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**NEW MEDIA TECHNOLOGY AND ITS EFFECTS ON TRADITIONAL  
NEWSPAPERS IN GHANA**

**BY**

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**DECLARATION**

I, Stella Antwi-Darkwa hereby declare that this dissertation is my own work towards the award of a Master of Arts Degree in Media Management and that, it contains no material previously published by another person or material which has been accepted for the award of any other degree in any university except where due acknowledgement has been made in the text.

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## **DEDICATION**

I dedicate this dissertation to my lovely husband, Mr. Alex Antwi-Darkwa for his support and encouragements during my time of study and my wonderful children, Nana Akua, Nana Agyeman and Maame Efua for their understanding during the times I missed important days in their lives because I was busy with academic work.

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## **LIST OF ABBREVIATIONS**

AAP	Australian Association Press
CPP	Convention People's Party
GBC	Ghana Broadcasting Corporation
GTV	Ghana Television
ICTs	Information and Communication Technologies
MCR	Master Control Room
PPPs	Purchasing Power Parities
SPSS	Scientific Package for the Social Sciences
UK	United Kingdom
USA	United States of America
WARC	World Advertising Research Centre

## **ABSTRACT**

For several decades, many newspapers blossomed in their business operations. They had been accustomed to raking in revenue without much competition. After the onsets of the new media technologies and the internet, news audiences were drawn into the foray of fast and convenient news accessible on portable devices virtually everywhere without using the old system of newsstands and purchasing newspapers. With technological advancements there came a shift in news source preferences and intensified competition in the news industry, thereby posing a challenge to traditional newspapers. Lately, newspaper businesses are embracing technology as a way to meet audiences' expectations. This paper investigated New Media Technology and its effects on Traditional Newspapers in Ghana. The study dwelled on a quantitative method and used hand delivered and online questionnaire as data collection tools. Data were collected from 50 newspaper readers as well as 86 staff of Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide from the production, circulation and sales and marketing departments.

The study found that new media technologies have led to reduction in the quantity of newspapers circulated and revenue reduction. The study also established that many newspaper readers have reduced their purchasing and reading of newspapers and visits to the newsstands as a result of easy access to news through new media technologies such as mobile phones, tablets and laptops. On the other hand, new media technologies were found to also have positive effects on traditional newspapers. They enhance production processes, contribute to improved circulation when effectively utilised, and also provides new revenue generations sources to traditional newspapers. To remain competitive and be in business, newspapers have to implement strategies to match up the challenges of new media technologies and equally optimise the opportunities they offer.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

By the 1990s a new form of media had emerged; the new media. This media was facilitated by the internet and subsequently gained prominence upon the introduction of web 2.0, which enhanced its features and allowed for instant feedback, a feature which is absent in the traditional media. Meanwhile, the latest trends in media technologies have changed the entire system of newspaper production and circulation in the world, with Ghana not been exempted. Both the print and broadcast media are affected in one way or the other by the technology revolution (Kowet, 2000). Information is the primary input as well as the final output of Newspaper industry. It collects raw information and converts it into categorized, defined and useful pieces of information (McLuhan, 1994). Therefore, it will not be an exaggeration to say that the radical changes brought in the realm of newspaper production and circulation through Information and Communication Technologies (ICTs).

Recent technology revolution in the media industry is bound to affect Newspaper more than any other industry. The adoption and absorption of media technology are being carried out in newspaper industry by bringing efficiency in all the functional wings including news gathering, production, editorial and marketing so as to gain competitive advantage (Indo American Print summit, 2008). Media technologies are now used not just by press but increasingly by reporters and editors also in Ghana. Its benefits are being recognized at every point of the entire supply chain of newspaper production (Harlan & Garry, 1999). Hence, the impact of media technologies on every aspect of newspaper production, the production process, circulation, marketing and distribution cannot be overemphasized.

According to Chris (2001), technology development and absorption in Newspaper industry improved the printing process and reduced the operating time of editorial desks. The profuse use of online content and facilities has led to dominance of many-to-many model over one-to-many model of information collection. The individual or the department entrusted for the collection of information and news (Journalist) could gather information as per own and others convenience. Not only has new media technologies impacted the functioning of newspapers and various departments but has even given birth to new avatar, the electronic newspaper (e-newspaper). The e-newspaper model has been incorporated into many traditional media in recent times, were traditional newspapers having established online version of the traditional newspapers.

This phenomenon is remarkably, a complete transformation from the days when reporters used to file report, which had to be cleared and screened by band of sub-editors, followed by final checking of story by editor himself/herself and even an army of trained proof readers. Now, the reports are being filed online or on Local Area Network, read, crosschecked and edited electronically, saving time and money. Again, the use of advanced commercial printing machinery has also enabled newspaper industry to print copies with well-defined properties, capable of producing high precision graphic prints along with other direct mail printing services, the modern digital printing machines are printing 30 thousand and above copies per hour as against 3000 to 4000 copies per hour published by old printing press. As stated by Tony (2004), “the incorporation of digital inkjet proofing and colour management has enabled newspapers to use distributed printing sites to produce product while minimizing the possibility of colour loss and poor print quality. Decentralized printing distribution has been given a further boost by the introduction of inserting and distribution technologies that help in newspaper customize and produce targeted products ensuring effective circulation.”

Beyond these developments, the situation in the past, where traditional newspapers could only tell stories through text and images only, has also changed. Now the advent of new media technologies allows journalists to tell stories in multiple channels. This increases the credibility of the story. It also allows users (readers), to become active participants in information creation. In other words, it turns users from been passive recipients of information to active participants of information production and circulation.

### **1.1.1 Evolution of the Press (Newspapers) in Ghana**

By 1822, the country had its first newspaper, known as the Royal Gold Coast Gazette/Commercial Intelligencer. The paper was introduced into the country by the then Gold Coast governor, Sir Charles McCarthy, who had established a similar press in Sierra Leone before been re-posted to the Gold Coast. Jones - Quartey (1974) noted that, “the Royal Gold Coast Gazette and Commercial Intelligencer ceased publication in 1825 because its founder Sir Charles McCarthy, the first governor of the then Gold Coast Settlement, was killed in a battle between the Ashantis and the British in late 1824. For 35 years the entire West Africa region was without any newspaper.”

However, Charles Bannerman, ably assisted by his brother Edmund conceived the idea of emulating the British and therefore established the Accra Herald in a hand-written form. Due to lack of financial resource to purchase a printing machine, the Bannerman brothers took on the task in an arduous way, as their appeal for support by the colonial secretary was treated with contempt. Bannerman died in 1872 and the paper ceased publication a year later. Unlike the case of the death of Sir Charles McCarthy and the subsequent death of the Royal Gold Coast Gazette and Commercial Intelligencer, Dzisah (2008) noted that, “This did not diminish the wave of journalism practice in the colony. Other natives stepped into the journalistic ring

to blaze the trail. James Hutton Brew a merchant from Dunkwa launched the Gold Coast Times on 24 March 1874. He managed to buy a printing press and therefore exhibited greater influence and independence. The critical approach he adopted culminated in the suspension of the newspaper at different periods. The Gold Coast Times lasted from March 1874 to November 1885 before going under. Other newspapers which emerged during the period were the Gold Coast Independent, 1885; the Gold Coast Chronicle, 1890; the Gold Coast People, 1891; the Gold Coast Nation, Akuapem Chronicle, Eastern Star, Voice of the People, Gold Coast Leader, Gold Coast Spectator and the Gold Coast Express which was the first attempt at establishing a daily newspaper in the colony among others. Asante (1996) explained, the most outstanding newspaper during the pre-independence era was the Gold Coast Leader which was established as a weekly in Cape Coast by Joseph P. Brown and which ran from December 1902 into the 1930s.”

During this period, the people started agitating for far - reaching changes in its political, social, economic, and educational conditions in the Gold Coast (and the Leader played a leading role in this agitation toward self-determination). Other newspapers that supported this agitation were the Gold Coast Nation, the Eastern Star and Akuapem Chronicle, the Voice of the People, and the Gold Coast Spectator. But the government, in reaction to these newspaper establishments, came up with the Gold Coast Pioneer in February, 1921. There came the “age of commercialisation” in the newspaper business as Dr. J. B. Danquah, a prominent lawyer described as the “doyen of Gold Coast politics,” founded the West African Times (which later became The Times of West Africa). He later launched the Ghana Statesman, an eight-page weekly. Other newspapers that surfaced after 1931 were the Gold Coast Observer, the African Morning Post, the Daily Echo, and the Ashanti Pioneer (Jones, 1994).

This time, the response from the British colonial powers was harsh laws, which was designed to curb the “unruly” behaviour and attitude of the Ghanaian nationalists’ press. One of such laws according to Asante (1996) was the Criminal Code (Amendment) Ordinance in 1934. As Dzisah (2008) put it, “Flashes of the intense press/media battle for the right to govern had been sensed by the British authorities. As a result, they resorted to extra-legal measures to contain the radical press. The scurrilous publications became a bother and it was a matter of time when the Criminal Code (Amendment) Ordinance or the Sedition Ordinance of 1934 was passed. This was an attempt to criminalise freedom of expression and criticality in the media. It was evident from this law that the British were getting jittery and intolerant with this brand of adversarial journalism.”

The nationalist struggle had gained momentum, as the law was greeted with widespread protest. While these newspapers played their roles in the nationalist struggle, the most revered mass communication organ which provided some food for thought and shook the bile of the colonial authority was the African Morning Post. Established by Nnamdi Azikiwe, who relocated to the colony after a sojourn in the United States, this Nigerian Igbo assisted by I.T.A. Wallace Johnson left an indelible imprint in Gold Coast and Africa journalism.

An explosive piece article titled *‘Has the African a God?’* in the 15 May 1936 had ruffled feathers and the colonial administration moved to arrest the two men. They were charged with Criminal Libel and arraigned before court. The court based on the evidence adduced by the prosecution convicted them for sedition. They were sentenced to a six-month jailed term and fined £50 each. Azikiwe and Johnson appealed against their conviction and succeeded. However, the colonizer had other ideas. The two men were ordered to leave the Gold Coast. ‘Zik’, as Azikiwe was popularly called, left for Nigeria and Wallace-Johnson departed to his

native Sierra Leone. 'Zik' went ahead to establish the West African Pilot in Nigeria, a mark of a determined African whose zeal and commitment to liberate his people was unquenchable by the travails he had been subjected to. According to Dzisah (2008), the departure of 'Zik' and Wallace-Johnson did not diminish the fire in others to continue with the nationalist struggle. The Ashanti Pioneer was established in 1939 in Kumasi to fill the void. This paper, according to Hachten, was an independent paper (1971: 169). Ainsle (1966) notes that the political struggle against colonialism heightened with the formation of the Ashanti Pioneer by John and Nancy Tsiboe in 1939, the Ashanti Times in 1947 as an in-house publication of the Ashanti Goldfields Corporation, as well the Accra Evening News in 1948 by Kwame Nkrumah, all acting as critical factors in the battle for self-rule (Ainslie 1966).

With the success of the Evening News, Nkrumah again established the Morning Telegraph in 1949 under the editorship of Kwame Afriyie at Sekondi and the Cape Coast Daily Mail with Kofi Baako as the editor to press home the demands for "self-government now". This got him into trouble with the law (Ainsle, 1966: 58). According to Barton (1979), "the most potent foreign influence on the press in Africa was the coming of the Daily Mirror Group after the second world war". Their entry into the region saw the establishment of the Daily Times in Nigeria, the Daily Graphic in Ghana and the Daily Mail in Sierra Leone (1979). All the credit, he argued, should go to "a rather strange, aloof Anglo-Irishman, Cecil King, who seemed an improbable choice as the person to take West Africa into the modern post-war newspaper age." For Barton to refer to King as someone aloof is to colour the pill. King to my mind was in pursuit of profit and therefore in serious mood to control the market. The Mirror Group launched the Daily Graphic in 1950. The establishment of the Daily Graphic revived the spirit of competition in the newspaper industry.

With independence on the horizon, Barton (1979) reveals how the Convention People's Party (CPP) leaders moved quickly to establish the Guinea Press in 1956 as a countervailing measure to rival the Daily Graphic and improve upon the professionalism of this key weapon in the fight against colonialism. The Ghanaian Times emerged from this stable in 1958. The Daily Graphic though a private initiative outside the control of politicians, staffed editorially by Africans, never identified with the colonial government. Instead, the newspaper took an active interest in the political and social affairs of the country (Hachten, 1971). While this was plausible, the Mirror Group, to my mind was only being opportunistic in order to take advantage of the market. Besides, the mood of the people would not allow the newspaper to support their kith and kin.

From the accounts above, Ghana's press can be said to have reached its crescendo in the 1950s, a time that the country was at the political threshold of independence. Special interest groups (most notably, the CPP and the Wesleyan Mission) established their own newspapers to carry forward their ideological and revolutionary purposes. Asante (1996) emphasised that, the ownership of the press was of two categories - government and private. The private included the independent, the missionary, and the underground presses. But as the government became more powerful and authoritarian in outlook, the major voice of the press system quickly went from individual to the government in power. The effect was that the press became ineffective, docile, and sycophantic, its contents carefully watched and closely monitored by the government of the day.

## 1.2 Statement of Problem

The advent of new media has had tremendous influence on every aspect of human information dissemination. Consequently, the new media has to a very large extent (re)written histories with impact on some traditional concepts. Adverts are produced to introduce new and reintroduce old products to consumers with the sole aim of persuading them to buy. Broadcast stations also advertise their products for customers (media users) to get abreast of their old and/or new products (programs), using both traditional and new media platforms, Odun & Utulu (2016). While, the adoption of media technologies, have altered the manual production and circulation processes, the technological development and absorption in the newspaper industry has improved the printing process and reduced the operating time of editorial desk.

Previous studies, including; Vyas, Singh and Bhabhra (2007), Mustaffa et al (2011), Asare (2015), Gomez-Mensah (2016), and Sparks et al (2016), have examined the impact of new media technologies on newspapers. Often than not, such studies tend to look at either one or two areas of the newspaper business, thereby, leaving a lot to be dealt with. This therefore, makes it difficult for one to have a better appreciation on the various aspects of the newspaper which has had impact of new media technologies in one research work.

For example, an Iproject research titled, *“Effect of New Media Technology on Newspaper Production and Circulation in Nigeria, a study of the Nation’s Newspaper”* focused on the effect of new media technology on newspaper production and circulation and ascertained the level of effectiveness of the application of new media technology in the production and circulation, determined the problems associated with the use of new media technology in the production and circulation, and also examined the extent to which new media technology has affected newspaper production and circulation in Nigeria In their study “The impact of digital

media on newspapers: Comparing responses in China and the United States” Sparks et al. (2016) also reviewed the comparative impact of the crisis and gives an overview of the Chinese response in terms of cost cutting, raising new revenues and changing journalistic practices.

This study therefore, seeks to examine the effects of new media technologies on traditional newspapers in Ghana, by tackling the following areas; production and circulation, readership, sales and advertising revenue.

### **1.3 Objectives of the Study**

This objective of this study is categorised into two; general objective and specific objectives.

#### **1.3.1 General Objective**

Broadly, this study seeks to examine the effects of new media technologies on traditional newspapers in Ghana. By examining the effects of new media technologies traditional newspapers in Ghana, the study will bring to the fore, various challenges and prospects that new media technologies present to newspaper operators, editors, journalists, and other stakeholders within the newspaper business. This will then serve as a pivot upon which strategies will be developed to forestall the challenges that new media technologies pose to traditional newspapers, and as well capitalize on the opportunities that new media technologies offer to traditional newspapers.

#### **1.3.2 Specific Objectives**

Precisely, the study seeks to:

1. Examine the impact of new media technologies on traditional newspaper production, circulation and readership in Ghana.
2. Ascertain the effects new media technologies on sales and advertising revenue traditional newspapers in Ghana.
3. Establish the challenges new media technologies pose to traditional newspapers in Ghana.

#### **1.4 Research Questions**

1. What are the effects of new media technologies on traditional newspaper production, circulation and readership in Ghana? This question will help in deducing the influence, both positive and negative that new media technologies have on traditional newspapers. This will also help in putting into context, the changes or otherwise, that new media technologies have brought to the production processes of newspapers, the effects of new media technologies on the circulation and reading of newspapers among Ghanaians. With this done, newspaper operators can well position themselves to effectively incorporate new media technologies in their operations. It will equally help in devising mechanisms in improving upon circulation models and ways to adopt to broaden the reading base of newspapers.
2. What are the effects new media technologies on sales and advertising revenue traditional newspapers in Ghana? One of the objectives of this study is ascertain the impact new media technologies on sales and advertising revenue traditional newspapers in Ghana. This question has therefore been posed to help in collecting data that will speak to the issue of advertising revenue, having in mind the impact new media technologies have had on this important aspect of the operation of newspapers.

3. What are the challenges new media technologies pose to traditional newspapers in Ghana? This question is intended to help in exploring the challenges that new media technologies poses to traditional newspapers. This will in turn help in understanding the consequences of either the adoption or otherwise, new media technologies in the newspaper business.

### **1.5 Significance of the Study**

The findings from this study will educate journalists and managers of the traditional newspaper industry and the general public on the impact of media technology on newspaper production, circulation and readership in Ghana. It will also educate them on the impact of new media technologies on sales and advertising revenues of traditional newspapers in Ghana, as well as the various changes, new media technologies have brought into the newsroom. This will enable journalists and managers to know how to adopt and or adapt to these changes. This research will also be a contribution to the body of literature already existing in the area of the impacts of media technology on traditional newspapers in Ghana, thereby constituting the empirical literature for future research in the subject area.

### **1.6 Scope and Limitations of the Study**

Broadly, this study will cover the impacts of new media technologies on traditional newspapers in Ghana. Specific areas which will be explored by this study includes; production and

circulation, readership, sales and advertising revenue. Although, the study is on Ghana, which implies that, ideally, data should be collected on how, all the 16 regions in the country, data collection will be limited to Accra. This is largely due to constraint in time and the fact that, most newspapers in the country operate in Accra, which is the regional capital. Additionally, respondents in the other regions will be hard to reach, accompanied with limited resources.

### **1.7 Organisation of the Study**

The study was structured into five (5) chapters. The First chapter dealt with the background of the study, statement of problem, research objectives, research questions, significance of study and the scope and limitation of the study.

Chapter Two was Literature Review, which encompassed an introduction, theoretical framework and review of related and relevant literature.

Chapter Three was dedicated to the study's Methodology which included, research design, population and sample, sampling technique, sources of data collection and data collection instruments, and lastly, techniques of data analysis.

The Fourth Chapter will provide the analysis and discussions of key findings while the Final Chapter summarised the key findings, drew conclusions and made some recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter review related and relevant works, theoretical framework and operational definitions of terms. The section will do a synthesis of available literature on the subject matter, by reviewing scholarly articles on the print media and how the electronic media has affected it in various ways, taking into consideration, the impact of new media technologies on traditional newspapers' production, circulation, readership, sales and advertising revenue, and changes in the newsroom.

#### **2.2.1 Effects of New Media Technologies on Traditional Media Production, Circulation and Readership**

Today's globalized communication network has created largely interactive formats, relevant not only for the dissemination but also increasingly for the production of news Heinrich (2008). The 'one-way' flow of news from a news outlet to the audience has been replaced by a network structure within which an evolving global journalism culture and the dynamics of newsgathering, production and dissemination are transforming. The development of formats that engage users in the news production processes are becoming valuable tools in news the practice. Ignoring these transformations will eventually lead to isolation in a society where users increasingly blend information sources and search for news on demand, Heinrich (2008) contended. Johnston and Forde conducted two case studies of 'The Daily Telegraph and The Age' looked at the online "Breaking News" to track the emerging culture, where media houses receive copy from news agencies, often PR materials, and present them as news items in the mainstream media for public consumption (Johnston and Forde, 2011). The study found that news agency copy was considered by journalists and editors as passing the tests of fact-

checking, verification and containing original material. However, the study found that some copy put out by the Australian Association Press (AAP) required further cross-checking and follow ups that usually occur with media releases that come from public relations officers.

In another study, Hultin and Skog (2011) investigated how digitalisation and digital convergence affect common practices and the work situation for employees as newspaper companies utilise new digital artifacts, platforms and channels in the publishing process. Newspaper production was known to depend heavily on artifacts such as the typewriter, which made production process quite laborious. For instance, editing scripts of any error required lots of efforts and journalists also depended on typists to get their stories ready for publication. The introduction of computer systems was seen as a measure to among other things, ease the production process. The study found that editing of errors has become easier; reporters now need to highlight the any error identified and delete or insert the omission, where necessary.

The findings of these studies show that technology is positively impacting news gathering, production and delivery across media platforms. It has not only positively impacted news gathering and production, but has also made it possible for news content to be delivered using multiple platforms, including online portals that can be accessed on computers and handheld devices. It is worth noting, although, producing and delivering news content is not the same for television and newspapers, technology has provided for both streams of production. Television reporters now have cameras for High Definition (HD) pictures; newspaper reporters also have software that instantly transcribes interviews. Therefore, new technology has improved production and delivery for both traditional print and electronic media by introducing new methods for production and platforms for disseminating content, Gomez-Mensah (2016). Again, Hultin and Skog (2011) in their study found that, the high cost of distribution has been

eliminated with the introduction of the online version of the Lambda newspaper. The online version made the newspaper widely accessible across country. With the advent of technology, journalists' work has a wider reach with the limitless possibilities offered in the web space. The online newspaper also gave reporters a wider reach. Readers across the globe who log onto the portal of newspaper can access all publications of the newspaper, including archived versions. But according to Johnson and Forde's (2011), distributing the newspaper before digitalisation was no longer financially viable. Therefore, the digitalisation process saved the paper from possible collapse.

A similar study by Gomez-Mensah (2016) revealed that, over the period under consideration, GTV (a public broadcaster, which has been in existence since 1965, a period before the advent of social networking media, which is the making of new media technologies) introduced processes with the view to migrate from analogue news production to digital news production. To fully implement the digital newsroom, new equipment and software were procured and newsroom professionals were trained to use both software and hardware to increase efficiency in their work output. For example, an interview with Gomez-Mensah (2016), the Johnny Aryeetey explained, the Ghana Television newsroom has gone through about five generations of cameras over its period of existence. The camera technology has moved from eye reflex films to U-matic, BETA CAM, XD CAM and now the Z5. However, over the last decade the station has used two cameras. GTV in the last decade used XD CAM and later switched to Z5 cameras because in the explanation of the Director of Technical Production, Z5 cameras were more compatible with the Que series. Ebo Sackey, a cameraman, also in a personal interview, stated that input devices (tapes, discs and chips) for previous cameras had limited storage capacity, but Z5 addresses those shortfalls. He explained that: "When you cover an assignment with a tape that has only twenty minutes, you need to manage space to capture just the relevant

footages for your story. We often needed the printed speeches at assignments to tell an accurate story. This is because we could not record all the speeches of events, given the limited capacity for storing footages. But the Z5 camera has more than eight hours of storage capacity and also offers high quality pictures” Gomez-Mensah (2016). The Director of Technical also explained that some of the technologies have been introduced to reduce cost and increase efficiency: “When cost of electricity was increasing the station decided to invest in camera that required less light to produce quality pictures. This was a cost saving measure” Gomez-Mensah (2016).

In Gomez-Mensah (2016), Barbara Gaisie, a news editor with GTV explained that, the newsroom migrated from the use of typewriters to computers with Microsoft applications for text processing but since the year 2010 reporters have switched to the Que series software that combines various features for processing various aspects of television news stories. The current software combines properties for processing text, audio and video and also makes the final content available for on-air delivery. The software makes it possible for the editor, reporter and newscaster to access a story in real time. This means when a reporter is working on a story, the editor can simultaneously access the script on the work station. In addition, Edward Nyarko, Business news editor also with GTV explained that by the end of video editing, the story is ready for on-air play with the click of a button. The reporter added that the Que series has eliminated the need to physically carry scripts, edited voices and videos footages to either the video editing bench or the Master Control Room (MCR) for on-air play. Until the introduction of the new software, reporters carried hard copies of scripts to the Show Editor for editing before a voice clip is recorded. The audio clip is consequently sent to the editing bench, where the video editor matches the voice clip with the video rushes before it is finally sent to the MCR for onward play, with the click of a button.

The emerging trends of new communication technologies in today's globalized world has no doubt put undue pressure on the print newspaper right from its production style through to its circulation methods and readership. Alhassan and Amadu (2019) in their Assessment of Newspaper Circulation and Readership in Northern Ghana using Daily Graphic, Daily Guide, Ghanaian Times and Business and Financial Times as reference points for data collection sampled the views of four news vendors and gathered a sharp decline in circulation and readership of printed newspaper in the metropolis in favour of internet powered news websites. "The internet offers newsreaders a variety of news sources that are quite inexpensive as compared to the traditional print newspaper in Ghana.

The situation has led to a gradual decline in print newspaper readership in favour of the internet mediated news websites," Alhassan and Amadu (2019). This finding is corroborated by Gadzekpo (2008), Geopoll (2017) which also found a gradual decline in the number of print newspapers from over 300 in 2008 to less than 135 as at the end of year 2015. Alhassan and Amadu (2019) also noted that, as internet penetration increases in the country, so is the presence of online news websites, magazines and journals more felt. According to Kammer (2013), news websites have features of news affordances, which possibly impact on the print newspaper industry in particular and journalism in general.

### **2.2.2 The Effects of New Media Technologies on Sales and Advertising Revenue of Traditional Media**

Undeniably, the print media thrived during the pre-internet era, where the ordinary man found it difficult to have easy access to news online. That period marked an era, where many people

visited newsstands virtually every morning to purchase newspapers in order to be abreast with the happenings in their countries. But the dynamics of information access tremendously changed, right from the birth of the internet, especially, the introduction of new media technologies. Therefore, delivering news to the new dawn of tech-savvy audience requires more than the traditional means to include, on the minute update, which is only made possible through new media technologies. The breadth of information available online and the opportunity to personalize news consumption according to individual interests, coupled with being able to get news updates several times a day pushed audiences online for their news.

Furthermore, social media allows users to provide feedback, which in turn is used to enrich the user's experience. As per the statistics by Capstone report in the year 2011, the print circulation has been declining over the past few years. Hultin & Skog (2011) also found that to maintain revenue generation by newspaper in the face of digitalisation, newspapers only post abridged versions of top stories online, to whip up readers' interest. Just as news agencies are keen on producing their copy for revenue from subscribers, newspapers with online presence have also devised means for using their online presence to sell their newspapers.

In a related 2014 study on the *Impact of New Media on Traditional Media* by Thesinghraj and Rajendran, in India, they found out some interesting impact of new media on the print media and radio in the country. Both survey and interviews were used to collect data for the purposes of analysis. In the survey, the study revealed for example that, there are more subscribers of print news compared to online news, while others have not subscribed to any of these platforms. But among group who have not subscribed to any of the media, many uses and prefer newspaper, whereas there is an increasing shift from consuming newspapers news to online

news. Specifically, the results from the study found out that 52% of the populations use Newspaper whereas only 44% among them prefers newspaper. Also, 19% of the population uses online news whereas 21% actually prefer online news. The social media website like Facebook backs the percentage of 27% whereas the preference is pretty high by 8%. It is noted that even though the use on newspaper is high, the preference for newspaper is relatively low when compared with online media.

The study analyzed that, the percentage of the population who has accessed to print actually prefers online which means that preference might change into usage anytime. During the interviews, three experts were asked a series of questions, one of which was to find out, " *If the advent of new media created any change on the circulation of newspaper?* The first expert happened to say that New media seems to be giving space for every individual by being available any time the reader is in need of it. Each medium has its own feature. Print has its advantages which will last. Whereas the second expert said that the new media is growing in its own pace and will never die but print will always exist. And the third expert said that the new media is an additional medium that would support the Print but that does not mean it will replace the print. Although these do not clearly state the exact impact of new media on newspaper circulation, it gives an indication of such happening, as the experts noted, new media will compliment newspaper. It can therefore be deduced especially from the survey that, the advent of new media has led to people resorting to reading online news, hence, a shortfall in newspaper circulation in India.

In 2015, Afrifa conducted a study titled, " *Assessing the effects of electronic media usage on the sale of print media in Ghana: a case study of Graphic Communications Group Ltd., Kumasi.* The study assessed, year on year sales of the Graphic Communications Group Ltd in

the Ashanti and Brong Ahafo Zone of the company for three years. The findings indicated fluctuating sales within the three-year period. But most importantly, the study revealed that, there has been a drop (sometimes very significant decrease) in sales of the newspaper group between 2012 and 2014. For instance, out of a total of 415,510 papers supplied in January 2012, 46.4% were sold while 53.5 were unsold. In January 2013, a total of 253,301 quantities of papers were supplied, of which 64.2% were sold as against 35.8 were not sold. In this period there is an increase in the sale of newspapers. But in January 2014, there was a massive decrease in the sale of papers within the zone. In that month, the quantity supplied was 134,655 and out of that number, only 24.5% were sold, while 75.5% of the papers were not sold.

Beyond the fluctuation in sales, it is adduced from the trend between January 2012 and January 2014, that, the quantity supplied kept decreasing. Between January 2012 and January 2013, there was a sharp decline of the quantity of newspapers supplied (there was 162, 209 reductions in the quantity supplied). The reduction between January 2013 and 2014 was 118, 646, and between January 2012 and January 2014 (a two-year period), there was 280, 855 reductions in the quantity of newspapers supplied in the zone under study. The implication is that, despite reduction in the quantity supplied, sales kept dwindling, a phenomenon that was attributed to a number of reasons but key among them was the impact of new media technologies. The study found that, Internet accessibility is statistically significant and the variable is making a unique contribution to predicting sales of the newspaper. The study noted, Net sales recorded in January 2012 was GH¢ 193,220, but kept falling throughout the year. By July 2012, net sales fell to 180,558 and by December 2013, net sales fell to GH¢ 140,588 a drastic reduction in revenue by GH¢ 52, 632 (193220 - 140588).

In General, the study discovered, there is a decrease in sale of the print media in Ghana, particularly, the Graphic Communications Group Ltd., Kumasi. Reasons which accounted for the decline in sales in newspapers were outlined in the study. According to customers, receiving and dissemination of information is done at quickest rate on the internet as compare to the print media. The primary motive for buying newspapers is for record keeping and that vital information in the newspapers can be kept for a very longtime. It is undoubtedly true that some vital information published in the papers is what actually motivate majority of the respondents to buy new papers. Hence the purchase of newspapers turns to be occasional and highly patronize if only there is important or vital educative information published in the paper such as funeral announcement or a job advertisement. It worth mentioning that, prices of newspapers are too high hence customers do not purchase newspapers anymore but rather resort to getting information from internet and radio stations. In all, the price increases on the various newspapers in the metropolis has affected the sales and purchase of newspapers. Again, the respondents consider the cost they will incur when using the other alternatives such as radio, television and the internet to access information, hence will prefer to use the media with cost effective (Afrifa, 2015).

In recent times, all major newspapers and magazines have increased their cover price and reduced the number of pages. This implies that a slight increase in cover price affects the circulation, which in turn affects the advertisement tariffs and thus advertisement revenue. The inability of the citizens to develop reading habit is another serious challenge facing the print media in recent times. The inability of both students and the general public to develop interest in reading couple with their reluctant to buy magazines and newspapers instead of browsing from the internet pose a serious challenge to the print media. The emergence of internet and cell phones, the majority especially the youth developed so much interest in these devices to

the detriment of the print media. Any information published in the print media can equally be seen on the internet and other social media, thereby crippling the print media industry in the country. Recently, most people use a mobile phone with internet access which they can use to read any newspaper as long as the newspapers have a website and an online edition and all information is accessible. Also, web application like Blogs, Facebook and Twitter which have high traffic provides their users with real time information and content which are provided by the users themselves. Changing lifestyle of people is also a challenge facing print media leading to a fall in sales (Afrifa, 2015).

The studies reviewed in this section has showed, over time, the impact of new media technologies have been felt in the traditional media, specifically, the traditional newspaper. As such, there has been a telling effect of new media technologies on the sale of newspapers, with newspapers recording decline in revenue generation. For Fenez et al (2009), improved industrial performance is achieved by consumer purchasing a copy, which is dependent on the readerability, stimulated by the content of the newspaper, plus its availability, navigability and visibility. The global publishing industry is going through a period of turmoil as a broadband penetration rises and new devices for delivering news/content arrive on the scene. For instance, devices such as internet have taken over information/news dissemination to the extent that media industry hard copy production and circulation vibrancy has been threatened (Fenez et.al, 2009). Newton (2000) also argued that the supply and demand of possible marketing and advertising expenses has outweighs the demand in actual sense. There is obvious believe that there is a drop in demand and this is partially due to the emergence of the internet on the terrain of business coupled with its uninterrupted supply of what actually is been put in the public domain and its increase accountability of advertising performance that has reduce the pricing liberties that the conventional media has benefited all over the years. It is evidently clear that

the quantity of materials that are been printed for the recreational purposes has decrease drastically, but the use of television set and other related electronic devices has also witness a drastic increase and this has underscored the fact that the electronic media actually pose a direct and significant effect on the conventional printed media (Wala, 2009). Truly, due to ever increasing of media availability participant in the media has drastically eroded the prices of various media players. Moreover, it evidently clear that advertising cycle is expanding rapidly as compare to its consumption pattern and as in usual economic sense as supply increases relative to increase in demand and prices will eventually be reduced (Aura, 2006).

In relation to advertising revenue of newspapers, an interesting phenomenon in China and the USA, throws more light on the issue. In parallel with its rapid economic growth, China has experienced a process of urbanization. In 2000, 36% of China's population were classified as 'urban'; in 2011, it reached 51%; in 2014, it was 54%, whereas in the developed world, the figures remained more or less stable (World Bank, 2015b). The same period saw a sharp rise in Gross National Income per capita, from USD2880 in 2000 to USD13,130 in 2014, measured in Purchasing Power Parities (PPPs) for current international dollars (World Bank, 2015c). Sparks et al (2016), contended, "Taken together, these factors mean that the potential press market in China has expanded very substantially, since urbanization brings more people into daily contact with the newspaper industry, and rising living standards mean that they have greater disposable income, some of which they might choose to spend on newspapers.

The overall trend of newspaper circulation was, until very recently, rising. This was from a very low base compared to the United States, let alone the high readership in developed societies like Japan or the Nordic countries, but nevertheless, between 2004 and 2013, newspaper circulation rose by just under 20% (General Administration of Press and

Publication, 2005-2015). Not only that, millions of Chinese have, over the last few decades, discovered the newspaper as a cultural form, or rather, since the press market has become increasingly differentiated, they have discovered a variety of somewhat different cultural forms.

In the study titled, "*The impact of digital media on newspapers: Comparing responses in China and the United States*" by Sparks et al (2016), there was a contradiction between the state of circulation and advertising revenue between the two countries, with China demonstrating a strong revenue generation compared to the USA. While the circulation of USA newspapers rose from the end of the Second World War to the mid-1980s, it was nevertheless the case that during most of this period the proportion of US adults reading newspapers was in steady decline (Bogart, 1989, p. 16; McChesney & Nichols, 2010, p. 257). That absolute level in paid daily circulation peaked in 1987 and has declined by around 40% since then. The decline commenced when the Internet was a niche scientific tool, graphical browsers did not exist, and there were no online newspapers available in retail form, so it cannot be attributed to the influence of the Internet. Rather, it indicates a more fundamental problem: a declining interest in newspapers, particularly evening newspapers, as a cultural form in the United States.

This decline in circulation did not mean an immediate economic crisis for the newspaper industry since, in a monopoly situation; it is possible to offset a decline in total circulation revenue by raising copy and advertising prices to generate higher overall revenue (Picard & Brody, 1997, pp. 39-43). But the situation in China is markedly different, Sparks et al (2016) opined. They claimed, the rapid growth of circulation has only recently come to a halt. In 2014, the gross number of printed copies fell by around 4%.<sup>2</sup> This is a recent decline, and we are not yet in a position to say that it represents a trend, but it does represent a radically new

development “Some in the industry perceive the situation in those terms: according to one editor we interviewed, the market is now a much more mature one than it was a few years ago” Sparks et al (2016).

The trajectory of the advertising industry, and thus of newspaper revenues, is also markedly different. The total Chinese advertising industry has been expanding quickly, along with the economy as a whole, which is a radically different picture from the overall decline in the value of the industry in the United States. In current dollar terms, US newspaper advertising revenues peaked in 2005 and declined by just over 50% in 2013. In 2005, advertising accounted for 82% of newspaper revenue, and by 2013, the proportion was down to 62%. Some of this decline can be explained by cyclical factors (Nielsen & Levy, 2010, pp. 5-7). The crisis of 2008 led to a sharp fall in advertising: revenues in 2009 were around 27% lower than for the previous year (Newspaper Association of America, 2014). Overall, however, newspaper advertising revenue has fallen in every year since 2005 in current dollar terms, and, in constant dollar terms, the decline is sharper (68%) and dates from the year 2000 (World Advertising Research Centre - WARC, 2015). In China, by contrast, the overall advertising industry grew, in constant RMB, by more than 500% between 2001 and 2014. For most of this period, newspaper advertising was also growing rapidly, albeit much more slowly than the overall industry. Between 2001 and 2011, it grew by more than 120%. In that year, however, it reached a peak and has since dropped very sharply, by around 37%, falling back to roughly the 2004 level (WARC, 2015).

According to Sparks et al (2016), the data for the decline in circulation and the fall in advertising revenue in China are both very short term. They show that 2011 was the peak year for advertising and 2013 for circulation and that since then there has been a decline. The counter-veiling factors of increased urbanization and rising living standards mean that there is

a possibility that there will be a return to circulation growth. With regard to the decline in advertising revenue, however, the fall is quite sharp, although not quite so precipitous as in the United States, and the likelihood is that we are witnessing the same phenomenon as we have seen in more advanced countries.

In summary, perhaps more fundamentally, in the US case, there is both a cultural and an economic crisis of the newspaper industry. We can identify three distinct phases of the overall decline of the newspaper: beginning in the mid-1980s, there is a cultural crisis, when the overall circulation of the daily press begins to decline, but this takes place primarily in the evening press sector, and overall the economic situation of the press remained buoyant; from the early years of the 2000s, the decline in circulation becomes general, affecting both morning and evening papers, while the first signs of economic problems begin to emerge; in the third phase, this cultural crisis is joined by an economic crisis as advertising begins substantially to desert the press, moving primarily to the Internet.

In the Chinese case, the evidence of distinct cultural and economic crises is less clear-cut and the decline in circulation and revenues are much more closely connected, suggesting that the shift online of both advertisers and audiences represents the single major factor. It should also be noted that the rise of the online consumption of newspapers in the United States took place well before the development of mobile computing, and the website still forms a major pole of attraction. In China, the two are co-incident, and mobile access is a central part of the contemporary experience of news consumption. In 2015, just fewer than 78% of China's 564 million users of online news services accessed these services through mobile devices (CNNIC, 2016, pp. 61-62).

### **2.2.3 New Media Technologies and Changes in the Newsroom**

Jordaan (2013) noted in her study on the impact of Facebook and Twitter on newsrooms routines at two South African weeklies that, despite initial misgivings about the credibility of the information disseminated on social media, mainstream journalists have gradually started to adopt these media as professional tools. Sada Reed (2011) study focused on how sports journalists' use of social media affects their professionalism and found that 46 percent of participants who used Facebook used it for professional purposes while 80 percent of Twitter users used it professionally. Some journalists use their Facebook and Twitter accounts for background research before interviews to get a sense of whom their subjects were with 61 percent of participants having directly quoted from athletes' Facebook page and or a Twitter feed. The study suggested, sports journalists' definition of professionalism is now interpreted through additional lenses, among them are how they separate professional and personal relationships on Facebook and Twitter sites and how they use information found on athletes' Facebook and Twitter pages in writing stories. All these happenings are possibilities of new media technologies.

Cision (2011) journalism study on the perceptions and use of social media among European Journalists reported that journalists across Europe have fully embraced social media as an important channel in their journalistic practice. European journalists use a mix of social media and traditional tools in their daily routines. They use social media for sourcing stories, making personal contacts, finding PR sources and press releases, following traditional news sources and for publishing and promoting their work. Key findings from the report show that 96 percent of the journalists in the UK, Finland, Sweden and Germany employed social media in their work, with Twitter being the most used social media site among journalists in the UK. The findings conclude that overall social media is supplementing the resources and communication

options available but not replacing the existing tools that journalists already use in their work. Despite the considerable use of social media by all journalists, there remains to be a strong preference for journalists to source a story through personal contacts. The same is true for story verification with 85 percent using personal contacts by phone, email or face-to-face. This supports studies done on Africa by Adamolekun and Nyamnjoh, (Atton & Mabweazara, 2011, pg. 669) suggesting that (ICTs) only serve to “enlarge and accelerate processes already in place in societies and organizations rather than create entirely new forces that radically break from old ways”.

Within the African context though new technologies are offering new channels for sourcing and distributing the news, traditional modes of communication still remain in force. For instance, in a study of “*How new technologies are affecting news gathering, production and delivery, a case of Ghana television(GTV)*”, Nutor Bibini Nutor (a reporter with the station) stated that reporters are no longer passive observers in the news production process, particularly, editing footages. He explained that reporters now begin editing their stories from the field. “We need to decide the shots that will better tell our story from the field before arriving at the newsroom”, he said. The reporter further stated that news professionals had to produce their scripts using computer-based applications. Edward Nyarko also mentioned that those reporters are now able to record their audio clips without waiting for sound operators. Reporters claim recording sound previously was not always smooth, especially, when sound operators closed from work or were on break. Reporters needed to wait for them before audio clips could be recorded, this put undue pressure on reporters. However, the situation has improved greatly with the introduction of the new technology Gomez-Mensah (2016).

According to the Channel Manager for GBC 24, reporters now plan their stories before they set out. They are expected to capture only the shots that enables them tell their stories accurately. This means that footages sent to the editing bench are shorter, because cameramen now take shots relevant to telling a particular story. Reporters also need to work with video editors to ensure that footages tell the story accurately. Johnny Aryeetey further explained why the twenty four-hour news channel requires reporters to produce more content within the same timeframe. He explained that: “We have a bulletin every hour, hence the need to produce enough stories for every bulletin. Unlike previously when we had only two bulletins, the current structure provides for producing fresh and compelling content for every bulletin” Gomez-Mensah (2016).

Another study, “*Newsroom journalists’ use of social media in Ghana*” by Deo-Silas which examined both public and private print and broadcast media noted that, not only do journalists use social media (an offspring of new media technology), but it has also brought changes in newsroom. In the 2013 study, the two newspapers, *Daily Graphic (public) and Daily Guide (private)* combined (42%) had the most number of newsroom journalists and so were assigned the largest quota of questionnaires. Combined, the print respondents were almost twice the number of radio (22%) respondents. The other media organisations used for the studies were; *Uniiq FM, GTV both public stations, Joy FM and TV3, which are private stations*. The study showed that, 96% of respondents were quite active online with 62.5% saying they were online every day. In the study, not only were print media journalists top the list of most active users of social media, they were also the most people who use social media most in their field of work. The findings revealed that, a higher percentage (97.3%) of print journalists were using social media compared to 95% for radio and 87.9% for television. In using social media for

work, print journalists (71.1%) and radio journalists (70%) ranked close compared to 62.5% of TV journalists who said they used social media to source news stories.

Additionally, Print Journalists were also the most (57.9%) to have received social media training compared to 36.4% for television and 15 per cent for radio. Interestingly, from the interviews conducted, the news heads from the print industry were quite enthusiastic about using social media. They were the only industry that offered journalists mobile devices and tablets. They were using Facebook to engage their audience and included comments from Facebook in their publications. News heads from the print industry also noted using tools like WhatsApp to send in information from the field. Daily routines of journalists have been impacted by social media use. Most survey respondents (62.2%) noted changes in their daily routines. The study also revealed that, revealed that two out of three (60%) percent of respondents were of the opinion that social media use had affected newsroom routines. Furthermore, all the news heads interviewed were of the opinion that social media improved newsgathering and reporting. This was also reflected in the survey data, which showed that majority of journalists surveyed (80%) thought social media improved newsgathering and reporting Deo-Silas (2013).

Studies reviewed has underscored that indeed new media technologies has altered journalism practice in diverse ways. It has brought about changes in the print, radio and television production and distribution across the globe. Literature reviewed looked at the phenomenon globally, with experiences from US, UK, Finland, Sweden and Germany, India, China, South Africa, Ghana and Nigeria. While these changes are both positive and negative on various forms of media and the departments therein, not enough literature speaks to the effects of new media technologies on traditional newspaper production, circulation, sales and marketing as

well as newspaper readership particularly in the Ghanaian context. In order to appreciate the phenomenon of new media technologies and its effects on Ghanaian traditional newspapers, one would have to comb through a number of literature. This study will therefore look at the effects of new media technologies on the production, circulation, sales and marketing departments of giant Ghanaian newspapers; Graphic, Daily Guide, Ghanaian Times and Business and Financial Times. It will also highlight the effects of new media technologies on newspaper readership.

## CHAPTER THREE

### METHODOLOGY

#### 3.1 Introduction

In the preceding chapters, a background was laid for the study, which gave understanding to the study, while past related and relevant literature were also reviewed to give a sense of direction for this study. That being done, it is important to draw a road map with which new data will be collected to underscore the current phenomenon of new technologies' impact on traditional newspapers. This section was meant for that purpose, as such, it was made up of research, research method, population and sample, sampling technique, sources of data collection and data collection instruments, and techniques for data analysis.

#### 3.2 Research Design

This study is concerned with gathering data on selected traditional newspapers in Ghana, specifically, in Accra, newspaper readers, as well as staff within these media organisations. For the purpose of data collection and the nature of this research, a *quantitative approach* will be adopted. The adoption of a qualitative design will help to classify variables within the study, count them, and construct statistical models in order to explain what will be observed.

##### 3.2.1 Quantitative Research Method

Quantitative Research takes numerical values and uses serious statistical tools for its measurement. The research is therefore designed to yield numerical data or expected to turn the variables into numbers (Wilson, Esiri & Onwubere, 2008). According to Wilson, Esiri & Onwubere (2008) Quantitative Research “is concerned with how often a variable is present and generally uses figures to communicate this amount. In other words, the quantitative approach involves the collection of numerical data in order to explain, predict and/or control the

phenomena of interest. Data analysis in quantitative research is mainly statistical or deductive process”. This method enables the measurement of data to formulate facts and uncover patterns in research. Quantitative research method enables data gathering using more structured research instruments and the results provide less detail on behavior, attitudes and motivation.

In quantitative research, results are based on larger sample sizes that are representative of the population which can usually be replicated or repeated, given its high reliability and the analysis of the results is more objective. A survey will be conducted to gather data for the purposes of analysis to establish and understand the impact of new media technology on traditional newspapers in Ghana. This will help in gathering data from the large number of different stakeholders within the newspaper value chain, including, newspaper readers and journalists, and the circulation, as well as marketing and sales departments of the selected newspapers for the study. With the survey, a large number will be involved, which offer varying perspectives to the issues under consideration.

### **3.3 Population and Sample**

Ideally, collecting data from all the unit of analysis would be best for a research. In this case, the researcher has better and further understanding of the phenomenon and the subject under study. The entire unit of analysis for a study is what is referred to as the population. A population can be defined as that group (usually of people) about whom we want to draw conclusions. According to Babbie (2013), a study population is that aggregation of elements from which the sample is actually selected. Nonetheless, collecting and analyzing all the available evidence when conducting research is not always possible. To this end, a number of people within the population (sample) will be used for the purpose of data collection.

The population for this study will be traditional newspapers in Ghana. The sample will however, cover selected newspapers in Accra and staff within these selected organisations. Four newspapers would form part of the sample for this study. They are; Daily Graphic, Ghanaian Times, Business and Financial Times and Daily Guide. A total of 86 staff in the above named newspaper organisations were used for the purpose of data collection, in addition to 50 newspaper readers. The selection of the above newspapers denoted a fair representation of both public and private newspapers in the country. The Daily Graphic and Ghanaian Times are the two public newspapers in this study. The Business and Financial Times and Daily Guide, are all private newspapers. The selected newspapers cut across general purpose and special purpose newspapers. General purpose newspapers are; the Daily Graphic and Ghanaian Times, and Daily Guide, while Business and Financial Times is a special purpose newspapers.

### **3.4 Sampling Technique**

This study will make use of a probability sampling method, which provides a random choice of individuals for the sample, where each person in the population has an equal chance of being selected. The reason for the adoption of a probability sampling is offered by Babbie (2013), who expressed that, “when researchers want precise, statistical descriptions of large populations, they turn to probability sampling.” This research will employ a simple random probability sampling as the technique for sampling. Simple random sampling adopts the principle of randomisation, that is every subject or unit in the population has an equal chance of being selected in the sample and all combinations must be equally probable. It is a sampling method in which each element has an equal chance of selection independent of any other event in the selection process. With the use of the simple random sampling technique, respondents from various departments of the identified traditional newspapers for this study will be

selected, same as newspaper readers. Since each individual has an equal chance of being selected for the study, it will allow for the use of available persons to form the sample for the study.

### **3.5 Sources of Data Collection**

Data will be collected from two main sources; primary and tertiary. Primary sources of data will be those sources that the researchers will collect field data from directly and in their raw state for data analysis purposes. For this study, the primary source of data will be the respondents, thus, newspaper readers, journalists, and staff within the circulation, sales and marketing departments of the selected media houses. Tertiary data sources are those existing, treated and analysed data that will give insight to the topic under study. The tertiary sources that will be used for this study will be authored research related to the topic, such as textbooks, dissertations and online documents related to the topic.

### **3.6 Data Collection and Instrumentation**

Having decided on how to design the research study, the next methodological design is how to collect information. A self-administered questionnaire will be designed to carry out the survey in order to collect data from the chosen sample. Degu & Yigzaw (2006) explains self-administered questionnaire as a form of questionnaire in which the respondent reads the questions and fills in their answers by himself (sometimes in the presence of an interviewer who “stands by” to give assistance if necessary). The use of self-administered questionnaires is simpler and cheaper, such questionnaires can be administered to many persons simultaneously.

### **3.7 Techniques for Data Processing and Analysis**

Data processing will be done by categorising the data, coding, and summarising the data, while data entry will be done with a computer assisted program. Interpretation of results and drawing

inferences will happen after the data have been analyzed using descriptive statistics. The Scientific Package for the Social Sciences (SPSS) will be used to analyse data gathered, through drawing of frequency tables and charts. Data gathered would be interpreted using thematic analysis. Obikeze (1990:92) identifies this stage of the quantitative data process as the crux of the data analysis procedure because at this stage the researcher or investigator “attempts to find answers to the various research issues and questions, as well as test specific hypothesis. The outcome of this particular process determines the extent to which the study objectives have been met.” Analysis and interpretation would be based on the research objectives, using tables and charts that would be generated from data gathered.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

#### **4.1 Introduction**

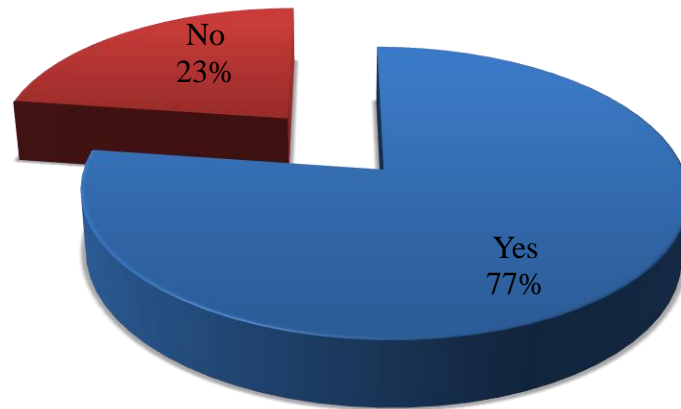
The focus of this chapter was to present, analyse, and discuss results of the data gathered from the field in order to examine the effects of new media technologies on traditional newspapers in Ghana. This was based on the 86 collected hand-delivered questionnaires from four newspaper organisations in Ghana and 50 responses from online questionnaires. The analysis included the use of statistical tables which were generated using the Statistical Package for the Social Sciences (SPSS) application, and graphs which were generated using Microsoft Word, based on data generated from the SPSS and automatic result produced by Google forms for the purposes of interpretation, with respect to the research objectives. The discussions presented in this section of the study looked at the effects of new media technologies on three departments (production, circulation and sales and marketing) as well as readers of four Ghanaian newspapers (Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide).

#### **4.2 Effects of new media technologies on Traditional Newspaper Production**

The first subdivision discussed the effects of new media technologies (thus, internet enabled phones, tablets and laptops) on the production aspect of newspapers in Ghana. It dwelled on data gathered from 22 production personnel, including reporters and editors, image setters, designers and computer to plate operators, and production managers from Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide. The analysis and discussions included the experience of production personnel in the traditional newspaper processes, the use of new media technologies in the production processes, most frequently used new media technology by production personnel, and the effects of the use of new media technologies and social media on newspaper production.

**Figure 1: Respondents' experience of the traditional production process**

**Have you experienced the traditional production process before?**



**Source: Researcher's field data, 2019.**

Data in figure 1 depicted the experience of production personnel in the four newspaper organisations in the traditional newspaper production process. Of the 22 personnel, more than two-third noted that, they have engaged themselves in the traditional production processes before. While less than one-third indicated that they have not experienced the traditional newspaper production processes before. Although the average number of years of the production personnel was 2, with only 2 individuals having being with newspapers organisations for more than 12 years, a greater number said, they have experienced the traditional newspaper production before. The connotation is that, some newspaper organisations are still engaged in the traditional production of newspapers, despite the advent of new media technologies.

Table 1 below shows the number of years' production personnel has been with the four newspaper organisations identified for this study.

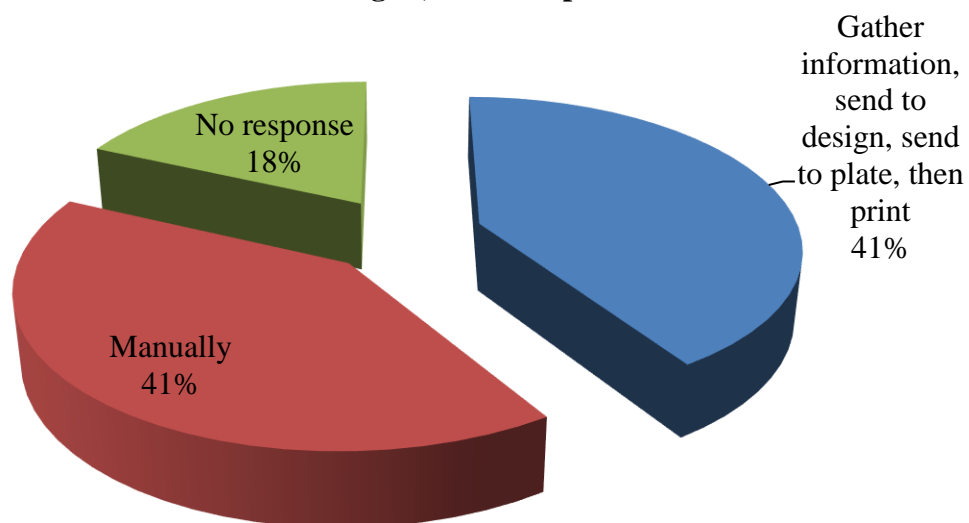
**Table 1: The number of years' spent by production personnel with newspaper organisations**

Number of years' spent with newspaper organisations	Frequency	Percentage
Less than a year	1	5
2-5 years	13	59
6-9 years	6	27
10-12 years	2	9
<b>Total</b>	<b>22</b>	<b>100</b>

Source: Researcher's field data, 2019.

**Figure 2: Production process before new media technologies**

**Before new media technologies, how was production done?**



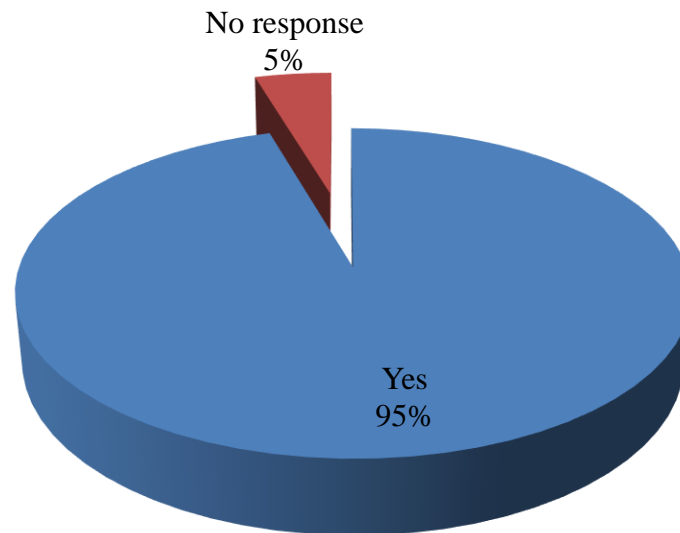
Source: Researcher's field data, 2019.

Data depicted in figure 2 was a survey of the production processes before the advent and use of new media technologies in the production processes. Production was primarily labour-intensive in nature. Thus, production was done manually, and the processes involved were;

gather information, sending the information gathered to design, afterwards it is sent to plate, before the print of the papers are done.

**Figure 3: Newspaper personnel response to the use of new media technology in the production process**

**Do you use new media technologies in your production process?**

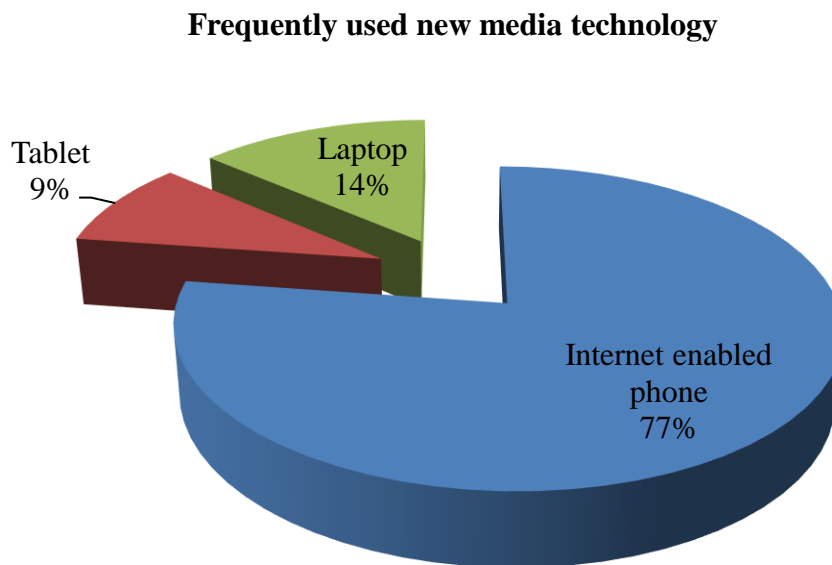


**Source: Researcher's field data, 2019.**

When asked if new media technologies are used in the production processes, majority of the production personnel in Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide indicated that, indeed, they use new media technologies in the production processes. Out of the 22 production personnel who partook in the study, 95% responded “Yes” when the question, “*Do you use new media technologies in your production process?*” was posed to them. The remaining 5% noted, they do not use new media technologies in their production processes. In Deo-Silasa’s (2013) study titled “*Newsroom Journalists’ use Of Social Media in Ghana*” an Editor with the Daily Graphic stated, “During the election we provided phones and tablets to some of our journalists.” The editor added, “During the professor Awoonor’s issue one of our journalists who went to cover the story was at the airport

when she typed and sent her story from her iPad.” This means, beyond newspaper personnel using new media technologies in their line of work, newspaper organisations also make provisions for personnel to use these technologies, which is an indication of the importance newspaper organisations attach to these new media technologies.

**Figure 4: Frequently used new media technology in the Production Department**



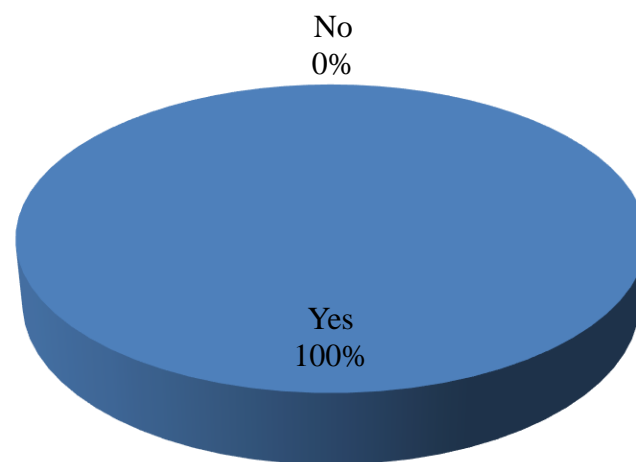
**Source: Researcher’s field data, 2019.**

In the cause of assessing the effects of new media technologies on the production processes on newspapers in Ghana, the study also sought to know which new media technology is most used in the production department of Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide. Of three identifiable new media technologies; internet enabled phones topped the list, followed by laptops with tablets being the least most used new media technology. Comparing the portability and mobility of the three devices, mobile phones happen to be the most easy to carry, convenient and affordable. This can be attributed to it accounting for 77%, which is the highest among the three devices production personnel use in their production processes. This also means that, many production personnel use often use internet

enabled phones in their production processes, whereas laptops, which had 14% and tablets which gained 9% respectively, were the least frequently used new media technologies by production personnel.

**Figure 5: Newspaper personnel response on the effect of new media technologies in their line of work**

**Has the use of new media technologies had any effect in your line of work?**



**Source: Researcher's field data, 2019.**

Data presented in figure 5 was to find out if new media technologies have had any effect in the routine of production personnel. It came out that, new media technologies has affected production personnel in their line of work. All 22 productions personnel from the four newspaper organisations used for this study mentioned that new media technologies have affected their work.

**Table 2: Effects of the use of new media technologies on Production**

<b>Effects of the use of new media technologies on production</b>	<b>Frequency</b>	<b>Percentage</b>
Makes production faster and easier	6	27
Effective, efficient, and cost effective	8	36
Less wasteful	3	14
Good quality	3	14
Easy to share information with clients	2	9
<b>Total</b>	<b>22</b>	<b>100</b>

**Source: Researcher's field data, 2019.**

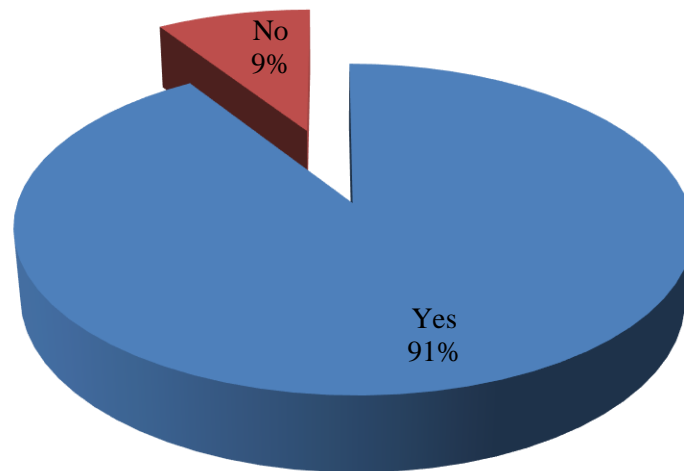
One of the sub-objectives of this study was to ascertain the effects of new media technologies on production on newspapers. Therefore, as a follow up to whether or not, new media technologies have affected newspaper production (which figure 5 established that, indeed it has) the study furthered to know the effects new media has had on the production. It was found that, new media technologies have had positive effects on the production of newspapers. New media technologies were found to be *effective, efficient, and cost effective*. Effectiveness, efficiency, and cost effectiveness of new media technologies was more than one-third of the responses from the production personnel in the four newspaper organisations used for this study.

The second highest effect of new media technologies on newspaper production was that, it enhances production by making it *faster and easier*. Other effects of new media technologies on the production of newspapers were: *less wasteful and good quality*, both of which accounted for 14% each of the 22 responses. Meanwhile, 9% of the 22 production personnel noted that new media technologies enable them to *easily share information with clients*. These findings are in line with the literature reviewed earlier in chapter 2 of this study were Heinrich (2008)

opined that, “The ‘one-way’ flow of news from a news outlet to the audience has been replaced by a network structure within which an evolving global journalism culture and the dynamics of newsgathering, production and dissemination are transforming. The development of formats that engage users in the news production processes are becoming valuable tools in news the practice. Ignoring these transformations will eventually lead to isolation in a society where users increasingly blend information sources and search for news on demand.” Just as Heinrich (2008) found, this study has affirmed that, new media technologies has had effect on newspaper production, and as such, it has enabled newspapermen to share news/information with the audience in an easy and more fast manner. Mathews (2010) also maintained that, “social media is changing the way organizations and their publics communicated by opening up new interactive channels for audience engagement and collaboration.”

**Figure 6: Use of social networking media by newspaper personnel in production**

**Do you use any social networking media in your production process?**

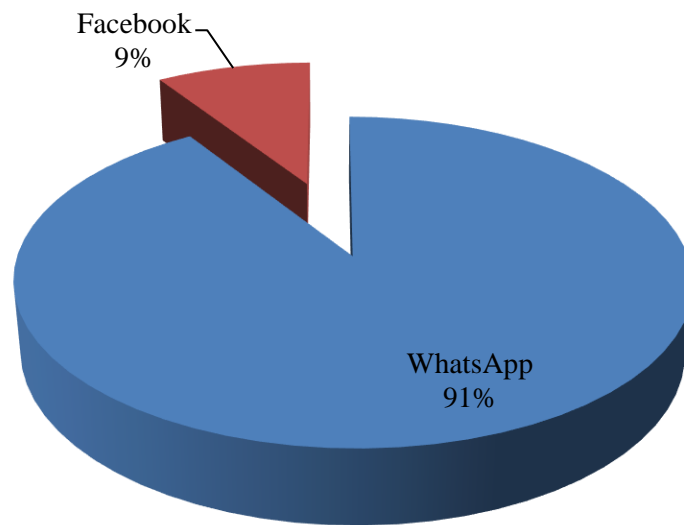


**Source: Researcher's field data, 2019.**

New media technologies are often accompanied with applications, either inbuilt or installable, such as social networking sites. These social networking sites enable individuals, including newspapermen to perform many functions and enhance also their work. The study did not only notice that production personnel in the four newspaper organisations for this study (Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide) use social networking media in their work routine, but majority of the personnel in the newspaper organisations make use of social networking media in the production processes. While 91% of the 22 production personnel from the four newspaper organisations use social networking media, 9% indicated they *do not use* social networking media in their production processes. Deo-Silasa (2013) whose study concentrated on three media forms; newspaper, radio and TV found that, *newspapers were those most actively using social media in their news production.*

**Figure 7: Social networking media used by Production personnel**

Which of these social networking media do you use?



**Source: Researcher's field data, 2019.**

Two social networking media were found to be predominantly used among production personnel of the four newspaper organisations used for this study. *WhatsApp* happened to be the most used social networking media among the 22 production personnel who partook in this study, accounting for 91%, while *Facebook* accounted for 9%. Although other social networking media (Twitter and Instagram), the production personnel indicated, they do not use such social networking media in their production processes.

**Table 3: Effects of social networking media on the production of traditional newspapers**

<b>Effects</b>	<b>Frequency</b>	<b>Percentage</b>
It makes production easier	10	46
Speed, easy accessibility, better archiving	2	9
Makes production effective	4	18
Good quality and easy processing	6	27
<b>Total</b>	<b>22</b>	<b>100</b>

**Source: Researcher’s field data, 2019.**

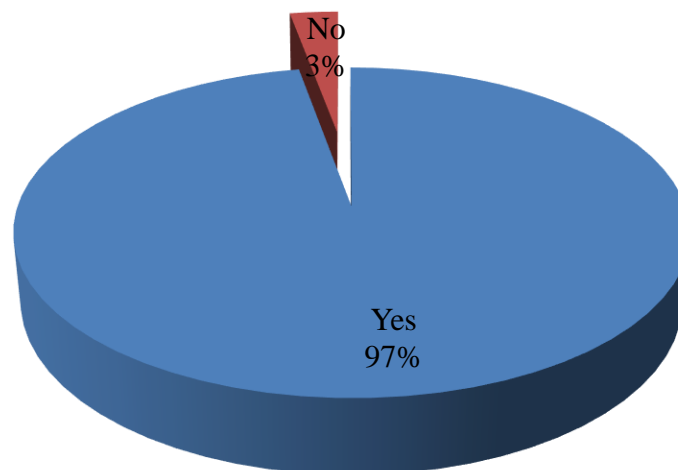
Table 3 presented the findings on the effects of social networking media on the production of newspapers. The study found that, social networking media contribute positively to newspaper business. The major highlight of the effects of social networking media on traditional newspapers was that, *it makes production easier*. Again, social networking media were noted to offer *good quality and easy processing* to newspaper production. Additionally, social networking media were found to *make production effective* and bring about *speed, easy accessibility to newspapers and also bring about better archiving*. Nearly half of the production personnel noted that social networking media “*makes production easier.*” Among the 22 production personnel from the four newspaper organisations, 27% said, social networking aids “*good quality and easy processing*” of newspapers. Whereas 18% said social networking media makes “*production effective,*” 9% intimated, it “*offers speed, easy accessibility, better archiving.*” Just as Newman (2011) provided that “social media now plays an important role in how stories are sourced, broken and distributed,” Deo-Silasa (2013) also found that, social networking media are useful newsgathering tool for news organizations. This was further accentuated by Reuters (2008) when it noted that “social media networks have given journalism a big boost by offering new ways to find stories, refine story angles and locate sources all within a particular virtual space.”

### 4.3 Effects of new media technologies on Circulation of Traditional Newspapers

This aspect of the research was dedicated analysis and discussion of the effects of new media technologies on the circulation department of the Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide. It thus underscored the usage of new media technologies and its consequent effects on the newspaper circulation, as well as the nature of effect of new media technologies on newspaper circulation.

**Figure 8: Circulation Personnel response on if they use new media technologies**

**Do you use new media technologies in your line of work?**



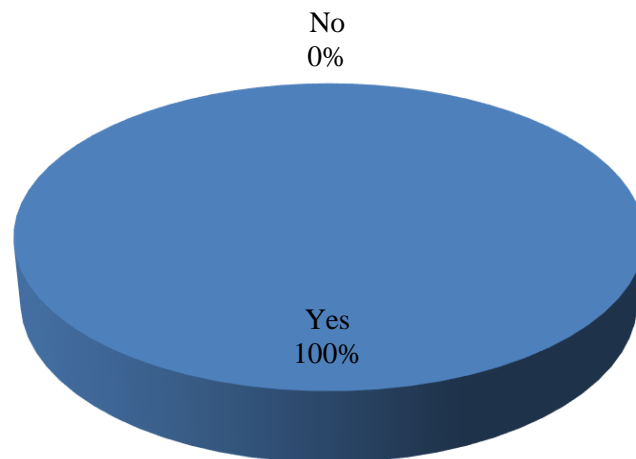
**Source: Researcher's field data, 2019.**

Just as in the case of production, personnel at the circulation departments of the four newspaper organisations, as noted in figure 8 noted they use new media technologies in their line of work. Out of the 35 personnel from the circulation department of the four newspaper organisations, majority, thus, 97% said, they use new media technologies in their line of work. Only a handful stated they do not use new media technologies in their routine. They constituted 3% of the 35 individuals from the four newspaper organisations used for this study. This means that,

substantial number workers in newspapers organisations in Ghana make use of new media technologies at the circulation department.

**Figure 9: Personnel’s views on if new media technologies have affected Circulation of Newspapers**

**Has the use of new media technologies affected circulation of newspapers in your organisation**

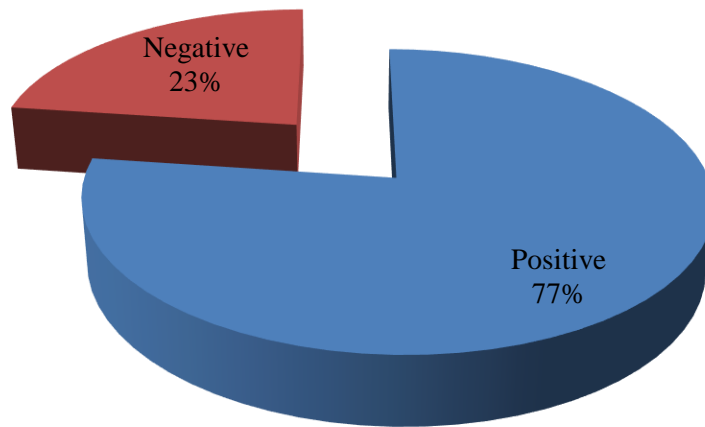


**Source: Researcher’s field data, 2019.**

Figure 9 looked at whether or not new media technologies have had any effect on newspaper circulation. When asked “*Has the use of new media technologies affected circulation of newspapers in your organisation,*” all 35 staff of the Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide, said “*Yes*” an indication that, new media technologies have affected circulation of newspaper.

**Figure 10: Nature of effect the of new media technologies on traditional newspaper circulation**

**Nature of effect the of new media technologies on traditional newspaper circulation**



**Source: Researcher’s field data, 2019**

In figure 10, the nature of the effect of new media technologies is presented. The data from figure 10 shows that, new media technologies positively affect newspaper circulation than if does negatively. This also means that, the nature of effects of new media technologies on newspaper circulation is not one fold; as such, circulation of newspapers can be affected both in a good and bad light. Nonetheless, as found in this study, the positive effects far outweigh the negative consequences of new media technologies on newspaper circulation. Despite the fact that new media technologies negatively affect the circulation of newspapers, a study by Sparks et al (2016) noted that, press market in China has expanded very substantially, and the overall trend of newspaper circulation was, until very recently, rising.

Sparks et al (2016) noted that, “Millions of Chinese have, over the last few decades, discovered the newspaper as a cultural form, or rather, since the press market has become increasingly differentiated, they have discovered a variety of somewhat different cultural forms.” This was

a sharp contrast with the experience in the United States, were “adults reading newspapers were in steady decline (Bogart, 1989, McChesney & Nichols, 2010) in Sparks et al (2016). The study however found that, the reduction in newspaper circulation was a largely as a result of declining interest in newspapers, particularly evening newspapers.”

**Table 4: How has the use of new media technologies affected circulation of newspapers in your organisation?**

<b>New media technology effects on circulation of newspapers</b>	<b>Frequency</b>	<b>Percentage</b>
News is available in real time on the internet	10	29
Improvement of circulation figures	5	14
Delivery of papers on time	4	11
News get to readers faster	4	11
Wider readership	1	3
Reduce cost as less amount is spent on buying newsprint	1	3
Bridges gap between urban and rural dwellers	1	3
Revenue reduction	6	17
Reduction in the quantity of newspaper circulated	3	9
<b>Total</b>	<b>35</b>	<b>100</b>

**Source: Researcher’s field data, 2019.**

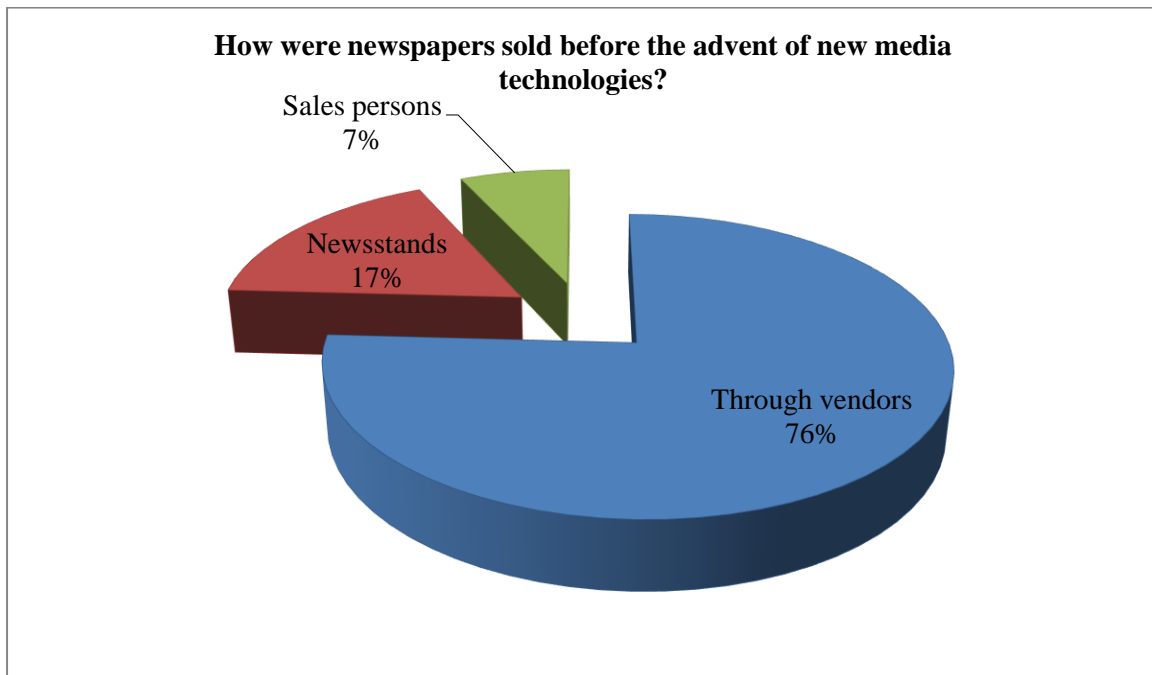
Results on the effects of new media technologies on newspaper circulation, as depicted in table 4, is a reflection of the findings of the *positive and negative* nature of effects of new media technologies on newspaper circulation. Again, largely, the positive effects are more than the negative effects of new media technologies on newspaper circulation. Out of 9 effects identified from the survey, 7 were positive, while 2 were negative. It is however worth noting that, sometimes the magnitudes of the negative effect are heavier than the positive effects. For

example; a combination of the 2 negative effects (Revenue reduction and Reduction in the quantity of newspaper circulated) summed up to 26% of the total responses, which is more than the sum of four positive effects (Bridges gap between urban and rural dwellers – 3%, Reduce cost as less amount is spent on buying newsprint – 3%, Wider readership and News get to readers faster – 11%, which sums up to 20%) of new media technologies on newspaper circulation. Meanwhile, “*news is available in real time on the internet*” constituted the highest positive effect of new media technologies of newspaper circulation, which was 29%. More so, “*improvement of circulation figures*” and “*delivery of papers on time*” both of which are positive effectives of new media technologies on newspaper circulation represented 14% and 11% respectively.

#### **4.4 Effects of new media technologies on marketing, sales and advertising revenue traditional newspapers**

The advent of new media has had tremendous influence on every aspect of human information dissemination. Consequently, the new media has to a very large extent affected some traditional concepts and ways of doing things, including advertizing, marketing and sales. Adverts are produced to introduce new and reintroduce old products to consumers with the sole aim of persuading them to buy. Just like any other corporate organisation newspaper organisations also advertise their products for customers (media users) to get abreast of their old and/or new products (news and other information), using both traditional and new media platforms. This section of the research examined the effects of new media technologies on marketing, sales and advertising revenue of newspapers.

**Figure 11: Traditional selling of newspapers**

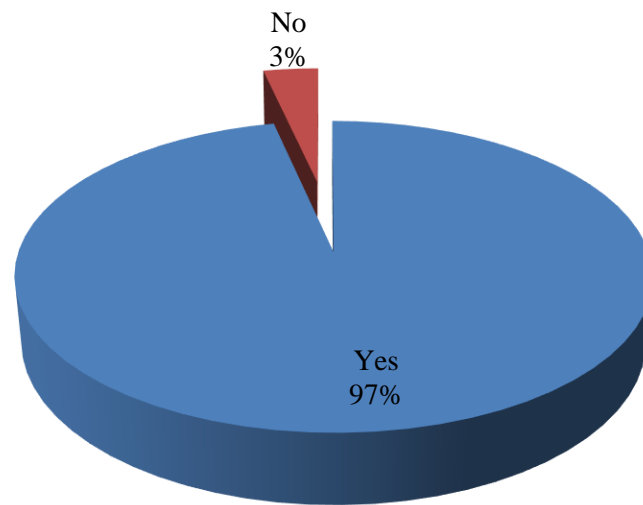


**Source: Researcher's field data, 2019.**

The data shown in figure 11 are the ways through which selling of newspapers were traditionally done before the advent of new media technologies. As the data in the figure above depicts, the sale of newspapers prior to the coming of newspapers were mostly through vendors, newsstands and sales persons. The dominant traditional form of newspaper sale, as the study found happens to be the use of vendors, which accounted for 76% of the total responses from 35 individuals from the four newspaper organisations used for this study. Newsstands happened to be the second highest mode of traditional selling of newspapers, gaining 17% of the total responses while 7% of newspaper selling was done through sales persons.

**Figure 12: Effects of on new media technologies on sales of newspapers**

**Has there been reduction in sales since the introduction of new media technologies**



**Source: Researcher's field data, 2019**

Presently, the new media may be described as the growing media that is widely used by all and sundry. It can also be referred to as an on-demand access to content anytime, anywhere, and on any digital device such as, smart phones, computers among others, Odun and Utulu (2016). Before the inception of the new media, only the traditional media that is, television, radio, and newspaper were available for use. Advertisements were concentrated on that media since there were no other alternatives, Odun and Utulu (2016) contended. However, with the advent and increase in the use of the new media across all fields, advertisers have also engaged the use of the new media platforms for advertising goods and services. But this, on-demand content, including adverts which boost sales are unavailable in the newspapers. This is affirmed by Hanson et al (2010) who noted that, "These social media provide a new form of mediated communication that gives the audience access to on-demand content and the ability to share and discuss it with others. This is something that the traditional media can never offer its readers and users since it determines every input and output."

Consequently this affects sales of newspapers. In this regard, the study found that, greatly, new media technologies has affected the sale of newspapers. This effect was negative, as figure 12 depicts that, as a result of new media technologies, sales of newspapers in all the four newspaper organisations has dwindled. A large number of the respondents indicated that, due to new media technologies, there has been reduction in the sale of newspapers. In a similar study, Ekeng (2010) found that since 2003 sales of newspapers in Nigeria continues to drop. The study found, for example that, sales of the longest surviving newspaper in Nigeria have, the Tribune has dropped from 570,000 unit per day to less than 300,000 unit. Ekeng's study however noticed that, declination in the consumption of print newspapers was a problem which was affecting the newspaper companies not only in the Western world but also in Africa.

This finding has been confirmed by present study of four newspapers in Ghana, were it came out that, sales has reduced. This reduction in the sale of newspapers has been largely attributed to the preference of reading news online, especially among the youth, with the affordability and easiness that comes with accessing news online. Omoniyi (2010) also added that, "most people are not brought up from childhood to appreciate reading of the newspaper," which is also a contributing factor to the dwindling of sales of newspapers. This is further affirmed by Afrifa (2015) who also found that, "The inability of the citizens to develop reading habit is another serious challenge facing the print media in recent times." Simon (2015) also stressed that, "Newspapers are becoming useless to the younger generation and the comfortable middle class."

**Table 5: Ways of marketing before the advent of new media technologies**

<b>Ways of marketing before the advent of new media technologies</b>	<b>Frequency</b>	<b>Percentage</b>
TV	7	24
Face-to-face interactions	5	17
Billboards	5	17
Through sales executives	4	14
Traditional print	4	14
Radio	2	7
Going from office-to office to talk to potential customers	2	3
<b>Total</b>	<b>29</b>	<b>100</b>

**Source: Researcher's field data, 2019.**

The data presented in table 5 identified the ways in which marketing of newspapers were done prior to the coming of new media technologies. The study found that, the dominant forces in the marketing of newspapers were; Television, face-to-face interactions and the use of billboards. These three contributed to the greater portion of ways marketing of newspapers were done before the advent of newspapers. The three avenues amassed a total of 58%, which is more than half of the total responses. The use of sales executives and traditional print had equal value of percentage concerning their in the marketing of newspapers. Both had 14% each, becoming the third biggest avenue of newspaper marketing. While radio accounted for 7% as a way of marketing, going from office-to office to talk to potential customers recorded the least value as an avenue for newspaper marketing. From the data however, it can said, newspaper marketing is done in diverse ways.

**Table 6: Effects of the use of new media technologies on marketing of traditional newspapers**

<b>New media usage effects technologies on marketing of newspapers</b>	<b>Frequency</b>	<b>Percentage</b>
Reaching wider clients	17	59
Increased revenue	3	10
Makes work easy and efficient	7	24
Improved the marketing environment digitally	2	7
<b>Total</b>	<b>29</b>	<b>100</b>

**Source: Researcher's field data, 2019.**

The table above ascertained the effects of new media technologies on the marketing of newspapers. The result in the table were views expressed by 29 respondents who work with the four newspaper organisations used for this study, which are; Daily Graphic, Ghanaian Times, Business and Financial Times, and Daily Guide. The consequences of new media technologies as the study as noted is one of positive nature. With new media technologies, the marketing department is able to reach a wider clientele base. Again, new media technologies were found to contribute to improvements in revenue generation. In addition, new media technologies also make work easy and efficient and improve the marketing environment digitally.

**Table 7: Ways of using new media technologies in marketing of newspapers**

<b>New media technologies usage in marketing of newspapers</b>	<b>Frequency</b>	<b>Percentage</b>
Through mobile Apps	14	48
Social media	7	24
Online (websites)	6	21
Emails	2	7
<b>Total</b>	<b>29</b>	<b>100</b>

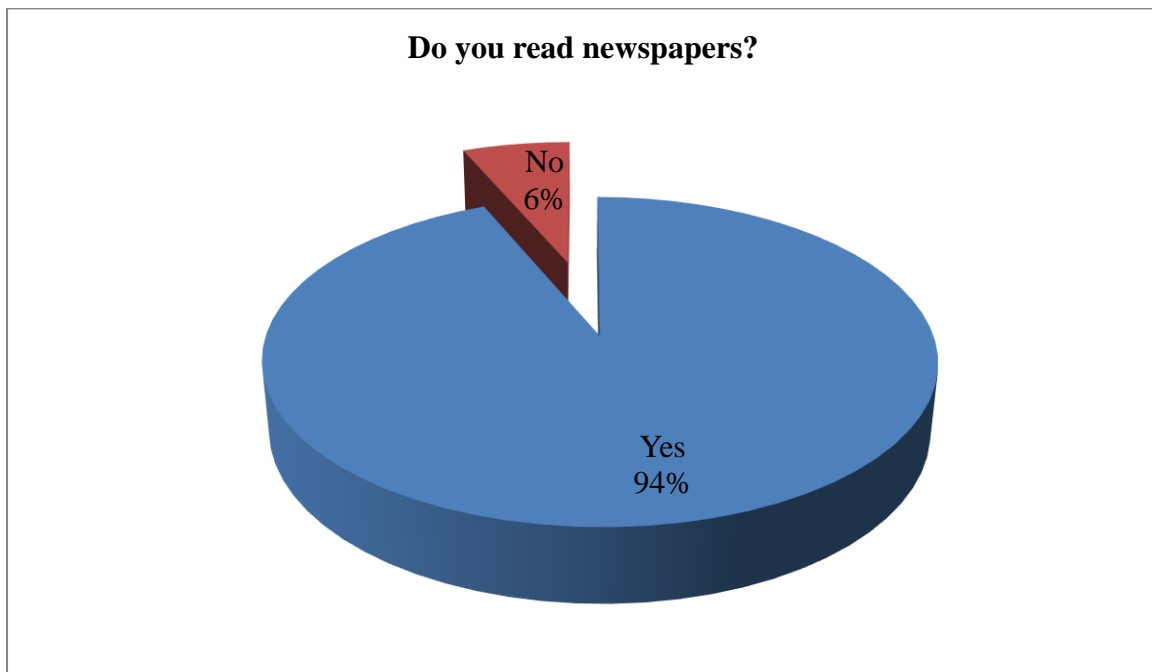
**Source: Researcher's field data, 2019.**

Table 7 described the ways through which new media technologies are used in the marketing of newspapers in Ghana. As depicted in the table above, there are four ways through which new media technologies are used in the marketing of newspapers. These are; the use of mobile applications, social media, emails, and websites. The use of mobile applications accounted for almost half of the total responses on new ways of marketing newspapers. Thus, many newspapers now engage clients through the use of mobile applications to make known their products to them in order to attract purchase and ultimately increase revenue. The use of social media was also one of the ways through which new media technologies has helped in marketing newspapers in Ghana. Whereas online (websites) were the third new marketing avenue, accounting for 21% of the total responses, emails were the least used ways of marketing newspapers.

#### 4.5 Effects of new media technologies on Readership of newspapers

The emergence of internet has many effects on the availability of news and information. It expands the reach of news, information and discussion forums to the public and forces traditional news media to reorient themselves in competitive situations. By observation, many Ghanaian newspaper/print media companies have understood this trend and have come out with new plans. Most of them have developed their online portals or websites that provide news as well. Many Ghanaian newspaper organisations have also created social media pages where they feed their audience with news and other information, and equally interact with them. This aspect of the study has been conducted with a view to capture effect of new media technologies on changes in consumer behaviour, particularly with respect to reading news.

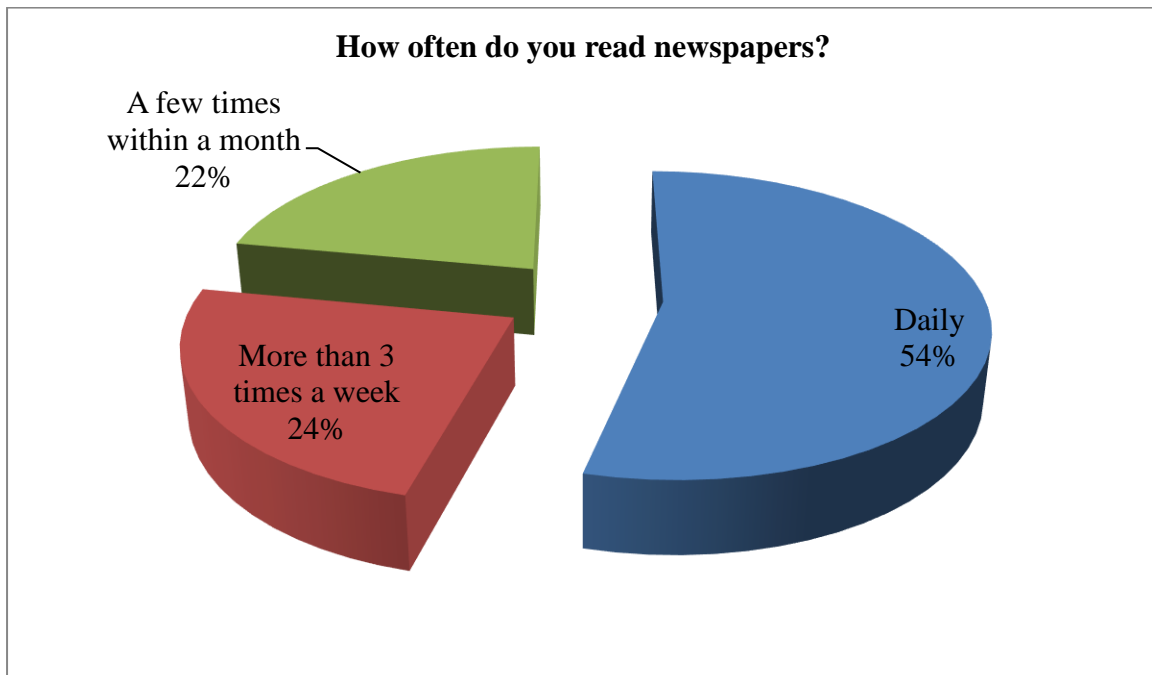
**Figure 13: Respondents' position on reading newspapers**



**Source: Researcher's field data, 2019.**

Out of the 50 respondents reached through the use of online questionnaire, 94% said they read newspapers, while 6% said, they do not read newspapers. This means, most of the respondents are newspaper readers.

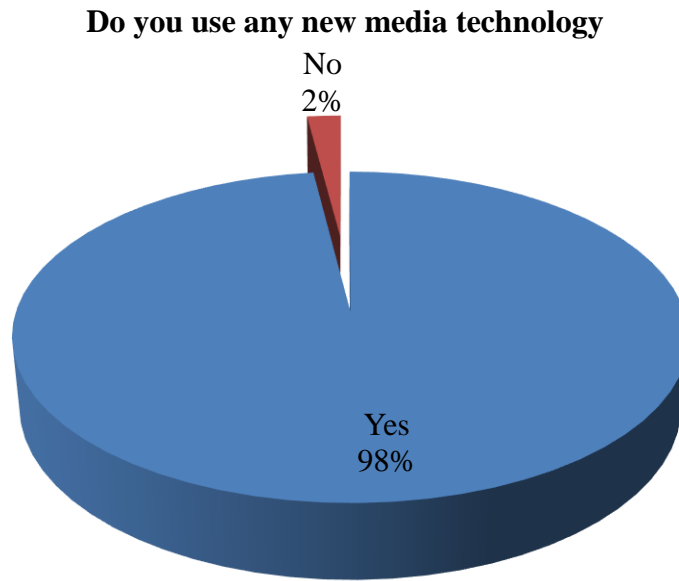
**Figure 14: Times Respondents' often read newspapers**



**Source: Researcher's field data, 2019.**

The study found variations in the newspaper reading habits of the respondents. As shown in the figure above, a more than half of the respondents noted, they read newspapers on daily basis. The second largest group of individuals noted that, they read newspapers more than 3 times a week, while 22% stated, they read the newspapers a few times within a month. This finding is different from that of Afrifa (2015). The study looked at the relationship of newspapers consumers with respect to purchase of the Daily Graphic newspaper and found that, many readers purchase newspaper once in a while, less number of people always purchase newspapers.

**Figure 15: Newspaper readers' use of new media technology**



**Source: Researcher's field data, 2019.**

The explosive growth new media technologies, accompanied by the internet have offered a revolutionary platform as an informational channel affecting the use of other media by consumers. With new media and the internet the consumption of media content has changed profoundly. Now, not only do media audiences, including newspapers readers receive timely news and information through on-the-go devices, they also have it cheaper and sometimes turn to content creators themselves. Having underscored this phenomenon, the data in figure 15 is a depiction of the use of new media technologies by newspaper readers. All but one, out of the 50 respondents indicated no use of new media technology. 98% of the 50 newspapers surveyed said they use new media technologies, which represent majority of newspaper readers.

**Table 8: Frequently used new media technology by newspaper readers**

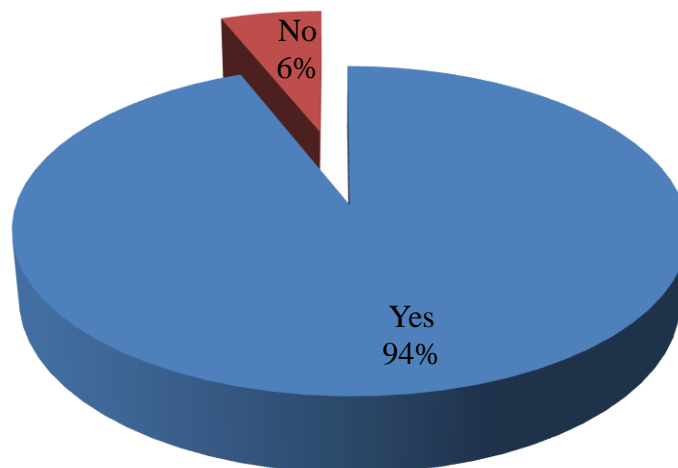
<b>New media technology</b>	<b>Frequency</b>	<b>Percentage</b>
Internet enabled phone	38	76
Tablet	8	16
Laptop	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Researcher’s field data, 2019.**

Table 8 presented data on respondents’ most used new media technology. The data paints a picture that, quiet an appreciable number of newspaper readers use internet enabled phones, compared to tablets and laptops. Out of the 50 respondents, 38 of them representing 76% mentioned that, they use internet enabled phones. Whereas 16% stated that they use tablets, the remaining 8% noted, they use laptops.

**Figure 16: Use of new media technology for accessing news**

**Do you use the new media technology to access news**

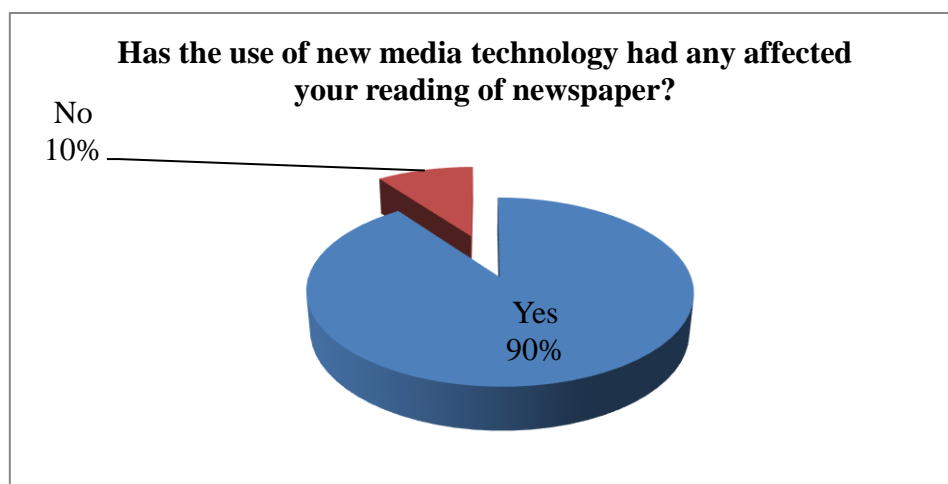


**Source: Researcher’s field data, 2019.**

Figure 16 depicted the use of new media technologies in accessing news by newspaper readers. 94% of the respondents indicated that, they use new media technologies to access news. This

is similar to the finding in Vyas, Singh and Bhabhra (2007) which realised that many of the respondents for accessed news online. Out of 101 respondents, 92% of the respondents read news on the Internet while the rest of the 8% did not read news on the internet. Again, findings by Newman, Dutton & Blank (2012) showed that in the UK, most of the efforts of mainstream media organizations are being directed at Facebook and Twitter. This was because, more than twice as many digital news consumers follow news recommendations from Facebook than follow them from Twitter. And that remains consistent across different digital devices (computers, smartphones or tablets).

**Figure 17: Respondents’ views on the effect of the use of new media technology on their reading of newspapers**



**Source: Researcher’s field data, 2019.**

On the effects of new media technologies on the reading of newspaper majority of the respondents indicated that, indeed, new media technologies have affected their reading habit. As depicted in figure 17, 90% stated that, they have been affected while 10% said they have not been affected by new media technologies so far as reading of newspapers is concerned.

**Table 9: Effects of new media on reading of newspapers**

<b>Effects of new media technologies on reading of newspapers</b>	<b>Frequency</b>	<b>Percentage</b>
New technology makes news readily available and easy access	25	50
Better reading experience	6	12
Limited reading of newspapers	6	12
No more visits to the news stand	4	8
It has led to no purchasing of newspapers	4	8
Reduced financial burden	3	6
Selectivity in newspaper readership	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Researcher’s field data, 2019.**

New media technologies such as mobile phones, tablets and laptops, together with the internet have given have become an integral part of modern society. They provide different avenues for users for an array of thin in their lives. With these new media technologies newspaper audience have developed taste for reading news on other platforms other than only newspapers. The study therefore set out to identify the effects of new media technologies on the reading habits of newspapers readers. The result as depicted in the table above connoted positive effects of new media technologies on the reading habits of newspaper readers and negative effects on the part of newspaper organisations.

Half of the respondents intimated that, “*new technology makes news readily available and easy access*” which in itself is a positive effect of new media technology on newspapers. “*Better reading experience*” and “*limited reading of newspapers*” both positive effects on the part of newspaper readers were the second highest. It jointly produced 24% of the total response on the effects of new media technologies on newspaper reading habits of the respondents. This

means, with the advent of new media technologies, readers now have enriched offer with respect to reading news which are not provided by newspapers. The respondents also expressed that, as a result of new media technologies, there is “*no more visits to the news stand*” and consequently “*no purchasing of newspapers.*” Again, with new media technologies, readers now have choices with respect to what read. 4% of the respondents indicated that new media technologies have led to “*selectivity in newspaper readership.* Other effect that new media technologies have had on habits of newspaper readers is; *reduced financial burden.*

The implication of this finding is that, new media technologies has presented to readers, opportunity to save time and money. On the other hand, all these positive effects have negative consequences of newspaper organisations. For example, readers not buying newspapers and not patronising newsstands means, newspaper organisations are losing revenue. This also presents other challenges to newspaper organisations as they have to explore alternatives to reach readers, which will come with extra financial burden and other resources.

#### 4.6 Biographic data of Respondents in newspaper organisations

This section of the analysis was dedicated to describing the demographic characteristics of the respondents. It included the newspaper organisations of respondents and the departments. The demographic description therefore was on only personnel or workers in the various newspapers used for this study.

**Table 10: Newspaper organisation of Respondents**

<b>Newspaper organisation</b>	<b>Frequency</b>	<b>Percentage</b>
Daily Graphic	31	36
Ghanaian Times	18	21
Business and Financial Times	16	19
Daily Guide	21	24
<b>Total</b>	<b>86</b>	<b>100</b>

**Source: Researcher's field data, 2019.**

Among the 86 respondents from the four newspaper organisations in Ghana, Daily Graphic accounted for the most number. 31 personnel representing 36% of the total respondents were from the Daily Graphic. Daily Guide had the second highest number of staff participating in the study. With 21% Ghanaian Times contributed the third largest number of staff in this study, while 19% of the respondents were from Business and Financial Times.

**Table 11: Departments of newspaper organisations' Respondents**

<b>Newspaper organisation</b>	<b>Frequency</b>	<b>Percentage</b>
Production	22	25
Circulation	35	41
Sales and Marketing	29	34
<b>Total</b>	<b>86</b>	<b>100</b>

**Source: Researcher's field data, 2019.**

Data from table 11 saw a large number of the respondents coming from the Circulation departments of the four newspaper organisations used for this study. Those who work with the Sales and Marketing unit of the four identified newspapers summed to 41%. The remaining 25% of the respondents were those from the production unit, including reporters, editors, image setters, designers and computer to plate operators, and production managers.

## CHAPTER FIVE

### SUMMARY OF KEY FINDINGS, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 Introduction

This was the final chapter of the study as such it provided major findings from the study, conclusion and put forward suggestions to key stakeholders which the study covered and areas for further research. Primarily, this study set out to examine the effects of new media technologies on traditional newspapers in Ghana. Examining these effects was to bring to the fore, various challenges and prospects that new media technologies present to newspaper operators, editors, journalists, and other stakeholders within the newspaper business. In that regards the study was concerned with assessing the effects of new media technologies on traditional newspaper production, circulation and readership in Ghana. The sales and marketing department of every organisation serves as one of the financial cornerstones. The study was therefore interested in underlying the effects new media technologies on marketing sales and advertising revenue traditional newspapers.

Additionally, the study highlighted the challenges new media technologies pose to traditional newspapers in Ghana. There was however, the need to collect data and analyse in order to realise the stated objectives. To this end a laid down path was carved to aid data collection and analysis. When data was eventually collected, it was subjected to treatment and critical scrutiny, thereby leading to the discussion of results which were depicted in frequency distribution tables and charts (figures). The subsequent sections of the study therefore offered a summary of the major findings of the study, provided inferences and suggestions for stakeholders in the newspaper value chain as well researchers.

## 5.2 Summary of main Findings

Summary of the major outcomes of the study found are stated as follows:

1. The study found that the manual process of newspaper production; gathering information, sending the information gathered to design, then to plate, and finally, printing of the papers has been altered by as personnel incorporate new media technologies in the production processes. The study found that the production processes has been enhanced through new media technologies. Through new media technologies, newspaper production has become *effective, efficient, cost effective, faster, easier, less wasteful and of good quality*.
2. The study established two nature of effects of new media technologies on newspaper circulation; positive and negative. Key among the positive effects of new media technologies on newspapers were that; *it makes news is available in real time, improves circulation figures* and also ensures that *news get to readers faster*. The downsides were that; *it leads to revenue reduction and reduction in the quantity of newspapers circulated*. Nonetheless, the study established that, the positive effects of new media technologies surpass the negative effects.
3. With regards to marketing, sales and advertising revenue, the study established that, there has been reduction in advertising revenue in all the four newspaper organisations. This was largely due to changes in newspaper reading habits; thus, the continuous shift from buying and reading traditional newspapers to accessing online versions of the newspapers or resorting to other online news portals. Even so, new media technologies as provided new marketing, sales, advertising and revenue generations sources. Notable among them are; *mobile applications social media, emails, and websites*.

4. The study also found that as a result of new media technologies, many newspaper readers have resorted to accessing news online and increasingly reducing their purchasing and reading of newspapers and visits to the newsstands.
5. Key challenges the study found included; dwindling advertising revenues, difficulty in meeting demands and maintaining newspaper readers who are constantly accessing news on the go due to new media technologies and social networking media, and fast pace of production.

### **5.3 Conclusion**

The media landscape has witnessed rapid transformation over the past couple of years as result of most media consumers adopting alternative ways of getting information. Undeniably the print media in Ghana continues to be one medium which provides the public with the needed information on politics, education, economics, business, sports and social issues. Despite technological advances, newspapers have remained a trusted source for credible information. Although the print media has been very vibrant in history, the study has revealed that the accessibility to electronic media is having a telling effect on print media in Ghana.

The survival of every business depends to a greater extent on the revenue generated from sales, with newspapers not been an exception. Meanwhile, the advent of new media technologies, upsurge in internet, diminishing interest in reading newspapers, easy and timely access to news on online portals, and other are contributing to declining in sale of newspapers and consequently impacting on revenue generation of newspapers. Nonetheless, new media technologies also present to newspaper organisations opportunities to diversify revenue

sources, improve production and design of newspapers, and reach more readers and customers and also Bridges gap between urban and rural dwellers. There is therefore the need for newspaper organisations to critically adopt efficient marketing and sales strategies to improve and wet readers and customer's appetite for the newspaper helping them to compete favourably with internet and other media platforms, including radio and television stations.

#### **5.4 Recommendations**

1. Diversification of revenue sources; newspaper organisations must make frantic efforts to differentiate their revenue generation sources by capitalizing on the opportunities of new media technologies, and engaging in other effective revenue generation ventures.
2. Proper segmentation and targeting to meet the growing needs of on online news readers. Based on the findings from this study, it is put forward newspaper organisations should effectively fragment their readers in order to identify their needs and wants and provide them accordingly.
3. Based on the results from the study, it is also recommended that, staff in various departments of newspaper organisations be trained and armed with new media technologies in order to forestall the negative effects thereof.
4. Research should be conducted on effective utilization of new media technologies for revenue generation. Against the backdrop of the shift in channels of accessing news (especially among the youth and reading online), which consequently dwindles revenues of newspaper organisation, it is suggested that studies be conducted the

effective ways of utilizing new media technologies for revenue generation in newspaper organisations.

5. Research should be carried out on newspaper reader sustainability. This is to bring out coping mechanisms and strategies in maintaining and whipping up the interest of traditional newspaper readers.

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## **APPENDIX 1 – QUESTIONNAIRE FOR NEWSPAPER READERS**

I am a graduate student from the Ghana Institute of Journalism. As part of academic requirement, for the Award of a Master of Arts Degree in Media Management, I am conducting a research on **“NEW MEDIA TECHNOLOGY AND ITS IMPACT ON TRADITIONAL NEWSPAPERS IN GHANA.”** I will, therefore, be grateful if you assist me by answering the following questions. Your answers will be cited in the report but you are assured of both your identity and answers being treated as confidential.

**For question 1 to 5, kindly circle one of the numbers beside the options provided.**

1. Do you read newspapers?

1. Yes
2. No

**Kindly proceed with the rest of the questionnaire if your answer to Q1 was “Yes”**

**End survey if your answer to Q1 was no. Thank you for your time.**

2. How often do you read newspapers?

1. Daily
2. More than 3 times a week
3. A few times within a month

3. Do you use any new media technology?

1. Yes
2. No

4. Which new media technology do you use often? **Please tick only one option.**

1. Internet enabled phone
2. Tablet
3. Laptop

5. Do you use the new media technology you selected in Q3 to access news?

1. Yes
2. No

6. Has the use of new media technology had any impact on your reading of traditional newspaper?

1. Yes
2. No

7. What impact has new media had on your reading of traditional newspaper?

**Please write your answer in the space provided below**

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.....

**Thank you for participating.**

**APPENDIX 2 – QUESTIONNAIRE FOR PRODUCTION PERSONNEL (STAFF)**

Q1. Which newspaper organisation do you work with?

1. Daily Graphic
2. Ghanaian Times
3. Business and Financial Times (B&FT)
4. Daily Guide

Q2. How long have you been working in this organisation?

1. Less than a year
2. 2 – 5 years
3. 6 – 9 years
4. 10 – 12 years
5. More than 13 years

Q3. Which department do you work with? **Please write your answer in the space provided.**

.....

Q4. What is your position/role in the organisation? **Please write your answer in the space provided.**

.....

Q5. Have you experienced the traditional production process before?

1. Yes
2. No

Q6. Before new media technologies, how was production done? **Please write your answer in the space provided.**

.....  
.....  
.....

Q7. Do you use new media technologies in your production process?

1. Yes
2. No

Q8. Which of these new media technologies do you use often?

1. Internet enabled phone
2. Tablet
3. Laptop

Q9. Has the use of new media technologies had any impact in your line of work?

1. Yes
2. No

Q10. If your answer to Q9 is yes, how has the use of new media technologies had any impact in your line of work? **Please write your answer in the space provided.**

.....  
.....

Q11. Do you use any social networking media in your production process?

1. Yes
2. No

Q12. Which of these social networking media do you use? **You can tick more than one option if applicable.**

1. WhatsApp
2. Facebook
3. Twitter
4. Instagram
5. Other, please state.....

13. Has new media technologies had any impact on the production of traditional newspapers?

1. Yes
2. No

14. How has new impacted the production of traditional newspapers? **Please write your answer in the space provided.**

.....

**Thank you for participating.**

### **APPENDIX 3 – QUESTIONNAIRE FOR CIRCULATION DEPARTMENT**

I am a graduate student from the Ghana Institute of Journalism. As part of academic requirement, for the Award of a Master of Arts Degree in Media Management, I am conducting a research on **“NEW MEDIA TECHNOLOGY AND ITS IMPACT ON TRADITIONAL NEWSPAPERS IN GHANA.”** I will, therefore, be grateful if you assist me by answering the following questions. Your answers will be cited in the report but you are assured of both your identity and answers being treated as confidential.

Q1. Which newspaper organisation do you work with?

1. Daily Graphic
2. Ghanaian Times
3. Business and Financial Times (B&FT)
4. Daily Guide

Q2. How long have you been working in this organisation?

1. Less than a year
2. 2 – 5 years
3. 6 – 9 years
4. 10 – 12 years
5. More than 13 years

Q3. Do you use new media technologies in your line of work?

1. Yes
2. No

Q4. Which of these new media technologies do you use often?

1. Internet enabled phone
2. Tablet
3. Laptop

Q5. Has the use of new media technologies impacted circulation of newspapers in your organisation?

1. Yes
2. No

Q6. How has the use of new media technologies impacted circulation of newspapers in your organisation?

**Please write your answer in the space provided below.**

.....

.....

.....

Q9. How will you describe the impact of new media technologies on traditional newspaper circulation?

1. Positive
2. Negative

**Thank you for participating.**

## APPENDIX 4 – QUESTIONNAIRE FOR MARKETING AND SALES

### DEPARTMENT

I am a graduate student from the Ghana Institute of Journalism. As part of academic requirement, for the Award of a Master of Arts Degree in Media Management, I am conducting a research on **“NEW MEDIA TECHNOLOGY AND ITS IMPACT ON TRADITIONAL NEWSPAPERS IN GHANA.”** I will, therefore, be grateful if you assist me by answering the following questions. Your answers will be cited in the report but you are assured of both your identity and answers being treated as confidential.

Q1. Which newspaper organisation do you work with?

1. Daily Graphic
2. Ghanaian Times
3. Business and Financial Times (B&FT)
4. Daily Guide

Q2. How long have you been working in this organisation?

1. Less than a year
2. 2 – 5 years
3. 6 – 9 years
4. 10 – 12 years
5. More than 13 years

Q3. Do you use new media technologies in your line of work?

1. Yes
2. No

Q4. Which of these new media technologies do you use often?

1. Internet enabled phone
2. Tablet
3. Laptop

Q5. How were newspapers sold before the advent of new media technologies? **Please write your answer in the space provided below.**

.....  
.....  
.....

Q6. Has there been reduction in sales since the introduction of new media technologies?

1. Yes
2. No

Q7. Which way was marketing done before the advent of new media technologies? **Please write your answer in the space provided below.**

.....  
.....

Q8. How will you describe the impact of new media technologies on the sale of newspapers in your organisation?

1. Positive

- 2. Negative

Q9. Are new media technologies used in marketing of newspapers in your organisation?

- 1. Yes
- 2. No

Q10. How will you describe the impact of new media technologies on the marketing of traditional newspapers?

- 1. Positive
- 2. Negative

Q11. How has the use of new media technologies impacted marketing of newspapers in your organisation? **Please write your answer in the space provided below.**

.....  
.....

Q12. In what way do you use new media technologies in marketing newspapers?

**Please write your answer in the space provided below.**

.....  
.....

**Thank you for participating.**