Also, Ekeanyanwu, Tobeckwu, Aniebo and Samson (2017) in their study revealed that even

though newspapers continued to interface between the people and the government, the economics of decline affected the industry globally has also manifested in Nigeria. Using in-depth interviews to collect data from senior editors of the three newspapers that were sampled; they found that newspapers are truly facing a bigger threat of extinction and that the survival strategies adopted by them to stay afloat are inadequate. Their study recommended that an economic template that may involve mergers and acquisitions, shift in traditional newsgathering methods, exploring local language publications among others should be embraced by the industry if it must survive beyond 2030.

2.4.1 Internet and Electronic Broadcasting

A key contributor to the decline of newspapers was the phenomenon of the internet and electronic broadcasting. Citizens are educated and hence can effectively use the internet to access any information available on the internet hence the decrease in demand for print media. Most customers also possess advanced mobile phones, and internet usage on mobile phones is very easy even to less educated individuals thereby increasing the usage of the internet as compared to the print media (Afrifa, 2015). Wairimu (2018) looked at how social media has affected print journalism, focusing on ‘*The Star*,’ a Kenyan daily newspaper owned by Radio Africa Group. The study looked at how the introduction of social media, such as Facebook and Twitter, affected newspaper circulation, readership, reporting style, and the extent to which newsrooms have been reconfigured to respond to the social media flood. *The Star* newspaper's market share was dropping as a result of competition from social media material, according to the study's findings. Some of the problems mentioned as being responsible for the publication's inability to maintain its market share included a lack of captivating articles, some editors' failure to respond to the realities of the day, and a lack of inventive sales techniques (Wairimu, 2018). Again, Wairimu (2018) went on to

say that while older generations of readers who are accustomed to print newspapers continue to buy them, young people, who make up the bulk of the population, prefer to get their news from the internet, which had resulted in a fall in newspaper sales and circulation. Even if social media complements newspapers, the study raised concerns such as plagiarism, which damages the image of the identified newspaper, and, as a result, people were less interested in the stories and the newspaper as a whole. On radio and television, there are conscious attempts to break down the issues to the understanding of the audience and attempt answers to questions on their (audience) minds. This explains the preference for radio and television stations (Nyarko, 2016). There is also the phenomenon of local language radio and television stations which gives room for easy understanding and feedback or interaction.

“Newspaper Review Show” appears to have generated some sort of contention since its inception among newspaper publishers on one hand and broadcast stations on the other. The review of newspaper content is pervasive on the broadcasting landscape and the selective style of review of major agenda has affected readership, the revenue of newspaper outlets, and reading culture, among others (Nyarko, 2016). Newspaper reviews are a major feature of what is commonly known as Morning Shows in Ghana. Instead of being a boost for newspapers, they have become a major challenge that prints media houses battle with daily. With over 300 free-to-air electronic media stations broadcasting every morning, virtually everything in newspapers makes the airwaves thus reducing the motivation to buy and read the newspaper. This affects sales with many people crowded at the stands to read headlines having already heard the news on-air read from cover to cover (Nyarko, 2016).

2.4.2 Advertising

As noted by Gilbert (2002), advertisers are very critical to the success of American commercial media because they provide the primary revenue stream that keeps most of them viable. In Ghana, the government supplies a substantial amount of advertising to the state press, providing revenue beyond official state provisions. Moreover, in an uncertain political environment, many local businesses are still somewhat wary of public association with the opposition, therefore avoiding the private press and cautiously placing their ads in the state press. Foreign businesses patronize the state press almost exclusively. Advertising in the state press is not merely political, but pragmatic as well, as the state papers are daily and printed on more advanced equipment, giving a more professional appearance. As editor-publisher Kabral Blay-Amihere notes, most private papers "rely on very primitive printing facilities and therefore appear irregularly and are not well-packaged" (www.presspreference.com). This continues to worsen as the country becomes more partisan considering media houses are highly dependent on advertising. The supply and demand of prospective marketing and advertising expenditure have outpaced the demand in the real world, according to Newton (2009). There is a clear belief that demand is declining, which is partially due to the internet's entry into the business world, as well as its continuous supply of what is put in the public domain and increased accountability of advertising performance, which has reduced the pricing liberties that the traditional media has benefited from over the years. Auwal (2015) noted that due to the terrible economic crisis, advertising revenues are plummeting, while readership habits are shifting as consumers turn to the internet for free news and information. Because of the unusual assumption and idea that the internet has a broader reach than traditional newspapers many advertisers prefer to advertise their products and services on social media platforms such as Facebook, Twitter, YouTube, and Google, among others. As a result, a large number of print publications have been compelled to relocate to or build online platforms where

they give product and service information and advertisements. This has resulted in a significant decline in revenue generated by print media advertising and marketing, as marketers now can place adverts on social media platforms for little or no expense.

2.4.3 Web Newspaper

The web newspaper is an online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. The web has provided various opportunities for a newspaper to showcase and get more web presence. In particular, web newspaper has enabled the presentation of news promptly as this has reduced the wait on newspaper vendors to supply newspapers before people access information (Adesile, 2015). For newspapers to stay competitive, print media owners have created online versions of their newspapers either in the form of a free online news portal (dailystatesman.com.gh) or a subscription-based online news service (nytimes.com). Barth (2005) researched the utilization of the three forms of publication of the daily newspaper in Germany. The study revealed that print media in Germany dominated for many years until the 21st century when the online publication was introduced. Thereafter, both versions were running parallel to each other. However electronic (e-Paper) had optimized functionalities that provided economic, time, speed, and space advantages over the print newspaper. Kit and Teng (2014) in Malaysia conducted a study on the print newspaper versus online news media which was a quantitative study on young generation preference. The research was focused on the preferences between the two types of newspapers. It became apparent that technological advancement in the media industry was on the increase in recent past years. Additionally, the research also looked at the trend of readership for both online and printed newspapers as well as outlined several media houses using both versions of the news. Based on the findings, there was an increase in terms of readership accessibility of both versions of the newspaper in Malaysia. Finally, the research looked

at different roles both versions of the newspaper play in news dissemination in Malaysia; there was a high likelihood that online newspapers would eventually substitute the traditional newspaper (printed version). Recent patronage of digital media by both children and adults has increased, because it is easy to access and convenient to use, in some cases for entertainments purposes especially for children. The implication is that this group of children will develop interest and love for digital media at the expense of traditional print media as cited by (Afrifa, 2015). Some scholars have also studied some factors that motivate newsreaders to choose between online and print media at any point in time. Oliha and Arthur (2014) found that, while print media is chosen over online media when it comes to in-depth, quality, and reliable information, a majority of respondents preferred the online media to the print media because the former is affordable, immediate, interactive, available and convenient. They established that print media is dwindling, as concluded, many preferred the Information Communication Technology-based media. Their study indicated that the advent of the internet has made news or information media industries, the most preferable and more of a social life that the readership audience has adopted as an opportunity to globally seek news in diverse media. Oley and Chile (2015) in their study on readers' perception of newspapers on the internet, examined the subject using a survey study method. They found out that 51 percent of the respondents still bought printed copies of newspapers after reading their online versions. The study indicated that despite the benefits of the Internet, many Nigerians would still not fancy the reading of newspapers online because they believe that any faceless individual can post whatever he likes on the internet for public consumption.

2.5 Factors for Electronic Media Preference over Print Media

Internet-related objects, such as electronic media, have had a significant impact on print media because browsing and other internet-related activities can be done on tablets and mobile phones,

slowing down the viability of print media. Digital media has a significant impact on the modern world because it affects the majority of online connected activities around the world, and this has had a significant impact on print media as well (G5lo, 2013). Lightcap and Peek (2012) investigated if electronic media, as part of a larger medium that facilitates communication and information transmission, is destroying a viable trend and impacting print media. Their findings demonstrated that the internet is indeed posing a threat to print media since it is easier to transmit a message to the consumer at a lower cost via the internet. According to Withers (2012), traditional media is very convenient to use in terms of reading and portability, which may explain why it has not faded out of the system but is still in existence; however, the dominance of digital media implies that print media may no longer be in the system in the future. However, the advantage gained from electronic media does not outweigh the advantage gained from print media.

2.6 Theoretical Framework

The study is situated within the theoretical framework of uses and gratification theory, media dependency theory, and mediamorphosis theory. These theories are necessary for this research to understand the rivalry between the electronic and print media industries, as well as how it affects the latter's revenue. Devices such as the internet, for example, have taken over information/news dissemination to the point where the hard copy production and circulation vibrancy of the media sector has been challenged (Fenez et.al, 2009). In the same way that print media has been affected, the purchase of a hard copy has been affected because consumers are becoming more conscious of what they buy on a daily or weekly basis, forcing some to switch from buying hard copies to using the internet, listening to the radio, and watching television (Wan, 2010). These theories will also assist in determining which medium best satisfies a consumer's expectations.

2.6.1 Uses and Gratification Theory

The uses and gratification theory (Katz, et.al 1973-1974) argues that audiences are in charge of choosing the media organization that best meets their wants and that audiences use media outlets to achieve specific gratifications. The argument goes on to say that media consumption is driven by the needs and ambitions of the media audience themselves. For example, newsreaders may prefer to read news from newspapers or news websites because reading news from any of these sources provides them with satisfaction and fulfillment. Katz (1959) developed this method to explain why and how people effectively seek out specific media to meet their wants. For him, the attention is on what people do with media rather than what the media does to them. The Uses and gratification take on similar roles, with the exception that media audiences are active rather than passive in incorporating and interpreting media into their life, therefore it is up to the audience to choose or select media that best meets their needs. This means that the media competes with other sources of information for the happiness of viewers. (Katz, Blumler & Gurevitch, 1973-1974). This theory is therefore used essentially in this study to examine how respondents source their news.

2.6.2 Media Dependency Theory

This theory established by Sandra Ball-Rokeach and Melvin Defleur, is related to the uses and gratification hypothesis (1976). The theory is based on traditional sociological literature, which states that media and their viewers should be evaluated in the context of wider social systems. By combining the interrelationships of broad societal structures, mass media, and individuals, the theory also explains media effects. The theory also incorporates a conceptualist philosophy, which emphasizes conventional concerns about the substance of media messages and their impact on audiences. Dependency theory, according to Syallow (2012), is a mass communication theory that

attempts to explain the long-term consequences of media on audiences and society. According to this hypothesis, the more dependent an individual is on the media to meet his or her requirements, the more important the media becomes to that individual. According to Syallow (2012), one basic assumption of Defleur and Ball-Rokeach's theory is that the level of media dependency is directly related to the medium's ability to meet the individual's (news consumers) needs to the extent possible. This suggests that if a medium serves a larger percentage of a person's needs, he or she will be more reliant on it than if it meets a lesser percentage. Thus, the framework for understanding the motivation for using a particular medium will be the uses and gratification theory, supplemented with media dependency theory.

2.6.3 Mediamorphosis Theory

Mediamorphosis is the transformation of communication media, usually brought about by the complex interplay of perceived needs, competitive and political pressures, and social and technological innovations (Fidler, 1990). The theory helps to understand how media, technology, and communication are all interconnected. The mediamorphosis theory provides a structure for understanding the potential influences of new media innovations on newspaper organizations in different social contexts. Propounded by Roger Fidler (1990), the theory states that a new medium does not lead to the death of an old one since it can adapt and even coexist with the new medium for improved performance. The mediamorphosis theory, also known as the 'digital metamorphosis' theory, explains and estimates the changes in the digital world and its culture. As Fidler (1990) has argued, 'new media' is created to update and upgrade the old media where technology is constantly changing, and evolving from time to time. The term mediamorphosis used by Fidler (1997) means the development of the digital world. In other words, it refers to the evolution and the adaptation processes of the new media by old media. The mediamorphosis

theory emphasizes that new media transforms old media (newspaper) into something better and does not necessarily lead to its death. Fidler (1997) argued that old media is the cause of new media and that old media never goes but grows into something more desirable for humans to have or use. He noted that new media do not arise spontaneously and independently but emerge gradually from the metamorphosis of old media. The theory stated that the established forms of communication media must change in response to the emergence of a new medium else their only option is to die. Fidler's (1990) theory provides a unified way of thinking about the technological evolution of newspapers in different social contexts, which can be useful in understanding what is happening to newspapers in Ghana. The theory illustrates six fundamental principles of mediamorphosis, which help to contextualize the transformation processes of the newspaper industry. It also shows how older media can coexist and survive despite the emergence of a new medium. The six principles underpinning the theory are coexistence and coevolution of media forms, metamorphosis of new media forms from old ones, propagation of dominant traits in media forms, survival of media forms, opportunity and needs for adopting new media, and delayed adoption. The coexistence and coevolution of media forms principle state that all forms of media coexist with other media and that these media coevolve and influence over time and develop their existing forms. In other words, old forms of media influence the new forms of media. Metamorphosis itself simply means that every emerging medium came about through a gradual process, transforming from an existing medium. Here, a new medium helps the older medium to adapt and hence becomes stronger and helps it to survive. Fidler (1997) points out that the propagation of dominant traits in media forms is when emerging forms of media transmit dominant traits from earlier forms. These traits are then passed on and spread to the new media. For example, newspapers were already positioning articles and headlines in their hard copies, similarly, they

developed websites that also feature articles and headlines as well as videos on a particular topic of discussion. The survival of media forms principle states that all forms of communication media, as well as media enterprises, must continue to adapt and evolve for survival in a changing environment rather than die. At this point, new mediums improve older mediums and adapt features of older mediums for survival. The principle of opportunity and needs for adopting new media states that new media do not succeed because of their technological benefit and how easily people adapt to their usage rather, there is a market opportunity that includes social, political, economic, or other factors. The sixth principle, that is, delayed adoption states that new technologies always take longer than expected to attain commercial success.

2.7 Chapter Summary

Peer-reviewed works were obtained from scholarly articles and dissertations from Google Search and Google Scholar search engines. Keywords relating to the topic such as electronic media, print media, the impact of electronic and social media on print, sales of newspapers among others were keyed into the search engines of the aforementioned databases which produced various journal articles, reports, dissertations, and links to other sites for the study. Articles that did not meet specific criteria in terms of the quality of the research and reporting were excluded. These were letters, editorials as well as opinion-based documents. A scoping review on the effect of electronic on print media looks at some studies that are of central importance to the topic because the studies allow for a look at the advancement of mass communication and the media in general. The review also focused on a meta-analysis of studies in the areas of challenges of print media, factors contributing to the decrease in the purchase of newspapers, and sales.

The literature reviewed indicated that technology has an impact on newspapers since audiences could read, watch and listen to any information they want at their convenience. The reviewed

literature gave a knowledge of the problems facing the print media and how the print media competes with electronic media to stay afloat and relevant.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section describes and justifies the methodology and techniques employed in this study. It begins with a discussion of the research design as well as an explanation of the technique employed in the study. The chapter also describes the population and details the sampling techniques employed. It also discusses the data collection instrument.

3.1 Research Design

The research design for the study is both quantitative and qualitative. The type of qualitative method employed is the ‘phenomenology qualitative design’. Phenomenology is the study of phenomena such as events, situations, experiences, or concepts. This specific method describes something that exists as an integral part of the world in which we are living (Astalin, 2013). The quantitative method was used to understand the sales trend of the *Daily Statesman* as well as to find out how respondents get access to the news either by purchasing newspapers or through the use of electronic media (radio, television, and internet) while the phenomenology method was used because it allows data to be collected in the form of in-depth interviews. In-depth interviews are usually conducted to critically examine the extent to which one major factor in the growth or decline of newspapers helps to sustain and develop the newspaper industry (Kuwornu, 2014). Wimmer and Dominick (2013) noted that in-depth interviews generally use small samples and provide detailed background information about the respondents’ answers to questions. In-depth interviews, therefore, provide more detailed information than other data collection methods like surveys and content analysis.

Unlike focus groups and other qualitative approaches such as ethnography and case studies, in-depth interviews are very relevant because they allow for more opportunities to ask follow-up questions, probe for additional information, and circle back to key questions later in the interview to generate a rich understanding of attitudes, perceptions, and motivations, among other things (Jamshed, 2014; Cleary, Horsfall & Hayter, 2014). The study used the *Daily Statesman* as a case study to identify the role that electronic media has played in the decrease in the purchase of a newspaper in Ghana. This organization was used as a case because it is among the leading newspapers in the country.

3.2 Study Population

A population refers to the aggregation of elements from which the sample is selected (Babbie, 2014). Wimmer and Dominick (2011) have stated that describing the nature of a population is one of the goals of scientific inquiry. Odhiambo (2015) noted that departments in newspaper organizations are based on specialization, where different job descriptions are placed together or set apart depending on the specific target. The population of the study comprised newsreaders in Ghana and employees of the *Daily Statesman*. The researcher was thus interested in finding out the sales trend of the newspaper and the challenges confronting the company. For instance, the editorial department was chosen because it is responsible for the newspaper's content and exterior. The marketing and accounts section was also chosen because it is in charge of the paper's sales. As a result, the department makes judgments based on present and emerging elements that will boost paper sales. They are well-positioned to respond to questions about newspaper output and sales, a phenomenon that this study is investigating.

3.3 Sample Size

A sample represents the number of respondents in the population that will serve as a representative of the entire group. For most studies, Roscoe (1975) recommended sample sizes of greater than 30 but less than 500. A minimum sample size of 30 for each category is required if samples are to be separated into subsamples (male/female, juniors/seniors, etc.). In multivariate research (including multiple regression analyses), the sample size should be several (preferably 10 times or more) as large as the number of variables in the study. Stutely (2003) agreed with this recommendation, recommending a minimum of 30 for statistical analysis. Kent (2001) went on to say that a minimum of 100 examples was required for any form of quantitative analysis. This would aid the researcher in obtaining a more accurate statistical analysis and more meaningful results. For this study, these departments are the Editorial Department and the Marketing and Account Department. These departments were chosen because workers there play an integral role in the design and development of the newspaper. Martin (1996) believes that if the material needed to answer the research question is available, the researcher can choose the most productive sample to answer the research question based on his or her judgment and that a sample size of 300 is typical of the population.

3.4 Sampling Technique

Purposive sampling procedures were employed to select the Heads of the editorial department as well as the marketing and account department. A purposive sample is one subjectively selected by the researcher (Wimmer and Dominick, 2013). Purposive sampling selects subjects based on specific characteristics or qualities. The method is usually used when a researcher seeks one or more specific predefined groups. This type of sampling starts with a purpose in mind and the sample is therefore selected to include people of interest and exclude those who do not suit the

purpose. The researcher purposively sampled 2 departments and focus on their Heads. Convenience sampling entails randomly selecting respondents for your sample who are the most convenient to acquire and then repeating the process until your needed sample size is attained (Saunders et al 2009). This process was used in distributing the questionnaire to respondents until the sample size of 300 was attained. The questionnaire was sent to respondents using this method until the sample size of 300 was reached.

3.5 Method of Data Collection

The data for the study was gathered using an interview guide and a questionnaire. The interview guide was designed so that reliable information could be obtained from each department and the appropriate sources. The questions were left open-ended to allow respondents to add information that the researcher may have overlooked. The questions were also worded in a way that did not impact respondents' responses, and they were asked one at a time. The final question allowed respondents to provide any other information they preferred to add. The interviews were conducted one-on-one and they all took place face-to-face in the offices of the Marketing and Account Department as well as the News Editor. The respondents were required to provide information on what major challenges face newspapers, what the organization is doing to mitigate these challenges factors hindering sales among other things. Secondary data in the form of trends from the newspaper over the last 10 years was also reviewed and presented in the study.

The questionnaire was developed and presented in two sections containing questions for related constructs. These sections were marked using headings to make it easy for respondents to follow and answer the questions. Section one comprised questions about the respondents' profile in terms of age, gender, educational qualification among other things. Section two required the respondents

to provide answers on their accessibility to electronic media (radio, television, and the internet). Section three comprised questions about the respondents' purchase of the newspaper.

3.6 Data Analysis

Data collected were subjected to critical analysis and examinations that help the study to reach the necessary conclusions and make appropriate recommendations. Data from the questionnaire were analyzed using descriptive statistics. The descriptive statistics helped to summarize the data collected. Also, graphs and tables were used in the study to present data. Data obtained through interviews were analyzed using the thematic analysis approach that focused on key themes that were mentioned by interviewees that relate to the questions in this study. These recurring themes were analyzed and presented in a narrative form. Braun, Clarke and Weate (2016) argued that thematic analysis is relevant since it can identify patterns of meaning across a qualitative dataset. Sparker (2005) as cited in (Vaismoradi, Turunen, Bondas, 2013) also indicated that thematic analysis systematically examines narrative materials by breaking the text into relatively small units of content and submitting them to descriptive treatment. In other words, thematic analysis enables a researcher to analyze large data in smaller parts. Braun and Clarke (2016) referred to thematic analysis as a flexible and useful research tool, which provides a rich and detailed, yet complex, account of the data.

3.7 Chapter Summary

This chapter described the methodology used for this study that would help achieve the objectives of the study. It consisted of explanations of the research design and the method used for the study, the population, sampling and sampling technique, the instrument used in collecting the data, and how the data was analyzed.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.0 Introduction

This chapter presents and analyzed the data collected in the field of research. 300 newspaper readers filled the questionnaire while two Heads from the Editorial, and Marketing and Account Departments of the *Daily Statesman* were interviewed. The first part of the presentation of findings concentrated on data from the questionnaire (demographics of the respondents and their accessibility to electronic media) as well as secondary data obtained from the files of *Daily Statesman* on the sales trend of the organization over the past 10 years. The second part of the presentation of findings focused on the interview with the Heads of the Editorial Department, and Marketing and Account Department. Two themes and eight sub-themes were derived from the data. The two main themes were “threats to newspaper purchase and *Daily Statesman*” and “strategies employed to mitigate them.” Under “threat to newspapers and the *Daily Statesman*,” five sub-themes were derived. These comprised a shift in reading habits, cost of production, instantaneous nature of electronic media, media ownership, and inadequate workforce. The second theme focused on “strategies employed to mitigate the situation.” Four subthemes were derived under this section, were: timeliness in newspaper circulation, e-paper sales, improved appearance, and equipping staff. The respondents of the interview have been identified as respondents 1 and 2 based on the order in which the interview was conducted.

4.1 Demography of Respondents

A total of 300 respondents filed the questionnaire. Out of that, 132 were males representing 44% and 168 of them were females representing 56%. 48 of the respondents were under the age of 20 years representing 16%, 126 of them were between the ages of 21 and 30 years, 70 of the

respondents representing 23.3% are between 31 and 40 years while 56 of the respondents are 51 years and above. From the data gathered, the majority of the respondents are educated as 11.7% of the respondents are Masters Degree holders, 48% of them holds First Degree, 8% of the respondents are Higher National Diploma (HND) graduates, 18% of the respondents are SSCE/MLSC leavers and the remaining 14% respondents are Junior Secondary School (JSS) level. The majority of the respondents are also workers only 15% of the number are students. Per data collected, 43 of the respondents have been purchasing newspapers for barely under 2 years, 9 of the respondents have been purchasing newspapers for between 2-4 years and 29 of the respondents also purchased a newspaper from 5-7 years. With newspaper purchase, 35.0% of the respondents purchased newspaper once a while, with 13.7% of them purchasing newspaper always while the remaining 51.3% have never bought a newspaper.

4.2 Evaluation of Accessibility to Electronic Media

This section evaluated how the respondents' accessibility to the internet, radio, and television has affected the purchase and sale of the newspaper. The respondents indicated their level of agreement or disagreement on how they access news whether through the internet, radio, television or by purchasing a newspaper. They responded to a five-point Likert scale, thus, 1-strongly disagree, 2-disagree, 3-neutral, 4- agree and 5-strongly agree.

4.2.1 Accessibility to the Internet

This section sought to understand whether the respondents know how to use the internet, whether they have access to the internet always, to ascertain whether using the internet is cheap as well as to know whether the information they seek in the newspapers can be found on the internet. According to Table 4.1, a mean of 4.29 responses majority of the respondents agrees they know how to use the internet to get information. Also, a mean of 3.86 responses which is approximately

4 indicated that the respondents agree they have access to the internet always. On whether using the internet was cheap, the study revealed a mean of 3.17 responses which indicated that the respondents were neutral while a mean of 3.94 responses indicated that the majority of the respondents agree that what newspapers report can be found on the internet. Table 4.2 indicated that the majority of the respondents know how to use the internet to access information, have access to the internet always, and could find what the newspapers report on the internet but were neutral with their responses on the cost of internet usage.

Table 4.1 Accessibility to Internet
Accessibility to Internet

	N	Minimum	Maximum	Mean
I know how to use the internet to get information	300	2	5	4.29
I have access to internet always	300	2	5	3.86
It is cheap to use internet so I always use it	300	1	5	3.17
What newspapers will report can be found on the internet	300	1	5	3.94
Valid N (listwise)	300			

Source: Researcher's work, 2021

4.2.2 Accessibility to Radio

The researcher sought to understand whether the respondents are satisfied when they listen to the radio, whether it is easy to tune in to a radio station at any time and whether the respondents save money when they listen to the radio than purchase a newspaper. According to Table 4.2, a mean of 3.59 responses which is approximately 4, the respondents agree they feel satisfied when they

listen to the radio. A mean of 3.53 responses, approximately 4, the respondents agree they find it easy to tune in to a radio station. Also, a mean of 3.42 responses indicated that the respondents were neutral on whether they save money when listening to the radio. Per the findings, the majority of the respondents agree that they were satisfied when they listen to the radio, they also agree that it is easier to tune in to a radio station anytime but the respondents were indecisive about whether they save money when they listen to the radio that buying newspapers.

Table 4.2 Accessibility to Radio

Accessibility to Radio				
	N	Minimum	Maximum	Mean
I am ok when I listen to the radio	300	1	5	3.59
It is easy to tune in to radio station anytime	300	1	5	3.53
I save money when i listen to the radio than to buy newspaper	300	1	5	3.42
Valid N (listwise)	300			

Source: Researcher’s work, 2021

4.2.3 Accessibility to Television

Findings on this section revealed that with a mean of 3.80 responses which is approximately 4, the respondents agree they find it easy to switch to any channel of their choice. A mean of 3.70 responses indicated that the respondents agree television programs are exciting while a Mean of 3.98 responses indicated that the respondents agree television stations give the latest news compared to newspapers. According to the findings, the majority of the respondents agree it is

easy to switch to any channel of their choice. They also agree that television programs are exciting and that television stations give the latest news compared to newspapers.

Table 4.3 Accessibility to Television

Accessibility to Television				
	N	Minimum	Maximum	Mean
It is easy to tune to any TV channel you want	300	1	5	3.80
TV programs are exciting so I prefer to watch them	300	2	5	3.70
TV stations give latest news compared to newspapers	300	2	5	3.98
Valid N (listwise)	300			

Source: Researcher’s work, 2021

4.3 Evaluation of Newspaper purchase

This section evaluates the reasons respondents purchased a newspaper. The respondents indicated their level of agreement or disagreement on what influenced their decision to purchase a newspaper. They responded to 1-strongly disagree, 2- disagree, 3-neutral, 4- agree and 5-strongly agree. Table 4.4 indicated that with a mean of 3.83 responses, approximately 4, the respondents agree they do not buy newspapers anymore because they have access to the internet. Also, a mean of 3.40 responses indicated that the respondents were neutral about their purchase of newspapers and their relation to listening to the radio. A mean of 3.51 of responses indicated that the respondents agree they do not purchase newspapers anymore because they get all their information from the television. The findings also reveal that with a mean of 2.16, the respondents

disagree that the prices of newspapers are too high. With a mean of 2.11, the respondents likewise disagree that they buy newspapers for the reason of keeping records. Furthermore, with a mean of 2.45 responses, which is approximately 3, the respondents were neutral about purchasing newspapers to get information on adverts.

Table 4.4 Evaluation of Newspaper Purchasing

Evaluation of Newspaper Purchasing					
	N	Minimum	Maximum	Mean	Std. Deviation
I don't buy newspapers because I have access to internet	300	1	5	3.83	1.300
I don't buy newspapers because I listen to the radio	300	1	5	3.40	1.486
I don't purchase newspapers anymore because I get all information from TV	300	1	5	3.51	1.333
The prices of newspapers are too high so I don't purchase anymore	300	1	5	2.16	1.154
I purchase newspaper for record sake	300	1	5	2.11	.949
I buy newspapers when I need to get information on adverts	300	1	5	2.45	1.384
Valid N (listwise)	300				

Source: Researcher's work, 2021

4.4 Summary of Respondents Accessibility to Electronic Media

Table 4.5 shows a summary of the respondents' access to the radio, television, and internet. The table indicated that with a mean of 3.8142 responses majority of the respondents agree they get their information from the internet. Also, a mean of 3.5144 responses indicated that the

respondents agree they use the radio as well. On access to television, the study revealed a mean of 3.8267 responses indicated that the respondents agree that the television is a source of information to them. The study noted that though the majority of the respondents agree they have access to electronic media, comparatively a larger proportion agree they access the internet and television more than the radio.

Table 4.5 Accessibility to Electronic Media

Accessibility to Electronic Media

	N	Minimum	Maximum	Mean
Access to internet	300	2.00	5.00	3.8142
Access to radio	300	1.00	5.00	3.5144
Access to television	300	2.33	5.00	3.8267
Valid N (listwise)	300			

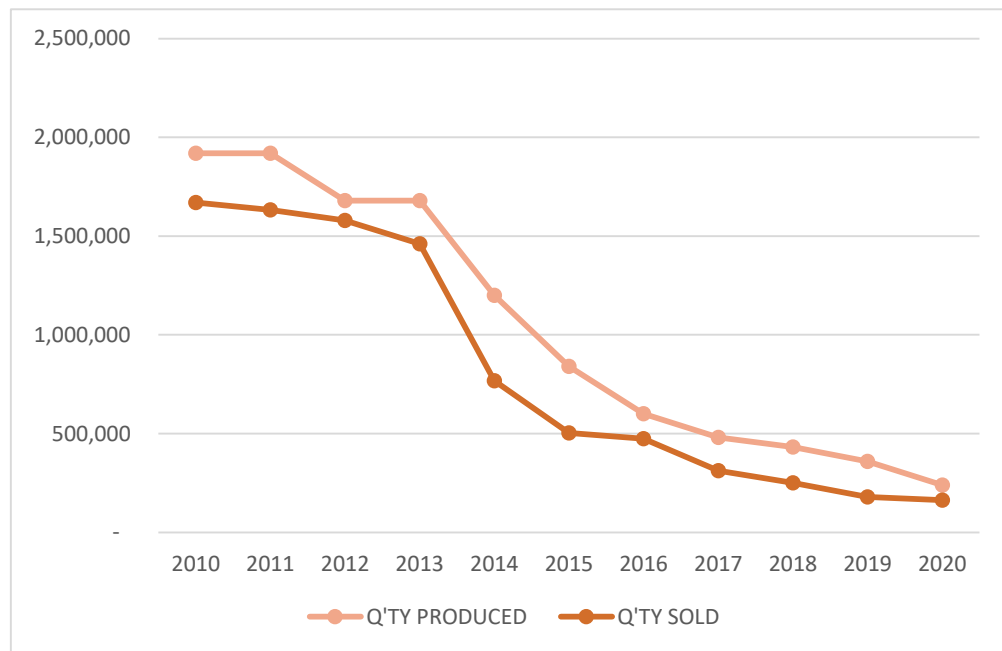
Source: Researcher's work, 2021

4.5 Sales trend of the *Daily Statesman*

The study evaluated the 10-year (2010-2020) sales trend of the *Daily Statesman*. The number of dailies produced and quantity sold annually were analyzed. The findings indicated that the newspaper in 2010 published 8,000 copies per day and by the end of the year it had produced 1,920,00 and sold 1,67,400 representing 87% sales. A similar amount of copies were produced in 2011 but recorded an 85% in sales as 1,632,000 of the quantity produced were sold. In 2012 and 2013; 7,000 copies of the newspaper were published per day resulting in a quantity of 1,680,000 in those years; however, in 2012 the company recorded 94% sales but in 2013 85% were sold. A

total amount of 1,200,000 quantity was produced in 2014 and 768,000 were sold. Likewise, the downward trend in quantities produced and sold continued in 2015. *The Daily Statesman* published 3,500 copies per day and by the end of the year, it had published 840,000 but sold 504,000. In 2016, 600,000 copies were produced while 474,000 newspapers were sold. In 2017, 2018, and 2019, the company sharp decrease in quantity produced and sold. Quantities of 600,000, 480,000, and 360,000 were produced respectively which indicated that 2,000; 1,800, and 1,500 publications were made daily but of the quantity produced only 312,000; 250,000 and 180,000 were sold respectively. In 2020, the total quantity produced was 240,000 copies and 163,000 were sold. Per the findings, the *Daily Statesman* used to produce almost two million copies of newspaper annually; today now produces 240,000 copies. Figure 4.1 shows the sales trend of the *Daily Statesman*.

Figure 4.1 sales trend between 2010 and 2020



Source: Researcher's field work, 2021

4.6 “Threats to Newspapers Purchase and *Daily Statesman*”

Every business's survival is dependent to a greater extent on revenue earned from sales. The study examined the challenges confronting newspapers and the sales of *Daily Statesman*. The threats identified were the shift in reading habits, an inadequate workforce, cost of production, instantaneous nature of electronic media, and media ownership. This is due to the comfort and availability of access to information provided by electronic media, which harms the operations of print media companies. The data revealed that while the number of daily newspapers published has decreased over time, the cost of manufacturing has increased tremendously. The findings also indicated that the majority of the respondents agree they have access to electronic media, thus, affecting sales numbers and this tendency poses a challenge to the *Daily Statesman*.

4.6.1 Shift in reading habit

Findings from all respondents who answered the questionnaire indicated that readership has declined due to the introduction of electronic media particularly the internet. The study indicated that reading has shifted from purchasing hardcopy to reading electronically because it is easier and more convenient than purchasing a newspaper. Findings from the study also revealed that because of the ease with which enormous amounts of information can be acquired, the demography of people who prefer to analyze their news via newspapers is progressively dying out, leaving the younger generation who prefer to assess news online.

The finding further indicated that the majority of the readers who formerly purchased newspapers at newsstands now prefer to read on tablets and smartphones as almost everyone owns a digital device, which is leading to a decline in newspaper readership. The finding also revealed that the advent of the COVID-19 pandemic added to the increase in patronage of electronic media.

4.6.2 Inadequate workforce

Another finding is that most private newspapers are short-staffed. This is because most journalists are interested to be seen on television and heard on the radio. After all, they find print media boring and unattractive. According to respondent 2,

Those who choose to work as print journalists with time lose interest and lack the motivation to continue attributing it to low salaries and lack of competition to grow.

The finding further revealed that the level of exposure and fame attained while working as a broadcast journalist cannot be compared to print. It indicated that without being a good writer, a journalist cannot survive in the print industry.

4.6.3 Cost of production

Interviews with respondents from the *Daily Statesman* revealed although production costs are increasing at an exponential rate, sales returns are decreasing. For instance, the *Daily Statesman* which used to produce 8,000 copies per day currently produces 1,000 copies of newspaper per day. Respondent 1 indicated that creating content for newspaper publications is costly. The respondent went on to say that practically all of the components used in production, including papers and ink, are imported and with the COVID-19 pandemic in place, the price of these materials is always shifting.

The high cost of production is a major challenge facing the newspaper industry and unfortunately, those who are the future of the newspaper business are no longer reading hard copies because they now read news items on their mobile phones and not from the hard copy materials.

Respondents stated that this recent activity has made it critical for newspaper companies to transition to the internet to reduce their high production costs and stay in business while

maintaining their relevance. Respondent 1 noted that by transitioning to the internet, newspaper firms may distribute and monetize material that was previously only available in printed copies.

4.6.4 Instantaneous Nature of Electronic Media

Respondents also revealed that the decline in sales is mostly attributed to the instantaneous nature of electronic media puts newspapers in a tight corner. According to the findings, electronic media houses compete to be the first to reveal breaking news to the public, therefore there is always some type of information available. In relation to this, the respondents explained that unlike print media where a news item or information is released the following day, with electronic media new information is released hourly. The respondents also noted the newspaper review of radio and television stations during their morning shows. According to them, during the newspaper review that radio and television stations do on their morning shows, the majority of the trending news and headlines are reviewed and scrutinized thoroughly. This trend, they noted has a negative influence on sales.

Readers' motivations to buy newspapers have reduced because most radio and television stations do in-depth reviews of the main items in the newspaper and the extensive analysis that follows has an impact on newspaper sales

The ease with which people may get information via electronic media, according to the respondents, is one of the reasons for the low use of physical copy newspapers. Most of the stories are already online and repeated on the radio and television which can be accessed for free, according to respondents. This has impacted sales to some extent, they said, because, by the time the newspaper hits the newsstands, most of the stories are already online and on other social media networks.

People now use the internet to acquire, share, and analyze newsworthy material on their own. This has an impact on sales because the information in our newspapers is normally delivered a day after the news has spread around the city

4.6.5 Media ownership

The findings revealed that the majority of the private print media organizations just like the *Daily Statesman* are owned by political figures. Respondent 2 indicated that this situation makes it difficult for employees to operate freely. The respondent said that employees are always pursuing an agenda which is that of the employer and his political affiliation. According to the respondent, the content of the newspaper is always the same, and many readers lose interest except for the readers to whom such information is relevant. The findings revealed that this situation has resulted in a drop in advertising for private newspapers. The study indicated that many business owners are terrified of being associated with a political party because they may lose investors (both local and foreign), which is vital to an organization's future investment and cooperation. According to Respondent 2, this situation has resulted in a concentration of advertising in state-owned newspapers and electronic media.

Many private newspapers have lost their relevance in the system because of the issue of media ownership. Majority of these newspapers collapse especially when there is a change in government.

4.7 “Strategies Employed to Mitigate the Threats”

The *Daily Statesman* has employed several strategies to ensure sustainability, growth, and profitability. The interviews revealed what the company (*Daily Statesman*) did and are doing to mitigate the challenges they faced to stay relevant in the print media industry. Four subthemes

derived under this section, were: timeliness in newspaper circulation, e-paper sales, improved appearance, and equipping staff.

4.7.1 Timeliness in Newspaper Circulation

The respondents noted that management established another printing house in Kumasi, to circulate the publication to all the Northern parts of the country and reach a wider audience. The study disclosed that there had been delays in the circulation and in some instances the newspaper did not get to the North at all. Respondent 1 indicated that it takes about two days before the newspaper reaches the North so having a printing house in Kumasi was the step in the right direction to attain a wider audience and to increase revenue.

The printing house in the Ashanti Region focused on circulating the newspaper in all the metropolis in the Northern part of the country so that they can get access to the newspaper in time while the printing house in Accra satisfied readers in the Southern part of the country.

The respondent further explained that the decision to set up another printing house has helped boost the revenue of the *Daily Statesman* by 10%.

4.7.2 E-paper Sales

The findings revealed that management used e-newspapers, which are identical replicas of the printed version, to reduce the impact of electronic media, particularly the internet, and increase sales. Respondent 1 explained that soft copies of the newspaper were supplied to various individuals and organizations for them to peruse at their convenience on their mobile phones, tablets, or computers. The respondent added that this is in addition to the newspaper's online version on the company's website. According to the respondents, this combined effect will help to revitalize Ghanaian youth's low reading culture. Allowing portions of some news items to be

buried and allowing readers to subscribe, according to respondent 2, is a decent approach to generate cash.

We recognize the importance of social media in news reporting and the necessity to achieve a healthy balance between electronic and print media. We are doing this to maintain our position as industry leaders; it doesn't imply we're quitting newspapers; it's just one way of attracting more readers and solidifying our position.

4.7.3 Improved Appearance

One of the study's results was the necessity to improve graphical displays in newspapers to capture the attention of today's age. According to respondent 2, the *Daily Statesman's* management has improved its printed copy over time by making it more interactive. This is due to input collected from the company's readers via its vendors and distributors. Because too much clutter does not appeal to the eye, the respondent explained that their newspaper has gone through various stages and faces in terms of style and layout throughout the years.

We need to give the newspapers a life because there are still people who buy newspapers and they have a particular time of the day they buy newspapers. So we make sure they are available at any point in time while making sure that the quality of the newspapers, in terms of graphics, is of the highest quality

4.7.4 Equipping Staff

Findings also revealed that to make the job attractive for the reporters, the *Daily Statesman* held retreats and training for the staff. According to respondent 2, the training has over the years enabled the company to produce quality staff who in turn pass on their expertise to interns. The respondent indicated that through the pieces of training, the reporters, especially regional correspondents can

come up with exclusive news stories and investigative stories as well that pique the interest of the readers.

We have also been able to get human interest stories in the hinterlands with the help of our regional correspondents. This has led to some of our reporters winning awards such as the Ghana Journalism Awards at the regional level

4.8 Discussion of findings

The goal of this study was to assess electronic media accessibility over print media in Ghana and how it has affected the purchase and sale of newspapers. According to the findings, the public can effectively use the internet to access any information of their choice; thus leading to the decrease in the purchase and sale of newspapers. The majority of the respondents are educated and also have access to the internet which makes information gathering on the internet easy and convenient. Timeliness, the ability to communicate with others, share information, and share files, as well as for entertainment, socializing, and a variety of other purposes account for the preference of the internet. The internet has become a resource for keeping up with happenings in the immediate environment and has become. According to Afrifa (2015) receiving and dissemination of information are done at the quickest rate on the internet as compared to the print media. This is also consistent with (hlström, (2005) and Sajjad (2013) that the exponential growth and availability of internet access via various devices, such as cellular phones, laptops, and iPads, have made online news platforms more accessible. Other internet features that create values for online news platforms and de-values for print newspapers include interactivity, multimediality, hypertextuality, timely updates, limitless capacity to store news stories, interactive graphic elements, and direct quotation of voice or videos. However, even though the medium is highly patronized, there were mixed reactions about the cost of internet usage. Factors such as connectivity charges from

network providers due to taxation in the mobile sector contribute to the elevated prices of mobile data. Other factors include lack of infrastructure; according to Statista Research Department, 56% of the population in Sub-Saharan Africa lived within a range of 25 kilometers from fiber networks. This new finding slightly contradicts other existing pieces of literature which said that internet usage is cheap. Additionally, with regards to radio, some level of satisfaction and ease when tuning to a channel is attained leading to the decline of newspapers' purchase because they prefer to listen to the radio for information. Again, most radio programs are broadcast in the local language, making it easy for anyone to comprehend and, as a result, having a significant impact on newspaper purchase. Even though there is a high use of electronic media, findings indicated that a larger proportion accesses the internet and television more than the radio. Further analysis indicated that factors such as demography and specific program content consumption played a role in the decline in the patronage of print media. For instance, a study on radio listening habits and preferences on the urban population of Punjab by Singh (2013) indicated that most of the respondents listen to the radio either sometimes or very rare and when they do so, the respondents spend 20-30 minutes daily. The study concluded that there is a significant difference in the frequency of listening to the radio between males and females. Age-wise analysis showed that as the age increases, the respondents begin to listen to the radio less frequently. It also concluded that education-wise, the average mean scores of frequency of listening radio for different education groups do not differ significantly. Similarly, the trend is seen for different income groups, with no noticeable differences among various income-wise categories as far as frequency of listening is concerned. The study also highlighted the various reasons the urban population of Punjab listens to the radio. The three main factors that emerged as most significant were radio as a source of entertainment, knowledge updating & awareness, and its social aspects. Accessibility to television usage is among

the factors that have led to the decline in the patronage of newspapers. The respondents are of the view that it is easy to switch to any of the numerous channels and get access to the latest news which satisfies them. As cited by Nyarko (2016), for instance, Hallock (2007, p. 4) specifically clarified that the growth of the broadcasting sector (radio and television), the internet, and cable television has contributed to the fall in the readership and sale of newspapers. Though concerns in this regard have surfaced in sections of the Ghanaian print media, beyond the growth levels of electronic and broadcast media, there seem to be underlining factor(s) such as “content usage” which might have impacted the print industry in many respects. Showing how strategic timing is in newspaper production, Busa (2013) wrote, *“they operate essentially on a 24-hour news cycle. They are printed once a day, typically at night, and once the paper has gone to the press, a story must wait for the next issue to come out and must compete with all the other new stories. This makes readers anxious to know about the latest events rely on radio, television and the Internet, which are designed to break news faster than newspapers”* (p. 26). The study also noted that access to the internet, television, and radio does not imply that people will still not purchase newspapers; however, the more access to the internet, radio, and television, the fewer people will purchase newspapers. This aligns with the uses and gratification theory (Katz, et.al 1973-1974) which argued that audiences are in charge of choosing the media organization that best meets their wants, and that audiences use media outlets to achieve specific gratifications. The argument goes on to say that media consumption is driven by the needs and ambitions of the media audience themselves. For instance, newsreaders may prefer to read news from newspapers or news websites because reading news from any of these sources provides them with satisfaction and fulfillment. Also, the findings are consistent with the media dependency theory the more dependent an individual is on the media to meet his or her requirements, the more important the media

becomes to that individual (Sandra Ball-Rokeach and Melvin Defleur, 1976). Generally, although the findings indicated high accessibility of electronic media over print media, the majority of the respondents disagree that the prices of newspapers are too high. Likewise, those who purchased newspapers disagree that they buy newspapers for record keeping and they were indecisive about the statement that they purchased newspapers to get information on adverts.

The study also evaluated the reasons why there are downward sales of newspapers. According to respondents, over the last ten years, *Daily Statesman* has experienced downward sales of newspapers due to the dynamism of electronic media coupled with the advent of the COVID-19 pandemic. According to the study, the *Daily Statesman* was circulating a huge number of copies over the years but the figures dropped gradually over the years and currently, the *Daily Statesman* is now producing 1,000 copies per day all because there was a surge in patronizing electronic media and the advent of the COVID-19 pandemic added to the increase in patronizing the electronic media. The findings agreed with a study by Agboola (2014) on the influence of new media on conventional media which revealed that the drop in circulation experienced by print media is a result of the younger generation's preference for the new media as they are more interactive compared to the online version of mainstream media. Findings further agree with Salman et.al (2011) on the impact of new media on traditional mainstream mass media was conducted in Malaysia which indicated that the advent of new media has posed a challenge to conventional media; as such the effect of new media on traditional media, is felt on the circulation of print newspapers. The findings are consistent with a study by Wairimu (2018) on the impact of social media on print journalism, which found that while older generations of readers who are accustomed to print newspapers continue to buy them, young people, who make up the majority, rely on social media for news, resulting in a decline in newspaper sales and circulation. According

to Pew Research Centre, U.S. newspaper circulation fell in 2018 to its lowest level since 1940, the first year with available data. Total daily newspaper circulation (print and digital combined) was an estimated 28.6 million for weekdays and 30.8 million for Sunday in 2018. Those numbers were down 8% and 9%, respectively, from the previous year. Both figures are now below their lowest recorded levels, though weekday circulation first passed this threshold in 2013. Newspaper revenues declined dramatically between 2008 and 2018. Advertising revenue fell from \$37.8 billion in 2008 to \$14.3 billion in 2018, a 62% decline.

Furthermore, the findings revealed that the challenges confronting the *Daily Statesman* are the shift in reading habits, an inadequate workforce, cost of production, instantaneous nature of electronic media, and media ownership. Before newspapers are distributed for sales, most of the news stories are already online. This acts as a difficulty for people to buy hard copy newspapers because they may have already read the story the day before. The study revealed that people prefer to get news and information through electronic media rather than print, according to the report. Mobile technologies, such as phones and tablets, have made reading electronically more convenient and accessible. However, because customers, particularly the young generation, prefer the internet and online content to the newspaper this tendency has an unfavorable impact on sales volume. This also has a dire effect on the cost of production making sales inconsistent. The findings agreed with a study by Udenze (2018) on print media and the challenges of social media which revealed that the newspaper industry is struggling to survive amid the technological revolution that has engulfed the media landscape. Furthermore, the data revealed that the will to acquire newspapers is low as a result of the emergence of electronic media, which makes the same content available in print. The finding is consistent with a study by Mathew, Ogedebe, and Adeniji (2013) on the readership of online newspapers in North-Eastern Nigeria. Their findings revealed

that the majority of respondents read online newspapers because they were up-to-date, current, and cheaper compared to the prints. The results also backed with a study by Oliha and Arthur (2014), which revealed that most people prefer online media to print media because it is more affordable, immediate, interactive, available, and handy. Additionally, the study is supported by Hassan, Nasidi, Azmi and Shehu (2021) in their study, the challenges and opportunities of newspapers in the age of digital communication which indicated that the challenges faced by newspapers include a general decline in reading culture, lack of interactivity, readers' preference for free news, and the need to minimize the cost of production and distribution as well as provide timely updates. These challenges notwithstanding, the study revealed that the *Daily Statesman* had put in place measures to address these issues and safeguard the expansion and survival of newspapers. This agrees with Fidler's (1990) mediamorphosis theory which states that the established forms of communication media must change in response to the emergence of a new medium else the only option is to die. Some of the measures were e-paper, equipping their staff as well as improving the appearance. This suggests that the *Daily Statesman* responded to the emergence of electronic media journalism by producing online news services that do not have large distribution costs but allow for personalization of editorial and advertising material as well as customer co-creation of news content (Graham & Smart 2010). Also, the findings are consistent with the mediamorphosis theory which emphasizes that the new media (social media) transforms old media (newspaper) into something better (Fidler, 1997).

4.9 Chapter Summary

The central issues of this chapter have revolved around the fact that access to radio, television and the internet have contributed to the decline in purchase and sales of print media. The study revealed that though a majority of the respondents agree they have access to electronic media,

comparatively a larger proportion agree they access the internet and television more than the radio. Findings also reveal that the *Daily Statesman* has experienced a downward trend since 2010. Despite the challenges confronting, the company, management of the *Daily Statesman* have developed some strategies to stay relevant in the print industry.

CHAPTER FIVE

CONCLUSION

5.0 Introduction

This chapter summarizes findings, draws conclusions and provides recommendations on further areas of research in line with the objectives of this study. The objectives of the study were to identify the factors that account for the preference of electronic media over print media, examine the 10-year sales trend of the *Daily Statesman* newspaper, establish the challenges facing the *Daily Statesman* in terms of sales and establish the strategies the *Daily Statesman* put in place to stay relevant. The Uses and Gratification Theory, Media Dependency Theory, and Mediamorphosis Theory were the theoretical frameworks used in the study. The framework for understanding the motivation for using a particular medium is the uses and gratification theory, supplemented with media dependency theory while the mediamorphosis theory which helps to understand how media, technology, and communication are all interconnected. The chapter highlights the limitations that emerge from the study as well as recommendations for future studies related to print media.

5.1 Summary of Findings

The findings established that the timeliness, the ability to communicate with others, share information, and share files, as well as for entertainment, socializing, and a variety of other purposes accounted for the preference of the internet. Again, most radio programs are broadcast in the local language, making it easy for anyone to comprehend. Television provides an avenue to enjoy the latest information and the graphics make that medium enjoyable. Despite these factors, respondents had mixed reactions to the cost of internet usage. Factors such as connectivity charges from network providers due to taxation in the mobile sector contribute to the elevated prices of mobile data. Other factors include lack of infrastructure were identified. Generally, although the

findings indicated high accessibility of electronic media over print media, the majority of the respondents disagree that the prices of newspapers are too high. Likewise, those who purchased newspapers disagree that they buy newspapers for record-keeping and they were indecisive about the statement that they purchased newspapers to get information on adverts.

Also, the findings observed the sales trend of the *Daily Statesman* which has been moving in a downward trend. According to the study, the company was circulating a huge number of copies over the years but the figures dropped gradually over the years and currently, the *Daily Statesman* is now producing 1,000 copies per day all because there was a surge in patronizing electronic media and the advent of the COVID-19 pandemic added to the increase in patronage of the electronic media.

Additionally, a shift in reading habits, an inadequate workforce, cost of production, instantaneous nature of electronic media, and media ownership was identified as challenges confronting the the *Daily Statesman*. It noted that before newspapers are distributed for sales, most of the news stories are already online. This acts as a difficulty for people to buy hard copy newspapers because they may have already read the story the day before. These challenges notwithstanding, the study revealed that the *Daily Statesman* had put in place measures to address these issues and safeguard the expansion and survival of newspapers. Some of the measures were e-paper, equipping their staff as well as improving the appearance.

Finally, the findings also indicated that so far as the *Daily Statesman* is willing to adopt new strategies to lessen the high cost of production, the company will remain in the newspaper business while ensuring its relevance. The newspaper had implemented some technologies, according to findings that looked into the procedures in place to ensure that the *Daily Statesman* remains relevant. For instance, the *Daily Statesman* already placed stories and headlines in their hard copies

to attract youthful readers; similarly, they have established websites and e-paper (an exact reproduction of the printed version) that place articles and headlines in the same way. According to the findings, the *Daily Statesman* will need to adapt and change to survive in a changing world. They have also improved the appearance of the newspaper to draw the attention of the present generation. Findings indicated that the *Daily Statesman* has equipped the staff to be able to produce quality and reliable information to remain relevant and competitive.

5.2 Limitation to the Study

Though the study highlighted the impact of electronic media accessibility over print media in Ghana and as well as challenges confronting newspapers in Ghana were gained in the study there were limitations.

The results and conclusions are based on only one private-owned newspaper and it is not representative of the large Ghanaian newspaper industry. Using more newspaper organizations would have permitted a wider generalization of the findings.

The study took into consideration the 10-year sales trend of the *Daily Statesman* perhaps if the number of years was extended, further insight into the financial vulnerability of the newspaper would have been given. These limitations, however, do not diminish the importance of the study.

This study focused on print media, further studies can be done on the challenges confronting electronic media especially, radio and television.

5.3 Recommendations

Based on the findings of this study, it is recommended that future studies should examine more than one private newspaper in Ghana to interrogate the extent to which new media technologies have affected the larger newspaper industry.

It is also recommended that newspapers should include the latest, exclusive, and human interest stories that will pique the interest of customers to buy newspapers and in turn increase sales.

It is further recommended that the *Daily Statesman* must take full advantage of the e-paper internet technologies in all phases of newspaper production.

Findings reveal that majority of the respondents prefer to get the news from the internet and television. Associations such as Ghana Journalist Association, Private Newspaper and Online Publishers Association (PRINPAG) can make radio and television stations reduce the thorough analysis of a story in a newspaper published during the newspaper review of their morning shows so that people can buy these newspapers.

5.4 Conclusion

The media environment has changed dramatically in recent years as a result of most customers embracing the alternative medium of obtaining information, resulting in a decline in the purchase and sale of newspapers. Even though it is obvious that Ghana's print media still provide the public with the information they require, some newspaper organizations particularly the *Daily Statesman* have adopted alternative ways of disseminating information to complement the hardcopy newspaper. These strategies have led to a 10% sales increase sales for the *Daily Statesman*. Every business's survival is dependent to a greater extent on revenue earned from sales. The timely nature of the internet, as well as the proliferation of radio and television stations, have provided quick access to information which makes the respondents choose sources over the print media, resulting in lower newspaper sales and profitability. As a result, it is critical that the strategies put in place, particularly by the *Daily Statesman*, be improved. Hardcopy newspapers do not require internet access, thus, for readers who do not have access to the internet, reading print newspapers are still the best option.

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APPENDIX 1

QUESTIONNAIRE

This research is being undertaken as part of the requirement for the award of a Master of Arts (MA) degree in Public Relations at the Ghana Institute of Journalism (GIJ). The study seeks to ascertain the effect of electronic media accessibility on sale of print media in Ghana. The research is strictly for academic purposes, hence information volunteered would be held in high confidentiality. I shall be grateful if you could take a few minutes of your time to answer the following questions.

Please tick (✓) the appropriate response that best answers each question

PART A Personal Data

1. Gender: Male [] Female []

2. Age: Under 20 years 21-30 years 31-40 years 41-50 years 51years and above

3. Educational Level: PhD Master's Degree First Degree HND SSCE/MSLC
JSS No formal Education

4. What is your occupation? Public/Civil servant Self Employed Student Unemployed
 Private Sector worker other, please specify.....

5. Do you buy newspaper? Yes No

6. How long have you been purchasing newspaper? Under 2 years 2-4 years 5-7 years
8 years and above

7. How often do you purchase newspapers? Once in a while always buy newspapers

PART B Assessing electronic media accessibility among customers

From the statement below, please indicate your level of agreement or disagreement to the following statements. Please use the scale below

1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly agree

	Accessibility to electronic media	1	2	3	4	5
A	Accessibility to internet					
7	I know how to use the internet to get information					

8	I have access to internet always					
9	It is cheap to use internet so I always use it					
10	What the newspapers will report can be found on the internet					
B	Accessibility to radio					
11	I am ok when I listen to the radio					
12	It is easy to tune in to radio station at any time					
13	I save money when I listen to radio than to buy newspaper					
C	Accessibility to television					
14	It is easy to tune to any TV channel you want					
15	The TV programmes are exciting so I prefer to watch					
16	TV stations give latest news compared to newspapers					

PART C Purchase of newspapers

From the statement below, please indicate your level of agreement or disagreement to the following statements. Please use the scale below

1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly agree

	Purchase of news papers	1	2	3	4	5
17	I don't buy newspapers because I have access to the internet					
18	I don't buy newspapers because I listen to radio for news					

19	I don't purchase newspapers anymore because I get all information from TV					
20	The prices of newspapers are too high so I don't purchase anymore					
21	I purchase newspapers for record sake					
22	I buy newspapers when I need get an information e.g advert					

APPENDIX 2 INTERVIEW GUIDE FOR HEAD OF EDITORIAL DEPARTMENT

This research is being undertaken as part of the requirement for the award of a Master of Arts (MA) degree in Public Relations at the Ghana Institute of Journalism (GIJ). The study seeks establish the effect of electronic on sale of print media in Ghana: a case study of the *Daily Statesman*. The research is strictly for academic purposes, hence information volunteered would be held in high confidentiality. I shall be grateful if you could take a few minutes of your time to answer the following questions

PART A Personal Data

- 1. Gender: Male Female

- 2. Highest Educational: Level Diploma/HND First Degree Masters' Degree Doctorate

Others, please specify.....

3. What major challenges face newspapers today?
4. How significant an impact has electronic media had on the operations of newspaper?
5. What is your organization doing to mitigate these challenges?
6. What can the organization do to keep the print version relevant?

APPENDIX 3 INTERVIEW GUIDE FOR HEAD OF MARKETING AND ACCOUNT DEPARTMENT

This research is being undertaken as part of the requirement for the award of a Master of Arts (MA) degree in Public Relations at the Ghana Institute of Journalism (GIJ). The study seeks establish the effect of electronic on sale of print media in Ghana: a case study of the *Daily Statesman*. The research is strictly for academic purposes, hence information volunteered would be held in high confidentiality. I shall be grateful if you could take a few minutes of your time to answer the following questions

PART A Personal Data

1. Gender: Male Female

2. Highest Educational: Level Diploma/HND [] First Degree [] Masters' Degree [] Doctorate
[] Others, please specify.....

3. What major challenges face newspapers today?

4. Can you please tell me about the sales trend of your company 10 years back and now?

6. What in your opinion accounted for the decrease in the sales trends of your company?

7. How has the changing trends in readership affected the figures of circulation and penetration of newspapers?

8. What measures have been put in place to increase the sales of your organization?

9. What recommendations would you give for improving the sales of the newspaper?