

ADDIS ABABA UNIVERSITY
GRADUATE SCHOOL OF JOURNALISM AND
COMMUNICATION



**NEW MEDIA INFLUENCE ON NEWSPAPER READING HABIT;
THE CASE OF ADDIS ABABA UNIVERSITY ACADEMIC STAFF**

BY

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JUNE 2017

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**A THESIS PRESENTED TO THE SCHOOL OF JOURNALISM
AND COMMUNICATION IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN
JOURNALISM AND COMMUNICATION**

JUNE 2017

AAU

DECLARATION

I, BirhaneTadesse, declare that this thesis entitled new media influence on newspaper reading habit; the case of Addis Ababa university academic staff is my own original work. I have carried it out independently with the guidance and suggestions of the research advisor. And it has not been presented in any other University, at least to my knowledge. All the sources of materials used for the thesis have been duly acknowledged.

BirhaneTadesse

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Signature

LETTER OF CERTIFICATION

Addis Ababa University

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This is to certify that the thesis prepared by BirhaneTadesse, new media influence on newspaper reading habit; the case of Addis Ababa university academic staffand submitted in partial fulfilment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University. The work is original in its nature and is eligible to earn master's degree in journalism and communication.

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Advisor_____ Signature_____ Date _____

Chair of the Graduate School

ACKNOWLEDGMENT

First and foremost praise is to God, who is my supreme shepherd, for the inspiration, strength and guidance he gave me throughout my academic life.

I would like to thank everyone who supported in different ways. My special gratitude goes to my advisors Prof. Dr. Debashis Chakrabarti for his valuable assistance and very helpful comments and suggestions during the conducting of this paper. His useful suggestions and constructive comments have significantly improved the quality of this work.

I would like to thank my families for their support, and encouragement they have given me throughout my academic life and hope they will be proud of this achievement. Among the many people to whom I owe my deepest gratitude, respect and affection, my mother, Amarech Hilemariam, deserve the most special place. Her love and prayers were a foundation for my work and life. I give this degree for the most influential person in my life, my Father. I know no one can brag about my achievements more than my Dad. I will always thank him for encouragement & trust he always shown in my life.

In particular, I would like to recognize the contributions of Ass. professor TenawTerefe for generously giving his time and the many good suggestions on various aspects of the work. Also I would like to acknowledge Addis Ababa University academic staff those who participated and devoted their time to fill the questionnaire of this study and the interview as well. They helped me more than my expectation when I was conducting this paper.

Many others provided comments and insights that have helped to enrich this thesis. In this respect, I would like to thank Fikade Workye, Darysmaw Hailu, Asemahegne Asres, Hagos Tesfamikael, Bewket Asres. A special thanks is deserved for Bereket Hasen for his support in every stage of this thesis and the encouraging words when I needed.

I should not forget my friends and my colleagues, in the Graduate Programme (2017) of Journalism and communication, for sharing a wonderful life with all of them.

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ACRONYMS

AAU- Addis Ababa University

ABC –Australia Broadcast Corporation

BBC - British Broadcasting Corporation

BBM- Bible Broadcasting Network

CIA---Central Intelligence of Agency

CPJ----Committee to protect Journalists

E-MAIL-Electronic mail

EPRDF -Ethiopian People’s Revolutionary Democratic Front

ETC -The Ethiopian Telecommunications Corporation

FB - Facebook

FBC- Fana Broadcasting Corporation

HR -human resource

HTML - Hypertext Markup Language

ICT - Information computer system

ITU- .International Telecommunications Union

NBC-National Broadcast Corporation

NCT -New Communication Technology

NGO-Non-governmental organization

POP- Point-of-Presence

QR-CODES - Quick Response Code

RSS - Really Simple Syndication

SM—Social Media

SPSS-- statistical package for social sciences

TGE -Transitional Government of Ethiopia

TV – Television

UCAA –University College of Addis Ababa

UG- Uses and Gratifications

USA –United states of America

WWW-world wide web

ABSTRACT

Reading in the 21st century networked society is no longer confined to the print reading. The scope of the reading has extended to new media tools like Facebook, twitter, and YouTube that changes the traditional newspaper reading culture, practice, habit and choice of the reader.

This research is conducted to identify the influence of new media on newspaper reading habit. The researchers found that with the advent of new media reading habit of newspaper decrease from time to time.

Questionnaire and in-depth- interview was used as data collection tools by using both quantitative and qualitative research method. An analysis of data from a survey of almost 300 academic staffs of Addis Ababa University shows that respondents are turning away from reading newspapers as a source of information and news to new media.

The finding of this study show that the average time spent reading newspapers is from 30 minutes - 1 hour once per week while the average time spent on using new media is from 30 minutes -1 hour per day from those respondents who use new media and read newspaper. In this scenario, academic staffs of Addis Ababa University with a strong need for news and information from new media like Facebook, twitter and YouTube they adopt new media for the purpose of satisfying their information by reducing their reading habit of newspaper. Finally the researcher based on the finding of the study suggests possible recommendation for the problem.

CHAPTER ONE

1. BACKGROUND OF THE STUDY

According to Rubin (1979) Media is the collective communication outlet or tool that is used to store and deliver information or data. It is either associated with communication media or the specialized, mass media communication businesses such as photography, advertising, cinema, broadcasting (radio and television) and publishing. Dewald (2004:36) defined media as one has the means or channels of general communication, information, or entertainment in society, as newspapers, radio or television.

The beginning of human communication through designed channels, i.e. not vocalization or gestures, dates back to ancient cave paintings, drawn maps, and writing.

The Persian Empire (center on present-day Iran) played an important role in the field of communication. It has the first real mail or postal system, which is said to have been developed by the Persian emperor Cyrus the Great (550 BC) after his conquest of Media. The role of the system as an intelligence gathering apparatus is well documented, and the service was (later) called *angariae*, a term that in time turned to indicate a tax system. The Old Testament (Esther, VIII) makes mention of this system: Ahasuerus, king of Medes, used couriers for communicating his decisions. (Ibid, 2004:40)

According to Essien (2014:172), the word communication is derived from the Latin root “communicare”. This was due to the Roman Empire also devising what might be described as a mail or postal system, in order to centralize control of the empire from Rome. This allowed for personal letters and for Rome to gather knowledge about events in its many widespread provinces. More advanced postal systems later appeared in the Islamic Caliphate and the Mongol Empire during the middle Ages.

Key words-mainstream media -newspaper, Internet-new media

The term "media" in its modern application relating to communication channels is traced back to its first use as such by Canadian communications theorist Marshall McLuhan(1954), who stated in Counter blast "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists, because they are art forms." By the mid-1960s, the term had spread to general use in North America and the United Kingdom. "Mass media" in contrast was according to H.L. Mencken used as early as 1923 in the United States.

The explosion of modes of communication Darnton (1996:142) asserted "Is as revolutionary as the invention of printing with movable type". Indeed, it witnessed that extensive change in human communication with profound technological, societal, behavioral, and even neurological facets. The cognitive neuroscientist Maryanne Wolf (2008) has suggested that we are experiencing a shift from the *reading* brain, which has been a hallmark of the human species for millennia, to the *digital* brain.

In the last century, a revolution in telecommunications has greatly altered communication by providing new media for long distance communication (Ibid). According to Joseph (2009) the first transatlantic two-way radio broadcast occurred in 1906 and led to common communication via analogue and digital media. Analog telecommunications include some radio systems, historical telephony systems, and historical TV broadcasts. Digital telecommunications allow for computer-mediated communication, telegraphy, and computer networks.

Having in mind the above note, reading is one of the oldest human civilizations. We have historically associated with printed materials such as novels, textbooks, reference manuals, magazines, newspapers, journals, articles, poems and short stories... all of these great documents were historically printed and distributed in hard copy. However, in terms of accessibility, these literary were not equally available everyone in the earlier time. According to Walson (1984: 48) one of the first documents for reading was manuscripts. However, it was accessible only to the elite class of the society.

But, Gutenberg printing press ended the accessibility problem by availing literary works to all class of society and newspaper was spread throughout the world. The 19th-century industrial development changed the newspaper industry dramatically. It contributed to the development of the newspaper industry.

John of Gutenberg introduced printing using movable type in 1450 through the Chinese held developed print technology centuries before. Printing made the mass production and dissemination of knowledge and information (Janes and Anne: 1984:45)

The internet compared to print is a new phenomenon. According to Elsa (2003:1) it was in fact electronic mail that made it possible to successfully incorporate the internet into our world. The idea of reducing the time and space barrier within the communication process, formerly almost it was the exclusive domain of the telephone made E-mail as a fascinating prospect. Then a world of textual and audiovisual information accessible through a computer screen in the reader's control became available and could be adapted for a variety of uses education, research, information, entertainment, business and of course the exchange of information.

Media technology has made communication easier. Today, almost everyone is encouraged to use media tools in everywhere and people are expected to have a general understanding of the various technologies available. (ibid: 2004) The Internet-based services such as e-mail, twitter, Facebook and YouTube are becoming effective in connecting folks of the world. They have brought people closer and created new online communities.

However, other scholars argue Media industry publications and critics often mention a media shift from traditional outlets, like newspapers and magazines, to digital news sources. As Garrison (1996; 23) stated the advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. As Domingo &Heinonen (2008; 12) clearly stated the presence of new media and the Internet, in particular, has posed a challenge to conventional media, especially the printed newspaper which is the focus area of this study.

When we come to in our context, Ethiopia's media has undergone dramatic changes since the early 1990s following the fall of the military government and the establishment of the Transitional Government of Ethiopia (TGE) (Shimelis, 2000). Since 1991 when the abolition of censorship was declared by law, Ethiopia was flooded by newspapers and magazines. However, most of the newspapers and magazines have vanished as dramatically they have appeared. (Ibid: 2000:34)

But, Freedom of the press in Ethiopia started quarter a century ago and enshrined by the declaration of Article 29 of the 1995 Ethiopian Constitution providing citizens the right to hold an opinion, thought and free expressions without interference, including the freedom to seek, receive

and impart information. It also provides freedom of the press and mass media by ensuring the opportunity for access to information of interest to the public and lifting censorship. Following this law, different rules, regulations, and strategies are introduced. In 2008 for example proclamation No.590/2008 of, Freedom of the mass media and Access to information, a number of newspapers and magazines and new TV and radio stations flourished.

In other words, the government directly or indirectly prescribes the parameters of freedom and space found in the mainstream media. Such a media environment also brought about a worrying culture of self-censorship within the journalistic community (Hasim, 2002; Anuar, 2007). It is, therefore, not surprising that many Ethiopians have turned to alternative media for sources of information, news, and views. Thus, the aim of this paper is to look at the present stand of the conventional media, especially printed newspaper, in terms of readers' habit vis-à-vis the new media with a focus of newspaper reading habit of AAU academic staff members.

Currently, in Ethiopia, there are different national, regional, and local newspapers which are published daily, weekly and monthly by the government or privately in different languages. However, newspaper reading culture is not growing as it is supposed to be. (Ibid.2000:38)

However, the emergence of Internet has an extra-ordinary change on the reading culture. It has made its existence, fully or partially in the reading behavior of readers. Presently, reading is no longer confined to the print reading. The scope of reading sources has changed dramatically in the internet revolution to include websites, web pages books, e-journals, e-papers, e-mail, chat rooms, instant messaging, blogs, wikis and other multimedia documents (faya.2012:2).

New media is a twenty-first-century catch-all term used to define in all that is related to the internet and can be characterized by the variety use of images, words, and sounds. These networks of images, sounds, and text data are different from old media format such as hard copy newspapers because of the nesting characteristics (Socha, 2006:12).

Facebook is one of the social network sites. This online platform gives opportunities to connect or provide resource and/or information to clients, colleagues, family, and friends those who have common interests. Twitter is also a microblog by using computer or mobile phone to broadcast short messages or tweets that are limited to 140 characters. People can sign up on twitter to follow

others tweets. In addition to this YouTube is the most known video-sharing site that allows upload, download, and shares online videos.

Currently, Twitter, Facebook, and YouTube are search engines in the world having a lot of active users. For study, by focusing from social media tools on Twitter, Facebook, and from new media tools YouTube. Therefore, the researcher try to assess new media (Facebook, Twitter, and YouTube) influence on the reading habits of people by taking AAU academic staff members as the case.

2. STATEMENT OF THE PROBLEM

Due to technological development, reading habits are changing. In our society today, while technology is slowly taking a steady control over individual lives, the reading habit is fast vanishing into thin air (The Hindu, 2004). Online and digital news consumption, meanwhile, continues to increase, with many more people now getting news on cell phones, tablets or other mobile platforms.

Media industry publications and cities often mentioned a media shift from traditional outlets like newspapers and magazines to digital news sources. Newspaper currently faces a crisis on how to make the news profitable in the digital era. Social media especially social networking sites like the Twitter has begun to affect the news organizations and changed for better or worse how journalists perform their jobs every day (Ruth.2010. Vol. 2).

With the coming of new media, people can use new media tools like Twitter, YouTube and Facebook to gather and disseminate any kind of information and videos instead of reading a newspaper for their daily information consumption. This may open a road to forget reading print media outlets, especially newspaper. Because as compare to new media newspaper is not available for every one due to the publication time, circulation and other cause. Even if there were a drop in circulation, it would be because the younger generation prefers the new media, as they are more interactive compared to newspaper.

In the case of new media, its global platform and its interactivity and hyper textual nature are highly needed by the audience for updated news, photos, audios and videos all are presented. Newspaper lacks this inclusiveness and people are turning their faces to new media as a primary

source of information (Ibid.2010). So if the newspaper is not read by the audience, it may affect the newspaper industry at large not only decreasing newspaper reading habit.

Simply making information available is not enough for today's public. Today's audiences expect to be able to choose what they read, and most believe they should be able to contribute content and opinions. But scholars like (David Klein 2009) will deny newspapers forms will change in the years ahead. But nothing in the foreseeable future (other than the Internet being dismantled) is going to enable papers to return to their old standard of living. Klein predicts daily newspapers will have smaller staff doing more work and getting paid less. He also predicts every city will have at least one print newspaper for the foreseeable future.

According to Barthelme (2011:11) analysts in industrial organizations and businesses are of the view that the U.S. newspaper industry is suffering through what could be its worst financial crisis since the Great Depression.

The new media have also affected the way newspapers get and circulate their news. Since 1999, almost 90% of daily newspapers in the United States has been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets (Garrison, et,al 2001).

This shows that how much this effect is serious. Especially the new generation and the youths are instead of reading newspaper they prefer to use new media tools and easily accessed it by using their mobile phones like Facebook, Twitter and YouTube and they are addicted by this.

Currently, it is common to observe many (almost the majority) youngsters in Ethiopia using Facebook whether at internet cafes or on their own mobile phones. This Social networking site has become extremely and increasingly popular among youths and professional individuals all over the country. It became even a fashion to use Facebook among Ethiopian youth. They are spending lots of time on it. Its Pervasive influence is almost irresistible. Now a day, particularly, the young adults are more concerned with chatting, posting and watching on Facebook rather than focusing on their own safety and education. In short, a condition that can be described as social media problem is resulted from the rapidly growing popularity of social networks and the benefits it brings (Worku.M.2016:6).

Just as television turned a nation of people who *listened* to media content into *watchers* of media content, the emergence of social media has created a nation of media content creator. According to 2011 Pew Research data, nearly 80% of American adults are online and nearly 60% of them use social networking sites. More Americans get their news via the Internet than from newspapers or radio, as well as three-fourths who say they get news from e-mail or social media sites updates, according to a report published by CNN.

Beside this, According to Bruce (1994:45) “the factor most affected by internet delivery of newspaper, obviously delivery costs. Daily newspapers have increased the costs as the distance between the printing plant and subscribers increases.” But in the nature of new media the audience easily accessed with low cost by using their mobile phone, tablets and computers instead of buying newspaper from newspaper vendors or newspaper shop.

Generally People use new media either to communicate or to publish any piece of information as they like. They use new media for almost in every aspect. Using credible information is a prerequisite for accurate analysis utilizing of social media data. Non-credible data will lead to inaccurate analysis, decision-making and predictions.

According to Mohammed (2013:143) credibility is defined as “the quality of being trustworthy.” credibility has three parts in communication, research and information. These are message credibility, source credibility and media credibility. Compared to conventional media, assessing information credibility in social media is a challenging problem. In the case of conventional media such as newspaper, the source and media are known; in addition to the medium’s owner take responsibility for the content. However, in the case of social media, the source can be unknown thus no one takes responsibility about the content. In many cases the username is the only information we have about its source. For example incomplete or fake profile in Twitter, Facebook or other social media tool that publishes information about an incident. For example current cases of Ethiopia.

Ranking social media users on their credibility is one approach to measure the credibility of the given piece of information. Twitter for example has a set of verified accounts. These accounts have a blue badge on their profiles. According to twitter “the verified badge helps users discover high quality source of information and trust that a legitimate source is authoring the account’s tweets.”

Neither twitter nor other social media websites are able and want to verify all their uses. In the best scenario, only a small portion of the users can be verified by the websites. Considering this and the fact that many users would prefer to remain unknown .it expected that the majority of users in social media are unverified (Ibid 2013).

By considering the above explanation the researcher tried to fill the gap if every individual tends to use social media as source of information, and social media by itself faces a challenge for credibility of the information quality. In line with this the audience may consume incredible information instead of getting truthful information. This may affect the practice of the media in general. Connecting with the coming of social media if everybody consumes it for their daily information consumption instead reading newspaper this may affect the newspaper industry in general and the print media at all, so that this research paper focus on how new media, especially social networking sites like Twitter, Facebook and YouTube has affect newspaper reading habits of AAU academic staff.

3. OBJECTIVE OF THE STUDY

3.1GENERAL OBJECTIVE

- The general objective of this study is to explore new media's influence on newspaper reading habit among the Addis Ababa University academic staff.

3.2SPECIFIC OBJECTIVES

1. To examine how new media affects the newspaper reading habit
2. To assess the amount of time the AAU academic staff spends using new media
3. To find out which new media tools are mostly they used
4. To examine the kind of digital device (smartphone, computer or tablet) are used to access new media

4. RESEARCH QUESTIONS

1. How does the use of new media affect newspaper reading habit of Addis Ababa University academic staff read newspapers?
2. How much time does the AAU academic staff spend in using new media per day?
3. Which sites are browsed by AAU academic staff the most? (Twitter, Face book, and YouTube)?
4. Which medium (new media or newspaper) does AAU academic staff prioritize for satisfying their daily information consumption?
5. How had the use of new media as a source of information changed their habits in Reading newspapers?
6. How was the habit of newspaper reading of the AAU academic staff before the advent of social media?

5. HYPOTHESIS

- ✓ The more academic staff of AAU utilized new media, they may have less interest to read newspaper

6. SIGNIFICANCE OF THE STUDY

This study has important for the researcher for providing additional knowledge on the area. Besides, it has been given a hint for the researcher to do more researches on the topic. Moreover, it will serve as a main data for other researchers who are eager to conduct their researches in related areas to solve similar or case problems.

By doing so, this study help for Newspaper publishers in order to either establish comprehensive and integrated websites or enhance their Web product, if they have one, or they move into the future. Creation of a website by newspaper publishers is a way to position them well to fight off competitions with new media in the media industry today.

7. SCOPE OF THE STUDY

The scope of the study was limited to academic staffs of Addis Ababa University covering all age, gender and educational background from four colleges of the university. Even if AAU has more than ten collages the researcher restricted on four colleges from 6 kilo campus to obtaining

necessary information, which helps to make the research meaningful. Because it is very difficult to address the whole population in country level even the whole community of the university. In doing so, the data was collected from newspaper readers, new media users, from other researches, books and documents.

In addition to this, among various new media tools, this study limit its scope on Facebook, YouTube and twitter, which have been considered to be the most pertinent new medium used in the field of communication.

8. LIMITATION OF THE STUDY

One limitation of this study is the whole academic staff of the university was not account to the total population of the study but they are the focus area of the study. The researcher were also challenged on scarce of social media related materials, however, she used journals and other online materials instead.

9. ORGANIZATION OF THE STUDY

Chapter one contains introduction, background of the study, statement of the problem, objective of the study, research question, significant of the study ,scope of the study, and limitation of the study the informs what is expected from the study. In the second chapter all the relevant and necessary literatures presented and discussed. Chapter three contains the methodology that used in research. In the fourth chapter of the paper data presentation and analysis discussed. Finally the conclusion of the study and recommendation include in the last chapter of the paper.

10.CONCEPTUAL DEFINITION OF TERMS

With the view to establish common ground and framework for the discussions, some frequently used important concepts are defined as follows:

INTERNET: - is the largest computer network in the world. It is made up of more than 350 million computers in more than 100 countries covering commercial, academic and government endeavors (Merriam-Webster Online Dictionary). Originally developed for the U.S. military, the Internet became widely used for academic and commercial research. Users had access to unpublished data and journals on a variety of subjects. Today, the "Net" has become commercialized into a worldwide information highway, providing data and commentary on every subject and product on earth (Ibid).

NEW MEDIA– according to internet protocol (2009) New Media is define as a broad term in media studies that emerges parts of the 20th century. It is related to the internet and the interplay between technology, images, and sound.

NEWSPAPERS- are defined as "written publication containing news, information and advertisements usually printed on low-cost paper called newsprint" (Akobundu, 2009:1). It is a printed Publication issued at regular, close intervals, especially daily or weekly, consisting of folded unstapled sheets and often containing current news, comment, feature articles, advertising and correspondence. Sandman et al, cited in

ACADEMIC STAFFS– for the purpose of this study refers to all registered teachers of Addis Ababa University. (AAU, HR: 2017)

CHAPTER TWO

2. REVIEW LITERATURE

This chapter contains issues related to new media and newspaper in brief. First it provides an overview of the historical background of traditional media and the new media in the context of the present day situation in the media industry. Then it explores theories of media selection and use to describe the purposes for which the new media and old media are being used. Based on that, it reviews previous studies that have been carried out to understand if the use of social media has discouraged newspaper readership in other parts of the world. It concludes with an examination of Ethiopian media and new media usage to understand the changes in the role of the media in our society brought about by the development of the new media.

In the 21st century media practice is developed from mainstream media like print and broadcast media into new media tools. The future course of the news is being altered by technology-savvy (Tech savvy) young people who no longer consume news and information in traditional ways. With the growing importance of the new media as a source for news, the possible linkages between newspaper readership and the use of social media as a source of news is worth investigating. (Rosenstiel, 2005:48)

2.1 Brief Historical Overview; Putting the Present Day Situation into Context

The earliest antecedent of newspapers is considered to be the *avvisi* or *fogli a mano*, manuscript pieces of news born in Venice (Weir, 1999). The *avvisi* were a valuable resource used by bankers and merchants to get information about the changing socio-political environment of that time (Ibid, 1997).

With Gutenberg's invention of the movable printing press, the printed word became a dominant medium for mass communication (Roper Organization, 1983). Gutenberg's machine enabled the free exchange of ideas and the spread of knowledge. In the first half of the 17th century, newspapers began to appear as regular and frequent publications. The first modern newspapers were products of western European countries like Germany publishing *Relation* in 1605, France *Gazette* in 1631, Belgium *NieuweTijdingen* in 1616 and England the *London Gazette*, founded in 1665. (Charon, 1987:186)

The earliest newspapers (*the avvisi or fogli a mano*) and the printed news coexisted throughout the 16th century and beyond (Rogers, 1995). The coexistence of these two different forms is just one example of how slowly established institutions surrender their place to new ones - even when the new ones are better.

According to Harris, (1997) the first country was Europe by published newspaper. A hand written newsletters circulated privately among merchants, passing along information about everything from wars and economic conditions to social custom and human interest. In the late 1400s in the forms of new pamphlets or broadsides often highly sensationalized in content. The first successively published title was the weekly news it was followed in the 1640s by a plethora of different title in the similar news book format. The first true newspaper in English was the *land on GAZZETE*.

AS Ralph, (2005:148) suggest that James the elder of the two brothers, published the *New England Courante* starting in 1721 and it was the first newspaper to be published without the explicit approval of the British crown. When James was thrown in to prison for irritating the authorities, the 16 years old Benjamin, who had been working as a printer's apprentice took over the paper. By 1729 he had purchased the *Pennsylvania Gazette* and had begun turning in to the most influential paper in the colonies.

With the advent of broadcast radio in the media scene in the 1920s, newspapers were forced to re-evaluate their role as society's primary information providers (Charon, 1987). Like the new media technologies of today, the development of a low cost, alternative media source produced rumblings that radio would topple the newspaper industry.

No sooner had newspapers adapted to radio than they were forced to re-evaluate themselves in light of a new and more powerful medium: television (Charon, 1987). Television's omnipresence did not render the newspaper obsolete. Some newspapers responded to the technological advancements by using color and by utilizing the "short, quick and to the point" stories that are usually featured on television (Ibid, 2005).

In the last century, a revolution in telecommunications has greatly altered communication by providing new media for long distance communication. The first transatlantic two-way radio broadcast occurred in 1906 and led to common communication via analogue and digital

media: Analog telecommunications include some radio systems, historical telephony systems, and historical TV broadcasts. Digital telecommunications allow for computer-mediated communication, telegraphy, and computer networks. (Ibid, 2007)

Modern communication media now allow for intense long-distance exchanges between larger numbers of people (many-to-many communication via e-mail, Internet forums, and teleportation). On the other hand, many traditional broadcast media and mass media favor one-to-many communication (television, cinema, radio, newspaper, magazines, and also social media). (Ibid)

Harris, G. (1997) observes that in the 1870's; Elisha Gray and Alexander Graham both created the telephone. This was a massive technological change that would shape our world today. Before the creation of this invention people were communicating via telegraph. The dot-and-dash Morse code system was a very successful way of communicating however changes were needed, people needed to talk to people. This is where the telephone began. Ever since that bright moment, we have been communicating via telephone, however the invention has changed dramatically still since then. In the late 1990's the mobile phone was created, this enabled people to use the telephone on the go and has been an even greater success.

In *The New Media Book* edited by Dan Harries, Edwards (2004) sees start from the early 1930's Computer technology had started its journey in the new digital world and began to rapidly evolve along with it. In 1981 a company called Apollo Computer revealed its first computer work station called the DN100. This was one of the first computer work stations. A year later a company called Commodore released their own computer, an upgrade to the Apollo DN100, they called it the Commodore 64, it came with 64KB of RAM and featured impressive graphics for its time. Nothing compared to computer today. Over the years computers evolved rapidly, getting bigger and more powerful, faster and more reliable. Nowadays we have desktop computers and laptops, all of which vary from size, speed, graphics and other technical components that build them. Still to this day computers are evolving, what will come next in computer technology.

Televisions are also a fast moving digital change. They have gone from black and white to color in the space of a decade and nowadays they are in HD and more recently 3D. When television were first around not everyone had them, they were expensive and very much like gold dust, now nearly

every home has at least one television, it has become a necessity in this digital world, we rely on it. It's entertainment, educational, relaxing, informing and reliable. (Ibid 2004)

Electronic media now comes in the forms of tablets, laptops, desktops, cell phones, mp3 players, DVDs, game systems, radios, and television. Technology has spiked to record highs within the last decade, thus changing the dynamic of communication. The meaning of electronic media, as it is known in various spheres, has changed with the passage of time. The term media has achieved a broader meaning nowadays as compared to that given it a decade ago. Earlier, there was multimedia, once only a piece of software (application software) used to play audio (sound) and video (visual object with or without sound) (Bell and Garret 1998).

The Internet is another innovation with the potential of changing the way we understand newspapers today. By the end of the twentieth century, the Internet had become firmly established with over 300 million users (NUA, 2000). Since 1980 According to Internet World statistics (IWS) (2009) the top 20 world countries in terms of their contribution to the overall global population of internet user, account for 76.8 percent of the world's internet user.

This figure demonstrates that some 175 countries between them have the remaining 23.2 percent of the world's internet user. Interestingly the total number of countries is a dispute figure. The UN has a total of 192 members, but excludes Taiwan, Kosovo, the Vatican City and some Greenland which are not fully independent. (UN 2009; Rosenberg.2009)

Although the Internet started 28 years ago, it did not find favor with newspaper publishers as an electronic publishing platform until 1993, when the World Wide Web (WWW) came onto the scene. As of May 27, 1998, Editor & Publisher Interactive listed a total of 2,859 newspaper (both dailies and weeklies) Web sites in the world (Ibid).

According to Digital snapshot of the world key digital statistical indicators in (2015) internet user increased from year to year. In 2015 from 7.210 billion total populations in the globe 3.10 billion people were active internet users figure include access via fixed and mobile connection it covers 42% penetration. The company says that there are now half billion more people online than in 2014.

The Internet has been discussed as both an opportunity and a risk from the point of view of the traditional established media. New media become widely used media tools through the internet accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, wikis, video games and social media.

As a form of computer-aided communication, the new media potential greatly surpasses that of the printed newspapers in a number of ways. The new media has the advantages of being interactive, multimedia, of providing internal and external networks and offering selection functions, the possibility of regular updates, access to archives, rapid access to a large number of newspapers, and being paperless, thus creating no problems of waste disposal (Erlindson, 1995).

According to Garcia and Stark (1991:44), Internet technology, in the way it accesses and presents information, is changing the rules of news publishing and distribution in many ways. "Media is about control now. We used to wait for the news to come to us. Now news waits for us to come to it. We get news on cable and on the Internet anytime, anyplace."

In addition, the interactive nature of new media allows people to efficiently select information or news that interest them. Coupled with the expanded volume of news content available at most news sites on the World Wide Web, the interactivity of the medium should lead to a greater selectivity on the part of news audience. (Chaffee & Metzger, 2001).

Moreover, the Internet, as a medium, has been labeled as "non-linear" (Woodward, 1998). This means that information can be provided and consumed in a non-sequential fashion by readers. With a hard copy newspaper, finite information is prepared that a reader consumes by starting at the top of the page and reading down. (Ibid: 1991)

In addition, the lack of traditional gate keeping that print material has used to filter information, such as editors and peer reviewing, is for the most part missing on the World Wide Web (Ahlstrom, 1999). This puts the users of the new media in the position of having to be their own gatekeepers of information. According to Erlindson (1995), newspapers deliver the single largest audience in their markets and have by far the greatest news-gathering capacity. The amount and immediacy of information on the Internet is unparalleled, but it has not signaled the end of the

newspaper's relevance (Ibid). Other scholars argue otherwise. Negroponte (1995), for example, envisions a future, in which all news will be conveyed in digital format.

Similarly, other researchers contend that news publishers have been faced with an ageing readership, declining revenues, sinking circulation figures and a fragmented sense of mission (Pew Research Center, 1996). In particular, hard copy newspapers risk losing a large segment of their readership that exhibits a preference for electronic information and entertainment sources, namely the younger generation who form the majority of Internet users (Ibid). Elsewhere it has been noted that newspaper readers, who are enviably affluent, educated and middle-class, are getting old and are not being replaced in sufficient numbers (Charness et al, 2001).

Other authors claim that most people actively and intentionally make choices about the kinds of media they use to find news and information about different topics. (Charness et al 2001) admit that although early research on media use assumed that audiences were passive consumers of information more recent work indicates that people are active and selective in their choice of media.

Almost all traditional form of publishing and broadcast are now stored in new media formats. Newspapers and magazines are widely available on the internet through personal computers, mobile phone, tablets, and hand held products,

Television broadcasts are increasingly transmitted digitally via satellite and cable systems and include internet access "Interactive elements" and pay-per view films. (Tom crone, 1989: 126)

Recent media choice research has focused on attempts to determine what theory best explains people's choices of media. Empirical and anecdotal evidence illustrates sometimes contrasting views on why new technologies are selected, the tasks for which they are best suited and peoples' perceptions of these media (Straubhaar and LaRose, 1996). Theories of media selection and use can help to explain both the purposes for which new media and old media are being used.

2.2 Theoretical framework

The researcher based her theoretical framework for the approach to this study on three theories, the “Uses and Gratifications” theory, “technological determinism theory” and “media convergence” theory. Rather than develop conflicting stories, each model leads to distinctly different, but complementary, knowledge about the case setting.

2.2.1 Uses and gratification theory

The first theoretical framework is developed from the ideas of ‘Uses and Gratifications’ (U&G) approach. (Severin and Tankard Jr. 2001, p. 293-295) noted that the Uses and Gratification theory was first used in an article anchored by Elihu Katz (1959) where it debunked the claim by Bernard Berelson (1959) that the field of communication research was dead. He observed that most communication research up to that time was geared at probing "What do media do to people? Katz, therefore, suggested attention should shift to "What do people do with the media?"

The uses and gratifications approach therefore shifted focus from the purposes of the communicator to the purposes of the receiver. This approach, according to Blake and Haroldsen (1975, p. 131) contends "the interaction of people with the media can most often be explained by the uses to which they put the media content and/or the gratification which they receive." The survival of the traditional media in spite of the glamor of the new media is as a result of its various uses by the broad spectrum of the society.

Uses and gratifications studies began when researchers started to move away from the idea of a passive media audience accepting whatever was printed in the paper or broadcast through the airwaves (Swanson, 1992). The Uses and Gratifications (U&G) theory views individuals as purposive and active, specifying that people select media based on needs. Although a vast inventory of needs has been examined, people seem to use various media for such core motivations as getting information, being entertained, interacting with others socially, and gaining insight into one’s personal identity (Ibid, 1995).

Based on these expectations, the individual exposes him or herself to certain media, seeking gratification from them. The benefits received from use are compared with subjectively perceived costs. Positive experiences result in the willingness to continue the use, whereas disappointments

may lead to stopping the use at least temporarily, depending on the availability of alternative media. The above assumptions are mainly drawn from the 'uses & gratifications approach' may be summarized as follows: if the earlier ways of information seeking are seen as efficient enough, it is improbable that alternative ways will be considered.

2.2.2 Technological determinism theory

Secondly, the idea of the so-called 'technological determinism theory' was utilized. This theory proposes that people select communication technologies based largely on the attributes of the medium (Daft and Lengel, 1984).

Another transition is taking place in the realm of communication across all the media typologies i.e. print, broadcast, and cinematography. Our world is now a digital world and its technology is forever evolving, technology drives the change. Some of the biggest technological changes over the past decade have been phones, computers, and television and it is still evolving.

In the context of Dizard, Jr. (1997:4), what is happening across the world at the moment is that "the media industries are going through a transitional period in which old technologies are being adapted to new tastes. The most interesting example of this is the Internet, which relies on old-fashioned telephone circuits and ordinary computer modems.

Assessing the impact of the internet after two decades of its emergence, Wigston (2009:30) says "the emergence of new media technologies over the past 20 years has dramatically changed the media environment that many of us have been familiar with," adding that "the internet has changed the way in which most of us work and live."

Mowlana (1997:189) argued that three approaches have dominated communications and development since the 1950s. The first approach is to view communication and development within the context of a cause-effect relationship while the second approach deals primarily with what might be called cost-benefit analysis or utilitarianism. The third approach deals with infrastructural analysis.

McQuail (2010, p.39) however revealed: "the expression 'new media' has been in use since the 1960s and encompasses an expanding and diversifying set of applied communication

technologies". Burton (2010:37), quoting McQuail (2000) identified four main characteristics of 'new media', namely: Interpersonal communication media i.e. email, Interactive play media, an example is computer games, Information search media, i.e. Net search engines, Participatory media, such as Net chat rooms.

Features of the new media such as those listed above in the context of Alexander Hanson (2005:166) points to the fact that the coming on board of new media is a development that instigated a populist political movement where citizens have great access to the political world than ever before.

Many commentators claimed that (Natalie Fenton. 2010) journalism is undergoing a fundamental transformation .one the key reason cited for this transformation is changing nature of technology, which is claimed to impact directly upon the practice of journalism and access to the profession. The nature of this transformation is considered variably as a negative and positive development.

Over the years we have invented many technical devices, mobile technology, television and computer technology being the most important and effective to our lifestyle. These individual technical devices are now evolving into one another. For example, mobile technology now offers new possibilities and has merged with television and computer technology.

People by using the internet, they can watch television on their phone and news applications. Nowadays instead of picking up a newspaper or waiting for the news on the television or radio, they can look at it straight away on their phone by just entering an application such as the BBC News application. Games, emailing, photography, video-recording and it has now even evolved in 3D technology. They can text, tweet by using mobile applications including messenger more recently WhatsApp (Ibid, 2010)

With technological advancements that made computers more affordable, a new wave of convergence efforts began in the early '90s. Newspapers such as the Atlanta Journal had graphical and navigational capabilities far beyond prior efforts. Of course, all of this was made possible by the growth of and increased access to the Internet. Now media companies had a standard format to build their convergence efforts. (Ibid, 2010)

2.2.3 Media convergence theory

The third Media convergence theory goes with technological determinism theory. Since the video, audio, text, graphics and pictures converge together in new media due to the rapid growth of technology, According to Henry Jenkins (2006) refers to Technological Convergence as the process of taking "words, images, and sounds and transforming them into digital information". As 'old media' is being transformed into 'new media' the potential of all of the mediums transforming into one particular type of medium. This is the digitalization of media content even traditional content such as radio, books, and film that are digitalized or converged.

It is important here to consider the fact that much difficulty and disagreement had arisen in defining the notion of media convergence. Most theorists agree that in general terms convergence means 'coming together of two or more things', however a variety of different arguments have been put forward in an attempt to define what exactly is coming together (Grant and Wilkinson, 2009). On the one hand, convergence can be viewed as 'coming together of different equipment and tools for producing and distributing news' (ibid.).

Jenkins (2006:3), on the other hand, defines convergence as 'flow of content across multiple media platforms', suggesting that media audiences nowadays play a crucial role in creating and distributing content, and convergence, therefore, has to be examined in terms of social, as well as technological changes within the society.

'Media Convergence' refers to a range of media merged into one. Jenkins argues that media will be everywhere and that it does not exist in one form. "There will never be one black box controlling all media". He also believes that media will continue to grow in multiple ways through computing and communication. "A medium's content may shift, its audience may change and its social status may rise or fall, but once a medium establishes itself it continues to be part of the media ecosystem."

Here, Jenkins (2006:19) is referring to old/traditional media. Rather than old media simply dying it only 'evolves' in a new form. For example cassettes to MP3 file, although very different in appearance, the idea behind both is very similar, if not the same. Jenkins feels that media is affecting us as consumers and that it's also on the 'verge of transforming our culture as profoundly as the Renaissance did'. Jenkins believes that user interaction and participation are very much 'the

work and play spectators in the new media system'. Overall, Jenkins describes convergence culture as a collision between old and new media. This collision has an effect not only on the consumer but the media producer as well.

According to him, media convergence is an ongoing process that should not be viewed as a displacement of the old media, but rather as the interaction between different media forms and platforms (Jenkins, 2006). Supporting this argument, Deuze cited in Erdal (2011) suggests that media convergence should be viewed as 'cooperation and collaboration' between previously unconnected media forms and platforms. Burnett and Marshall cited in Grant and Wilkinson (2008:5) explain convergence as 'blending of the media, telecommunications and computer industries' or, in other words, as the process of blurring the boundaries between different media platforms and uniting them into one digital form.

Nowadays the power to control media industry is concentrated in the hands of private owners and relatively small number of big media corporations. For example, companies, such as Warner Bros., which used to focus on the film industry, nowadays have control over various aspects of entertainment industry in general, such as computer games, books, magazines, websites and toys, which is all part of the process of media convergence (Jenkins, 2006:23).

Consequences of this trend can be viewed as both positive and negative. On the one hand, it may cause the decline in the diversity of material offered and result in a tendency that voices of those lacking economic power will not be taken into account (Branston et al., 2008:179). On the other hand, it is argued that market-driven media owned and controlled by big media corporations 'can actually improve the value of the service, the flexibility of topics and the competence of the contributors' as well as enable technological developments, change the elitism of media professionals and create new general awareness (Grant, 2009).

Another aspect of media convergence that can be seen as its major drawback is what Jenkins (2006:23) calls the 'participation gap'. This concept refers to the fact that while media convergence, in general, has encouraged audiences to participate in the process of content creation, it requires extended access to modern technologies, familiarity with the new forms of media, as well as developing certain skills (ibid.). As a result, certain segments of the audience arguably remain neglected and unable to fully participate in the new media culture.

Drawing on the definitions of media convergence outlined above, it can be argued that one of the ways of understanding media convergence is in terms of interaction between old and new forms of media. This concept can be explained more clearly using the example of the television industry and its development over the years. The idea of transition from analog media to digital media stands at the core of media convergence debate. The term 'analogue' is used to describe something 'that resembles something else' (Dewdney and Ride, 2006:227), therefore signals transmitted through television can be seen as being analogous to the light and sound of the actual scene (ibid.). In the case of analog media, each form was separate and independent from the others due to the need to use different 'materials, properties and apparatuses' (ibid.). With the introduction of digital code, however, the situation changed rapidly and opened new possibilities for media creation and convergence, for example, new forms of interaction between producers and consumers.

New media has been one of the biggest contributors to the media convergence phenomenon. It has allowed a vast range of media platforms such as print, video, and audio to become almost instantly accessible from nearly anywhere and has completely changed the way in which we, as an audience, absorb information. And as mobile internet is becoming increasingly popular, it has allowed the convergence of anything at all to one handheld device.

For example, news sites have massively changed their style of writing to allow quick fast hits of information by using short, to the point headlines followed up by a brief summary of events. This is aimed at an 'on the go' audience who want to quickly check for updates and learn the events occurring in the world. (Ibid, 2006)

The internet, however, enables this to go one step further, using images and video clips to tell stories of the day. The BBC news site frequently has a 'story in pictures' section which uses images taken of a certain event and captions to tell the story which benefits more visually minded people and can provide a different perspective on a news story. Images are also very appropriate to handheld devices as many smartphones and tablets are designed for smooth and clear picture viewing.

There is also a link allows watching a live stream of the television broadcast of BBC news or other media stations. This allows access to the television on the handheld device making television, which has always before been a very static and passive form of media intake free to take

anywhere. It is not only the news industry which has seized the opportunities of the internet, however. Almost all radio stations are available to listen to live online and in fact, many are exclusively broadcast over the internet.

Youtube.com is a site that allows anyone to upload a video where anyone can view it and as a result has become one of the biggest examples of the convergence of media online there is. Almost anything at all can be accessed through a single website, from music videos, comedy sketches, feature films and people's personal reviews of a subject and this can be accessed anywhere with an internet connection and with the rise of smartphones, and this means almost anywhere.

Some argue that Media convergence has become a vital element of life for many people. With the development of technology in different platforms and operations such as television, the Internet and mobile communication, audiences have had both a bigger choice of media and a life which media technologies have made easier. (Ibid, 2015). By combining each medium's resource, a converged operation can increase the quality of its product. As a result satisfaction of the customer is increased; this leads to a larger audience. From the public's standpoint, the increased convenience of information provided by converged stories makes using the media a better experience.

(Deuze cited in Erdal, 2011) Convergence lead the media is more interactive and audience participation is encouraged. In addition, greater audience engagement can help to enhance the way people experience the media. Moreover, with the interactive World Wide Web, audiences are able to download and share music, video, photo via social networking and become media produce.

2.3 New Media

New Media is a broad term in media studies that emerges parts of the 20th century. It is related to the internet and the interplay between technology, images, and sound. It changes daily and will continue to do so. (Socha, B.2006) define as "New Media is digital, often having characteristics being manipulated, networkable, dense, compressible and interactive."

Almost all traditional form of publishing and broadcast are now stored in new media formats. Newspapers and magazines are widely available on the internet through personal computers, mobile phone, tablets, and handheld products.

Television broadcasts are increasingly transmitted digitally via satellite and cable systems and include internet access “Interactive elements” and pay- per view films. (Tom crone, 1989: 126)

According to Eiber, S. (2006; 67) "new media is a way of organizing a cloud of technology, skills, and processes." One of the primary characteristics of new media is that it is free from the linear restriction of older formats Such as newspaper, books, and magazines. (Rark, W.D 2011:8) says that “the history of new media presents us with something more significant than merely another opportunity to see familiar distractions being reasserted."

He argues that the history of new media challenges us to become more flexible in our understanding of how history operates. Reconsider the meaning of newness as it relates to media and to broader themes in historical thought, reflect how media operates in terms of information recording and storage.

According to (Flichy, P, 1999:139) the founding father of the internet such as Licklider or Engelbart, thought that computing was not only a calculation tool. But also Turoff considered that once computer-mediated communication was widespread. With the New media, we become the network nation, exchanging vast amount of information and social-emotional communication with colleagues, friends, and strangers who share similar interests, who are spread out all over the nation.

Joy I. (2015) defined new media as "a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to "old" media forms, such as print newspapers and magazines that are static representations of text and graphics. New media includes websites, streaming audio and video, chat rooms e-mail, online communities, web advertising, DVD and CD-ROM media, virtual reality environments, integration of digital data with the telephone, such Internet telephony, digital cameras, mobile computing."

Moreover, Logan(2010) sees new media as a term in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to "old media" such as the telephone, radio and, TV. These older media which in their original incarnation did not require computer technology, now in their present configuration do make use

of computer technology, as do so many technologies that are necessarily communication media, such as refrigerators and automobiles.

New media are web-based /digital computer technologies which can be interactive and networkable such as the internet, website and so on. According to Croteau and Hoynes (2003), new media "radically break the connection between physical place and social place, making physical location much less significant for our social relationship."

New media differ from traditional in many ways, including quality, reach, frequency, usability, immediacy and permanence. Social media refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It's also defined as a group of the internet- based applications that build on the ideological foundation of web2.0, and that allow the creation and exchange of user-generated content. (Social media, 2013)

2.4 New media tools

According to Poder, J. (2004: 132) says that "without tools and applications like Twitter, new media simply wouldn't exist." There are different media tools like blog, online collaboration tools, photo sharing sites, podcasts, QR codes, RSS feeds, social bookmarking, social networking sites, texting twitter, video games, video sharing sites, webcast /Webinars and Widgets. (Ibid, 2015).

Eberschmid, B. (2006) says that "new media tools help to connect people with information and services with friends and families." New media without its tool it is difficult to use. These tools enable to use social media easily and quickly to get any kinds of information as well as to disseminate it.

New media are the emerging digital communication channels which create user-oriented information sharing ground where any people can generate or subscribe information content as both as an information provider and consumer (Kim, and Kim, 2010). New media technologies are in different forms such as; social blogs, weblogs, podcast, the internet, social bookmarking, news portals or social news, wikis, social networking (like Facebook, e-mail), video sharing networks like YouTube among others.

Presently, the new media tools 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. It ranges from the social media (Facebook, Twitter, We-chat, WhatsApp, BBM, Blogs, etc.) to other Internet-enabled devices such as Wikipedia, YouTube. (Ogidi, 2016:57)

Put in mind the above points, the researcher used Facebook and Twitter from social networking sites and from video sharing sites YouTube for this study.

Social networking sites are online communicating that give an opportunity to connect with or provide the resource to clients, colleagues, family and friends who share common interests. Many Social networking sites let to upload photos, videos, create a blog, post events, join groups and send messages. (Ibid, 2010)

There are different types of social networking sites, many of which are free and they range from general to those tailored for a specific demographic or interest area. Examples of general social networking sites include Facebook, Google, linked in, twitter.

Facebook is one example of social networking sites in which most users participate. It founded on February 4 /2004 by Mark Zuckerberg with his college roommates and fellow at Harvard University. Facebook allows anyone who claims to be at least 13 years old to become registered user of the website. The user must register before using the site, after which they may create a personal profile, and add other users as friends, exchange messages, and receive automatic notifications when they update their profile. Users may join common-interest user groups, organized by workplace, school of college, or other characteristics and categorize their friends into lists such as "people from work" or "close friends". (From www.facebook.com)

Beside, Socha, B. (2006) observes that Twitter is a social networking service that allows sharing information, ask the question and connect with people and organizations around common interests. Users can use their computer or mobile. They can send short messages or "tweets" that are limited to 140 characters. People can sign up on twitter to follow their tweets; they can choose to follow people in order to receive their tweets too.

Twitter is the fast, simplest way to stay close to everything by connecting to the latest stories, ideas, opinions and news about what your find interesting. (Ibid, 2014)

Dominick (2000:279) observes that the mid-2000s witnessed the development of "easy-to-use software programs that made it simple to upload content to the internet." This, in turn, encouraged the growth of blogs, social networking sites, as well as video-sharing sites including YouTube.

Williams (2003) states that online video sharing site allows uploading and sharing online videos similar to photo sharing sites. One of the most common videos sharing sites is YouTube. It's the largest video sharing and search engine after Google.

You-Tube is created by three former pay pal employees in February 2005 and owned by Google since late 2006, on which user can upload view and share videos. The company is based in San Bruno, California and uses Adobe flash video and HTML5 technology content including video clips and music and videos and an amateur content such as videoblogging short original videos and educational videos. Most of the content on YouTube has been uploaded by individuals, but media corporations including BBC and other organizations after some of their material via YouTube partnership programs. (www.youtube.com).

It's the second most popular site on the internet and it is this ease of use which has made the site so successful, allowing anyone to create their own media and allow the rest of the world to see it. (Ibid: 2003)

2.5 Newspaper Readers

Newspaper is a special kind of text which for lack of better word is called syntax. This can be defined as the text that imparts the illusion of connectivity among words otherwise it can be perceived as fragmental random text by simply synthesized them in own organized fashion. (Keeble, R.1999).

There are different types of newspaper with different way of presentation. Sandman et al, cited in Okunna (1999) defines a newspaper as an unbound, printed publication, issued at regular intervals, which presents information in words often supplemented with pictures.

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

newspaper for different reasons and purposes, some of which include for pleasure, leisure, relaxation, information and for knowledge.

Newspaper readers are people who read newspapers trying to inform, educate, entertain or persuade. They are diversified, so newspapers need a solid strategy in order to reach as many as possible of them. The newspaper reading public has expectations about newspapers products and when newspapers do not meet these expectations, they are likely to lose the readers (Hough, 2004). The newspaper reader is also known to have changing interests at different times (Emenyeonu, 1995).

While the points included in defining newspaper readers above are based on the authors' observations, other scholars have made attempts to define newspaper readers in empirical studies. Some of these scholars have defined newspaper readers in relation to specific newspaper reading habits. A newspaper reader, for instance, is considered to be a person who gives 'yes' answers to questions like: 'Do you generally read a newspaper?' and 'Have you read a newspaper yesterday or today?' Though such questions can be helpful in different contexts, there is a problem in using them in scientific studies, for the number of people who are considered newspaper readers can differ due to the nature of the questions used. If we take the two questions given above to define newspaper readers, the former gives more people who can be classified as newspaper readers than the latter (Gunter, 2000: 107).

For the Ethiopian context, it makes less sense to ask if people have read a newspaper today or yesterday as most of the newspapers come out twice of a week except Addis zemen daily newspaper.

In defining newspaper readers, scholars also attempt to consider the frequency of the newspaper publication. For example, readers of a daily newspaper are usually asked about their daily reading behavior, while readers of a weekly newspaper are usually asked about their weekly reading behavior (McCombs, 1981). As daily newspaper readers and weekly newspaper readers can have different reading habits, for instance when, how often and why they read newspapers, it is reasonable to use different types of questions that can help to identify the readers for each of these editions. However, defining a newspaper reader by taking just one newspaper reading behavior like frequency of reading does not give a complete definition. Newspaper readership has three important manifestations; the time, the frequency and the completeness of reading a newspaper,

and an accurate definition of newspaper readers needs to include these manifestations (Readership, 2001; Malthouse and Calder, 2002).

Another important issue when describing newspaper readers is how and why people read newspapers. Studies have shown that media users including newspaper readers use media out of habit and have no specific needs to be satisfied using them. A newspaper reader who has the habit of reading newspapers on his/her way to work is likely to look at stories that are not interesting to him/her (Davison, et al., 1982; Gruing, 1979). Other studies, on the other hand, have proved that because people have their own motives when they use mass media, they ‘actively select’ the type and content of media that can help them satisfy their needs. Even people who read newspapers out of habit can select and read what he/she wants from newspapers (Davison et al., 1982).

In three America metropolitan areas, national readership data from Nielsen Scarborough’s 2015 Newspaper Penetration Report indicate that 51% of those who consume a newspaper read it exclusively in print, while just 5% read it on desktop only, 5% read it on mobile only and 7% read it on both mobile and desktop. There has been some shift over time, from 62% print-only readership in 2011 and 59% in 2012 – but print is still the main form for these audiences.

In Ethiopia, the newspaper reading public is very low, for a country with the population of more than 83 million (UN, 2007). (Tamirat G, 2005; 89) The total circulation is only about half a million copies.

2.6 Newspaper Reading Habits and Satisfaction

People can use mass media because of habit. They may watch TV and read newspapers and magazines because they enjoy using them. According to Rubin (1984, cited in Infant et al, 1990: 406) audiences who have such media behavior are called ‘ritualized’ media users. Media use frequency of these people is ticked as ‘more’, and they use mass media out of habit, to pass time or because they enjoy doing it. Reading newspapers for such people seems to depend largely on the availability of time. In one newspaper readership research, it was found that “when mass media content is not directly related to activities in which people are engaged, people consume the media in order to fill the time” (Grunig 1979: 261).

Based on this finding, the researcher concluded that “There is no need to resort to a theory of human needs other than perhaps to the pleasure principle .People use the mass media because they enjoy them” (Davison et al., 1982: 168: citing Grunig 1979: 261). Although this finding is not always consistent as people’s use of newspapers can be motivated by different reasons, there are situations in which someone can read a newspaper because of habit, like someone who has the habit of reading a newspaper when he/she goes to work (Davison et al., 1982).

People read newspaper because someone enjoys reading a certain newspaper, or because reading a newspaper is part of someone’s daily/weekly activities have been found to be newspaper readership motivators. They “have a positive impact on readership and drive it to varying degrees. The more people have these experiences, the more they tend to read”. As a result, making newspapers more of these “high-potential experiences” can have “positive results on readership” (Readership, 2004: 1).

These ‘high-potential’ newspaper readership experiences have strong relationship with readers’ satisfaction on a certain newspaper. In a study conducted to measure readers’ satisfaction of The Leader newspaper in Nigeria, it was found that the readers read the newspaper because they enjoyed reading the newspaper content. When giving answer to the question of whether the newspaper readers are satisfied or not, the researcher concluded stating, “the fact that a majority of the readers expressed loyalty to the paper and also indicated they would feel a loss any time they missed it, meant that The Leader satisfied’ its readers” (Nwanruno, 1989, cited in Emenyeonu, 1995: 105).

According to Pew Research center (2016) for newspapers, 2015 might as well have been a recession year. Weekday circulation fell 7% and Sunday circulation fell 4%, both showing their greatest declines since 2010.

Nevertheless, most of the newspaper websites studied here experienced growth in traffic, and mobile traffic in particular. Overall, however, the industry continues to shrink, with Editor& Publisher’s Data Book listing 126 fewer daily papers in 2014 than in 2004.

According to Pew Research center (2016) in 2015, print circulation makes up 78% of weekday circulation and 86% of all Sunday circulation. Only three newspapers had more average weekday digital circulation than average weekday print circulation in the same period.

2.7 Historical Development of Media in Ethiopia

2.7.1 Newspapers in Ethiopia

The history of media in Ethiopia dates back a century. *Le Semeurd' Ethiopia*, a bilingual weekly (1905–1911) and *Aimero* (1902-1903) are widely considered as the original newspapers in the country although some historical evidence suggests that the handwritten sheet produced by BlattaGebreEgziabhere round 1900 probably preceded both *Le Semeurd' Ethiopia* and *Aimero* and may, therefore, be considered the first Amharic 'newspaper' in the country (Pankrust, 1992). Then, followed Berhanena Selma in 1923 by the progressive crown Prince, Ras Teferi Mekonen to disseminate leftist views and as an instrument against the conservative nobility (Shimeles, 2000).

In 1941, two Amharic newspapers, *Sendek Alamachin* and *Addis Zemen* were launched to reflect the era of liberation from the Italian occupation (Mekuria, 2006). Other newspapers both in local and foreign language were also started in the Haile Selassie regime.

In 1974, a military government known as the Derg overthrew the last Emperor, Haile Sellasie II, a period of military rule which lasted until 1991. The socialist government used the media primarily for propaganda purpose and press freedom was heavily curtailed or non-existent (Shimeles, 2000).

After new political order was established in 1991 by the coming of EPRDF (Ethiopian People's Revolutionary Democratic Front) a new press law was proclaimed on 21 October 1992 that guarantees a relative freedom of speech (Pankrust, 1992) and The 1995 Constitution of Ethiopia secured a free press in its Article 29 (Mekuria, 2006).

The Ethiopian publishing industry mushroomed after the Press Bill of 1992. Figures differ, but according to the Government, 385 publications were registered between October 1992 and July 1997, of which 265 were newspapers and 120 magazines. At any one time, there are probably about 20 different newspapers for sale in Addis Ababa. More than half of the total numbers of newspapers and magazines have vanished as dramatically as they have appeared during the same five-year period, often because of limited resources.

The "independent papers" are owned by private share companies (business, Communities, political parties or just individual business entrepreneurs). Because of a very limited middle-class, the income on advertising is also very limited. The government papers are subsidized by government funds, and partly financed by advertisements and subscribers. (Ministry of Information, 2017).

According to a research conducted at Ababa University to investigate “readership satisfaction of Addis Zemen and Addis Admas” (sahilu, k.2008) the circulation and readership of newspapers in Ethiopia is very low, and their distribution is mostly limited to the capital city.

Access to publications outside the capital is limited. Given Ethiopia's low literacy rate, and the relative high cost of newspapers, regular readership may be as low as one percent of the population. Addis Zemen has a circulation of 19,000, the *Ethiopian Herald* 10,000, *Berissa* 3,000 and *Al-alem* 2,500. The Press Agency lacks both the manpower and the transportation capacities to effectively deliver these papers to Addis, the regions and areas outside Ethiopia; for this and other reasons, the papers face major distribution problems. (Ibid, 2008)

Except for the two government and one private daily newspapers most of them are weekly newspapers and monthly magazines. The Daily Monitor, The Ethiopian Herald, The Reporter, the Sun, The Sub-Saharan Informer, Fortune, Capital and Perspective, are published in English, the rest are in local languages.

As for the demand side, illiteracy, weak economy and the near non-existence of infrastructure prevent newspapers from reaching a mass readership, especially in rural areas, where newspapers (as previously noted) cannot even be distributed. In this kind of situation, it is self-evident that radio and TV are important media. Radio is important because it is inexpensive and available for group listening. TV is important for the same reasons, and both broadcast mediums are especially useful because they don't require literacy. However TV sets are scarce in the rural cities and almost absent in the villages and in the remote parts of the country. And still it is a luxury commodity for large segments of the Ethiopian population. Radio sets are better distributed. Somehow Broadcast media is being able to fill in some of the educational gaps created by illiteracy and language difference whereas newspaper needs literacy.

From this point of view now days with the advent of internet people shift from mainstream media like newspaper to new media .But the Internet has been discussed as both an opportunity and a risk from the point of view of the traditional established media.

2.7.2 Internet service in Ethiopia

The use of the Internet in Ethiopia began in 1993 when the UN Economic Commission for Africa (whose headquarters are in Addis Ababa) established a store-and-forward email service called PADIS Net (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to Green Net's Internet gateway in London (Samuel, Internet: 2001).

According to Asfaw (1999) In January 1996 the Ethiopian Telecommunication Corporation (ETC) supported by high-level government decisions and brought internet to Ethiopia at a fairly good level startup configuration. The system hardware and software installed are well accepted states-of-the-art technologies for internet. The system started with a fully-fledged single Point-of-Presence (PoP) configuration in Addis Ababa, facilitated with an international gateway link to US sprint of 256 Kbps bandwidth.

Because no other services were available, the facility was heavily used by international organizations and NGOs, but also by some academics, individuals and private companies. At its peak the service had about 1,200 users (Ibid: 1999).

Within a month of its launch Ethio-Net had over 600 users and this grew to 1,750 by February 1998 (including 200 in other towns), 2,500 in December 1999, As of August 1999, there were a total of 2600 registered users of which 2250 were active dial-up Customer and 6 were dedicated service users. Fewer than three categories of service, customers enjoy different tariffs from the most favorable for educational institutions, health and agriculture up to the last favored profit making businesses. The user reached About 3,500 by March 2001 and increased to more than 6,000 in July 2002 (Ibid, 1999). In January 2005, the number of internet users in Ethiopia reached 113,000 (Ethiopian Telecommunication Agency, 2005).

Development of telecommunication infrastructure increased from time to time. Despite the availability of the nationwide local call tariff for dial-up Internet users, the distribution of Internet users was mainly in the capital, with subscribers outside of Addis Ababa accounting for only

about 6 per cent of the total user base (Assefa, 2005). However, Ethiopian telecommunication corporations (ETC) decision on the 23rd of February, 2016 would encourage more people to join and enjoin the service as tariffs were decreased, thus the number of people using Internet accessing mobile is increasing from time to time. (Fana Broadcasting Corporate, 2016).

As of January 2004, 66 per cent of the user-base comprised private accounts, 5 per cent was government, 20 per cent international organizations, embassies and businesses, and 9 per cent academic, health and agriculture (Frehiwot et al, 2004).

In contrary to the 2012 report of the state Ministry, World Bank report contend that in the year 2014, the number of Internet users in Ethiopia had increased to 1.83 million or approximately 1.9% of the population. Moreover, the June, 2015 statistics by the same organization indicates that the number of Internet users in Ethiopia reaches 2.88 million or approximately 2.9% of the population (Khokhar, 2015).

New media were new for developed nations including Ethiopia. Less than one percent of Ethiopia's population had access to the internet in 2010, according to the International Telecommunications Union (ITU). The internet is still the exclusive preserve of small educated urban elite. According to the CIA World Fact book, there were only 447,000 internet users in Ethiopia in 2009. However, the popularity of the internet and social networking is growing fast. According to the website www.socialbakers.com, which measures internet usage, there were nearly 370,000 Facebook users in Ethiopia in September 2011. Nearly a third of these had signed up over the previous six months. The data obtained from Ethiopian tele-communication (ETC) in June 2016, 4.500.000 users have access to internet which means, 4.4% penetration of the population.

Computers are widely used as office tools in institutions, and institutions with Internet connections mainly use the technology for email. There was no widespread practice of downloading/ uploading information exists, and use of Internet for news retrieval, education purposes or procurement of materials is not significant (Mulat and Birru, 2002).

But now, Access to the Internet through mobile phones and the availability of smartphone handsets fit for Internet access has increased usage of mobile Internet over the last five years in

Ethiopia moving from none who used mobile phones for Internet access in 2007 to 1.8% in 2012 (Adam, 2012).

Addis Ababa University is the largest Internet user in the country, and the country's first Internet hub is on the campus (AAU, 2005). Internet access was first established in 2002 in campus (Ibid). All laboratories, computer rooms, libraries and almost all offices within buildings in the various AAU campuses are connected to the campus backbone (Samuel, 2001). Therefore, users have access to internet services around the campus.

At present, The University has seven campuses, six of which are in Addis Ababa within 8 Km of the main campus (AAU, 2016). The seventh campus, DebreZeit is 45 Km from the main campus, and is where the Faculty of Veterinary Medicine is located. The colleges are located on the various campuses as follows:

- ✓ The main campus is called 6-Kilo, and houses the Central Administration, the College of Social Science, the Faculty of Education, the Faculty of Law, the Institute of Language Studies, the Institute of Ethiopian Studies, the Faculty of Business and Economics, the School of Information Studies for Africa (SISA), the Main (Kennedy) Library, the Institute of Developmental Research, The school of graduate studies has been moved to the Main Campus. And the University Press.
- ✓ 5-Kilo houses the Faculty of Technology (North), the School of Pharmacy, and the School of Graduate Studies
- ✓ 4-Kilo houses the Faculty of Science, the Geophysical Observatory, and the National Herbarium.
- ✓ TikurAnbessa Campus, which houses the Faculty of Medicine
- ✓ Lideta, which houses the Faculty of Technology (Building College), and the Institute of Pathobiology
- ✓ There is also the Addis Ababa Art School, and the Yared Music School.
- ✓ DebreZeit: Faculty of Veterinary Medicine.

All students (about 48,700) and University staff (about 2868) are given access to the Internet (AAU, 2016).

2.7.3 The Rise of New Media in Ethiopia

There has been tremendous increase in the number of internet users since 1995, the so called “year of internet” affordable personal computers. At rate unlimited access and the high speed internet connection combined with a strong economy in the late 1990s and early 2000 powered the internet to phenomenal growth in the United States. The time people spent reading online news has more than doubled between 1998 and 2006. (Willant, 2009:2)

New media in Ethiopia is a recent phenomenon used by many people with the Internet access unlike many areas of the world. According to CPJ’s 2010 report, when situations in the practice of journalism and of the practitioners were worsening in Ethiopia, people started to look for other options. Skejerdal (2011) added that, media landscape in Ethiopia was essentially dominated by the ruling government, approximately 80% of journalists work for state media institutions. Moreover, he noted that media conditions pressed the public and journalists to look for an alternative arena, where they could exercise better freedom in their activities that marked beginning of social media.

(Tsfaye. 2013) In his M.A thesis titled the Role of social media as an alternative political forum in Ethiopial, concludes that SM was providing an alternative platform for those who have access to freely discuss political issues that are not permitted to talk about in public media in Ethiopian context. Consequently, based on the above finding, one can claim that SM is used to discuss issues that are not covered in the government media could it be in Ethiopia or elsewhere.

In countries like Ethiopia, where role of journalism have been greatly shaped by needs and interests of ruling regimes to impose its ideological orientation (Mengistu, 2007), it is understandable that communication tools like SM and other social network sites play dominant role as an alternative political communication and discussion platform. At modern, use of SM is becoming a daily routine everywhere in this cosmos and Ethiopia is not an exception. Social media has become a workable option for information, conversation and coordination attracting more people to turn in to it (Salanova, 2012).

Human Rights Watch (2014) report shows that increasing technological ability of Ethiopians to communicate, express their views, and organize is viewed less as a social benefit and more of

political threat for the ruling party to maintain control of its population. Moreover, irresistible rise of SM and its possible pressures on the government has been clearly noted from the interview that Prime Minister of Ethiopia, held with BBC World Service Africa editor Mary Harper (BBC, 2015). “There is a young, dynamic population in this country; with all the social media information flows - so without democratic discourse it is not possible to continue as a country - we believe we are on the right track ”he states.

The assumption of Ethiopian Prime Minister, HailemariamDesalegn, is similar to the stand of Owyang (2006), founder of Crowd Company’s council, who expresses that he was certainly in favor of web with strong belief that the Internet will democratize information, unite individuals and cultures and create a global conversation.

Put in mind the above explanation, (Endalk’s 2012: July 28) says that “Facebook is the most wide spread social networking media in Ethiopia but, it level of is yet to grow at full swing and greatly depending on the regimes response to its time influence to date”. Currently everyone uses social media tools like Facebook, twitter and YouTube to gather and disseminate any kind of information.

2.8 Mainstream Media Vs New Media; the New Media as a Global New Medium

Before jumping into new media, it is important to understand the current circumstances surrounding traditional news media outlets. According to Jack Loechner(2009) “Newspapers have a legacy of breaking news and uncovering stories of historic proportion, yet they are losing ground to a generation of consumers embracing digital and mobile alternatives”. Despite this, according to a Pew Research Centre survey (2015) on public perceptions of the news media, TV remains the dominant news source, with 71 percent of respondents saying they favor TV and 33 percent citing newspapers as their preference

The print media which was always a one way mass communication has given way for the new media to flourish which allows the people to act as both the transmitters as well as the producers. (Ibid: 2015) .The new media seems to giving solution for every need possible. Right from the

humble beginning to the present, the new media has been a vast preference for the flexible features it provides.

The Internet is becoming the dominant force in the information world, transforming the ways in which information is aggregated, stored, searched, and retrieved. In addition, (Campbell, Martin, and Fabos:2009,) noted that the Internet is facilitating the convergence of media forms, the process whereby old and new media are available via the integration of personal computers and high-speed satellite-based phone or cable links.

The long-term picture of new media or mass media information flows is not easy to predict. Mass media news outlets are struggling with changing gate-keeping standards due to demands for interactive content produced by audiences themselves. Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values. In the long run, these tendencies may be the most revolutionary aspects of the new media environment (Bennett, 2003).

In exploring the distinctions and complementarities between the new media and main stream mass media one must understand the technical distinctions between these various media forms (Brydon, 2011). Main stream mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control (Banerjee, 2008).

The new or alternative media on the other hand have radically different characteristics. The new media such as the Internet can be used for both point to mass communications as well as point to point and mass to point message distribution. They are also extremely de-centralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee, 2008).

With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control (Rosenstiel, 2005). In almost every aspect, the internet has become the most efficient source for information, as well as the most efficient and valid method to share information with the

masses in a rapid, easy, cheap, and reliable manner (Rosenstiel, 2005). All the while, the internet sharpens a person's ability to search and disseminate information.

Meyer (2009, 63) argued that a newspaper can beat the Internet in portability. You can read it in the bathroom, at the breakfast table, in the back yard, or on the bus. But computers are getting smaller and more portable and are no longer in need of being hard-wired to the Internet. They can even hide in your mobile phone, turning it into a multiple-use device for e-mail, Internet browsing and GPS navigation.

Sounding this warning in 2005 the media mogul, Rupert Murdoch, chairman and chief executive officer of News Corporation, In a speech delivered to an audience of newspaper editors, noted that the "dynamic revolution taking place in the news industry today revolves around the fact that 'technology-savvy young people' are becoming increasingly likely to turn to the web as their news medium of choice."

With the growing amount of digital information available, people particularly young adults are found spending more time reading electronic materials (Liu, 2005; Ramirez, 2003). A growing amount of reading time is spent more on skimming and browsing for information on the internet. On the other hand, the nature and purpose of reading seems to deviate as well from the traditional reading methods, which are brief, linear and less structured. Some researchers argued that the growth of electronic media may give negative implication to the fact that people are less engaged in extensive reading and lack the ability to read deeply and to sustain a prolonged engagement in reading (Liu, 2005). Others would argue that people still prefer printed documents when it comes to reading. Both Liu (2005) and Ramirez (2003) provide evidence that people would print from the internet in order to engage further reading. Liu also provides the evidence that the age factor contributes to reading behavior on the internet. In addition, younger people can tolerate more time reading the screen-based materials.

In the mid-1990s, the computer world, especially the Internet, experienced a period of extreme growth that rivals any other in history. As more households became linked to the Internet, consumer online services such as Prodigy, America Online and Computer service became increasingly popular. Recognizing the trend, many news organizations signed on with the consumer online services, which set up sites for the newspapers on their program. While the sites

gave many newspapers national exposure, few of them gained enough from the efforts to justify their disadvantageous revenue splits with the online service providers. (Ibid, 2005)

It was during this time that USA Today became the first newspaper to successfully bring its signature looks to the Internet. Television also joined in the convergence effort, with networks like Bloomberg Informational Television, which combined aspects of the Internet with traditional broadcast news. In the late 1990s, most major newspapers established their own websites without the consumer online services. This combination of print and Internet paved the way for the next stage of media convergence. (Ibid, 2015) In the last four to five years, media companies have been fine-tuning the concept of convergence. Local newspapers, radio stations, television broadcasters and websites have combined to form fully converged websites. National newspapers, the New York Times and Washington Post, reached cooperative agreements with the networks ABC and NBC in 2000. While these local and national efforts have brought convergence to a new level, many major and local news organizations have yet to incorporate all the elements of media. Many so-called converged organizations merely republish or repurpose material from one medium to another. The standard newspaper-Internet combination that developed in the '90s is still convergence's most common form.

2.9The Challenges Facing Conventional Media

Changes occurring at different level have raised question about the way conventional media organizations will adapt to the new environment or even whether they will survive at all. The development of new media and the growth of users that uses it affect the organization of news rooms and the working practice of Journalists in profound ways.

Some observers believe that the challenge faced by conventional media, especially newspapers, has to do with the perfect storm of the global economic crisis, dwindling readership and advertising dollars and the inability of newspaper to their online efforts (Yap, 2009). Newspapers, especially in the West and the US in particular, have lost the lion's share of classified advertisement to the Internet. The situation worsened when a depressed economy forced more readers to cancel their newspaper subscriptions, and business firms to cut their advertising budget as part of the overall cost-cutting measurements. As a result, closures of newspapers, bankruptcy, job cuts and salary cuts are widespread (Mahmud, 2009).

According to Pew Research center (2016) for newspapers, 2015 might as well have been a recession year. Weekday circulation fell 7% and Sunday circulation fell 4%, both showing their greatest declines since 2010. Nevertheless, most of the newspaper websites studied here experienced growth in traffic, and mobile traffic in particular. Overall, however, the industry continues to shrink, with Editor& Publisher's Data Book listing 126 fewer daily papers in 2014 than in 2004.

In 2015, the online audience for newspapers continued its shift to mobile devices. Unique visitors rose from 2014 to 2015 for a majority of the top 50 U.S. newspapers, while average minutes per visit rose for half of the 50. However, both of these measures differed between desktop and mobile traffic. For 39 of the 50 newspaper websites examined here, the number of unique visitors on desktop fell, with 28 showing a drop of at least 10%. Conversely, unique visitors on mobile rose for 43 of the 50, with 35 showing a 10% or greater increase.

This has made some representatives of the US newspaper industry seek some sort of bail-out from the government by allowing U.S. newspapers to recoup taxes they paid on profits earlier this decade to help offset some of their current losses. This is what they put forward to the Joint Committee of Congress (The Star Online, September 2009).

(Google, 2016) sees these allegations and accusations as unfounded and ungrounded. The search engine giant's response is that it is the Internet which has posed the threat to the traditional model of newspaper business. Google is not harming the industry, but helping to increase traffic to newspapers' websites. Google News shows only the headlines, a line or two of text and links to the story's Web site, which is fair in copyright laws. In addition, there are indications of a shift in the way people get their news. The average daily circulation of US newspapers declined 7% in the last and first quarters of 2008 and 2009 respectively, according to the latest data from the Audit Bureau of Circulations. The data indicate that a shift in consumer behavior has led more people to get their news and information online (New York Times, April 2009).

2.10 The Influence of New Media on Newspaper Reading Habits

The emergence of the new digital environment has captured the interest of many researchers. Literature reviewed showed that digital media (TV, the internet and computer games) seem to be the most important factors that affect reading today, especially among younger populations (Solomon, 1979).

Bauerlein (2004) observe that every new media of information and communication technology (ICT) has been a threat to man's interest in reading. The radio, television, cell phone, computer and the Internet have captured a big slice of time and reading has taken a back seat. It is visible that people have reduced their contacts with the world of books and other reading materials including newspaper.

While the internet is a text saturated world, reading online screens tends to be significantly different from reading printed text. In his study he reviewed literature from a variety of disciplines on the technological, social, behavioral and neuro scientific impacts that the internet is having on the practice of reading. (Cull .2011)

The new generations in particular, are carried away by the new media in their leisure time. Therefore, the scholars from all over the world conducted researches to identify how far the new technology has succeeded in effecting the reading habits. Let us have a look on the scholarly articles of world personalities on this issue.

Canadian Newspaper Association (2006) cited the finding of the study Reading between the Lines as- the time youth spent on surfing surpassed the time they spent watching television, listening to the radio or reading magazines and newspapers. According to this national report, youth spent 3.5 hours surfing the net, 3.1 hours watching television, 2.4 hours listening to the radio, 1.5 hour reading a book, 0.7 hours reading a newspaper, and 0.6 hours reading a magazine in a day.

Researchers believe that the internet has not only affected the reading practices but reading choices as well. The internet has become the world bank of information containing information on any field of knowledge. (Domingo, D and Heinone, A.2008) suggest that “the presence of new media and the internet in particular has a challenge to conventional media especially the printed newspapers.”

Some evidence shows that newspaper today faces challenges due to the coming of new media like Facebook, twitter and YouTube. Readers tend to read information on new media tools instead of reading the hard copy of the newspaper. The main aims of users accessing new media to read breaking news and search for up to the minute information. (Ibid, 2015)

According to Garrison(2001) new media affect the way newspaper get and circulate their news. Since 1999, almost 99% daily newspapers in the United States have been actively using online technologies to search for articles and most of them also create their own new websites to reach new markets.

Loan, F. (2001: 43-48) reports that the internet has increased access to information, use of foreign sources, contact with worldwide readers and time spent on reading and have decreased dependence on print sources, contracts with print sources, reading in local languages and reading of books.

Reading helps in all-round development of a person from his birth to death. It adds new sight to eyes and new wisdom to mind. A dumb person becomes a communicator and a lame climbs mountains of knowledge through reading. However, in the modern multimedia society, the radio, television, cell phone, computer and the Internet have captured a big slice of time and reading has taken a back seat. These new gadgets of technology have become the “Time Eating Machine” and reading has almost become a closed book. Children, youth and adults alike are more inclined towards new technology for information, entertainment and pleasure. (Ibid, 2013)

The threat to newspapers now appears from nearly every indicator. From 1950 through 1999 for instance newspaper revenue grew seven percent a year. From 2000 through 2006 by contrast it has grown by just 0.5%, then in the first quarter of 2006 growth was even less 0.35% (Jack.L.2010)

According to Jordan, F. :2005) says that “these day we hear a lot the death of old media like TV and newspaper and un stoppable rise of new media in its place.” He added the newspaper circulation raised slightly in 2004, but the industries still faces many challenges from new media.

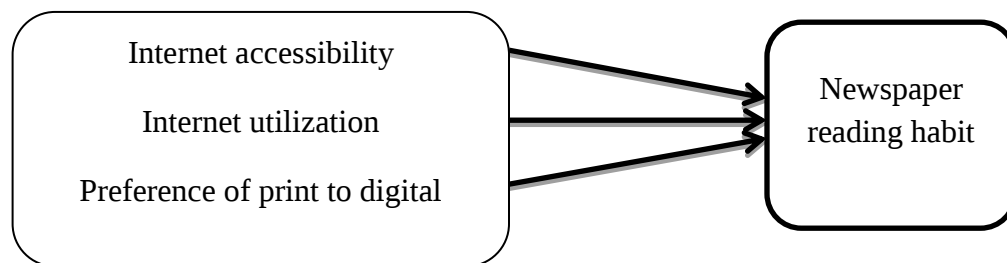
Simply making information available is not enough for today’s public. Today’s audiences expect to be able to choose what they read, and most believe they should be able to contribute content and opinions, too. This shift, sometimes called the social media revolution, is not the death of journalism as America always knew it; it’s the birth of a democratic movement that emphasizes some of journalism’s key factors: transparency, honesty, and giving a voice to the person who

doesn't have one. (Ibid 2015:2). Kassa,S. (2008:10) suggests that newspaper is facing challenges to which they need to give attention of the challenges one major concern is related to newspaper readers.

Connecting with this Many traditional and non-traditional media outlets report and comment on how the Internet and social media, especially social networking like Facebook and twitter, have begun to seriously affect news organizations and how they operate. Although newspapers currently face a crisis on how to make the news profitable in the digital age, (Pater, F 2012; 12) predict that “the digital age will cause some newspapers to fail.” Newspaper in the future will face high crises. In contrast (Reger, D. 1999:13) suggest that “the future of the media seems to be digital yet the implementation of these developments are difficult to predict.” however (Bennett, W. 2003) predict that the long term pictures of new media or mass media information flow is not easy to predict. Mass media news outlets are struggling with changing gate keeping standards due to demands for interactive content produce by audience themselves.

Besides, the concept of internet utilization is preferred as it considers the actual use of the internet as compared to the availability of resources. Utilization of the internet may depend on the capacity to use the available resources. The influence of the new media can be understood as measuring the extent of the new media usage.

Conceptual framework



Independent variables

Dependent variable

As shown in the above figure the internet aspects that influence the reading habit are: accessibility to the internet, internet utilization and the preference of the print reading to digital. These aspects are the independent variables and are expected to reduce reading habit of newspaper among academic staffs of Addis Ababa University. This study finding shows that the more academic staff

of AAU spend their time on new media the less they read newspaper. This is because a large amount of reading time is spent more on skimming and browsing for information on the new media rather than reading hard copy newspaper.

2.11 Credibility of Information Old VS New Media

One limitation of new media is information credibility issue. Beside new media influence on newspaper reading habit, the researcher tried to asses by this study as compared with other previous studies on the areas.

Credibility of the news media or sources is important to audience members (Kaufman et al., 1999). Two types of media credibility have traditionally been studied. Source credibility considers the trustworthiness of the individual who constructs the message (Hovland& Weiss, 1951) while news medium credibility evaluates the overall credibility of a larger entity, such as a local television news station, newspaper (Graziano& McGrath, 1986), or, of course, an online news company.

Kiousis (2001) found that people were skeptical of online news sources. His survey showed that newspapers were found the most credible medium. International studies have also confirmed that the traditional news media were regarded as more credible than the online news media.

According to Yi Park (2005), Koreans considered traditional news media to be more credible than the online news formats. Schweiger's (2000) study found that German media consumers rated newspapers as being more credible than television or online news. At the time that the study was conducted, the Web was relatively new to consumers and the majority of participants were non-Internet users. While newspapers were generally considered to be the most credible medium, the lines between television and online news media were blurred. Television was considered as more serious, well-researched, critical, proficient and professional, whereas the Web was rated as more thorough and impartial.

Always when a new medium arises it effects on existing media (Liu, 2003). Concerns in the newspaper industry, rising number of people turning to radio for news, and then about the number relying on television made arising studies of the credibility of a medium (Johnson and Kaye,

2004). Elastin (2001) argues the advent of information and communication technology (ICT), especially the Internet, is giving some impact to our daily life.

From this point of view, Media credibility, due to the deep penetration of the Internet, has received renewed attention in recent years (Wathen and Burkell, 2002). However, interest in newspaper credibility may reach in the highest point in the late 1980s, but the media credibility issue has recently been revived with the involvement of traditional media (for example, television and newspapers) in the Internet (Garrison, 2003). In sum, recent studies mostly focus on examining the credibility of the Internet with traditional media counterparts. For example, the result of a study on “Perceptions of Internet information credibility”, conducted by Flanagin and Metzger (2000), shows that the Internet information was as credible as television. Also, they concluded that credibility among different types of information sought by audience members, such as news and entertainment, varied by media channels.

The explosive growth of the Internet since the 1980s has been far faster than the growth of any other communications medium, faster than the spread of the telephone, radio, television, or even cellular telephones (Fogg et al., 2001). This growth has been possible largely because of the open processes that have supported the development of the Internet technologies and the administration of Internet resources (Lu and Andrews, 2006). In general, since the late 1990s when the Internet began providing new interactive environment of information that allowed users to seek information and communicate with others in ways never before possible, the concept of credibility has revived considerable attention (Hilligoss and Rieh, 2008).

Information on new media is abundant and easily available nowadays (Lu and Andrews, 2006). So many readers are getting the opportunity to get information via the Internet instead traditional ways (ibid, 2001). Due to the nature of the Internet such as the anonymity of sender location, the role of sender, and even identity of the sender, there are few barriers stop people from publishing on the internet. These matters often lead to concerns about fabricated or false quotation and other type of information counterfeit (ibid, 2003).

However, the amount of information on the new media currently is increasing tremendously and it has become a massive information storehouse, and there are many different types of information sources available through the online media than traditional media, but this creates a possibility for false information, thereby potentially perceived credibility away from a proper care (ibid, 2001). In today's environment of digital media, the rapid rise of the Internet has created some questions like; is the publishing in traditional media better and more credible than posting a webpage on the Internet? Based on these questions, past studies on media credibility may help to understand the relative credibility of the Internet as a new medium (ibid, 2003).

However, studies conducted in different countries have arrived at different conclusions about new media credibility. But a few studies conducted in the West have reported that the new media was taking its place alongside TV or newspapers (Lu and Andrews, 2006). Flanagin and Metzger (2001) also argue that a large part of media credibility studies focused on traditional media. But, many people do rely on online media for information, but it is not still certain if online media meet people's expectations. Despite of the fact that there is a serious concern about misinformation on the Internet, but online audiences are increasing (Hilligoss and Rieh, 2008), and when people are using online media, they must place some reliance on it (Fogg, 2003).

In addition to this new media has become a major source of news and information in recent years. But, because of privacy issues, content accuracy, reliability, and other related concerns, some observers have predicted a trouble for online news in future (Abdulla, Garrison, Salwen, Driscoll, and Casey, 2002). Generally, because past researches revealed that people are less likely rely on the media they do not perceived as credible. Therefore, credibility is crucial for the new media (Johnson and Kaye, 1998).

What is important to explore people's evaluation of media credibility are factors those affecting the perception of media. In particular, media use considered as a predictor for understanding perception of media credibility (Lu and Andrews, 2006). However, from several decades ago, some studies investigated the relationship between media use and media credibility (Bracken, 2006; Choi, Watt, and Lynch, 2006). But the findings of all previous studies about media use and

credibility always are not fit together. However, several studies have shown positive correlation between media use and perceived media credibility (Kiouis, 2001). That is, those who use a particular media more often are those who perceive the credibility of these media positively than those who use this media less often (Rimmer and Weaver, 1987). On the other hand, it doesn't sound logical that a person spends time to seek information from a source he does not trust on.

Generally, the findings of some studies are inconsistent with aforementioned studies. For example the result of a study conducted by Rimmer and Weaver (1987) indicates no significant relationship between how often the local newspaper is read and level of newspaper credibility. In the studies of local newspaper credibility it should be considered that some of local newspapers do little to cover of the local news story, because people are aware of their local news story and events, and local newspaper also use their pages to increase advertising to make money. Lu and Andrews (2006) also argue that media use was significantly related to credibility of newspaper, radio, magazine, and the Internet. But it was not consistent association between television viewing and its absolute credibility. However, the relationship between respondents' television viewing and their perceived credibility almost reached a considerable level. In general, credibility of television may refer to this notion that "seeing is believing." Although the television is most destructive medium of entertainment, but it is necessary to distinguish between different information displayed through this medium when we want to access the credibility of television. The most trusted sites of all increasingly are those from the old-legacy media (The State of the News Media, 2006).

In fact the advent of new media like Facebook, twitter and YouTube 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. For example by using new media one can create his/her own blogs or Facebook or twitter accounts and views events globally, it has brought about more option of communication, access to news online, it help individuals to upload business online and get new customers for their product, it's an avenue to share or upload pictures of individual or events, groups can be formed to meet people with similar interest and views, it allows creative expression of ideas and knowledge and ideas using tools such as Facebook, twitter and YouTube. But, the criticism is on the reliability and trustworthiness of the information.

Because the increasing popularity of social networking sites like Facebook and twitter made information sharing and discovery easier than ever due to the capability of any user to publish contents to large, heterogeneous targeted audiences. Such networks allow its users to play the role of consuming and generating contents at a time. This fundamental shift in content creation, distribution, and consumption by users create an active and participatory media society that inspires and pave a way for more knowledgeable and open-minded generations (Admin, 2008). However, still this may put a question of credibility in to trouble (Mehrabi, Hassan and Ali, 2009).

As media trust and credibility of certain outlets affect care of individuals toward news and information of different type, credibility of those who share news have dominant role in how that piece of information is delivered (Turcotte et al, 2015). As social media enables ordinary unprofessional people to create and share different contents, this creates controversies. In consistent with this point, Baym and Burnett (2009) have raised questions about the quality and credibility of contents in SM sites as well as its ethical issues.

So that Findings on a research topic entitled Finding credible information sources in social networks based on content and social structure, recommend that principal task of social network users should be deciding whose updates to follow and not to follow in order to maximize relevance, credibility and quality of information items received (Canini, Suh and Pirolli, 2011).

CHAPTER THREE

3. Methodology

This chapter presents the methodology of the study; such as data collection methods, types of sources and sampling techniques of the study discuss in detail.

Research methodology refers to the way in which a researcher retrieves data from the selected sampling frame, methods for collecting data, instruments to be used and how the data is scrutinized and presented (Matseketsa and Mapolisa, 2013). It refers to the framework for extracting meaning from the data collected (Leedy and Ormrod, 2010).

According to Yogesh.K. (2006: 79) Research methodology involves the systematic procedure by which the researcher starts from the initial identification of the problem to its final consequences.

3.1 Research Design

The research design is the overall strategy that the researcher chooses to integrate different components of the study in a coherent and logical way, thereby, ensuring it effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

In this study the researcher used mixed method; which it combines the qualitative and quantitative research design to carry out this study for *the application* and combination of several *research* methods. The researcher *used* in both quantitative (validation) and qualitative (inquiry) studies. It is a *method*-appropriate strategy to establish the credibility of qualitative analysis. Reasons to mix the study is that a single method can never adequately shed light on a phenomenon.

The term “mixed methods” refers to an emergent methodology of research that advances the systematic integration, or “mixing,” of quantitative and qualitative data within a single investigation or sustained program of inquiry. The basic premise of this methodology is that such integration permits a more complete and synergistic utilization of data than do separate quantitative and qualitative data collection and analysis.

Put in mind the above points, the researcher generally use this technique to ensure the study rich, robust, comprehensive and well-developed. In addition to this the researcher used more than one method to gather data, such as interviews, observations, questionnaires, and documents.

In the case of sequencing, the qualitative and quantitative methods are employed in different phases of the research process. According to Fielding (1986:45), the most common example would be a quantitative phase of data collection which is followed by a phase of a qualitative data analysis. The same is true for this study the researcher prioritize quantitative data followed by qualitative data.

3.1.1 Quantitative research method

Quantitative research refers to the systematic empirical investigation of social phenomena via-statistical, mathematical or numerical data or computational techniques (Ibid.1978). The objective of quantitative research is to develop and employ mathematical models, theories and/or hypothesis pertaining to phenomena.

According to Ashey (1996; 2) the greatest strength of quantitative research is that it produces quantifiable, reliable data that are usually generalizable to some larger population. Kothari (2004:05) observes that quantitative is a type of research method which roots on the measurement of quantity or amount.

This type of research method uses tools like questionnaires and structured interviews to generate statistical data. It is assumed that in this type of fact finding researchers could get more people and contact with these people quicker than it may happens in qualitative one. This approach is assumed to be relatively better in survey studies as it helps to be more objective, to have higher sample size and minimize possible cost such as material and time (Kothari, 2004).

According to Rea (1997; 35) Survey research is usually quantitative because it enables a researcher to generalize about the entire population by making quantitative data taken from a sample of population.

Data from quantitative source use to examine information consumption patterns from newspapers readers and new media users among academic staff of Addis Ababa University and eventually answer the question that how new media affects their newspaper reading habit.

3.1.2 Qualitative research method

According to Kothari (2004:05), the qualitative approach of research is concerned with subject assessment of attitudes, opinions, and behavior, in this situation the researcher's role are understandings and impressions. It involves dealing with few individuals to get in- depth information.

Therefore, in this study it was appropriate to apply Qualitative research method to harmonize what the questionnaire (quantitative data) could not extract and as a mechanism of discussing the issue more thoroughly.

3.2 Application of data collection instruments

The research method adopted for this study is survey and in-depth interview. Survey is the most appropriate method of gathering and measuring data relating to demographics, attitude, opinion and perception (Asemah, Gujbawu, Ekhareafo and Okpanachi, 2012, p. 109).

According to Wimmer and Dominick (2011) data collection method is a specific data collection process in accordance with the assumption of the selected methodology. Therefore, the researcher applies mainly two kinds of information gathering tools, i.e. survey and individual in-depth interview.

The study utilized multi-choice, close-ended questionnaire with a few open -ended items as data gathering instrument and in-depth individual interview. The questionnaire contained two sections. Section A has 13 questions regarding to newspaper reading habit and section B comprised 16 questions focus on new media usage and it designed to generate data with regard seeking answers of the research questions. The obtained data analyze by using statistical package for social sciences (SPSS) software.

3.2.1 Questionnaire

Questionnaire is a popular method of data collection instrument in quantitative research. Basically it consists of a series of questions designed to obtain factual information or information about people attitude, value, opinions or beliefs about a particular subject or issue. It also constructed so as to contain about arrange of topic or issue.

James.W. (2003; 237) Questionnaire is useful for gathering large amount of information, but it's less useful for investigating an issue in depth. (Barr, Davis and Johnson As cited in Singh, 2006: 192) questionnaire is a systematic compilation of questions that are submitted to a sampling of population from which information is desired.

A self-administered questionnaire used as a primary data source of this study. It includes beliefs about the characteristics of various media, frequency and patterns of using the new media and newspapers and estimation of time spent using each media. The questionnaire is kept short in an attempt to ensure minimum inconvenience for participants. It contains 30 questions, 10 of them are open ended questions.

In this study questionnaire is a primary tool to gather variety information's about the subject. According to (Dilman 1978; 75) the contents of the questionnaire can be grouped as follows and the researcher also constructed the questions based on this-

1. **Attribute-** Background information about the respondent's characteristics.
2. **Behavior-** The media regularly they used
3. **Beliefs-** Their beliefs about most important source of information and credibility of the media
4. **Attitude-** Their perception how new media replace mainstream media

From this point of view the researcher designed the questioner in both open and closed ended question to get reliable and full information on the issue.

Open-ended question- This kind of questions would letting the respondents to articulate their answers in their own term, ideas, beliefs and opinions. This can avoid the possibilities that certain types of responses are being prompted by response options to offer.

Closed-ended question- Closed-ended questions give an alternative answers that are prepared in related with the research subjects. It is quicker to answer which means more questions can be asked and there is less risk that people will be annoyed by excessive.

3.2.2 Individual in-depth-interview

In-depth-interview is applied when immense information is expected to acquire from few people with special knowledge about the subject under study. In this case, detailed and qualified information is obtained as the researcher and the participant contact face-to-face, enabling the researcher to probe more questions unlike quantitative research instruments that gives no space for the researcher to probe when necessary due to its closed ended nature in most of the case.

According to Wimmer and Dominick (2006:135) intensive or in-depth interviews are essentially a hybrid of one-on-one interview approach which is the most effective for information gathering when dealing with small number of respondents. Therefore, to achieve the intended objectives of the study an individual in-depth interview with academicians was conducted.

3.3 Sampling Design and Techniques

The researcher use probability-sampling techniques to determine the sample of population. Especially cluster sampling was used.

Cluster sampling is used in statistics when natural groups are present in a population. The researcher sub divided into clusters, or group's the whole population and then random samples were selected from each group. It's used when a researcher can't get information about the population as a whole, but they can get information about the clusters. (Ibid, 2006:156)

This method takes large populations into account. Since these groups are so large, deploying any other technique would be very difficult task. It is feasible only when we are dealing with large population.

In addition to this the researcher used purposive sampling to select respondents for in-depth interview. Kothari (2004:05) clearly stated that Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study.

According Denzin (1978) and Patton (1999) to the type of cases, purposive sampling can be divided into the following six categories

1. **Typical case**-Explains cases that are average and normal.

2. **Extreme or deviant case**-Deriving samples from cases that are perceived as unusual or rare such as exploring the reasons for corporate failure by interviewing executives that have been fired by shareholders.
3. **Critical case** –sampling focuses on specific cases that are dramatic or very important.
4. **Heterogeneous or maximum variation sampling**- relies on researcher's judgment to select participants with diverse characteristics. This is done to ensure the presence of maximum variability within the primary data.
5. **Homogeneous sampling** -focuses on "focuses on one particular subgroup in which all the sample members are similar, such as a particular occupation or level in an organization's hierarchy"
6. **Theoretical sampling** -is a special case of purposive sampling that is based on an inductive method of Grounded Theory.

But for this study since the samples are diverse in nature the researcher used heterogeneous or maximum variation sampling. From this point of view the researcher selected respondents purposively from those who used new media and read newspaper.

3.4 Sample size

The determinations of 300 respondents as the sample size was informed by Wimmer and Dominick (2006:101), citing Comrey and Lee's (1992) view that "one guideline recommended for multivariate studies is as follows: 50 = very poor; 100 = poor; 200 = fair; 300 = good; 500 = very good; and 1000 = excellent". Similarly, Nwana (1981), cited in Okoro (2001, p. 69) writes that "if the population is a few hundreds, a 40% or more sample will do; if many hundreds, a 20% sample will do; if a few thousands, a 10% sample will do; and if several thousands, a 5% or less will do". For this study, the sample size were 316 respondents selected by using cluster sampling for the survey and 10 respondents selected purposively for individual in-depth interview from the total population of academic staff of Addis Ababa University.

3.5 Area of the study

The area of study is Addis Ababa and DebreZeit where the seven campuses of Addis Ababa University are located. Though seven different universities exist in the country that have graduate programs with internet access on campus, Addis Ababa University sampled by using cluster

sampling, the criteria to choose Addis Ababa University (1) it is a university with the highest number students and academic staff and (2) AAU is the first university that introduced internet service prior to the other universities.

Addis Ababa University was established in 1950 as university college of Addis Ababa (UCAA), is the oldest and the largest higher learning and research institution in Ethiopia. Since its inception, the university has been the leading center in teaching, research and community service.

At present the university has 10 colleges, 12 institutes that run both teaching and research, and 6 research institutes that predominantly conduct research. Within these academic units, there are 55 departments, 12 centers, 12 schools and 2 teaching hospitals (Addis Ababa University Public Relations Office: 2009).

Currently the University has fifteen (15) campuses. Fourteen (14) of them are situated in Addis Ababa, and one is located in Bishoftu, Debrezeit about 45 kilometers away from Addis Ababa. The university has 2868 teachers (AAU Human Resource Administration, September: 2017).

Addis Ababa University Colleges

No.	Group 1-Colleges that has high number of teachers	No, <i>teacher</i>	No.	Group2 -Colleges that has small number of teachers	NO, <i>teacher</i>
1.	Collage of Health Science	761	1.	SkunderBoghossian College of Performing and Visual Arts	83
2.	Addis Ababa Institute of Technology	496	2.	College of Veterinary Medicine and Agriculture	77
3.	College of Natural and Computational Sciences	341	3.	Selassie campus	61
4.	Ethiopian Institute of Architecture, Building Construction and city Development Institute	210	4.	College of Law and Governance Studies	56
5.	College of Humanities, Language Studies, Journalism and communication	161	5.	College of Development Studies	41

6.	Collage of Social Science	136			
7.	Main campus	121			
8.	Collage of Business and Economics	116			
9.	Collage of Commerce	105			
10.	Collage of Education and Behavioral studies	103			
	Total	2841			318

2017 survey (AAU HRA)

According to Ahmed, S. (2009) the population within a cluster should ideally be as heterogeneous as possible, but there should be homogeneity between cluster means. Each cluster should be a small-scale representation of the total population. The clusters should be mutually exclusive and collectively exhaustive. A random sampling technique is then used on any relevant clusters to choose which clusters to include in the study. In single-stage cluster sampling, all the elements from each of the selected clusters are used. In two-stage cluster sampling, a random sampling technique is applied to the elements from each of the selected clusters.

Based on the above data the researcher select by using cluster sampling 316 teachers' randomly from four colleges as a sample size from the total population of **2868** teachers of fifteen colleges and institutions of the university.

3.6 Data Sources

Data sources of the study are Academic staff of Addis Ababa University (AAU). The reason for selecting academic staffs of Addis Ababa University is that they are academicians, they expected to read newspaper. Also the researcher wanted to assess patterns of media use in that community to make sure they had access to free Internet. The researcher had prior knowledge that the Internet is given for free for these academic staffs and hence media consumption choices are based on personal preferences.

3.6.1 Type of data source

The researcher use both primary and secondary sources. Primary data came in this way through questioner and interview. Secondary data also collected from different reports, documents and

previous researches on the study area. And the researcher needs to consider the sources on which to base and confirm their research and finding.

Primary data source–Primary data source consists of collection of original primary data collected by the researcher .It is often undertaken after the researcher has gained some insight into the issue by reviewing secondary research /data/ or by analyzing previously collected primary data's.

For this study primary data was gathered through questionnaire. This enables the researcher to have a higher control over how the information is collected. Taking this in to account, the researcher can decide on such requirements as size of the project, time frame and goal.

Secondary data–secondary data was collected for this study from books online resources, other related research material and books related to the subject.

3.7 Respondent sampling

3.7.1 Quantitative Data on the Primary Study Group

For the quantitative, data was collected using questionnaire, the respondent sampling of the target group make on the basis of cluster sampling. The aim was to select 316 academic staffs.

AAU colleges have different number of teachers the researcher use cluster the whole colleges and institutions in to two groups.

In the first group a college that has high number of teachers the researcher took two colleges. (College of education and behavioral studies 103 teachers and college of business and economics 116 teachers), the second group was from a college that has small number of teachers (college of law and governance 56 teachers and college of development studies 41 teachers.)

No.	Group one	Group two	Number of teachers
1.	College of education and behavioral studies	College of law and governance	219
2.	Collage of business and economics	College of development studies	97
Total =316			

Based on the above data from the total population of **2868** teachers of fifteen colleges and institutions of the university a total of 316 respondents were finally selected from four colleges. The reason why only four colleges were selected for this study because it's difficult to cover the whole population of the university due to time and cost barriers also it's important to get accurate data when we study in specific area.

3.7.2 Qualitative Data on the Secondary Study Groups

By employing purposive sampling the researcher selects 10 academic staff of Addis Ababa University for the in-depth-interview to explore the relationships between individual characteristics (such as gender, age and current occupational status) in order to develop general understanding of new media users and newspaper readers. It can help to select academic staffs who are social media users and newspaper readers.

By doing so the researcher purposively select interviewees from College of Humanities, Language Studies, Journalism and communication especially from department of journalism because since they are journalism teachers they have a tendency to read more newspapers. And more of due to their professional proximity to the issue it was better to get information in-detail from them.

Research Method	Individual level characteristics							Total Number of participants
In-depth Interview method	Gender		Age		Current occupational Status			
		Female	Male	23-35	Over 35	Graduate assistant 1,2 and Assistant Lecturer	Lecturer	Professor (Assistant/Associate/Full)
	7	3	3	7	2	5	3	10

3.8 Ethical procedure

During the course of the study, there were some ethical questions to consider. Fontana and Frey (1994: 378) observe that traditional ethical concerns have revolved around the topics of 'informed consent' (consent received from the subject after he or she has been carefully and truthfully

informed about the research), ‘right to privacy’ and ‘protection from harm’. The researcher has adhered to all three.

3.9 Levels of Measurement

3.9.1 Quantitative data

The following themes are extracting to quantify the results of the study.

- ✓ **Readership:**-To measure newspaper readership, the questionnaire comprised a series of questions that examined readership.
- ✓ **Connectivity:** - also investigated with questions that dealt how long they had been using the new media, what new media tools they often visited to retrieve news and information.
- ✓ **Time spent on specific media:** -questions that probed on how much time spent on each media was also measure. All media use variables was numerically score to represent the number of times each medium use for gathering news and information.
- ✓ **Studying substitution:** -The first approach one might use for studying substitution is examining correlation of use measures across media. The correlation of newspaper reading and time spent on new media, for example, reveals whether persons who read newspapers more also spend more time new media tools like Facebook, Twitter and YouTube. It is possible that people differ in their interest in information consumption, and this difference may manifest itself in a positive correlation among all sorts of media. In addition, in order to find out how new media affect traditional media usage and the changes in frequency of use, new media users were asked.

3.9.2 Qualitative data

Thematic coding was also used as the mode of analysis. Jensen briefly explains this approach as:

“A Loosely inductive categorization of interview or observational extracts with reference to various concepts, headings, or themes. The process comprises the comparing, contrasting, and abstracting of the constitutive elements of meaning.” (1982: 247)

After they were categorized and labeled their responses analyze. In most cases, the responses fell under the categories that were spell out in the thematic questions. However, in-depth interview discussions were generate additional responses, which categorize and crosscheck accordingly. Whenever different answers were generate and they appear to be interesting, the information was write in a narrative form and pertinent quotations were select to illustrate it.

Thus, analysis of the qualitative data followed the model noted by Lindloff (1995: 24–25) in the final analysis, qualitative reports are all about perspectives of lived experience. The researcher must decide what kind of author he or she will be, and what sort of story to construct of the ‘facts’ of the case. So that qualitative research involves the production of knowledge, not its discovery.

3.10 Validation

In many important respects, judgments about the credibility of sample findings are critical. According to Deacon et al (1999:103), credence to particular statistical findings has to be rooted initially in an evaluation of the research procedures to estimate the likelihood that apparent relationships revealed between variables in a sample are likely to exist in the population as a whole (hypothesis testing).

The classical approach presented by Hammersley and Atkinson (1983:190) is one seeking convergence or confirmation of results across different methods by triangulation.

What is involved in triangulation is not the combination of different kinds of data, but rather an attempt to relate different sorts of data in such a way as to counteract various possible threats to the validity of (their) analysis (Hammersley and Atkinson, 1983: 199).

In effect, the researcher has conduct two studies with the hope of arriving at the same conclusions. Triangulation has therefore been seen as a way of ensuring comprehensiveness and encouraging a more reflexive analysis of the data than as a pure test of validity.

3.11 Reliability and validity in qualitative research

Reliability and validity remain appropriate concepts for attaining rigor in qualitative research. As (J. M., Barrett &etal. 2002) clearly stated that without rigor, research is worthless, becomes fiction, and loses its utility. Hence, a great deal of attention is applied to reliability and validity in all

research methods. Challenges to rigor in qualitative inquiry interestingly paralleled the blossoming of statistical packages and the development of computing systems in quantitative research.

A number of leading qualitative researchers argued that reliability and validity were terms pertaining to the quantitative paradigm and were not pertinent to qualitative inquiry (Altheide & Johnson, 1998; Leininger, 1994). Some suggested adopting new criteria for determining reliability and validity, and hence ensuring rigor, in qualitative inquiry (Lincoln & Guba, 1985; Leininger, 1994; Rubin & Rubin, 1995).

Guba and Lincoln (1981) stated that while all research must have “truth value”, “applicability”, “consistency”, and “neutrality” in order to be considered worthwhile, the Morse, Barret, Mayan, Olson, & Spiers, *International Journal of Qualitative Methods* 1 (2) Spring 2002 nature of knowledge within the rationalistic (or quantitative) paradigm is different from the knowledge in naturalistic (qualitative) paradigm. Consequently, each paradigm requires paradigm-specific criteria for addressing “rigor” (the term most often used in the rationalistic paradigm) or “trustworthiness”, their parallel term for qualitative “rigor”.

They noted that, within the rationalistic paradigm, the criteria to reach the goal of rigor are internal validity, external validity, reliability, and objectivity. On the other hand, they proposed that the criteria in the qualitative paradigm to ensure “trustworthiness” are credibility, fittingness, auditability, and conformability (Guba & Lincoln, 1981). These criteria were quickly refined to credibility, transferability, dependability, and conformability (Lincoln & Guba, 1985). They recommended specific strategies be used to attain trustworthiness such as negative cases, peer debriefing, prolonged engagement and persistent observation, audit trails and member checks.

Also important were characteristics of the investigator, who must be responsive and adaptable to changing circumstances, holistic, having professional immediacy, sensitivity, and ability for clarification and summarization (Guba & Lincoln, 1981)

3.12 Data analysis

The quantitative data was compiled from the distributed questionnaire which then entered into a statistical package for social sciences (SPSS) and analyzed. Cross-tabulations and correlations were applied when examining relationships between variables. Parallel to this, the qualitative data from in-depth interview was thematically analyze and used to augment the findings of the quantitative survey. Finally, the literature review was triangulate to strengthen or refute synthesis of the qualitative and quantitative data.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

This unit of the study deals with analysis and interpretation of data gathered through questionnaire and in-depth interview from Addis Ababa University academic staffs.

The sample number of teachers required for the study was 316 using cluster probabilities sampling method. But for quantitative data, a total of 285 respondents returned to the questioner and the researcher close to 10 respondents were asked in-depth interview. Then the data were collected and analyzed using both qualitative and quantitative method.

4.1 QUANTITATIVE DATA

4.1.1 Demographics

The researcher did not control for age, gender, educational background and occupational status as these factors were not found to have any theoretical implications between them and their media use. This especially is the case in a university environment. But majority of the respondents were male as compared to female. And almost all respondents have master's degree in their field so we can take this as good part of the institution because graduating and professional education is the main quality and responsibility of teachers to make students them effective and qualified .

4.1.2 Newspaper Readership

One important issue in newspaper readership studies is to design a reliable measurement of newspaper readership habits. In attempts to achieve this, scholars nowadays consider three important habits: frequency of readership, time spent reading newspapers and amount of newspaper read (Readership, 2001). With these points, which are discussed in the literature review, in focus, the results of the newspaper readership habits of the respondents are given in below data. The purpose of this section is to identify how many times they spent on reading newspaper and when they read newspaper. This helps to know their readership habits of the respondents.

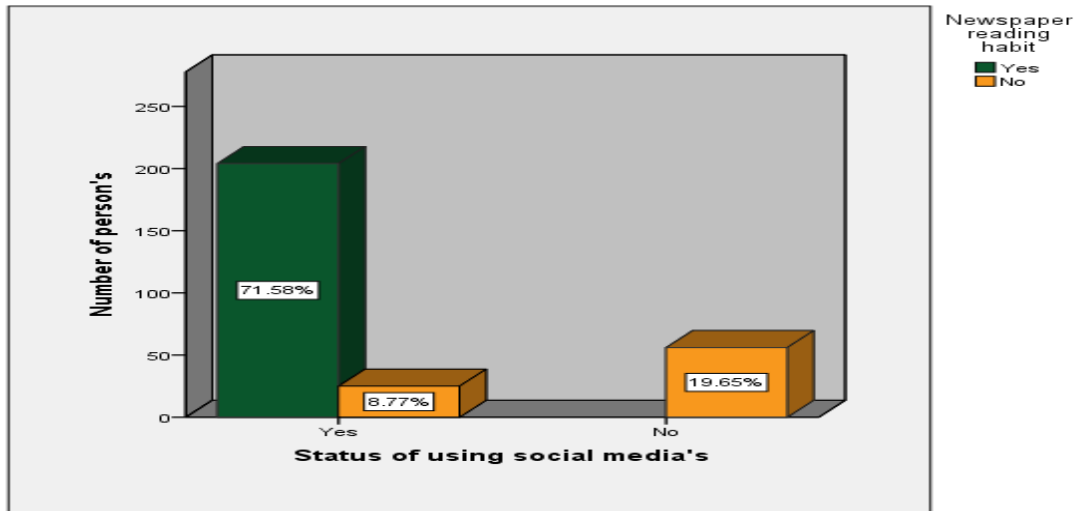


Figure-1

When the researcher asked if respondents had the habit of reading newspapers, more than 71.6 percent of them claimed that they do. Survey respondents were then asked to indicate their regular physical newspaper readership. While this study was concerned primarily on the influence of the coming of new media like Facebook, YouTube and Twitter on their readership habit of newspapers.

4.1.3 Amount of time spent on newspaper reading

Newspaper reading habit * Time spent per day on reading newspaper Cross-tabulation

			Time spent per day on reading newspaper		Total
			Less than one hour	Two or more hrs.	
Newspaper reading habit	Yes	Count	204	0	204
		% of Total	71.6%	0.0%	71.6%
	No	Count	23	58	81
		% of Total	8.1%	20.4%	28.4%
Total	Count		285	58	285
	% of Total		79.6%	20.4%	100.0%

Table.1

Number of newspaper readings per week * Preferred place to read a newspaper Cross-tabulation

		Preferred place to read a newspaper				Total
		At work Place	At home	Outside home	Anywh ere	
Number of readings per week	Once	72	38	7	0	117
	Two or three times	0	0	53	57	110
	Four or more times	0	0	0	58	58
Total		72	38	60	115	285

Table.2

Chi-Square Tests

	Value	df	P-value
Pearson Chi-Square	323.174 ^a	6	.000
Likelihood Ratio	399.810	6	.000
N of Valid Cases	285		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.73.

The results summarized in table 2. Show even if 71.6 percent of the respondents read a newspaper, yet 117 of them read once a week. Then the researcher asked them in which days they read a newspaper from the average topical 7-day week, Regarding to this **18.59%** the respondents read newspaper on Monday and 10.17% of respondents read on Thursday from the average topical days of a week because as they said those who read sport newspapers are mostly published on Mondays and Thursdays. This indicates the circulation of the newspaper affects the reading practice and habit of the readers.

From this point of view, they tend to use new media as source of information. But 29.82 percent of the respondents from those who read a newspaper read on Saturdays and majority of the respondents almost 35.43 percent read on Sundays, because Sunday and Saturday are break time

for majority of respondents since they spend days of the week time in teaching. They get free time on those days to read a newspaper.

With these points, which are discussed in the literature review, in focus, the results of the newspaper readership habits of the respondents are given in table 2. The purpose of this section is to identify how many times and when they read newspapers. This helps to know readership habits of the respondents. From this we can understand that most of the teachers read a newspaper when they get free time otherwise they do not read regularly. They always read as they get at any time someone else's copy on this day.

The researcher concludes that from those who read newspapers, majority of the respondents read once or two times a week on Saturdays and Sundays since they get free time on these days that helps to read a newspaper. In addition to this, 115 respondents prefer to read newspapers anywhere as they can get instead of reading in regular basis and 38 respondents read at their home. But 60 respondents read newspapers outside their home whereas 72 respondents prefer to read newspapers at place of work in their break time.

This shows that mostly they read newspapers everywhere once a week someone else's copy. But they don't want to buy newspapers regularly due to the accessibility of information nowadays a person could get within a minute including the newspapers from social media.

From this point of view, they don't need to spend their more time on reading a new paper in instead they use new media like Facebook ,Twitter and YouTube to gather and disseminate information around the world with in a second even if a newspaper gives a detail information on the issue.

4.1.4 Assessment of association between individuals: accessibility or related level cost of newspapers and reading culture of newspaper

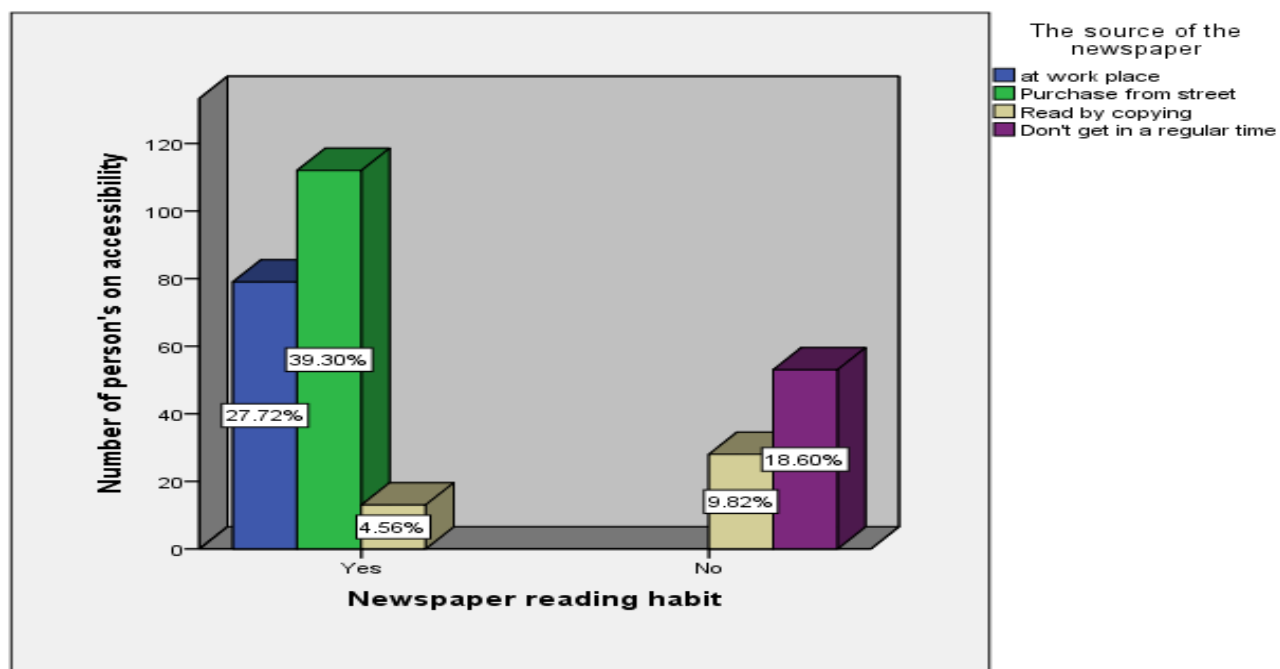


Figure 2

The source of newspaper * Newspaper reading habit Cross-tabulation

		Newspaper reading habit		Total	
		Yes	No		
The source of the newspaper	at work place	Count	79	0	79
		% of Total	27.7%	0.0%	27.7%
	Purchase from street	Count	112	0	112
		% of Total	39.3%	0.0%	39.3%
	Read by copying	Count	13	28	41
		% of Total	4.6%	9.8%	14.4%
	Don't get in a regular time	Count	0	53	53
		% of Total	0.0%	18.6%	18.6%

	Count	204	81	285
Total	% of Total	71.6%	28.4%	100.0%

Table -3

From those who read newspapers, majority of the respondents do not buy a newspaper to read. As they said that simply they read someone else's copy as they get. This affects the newspaper circulation. If the publisher doesn't sell what it publishes its income decreases and in the next publication it could not prepare a good content newspaper since the reader is not buying the newspaper so the publishers face losses and risks.

In Ethiopia even if majority of the readers buy newspaper from newspaper street vender, from those who read newspapers only (39.3 percent) of respondents buy newspaper. This indicates that the respondents do not buy newspapers daily rather they use online sources and social media tools like Facebook, Twitter and YouTube to get and disseminate information and news. Besides they can obtain soft copy of newspapers through social Medias or other internet sources.

4.1.5 Issues related to new media use

Type of media industry and New Media tool

New Media without its tool is difficult to function. The most prominent and popular new media tools are blogs, Mashups, mobile, online collaboration tools, Photo Sharing Sites, podcasts ,QR codes, RSS Feeds ,social bookmarking, social networking sites, texting , twitter, video games, video sharing sites, websites/webinars, widgets. But the researcher focus only on new media tools like Facebook, Twitter and YouTube for this research.

Type of social media most frequently used * Newspaper reading habit Cross-tabulation

		Newspaper reading habit		Total
		Yes	No	
Type of social media most frequently used	Facebook	145	0	145
	Twitter	25	0	25
	YouTube	34	25	59
	Don't use	0	56	56
Total		204	81	285

Table -4

The researcher interprets the Issues related respondents' experience on using new media like Facebook, YouTube and Twitter as follows. Majority of them (80.4 percent) use social media tools like Facebook, Twitter and YouTube. But only (19.6 percent) of the respondents do not use social Media at all. As they said lack of time and they believe that social media sometimes give irrelevant and incredible information about the issue. This hinders them from using social media.

McQuail (2010:39) however revealed: "the expression 'new media' has been in use since the 1960s and encompasses an expanding and diversifying set of applied communication technologies". Burton (2010:37), quoting McQuail (2000) identified four main characteristics of 'new media', namely: Interpersonal communication media i.e. email, Interactive play media, an example is computer games, Information search media, i.e. Net search engines, Participatory media, such as Net chat rooms.

Even if internet connection is poor in the university currently, From those who used new media (50.9 percent)of the respondents mostly uses Facebook .As they said that for the question “why they use mostly Facebook?” is one of the most popular online Social networking sites that allow them to share information about themselves and any kind of information with clients, colleagues, family, and friends. And many social networking sites like Facebook lets them to upload photos, videos, create a blog, post events, join groups, and send messages. Such characteristic of Facebook became available for every individual.

While (8.8 percent) of them also use Twitter and (20.1 percent) of the respondents use YouTube. But, from the whole respondents none is not use blogs and Flickr. Blogs are websites with regular updates and typically combine text, images (graphics or video), and links to other webpages. Blogs are usually informal taking on the tone of a diary or journal entry. Also Flickr is one of the most common online photo sharing sites which allow you to literally “share photos” online with your friends, family, and colleagues. But no one doesn’t use it because as compare with other since it only advisable to share photo, they don’t prefer it.

4.1.6 Assessment of time spent on using new media

Type of social media most frequently used * Time spent for new media's per day in hours Cross-tabulation

			Time spent for new media's per day in hours			Total
			less than one	between one and two	Two and more	
Type of social media most frequently used	Facebook	Count	145	0	0	145
		% of Total	50.9%	0.0%	0.0%	50.9%
	Twitter	Count	20	5	0	25
		% of Total	7.0%	1.8%	0.0%	8.8%
	YouTube	Count	0	35	80	115
		% of Total	0.0%	12.3%	28.1%	40.4%
Total		Count	165	40	80	285
		% of Total	57.9%	14.0%	28.1%	100.0%

Table -5

Chi-Square Tests

	Value	df	P-value
Pearson Chi-Square	274.374 ^a	4	0.000
Likelihood Ratio	374.366	4	0.000
N of Valid Cases	285		

For the question “How often do you use social media like Facebook, Twitter and You Tube? From those who use new media (80.4 percent), majority of the respondents use social media tools like Facebook, Twitter and YouTube daily, from those (57.9 percent) of them spend 30 minute - 1hr per day on using new media.

(14.0 percent) respondents spend between 1-2 hours and (28.1 percent) of respondents spend their time between two and more hours on using social media per day.

But when we compare the time that the respondents spend on reading newspapers and using social media as clearly stated in table 3, majority of the respondents form those who read newspapers read newspaper once a week on Saturdays and Sundays since these day allow them to read newspapers because these are off work days. This shows that instead of reading newspapers the respondents prefer to use social media tools to gather and disseminate new information and news. This shows decline of readership in newspaper.

While some of respondents said that they used new media once or twice of a week .because they used other mainstream Medias for their daily information consumption like radio, television.

4.1.7 Issues related costs of new media

Type of social media most frequently used * Cost of using new media per day Cross-tabulation

				Cost of using new media per day				Total
				No payment	less than five birr	above five birr	Don't use	
Type of social media most frequently used	Facebook	Count		145	0	0	0	145
		% of Total		50.9%	0.0%	0.0%	0.0%	50.9%
	Twitter	Count		1	24	0	0	25

Total	YouTube	% of Total	0.4%	8.4%	0.0%	0.0%	8.8%
		Count	0	36	23	0	59
	Don't use	% of Total	0.0%	12.6%	8.1%	0.0%	20.7%
		Count	0	0	0	56	56
		% of Total	0.0%	0.0%	0.0%	19.6%	19.6%
		Count	146	60	23	56	285
		% of Total	51.2%	21.1%	8.1%	19.6%	100.0%

Table-6

Chi-Square Tests

	Value	df	P-value
Pearson Chi-Square	608.007 ^a	9	.000
Likelihood Ratio	593.012	9	.000
N of Valid Cases	285		

As clearly stated in the above table majority of the respondents from those who use social media like Facebook, Twitter and YouTube (i.e. 51.2 percent) don't pay for using social media. As they said even if the network is not strong enough mostly they use it at place of work with free of charge as they want and since they spend their more time in office, they have free internet connection access that allows them to use social media.

But (21.1 percent) of the respondents pay less than five birr and 8.1% of the respondents pay above five birr per day to use social media like Facebook, Twitter and YouTube.

(46 percent) of the respondents bought a newspaper once or twice of a week to read, whereas (54 percent) of the respondents did not purchase a newspaper rather they prefer to get information from different sources including social medias. Sometimes they rather read someone else's copy as they get.

This highly affects the revenue of the publishers since they do not sell their publication to the readers. They face loss and in the next publication they can't publish a good content newspaper.

Due to this the readers also shift to use other medium. At the end newspapers will out of the market if this continues as it is.

Then the researcher asked them where they prefer to use new media by which device majority of them use their mobile phone and computers to use new media everywhere. And some of them also use new media at work places since free internet connection allows them to use it easily and even if the connection is poor.

4.1.8 Information source; new media vs. newspaper

There is indeed something about new media that is defined by its capability to reach outside of stagnant information pools. Perhaps the term new media is more appropriate to describe the network of networks that overwrites traditional relationships in exchange for news and information. In many ways, traditional media outlets now rely on new media sources for data and information.

Major source of information * Status of using social media's Cross-tabulation

				Status of using social media's		Total
				Yes	No	
Major source of information	Newspaper and magazine	Count	5	0	5	
		% of Total	1.8%	0.0%	1.8%	
	Social media's	Count	175	0	175	
		% of Total	61.4%	0.0%	61.4%	
	TV and Radio	Count	49	56	105	
		% of Total	17.2%	19.6%	36.8%	
Total		Count	229	56	285	
		% of Total	80.4%	19.6%	100.0%	

Table-7

Chi-Square Tests

	Value	df	P-value
Pearson Chi-Square	119.476 ^a	2	.000
Likelihood Ratio	137.341	2	.000
N of Valid Cases	285		

The following Analysis clearly indicates that for (98.24) of respondents, a newspaper is not their *major* source of information. As they said since they get any kinds of information and news on social media tools, they can use it easily. The reason is that even if the network is not strong enough accessibility of the internet helps them to use new media tools like Facebook, Twitter and YouTube by using their mobile phone, tablets and computers anywhere. Accordingly, beyond the exchange of idea and information is a primary importance in considering the potential for a new media. It helps to get any kind of information including breaking news and events on it as well.

Since newspapers are not published two times or three times per day moreover, they don't not get information on newspapers as they want. In addition to this newspaper publishers use new Medias like Facebook, Twitter and YouTube or other traditional media outlet sources, and they may published redundant information which is already found on Television, radio or magazine.

Many scholars claimed that (Natalie Fenton. 2010) journalism is undergoing a fundamental transformation .one the key reason cited for this transformation is changing nature of technology, which is claimed to impact directly upon the practice of journalism and access to the profession. The nature of this transformation is considered variably as a negative and positive development.

Yet in the Twenty first century people need audio, visual text, video, and graphics. This multimodality, hyper textually and interactively nature is fulfilled and all there are converged by social media tools like Facebook, Twitter and YouTube. As respondents claim that a newspaper fulfills only 1/3 of it. So that for most of the respondents by this and other causes, a newspaper is not their most important source of information or news. But only for (1.8 percent)of the respondents claimed a newspaper became their most important source of information and news.

In line with this, for (61.4 percent) of the respondents their major important sources of information and news became new media like Facebook, twitter and you tube .also new media satisfy their needs of information. Because new media publishes updated and breaking news always with in second the respondents also they use it to get current information and events around the world. But (36.8 percent) the respondents also uses traditional media like TV radio as their most important source information.

Over the years many technical devices, mobile technology, television and computer invented and the technology being the most important and effective to our lifestyle. These individual technical devices are now evolving into one another. For example, mobile technology now offers new possibilities and has merged with television and computer technology.

Put in mind the above explanation, People by using the internet, they can watch television on their phone and news applications. Nowadays instead of picking up a newspaper or waiting for the news on the television or radio, they can look at it straight away on their phone by just entering an application such as the BBC News application. Games, emailing, photography, video-recording and it has now even evolved in 3D technology. They can text, tweet by using mobile applications including messenger more recently WhatsApp (Ibid, 2010)

According to Henry Jenkins (2006) refers to Technological Convergence as the process of taking "words, images, and sounds and transforming them into digital information". As 'old media' is being transformed into 'new media' the potential of all of the mediums transforming into one particular type of medium. This is the digitalization of media content even traditional content such as radio, books, and film that are digitalized or converged.

New media has been one of the biggest contributors to the media convergence phenomenon. It has allowed a vast range of media platforms such as print, video, and audio to become almost instantly accessible from nearly anywhere and has completely changed the way in which we, as an audience, absorb information. And as mobile internet is becoming increasingly popular, it has allowed the convergence of anything at all to one handheld device.

Based on the above data, the researcher concludes that people used new media tools to get new and current information and news. As the respondents said that new media convergence nature highly

attracts them because hyper textually, multimodality and interactivity and they serve updated and breaking news information to the audience.

The audience also prefers it. But newspaper mostly covers what the social media or other traditional media like TV and radio already reported repeatedly. So the audiences become bored then they prefer social Medias as their most important source of information.

4.1.9 Newspaper Reading and Satisfaction

	Number of respondent's	Percent	Cumulative Percent
Entertainment	78	27.4	27.4
Information	156	54.7	82.1
to spend time	51	17.9	100.0
Total	285	100.0	

Table -8

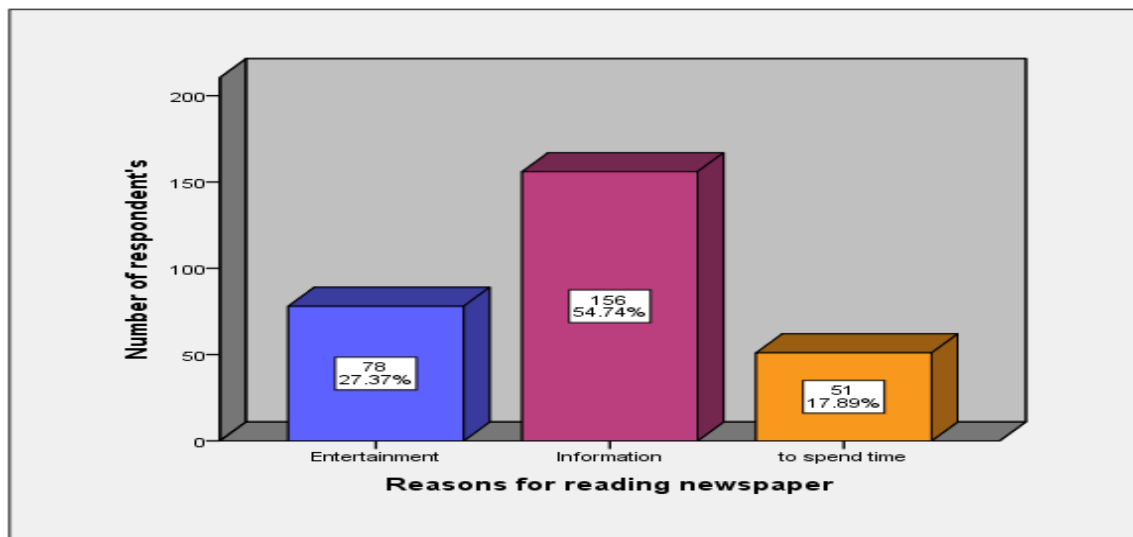


Figure 3

As it can be seen from the above table and graph, majority of the respondents (156) of them read newspapers to get new information and news in detail and in-depth that can't be obtained from

Social Medias like Facebook twitter and YouTube and from traditional mainstream Medias like TV and radio.

This indicates most of the respondents use social Medias even if they read newspapers to get new (current) information that social Medias can't address. And (27.37) percent the respondents read newspapers to entertain themselves and (17.89) percent the respondents also read newspapers to spend time as a leisure.

4.1.10 New media as source of information

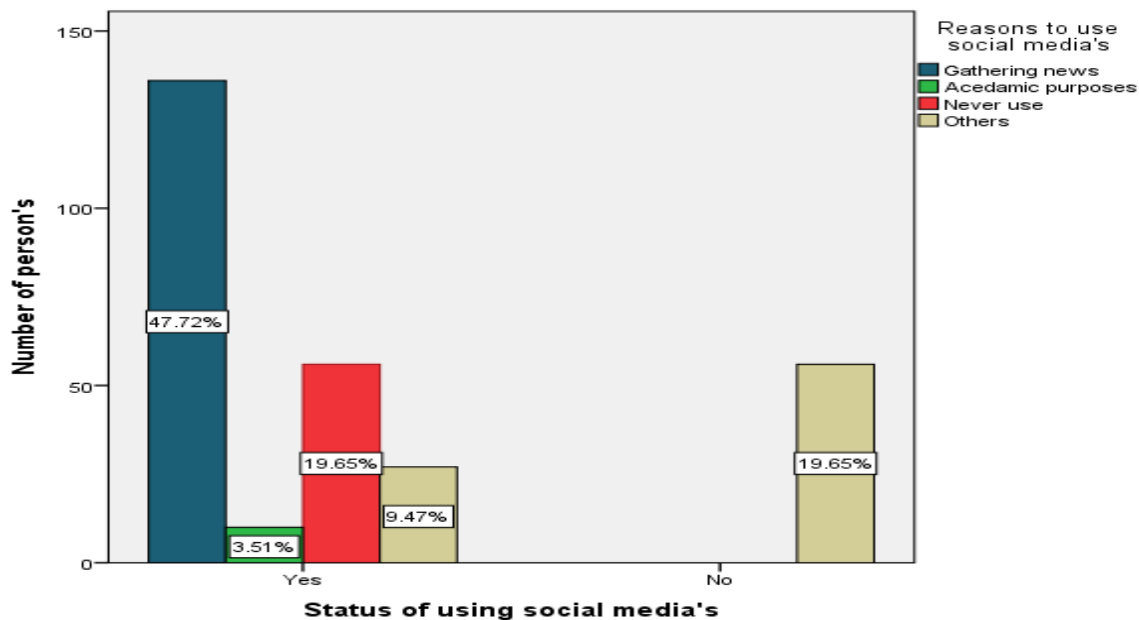


Figure -4

As clearly stated in the above graph, (47.72percent) of the respondents use social media like Facebook, YouTube and Twitter to get news and information. Then the researcher asked them follow-up question whether new media like Facebook, twitter and you tube is their most important source of information.

As they said (130), new media like Facebook, Twitter and YouTube became their most important source of information and events or news.

As compared with mainstream media like radio, television newspaper and magazine, if there is internet connection new media became easy to access for everyone by using mobile phone, tablets or computers. And daily activity of the world can be easily obtained within a few seconds on new media than to traditional mainstream media like that of newspaper. The technology allows them to

use it easily and quickly. Also updated, fresh and breaking news (information) can be easily obtained on new media. From this point of view, for majority of the respondents from those who use social Media like Facebook, Twitter and YouTube became their most important source of news information.

Besides, (19.65 percent) of the respondents also use social media to exchange ideas, opinions and feelings. While (3.51percent) of the respondents use for academic purpose but only (9.47 percent) of the respondents use social media like Facebook, Twitter and YouTube simply for entertainment .This indicates social media have multi purposes beyond giving information. It helps for academic purpose and other fields as well.

But, for some of them (99) new media is not their most important source of information (news). As they said they lack reliability and trustworthiness as far as anyone can upload and post any information. We call it citizen journalists .It is the act of a citizen or group of citizens playing an active role in the proses of collecting, analyzing and disseminating news and information.

The nature of subjectively also hinders them to take as it is not their most important source of news information. Thus, for them, social media is not the most importation source of information (news) in addition to this. 19.64% of the respondents also never use social media at all.

4.1.11 Credibility of media; mainstream media vs. new media

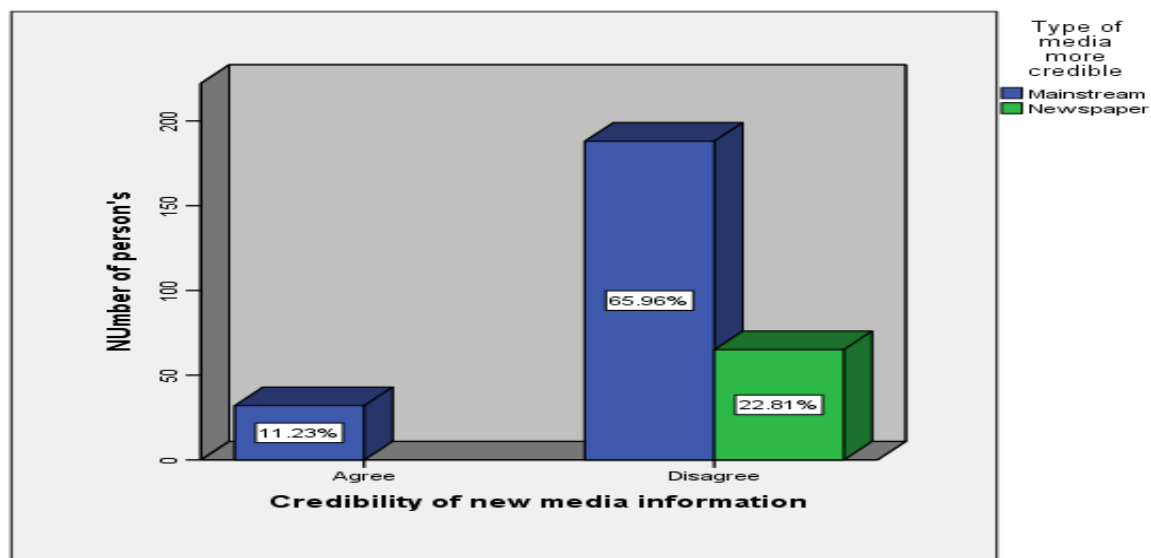


Figure -5

Type of media more credible * Credibility of new media information Cross-tabulation

			Credibility of new media information		Total
			Agree	Disagree	
Type of media more credible	Count		32	188	220
	Mainstream % of Total		11.2%	66.0%	77.2%
	Count		0	65	65
	Newspaper % of Total		0.0%	22.8%	22.8%
Total	Count		32	253	285
	% of Total		11.2%	88.8%	100.0%

Table -9

	Value	Df	P-value
Pearson Chi-Square	10.650 ^a	1	.001
Likelihood Ratio	17.730	1	.000
N of Valid Cases	285		

When the researcher measure credibility of information on new media and mainstream media As clearly stated in above table for majority of the respondents (77.2 percent) mainstream media like Television, Radio, Newspaper and magazine are credible media them. They prove it (88.8 percent) of respondents disagree that the information on new media like Facebook, Twitter and YouTube are not credible information. As they said the source of the information on mainstream media are clearly identified and most likely reliable. Beside information or news are prepared by legal body those who are accountable for its content , where as in new media lack accountable and responsible body because anyone can published or broadcast any kind of information with fake account this lead the audience for incorrect decision as well.

But new media information is credible for (22.8 percent) of the respondent and from those (11.2 percent) agree that new media is credible media compare with other medias. As they it's free from government involvement and independent from any external body.

But, because of privacy issues, content accuracy, reliability, and other related concerns, some observers have predicted a trouble for online news in future (Abdulla, Garrison, Salwen, Driscoll, and Casey, 2002). Generally, because past researches revealed that people are less likely rely on the media they do not perceived as credible. Therefore, credibility is crucial for the new media (Johnson and Kaye, 1998).

4.1.12 The influence of news media on newspaper reading

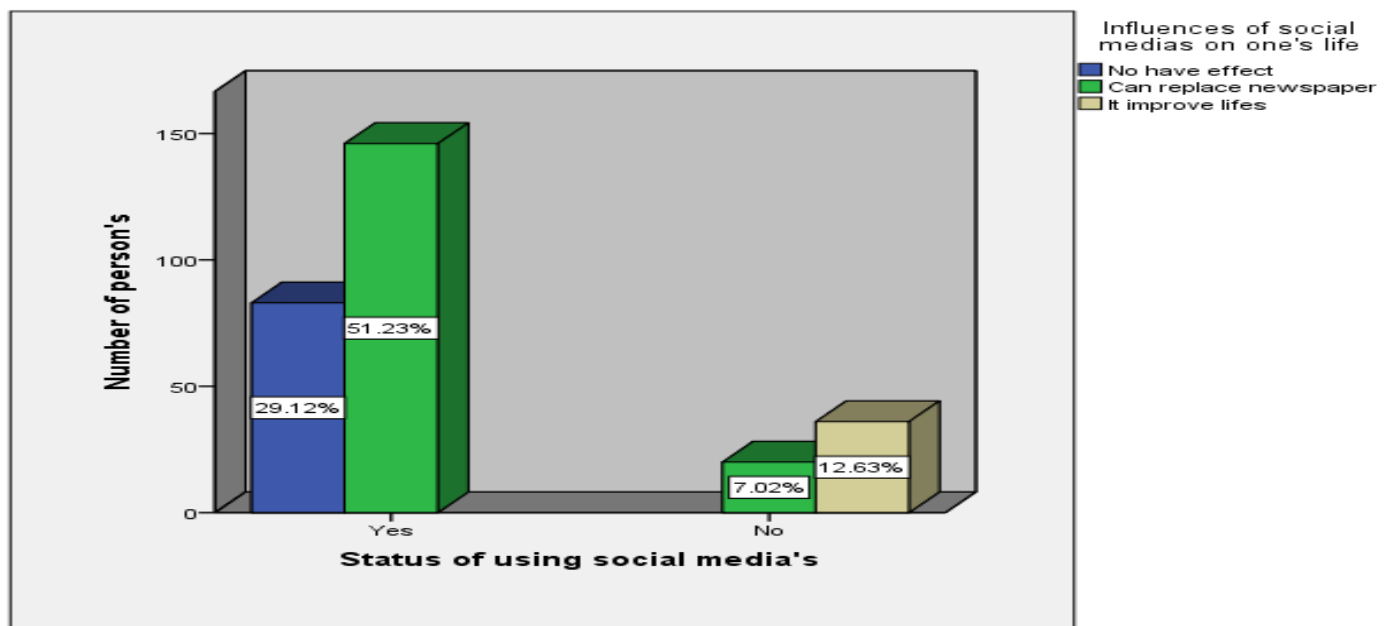


Figure-6

Influences of new media on one's life * Status of using social media's Cross-tabulation

					Status of using new media's		Total
					Yes	No	
Influences of new medias on one's life	No have effect	Count			83	0	83
		% of Total			29.1%	0.0%	29.1%
	Can replace	Count			146	20	166
		% of Total			44.8%	6.0%	50.8%

Total	newspaper	% of Total	51.2%	7.0%	58.2%
		Count	0	36	36
	It improve life's	% of Total	0.0%	12.6%	12.6%
		Count	229	56	285
		% of Total	80.4%	19.6%	100.0%

Table-10

Chi-Square Tests

	Value	df	P-value
Pearson Chi-Square	173.586 ^a	2	.000
Likelihood Ratio	160.297	2	.000
N of Valid Cases	285		

Majority of the respondents agreed that for the question “Do you agree new media like Facebook, twitter and you tube can replace newspaper as source of information?” new media like Facebook, Twitter and YouTube can replace the printed version of newspapers as source of information. As the respondents said:

“Because we can get the printed version on social medias by soft copy now a days there are different web pages(magazines, newspaper pages) on new media’s we can also easily and quickly uses this tools everywhere, every time as we wants. So, no need of spending more time and money on the printed version like reading newspaper.”

Additionally, some of the respondents also said that even if the network connection is very poor around their office, they could have the ability to use new media like Facebook, Twitter and YouTube everywhere even outside the office by using their mobile phone, tablets or computers.

“Now days we have a plenty of options to use new media. We can have access to internet. So that newspapers content and presentation is different from new media with source of information. This confirms that the information on new media is not redundant rather

reliable as well as fast and always updated. Also we can get any kind of information on new media'' connecting with this, some newspapers have their own Facebook, Twitter and YouTube accounts so we can get the soft copy newspapers on new media than on the hard copy.''

From this point of view we can understand that printed media especially newspapers became in bad situation since everyone uses new medias and they agreed that social medias can replace the printed version like newspapers in the future the newspaper will become out of the market. So it needs to save from to die now.

But few respondents rejected this idea. They disagreed new medias can't replace the printed version. As they said the information in such media (new Media) is limited, naïve and biased plus the ethical consideration mostly is forgot.

As they said

"New media cannot replace newspapers as source of information, new media information is not reliable and lack of credibility. Anyone can post or broadcast any kind of false information with unknown accounts in contrast newspapers are published with known publishers.'"

Connecting with this in new media videos, audio, text, graphics are together which makes the issue more attractive whereas newspaper lacks this.

Assessing the impact of the internet after two decades of its emergence, Wigston (2009, p. 30) says "the emergence of new media technologies over the past 20 years has dramatically changed the media environment that many of us have been familiar with," adding that "the internet has changed the way in which most of us work and live."

Elastin (2001) argues the advent of information and communication technology (ICT), especially the Internet, is giving some impact to our daily life

And social media creates beyond giving information digital divide discrimination between those who use it and do not use it. People that have not access to use it; it is difficult for them to get information from it.

From this point of view the researcher concludes that new media like face book, twitter and you tube highly affects the newspaper reading. The respondents instead for reading newspaper to get

information they easily use social media everywhere and every time as they wants. That helps beyond getting new information they helps to facilitate and improve their work, studies and life. Perhaps the potential of new media is a function of its intermediate development and our social, political, and economic transition within and outside of it. Either way, it remains to be seen whether or not it really is up to us to define the digital frontier. Regardless, new media and new media communications is continually evolving and as a result, its definitions evolves as well. To find out why they are turning to the new media for information and news, respondents were asked the open-ended question: “What is the main reason that you get information from new Media?” majority of respondents said it was convenient or easier to get information from new media like Facebook, twitter and YouTube. Also they refer to get information from new media because the Government could not control any information. The least popular reasons were access to any information, breaking news, available when you want it, pass time and news from different countries as well.

1. Categorical regression analysis of newspaper reading habit on some factors of that have influence on newspaper reading habit.

Regression

- a. **Predictors:**(Constant), Type of media more credible, Credibility of new media information, Major source of information, Time spent per day on reading newspaper, Cost of using social media per day....Independent variable
- b. **Dependent Variable:** Newspaper reading habit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.866	.863	.167

- a. Predictor; (constant) Type of media more credible, Credibility of new media information, Major source of information, Time spent per day on reading newspaper, Cost of using social media per day.

The result of multiple regression analysis, as shown in the above table, R determines the correlation between social media and newspaper reading habits. The correlation between the two variables is 0.931 which explain a strong negative significant relationship. Coefficient of determination, R², predicts the relationship between the independent and dependent variable is 0.866. this means 87 percent of the total variance in the dependent variable (newspaper reading habit) is accounted for by independent variable(Type of media more credible, Credibility of new media information, Major source of information, Time spent per day on reading newspaper, Cost of using social media per day.) this affirms that new media affecting newspaper reading habits. This also indicate that the more spent time on new media like Facebook, Twitter and YouTube results poor reading newspaper.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	50.203	5	10.041	360.260	.000 ^b
	Residual	7.776	279	.028		
	Total	57.979	284			

- Dependent variable; newspaper reading habit
- Predictor; (constant) Type of media more credible, Credibility of new media information, Major source of information, Time spent per day on reading newspaper, Cost of using social media per day.

The result of the F-ratation as shown in the above table indicates that the regression model is significant at $p < 0.005$. It can be accomplished, that the regression model predicts social media construct (the independent variable) have the ability to predict reading habit of newspaper and new media have impacts on newspaper reading habit.

Coefficients

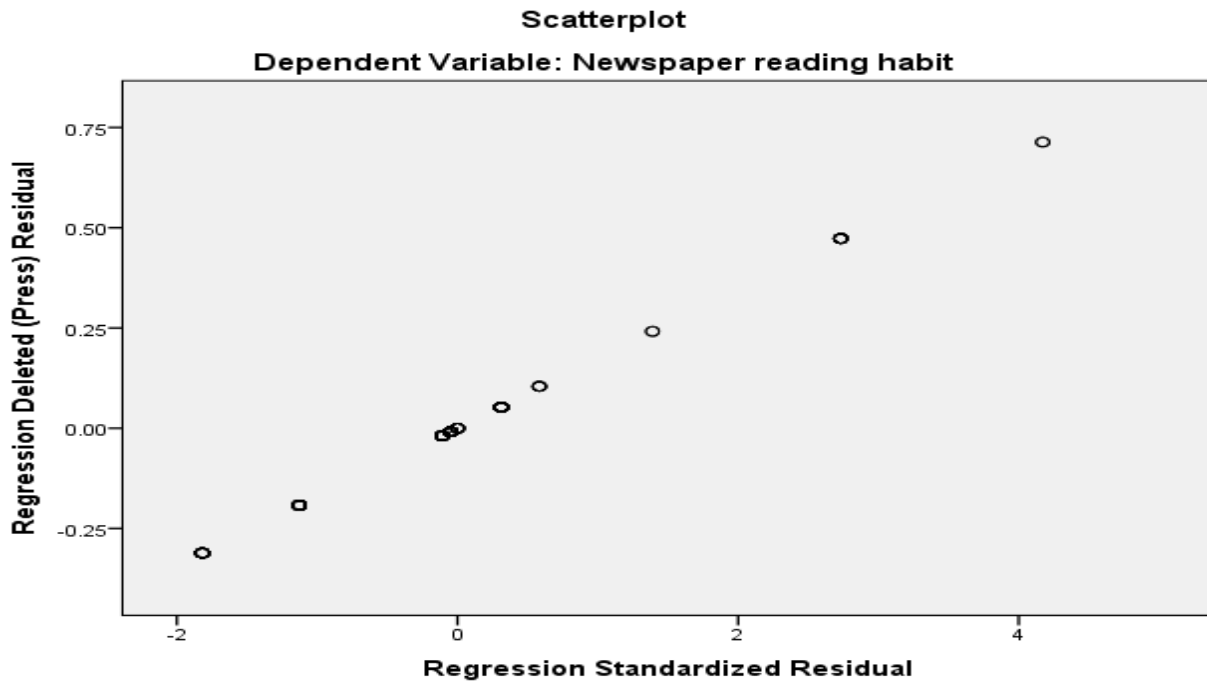
Model	Unstandardized Coefficients		Standardized Coefficients	t	P-value
	B	Std. Error	Beta		
(Constant)	0.393	.095		4.146	.000
Time spent per day on reading newspaper	-0.232	.071	-.207	-3.255	.001
Major source of information	0.115	.038	.131	3.050	.003
Cost of using new media per day	0.240	.026	.625	9.317	.000
Credibility of new media information	-0.070	.034	-.049	-2.078	.039
Type of media more credible	0.456	.071	.424	6.453	.000

a. Dependent Variable: Newspaper reading habit

The regression analysis presented in the above table reveals that newspaper reading habits determined by the Predictor; (constant) Type of media more credible, Credibility of new media information, Major source of information, Time spent per day on reading newspaper, Cost of using social media per day. Time spent per day on reading newspaper has a beta value of -0.207. This means that time spent per day on reading newspaper explains -20.7% of newspaper reading habit, at a p-value of 0.001. This explains a negative association of time spent per day on newspaper reading habit.

Major source of information has a beta value of 0.131. This means that explains 13.1% of newspaper reading habit at a p-value of 0.001. This indicates a negative association of major source of information with newspaper reading habit. Cost of using new media per day has a beta value of 0.625. This means that the cost of new media per day explains 62.5% of newspaper reading habit, at a p-value of 0.000. This shows a positive relationship between costs of new media per day with newspaper reading habit.

Credibility of new media has a beta value of -0.49. This means that credibility of new media explains -10.4% of newspaper reading habit, at a p-value of 0.039. This shows a negative relationship between credibility of new media and newspaper reading habit. Type of media more credible has a beta value of 0.424. This means that the type of media more credible explains 42.4% of newspaper reading habit at a p-value of 0.000. This shows a significant relationship between type of media more credible and newspaper reading habit. Regression model is significant at $p < 0.005$



4.2 QUALITATIVE DATA

4.2.1 Respondents reason for involving themselves in the new media

Most of the interviewees had joined the new media between the years from 2000 to 2004 E.C. they mentioned their own reasons to join by that time, it can be summed as they were attracted by its easy feature of communication specially Facebook and twitter were the most preferred platforms to share and receive information. The Simplest way to communicate with people around the world, with friends and with families was their main reason to involve mostly those who were abroad for academic reasons by that time.

However it was also mentioned as a new phenomenon or new alternative quite different from the traditional one that enables the user to get lots of information about many happenings everywhere. The new media especially Facebook was like a fashion as everybody joined and it was also the order of the day.

4.2.2 Accessibility of the new media

In the in-depth interview session the interviewees were asked about the accessibility of the new media in Ethiopian context, however their answers can be categorized in to two extreme levels. Most of them mentioned that all the new media platforms are easily accessible all around the

country. According to all the respondents who had share the above point, they provide the reason to say so, as to them the government gives due attention to provide the modern technology (internet service) which it is a fundamental infrastructure to access a new media. However some respondents also complaining that the internet service slow.

According to Mr. GetanehMekuannint who is currently a Lecturer at Addis Ababa University department of Journalism and Communication; “the new media is very much accessible in principle it is all on your mobile phone. Therefore, no question about the accessibility of new media, it is very much accessible.”

Birehan W/Gebriel who is a Graduate Asst. 2 agreed with Mr. Getaneh point of view she said “The accessibility of new media is dependent on the internet connection you can access the new media through cell phone or mobile. Thorough time the accessibility of the new media become very good. We can access the internet media at home at any time. Generally, the accessibility is very good but sometimes there is some problem related to the connection.” DereseMekonnen Lecturer at dep.t of Psychology also mentioned the new media via internet connection is easily accessible “Currently everybody can access the social media easily through their cell phone.” Similarly Dr. SewalemTsega (Asst. Professor) forwarded his point “I see the accessibility of the new media is somehow good in Ethiopia. The number of social media users increase from time to time, because it is easily accessible”.

Meanwhile, some of the interviewees reflect their point of view reversely to the above points like Mr. TenawTerefe (Asst. professor) argued that “Apparently the internet is very slow, the people are complaining, particularly in the university where we are doing a lot of works with the internet. Dr. TakeleMerid (Asst. professor) also agreed with Mr. TenawTerefe argument said “The internet is very difficult to use at any time. The connection accessibility is declining.” Fetle Tsige (Lecturer at Journalism and Communication) mentioned that she is not satisfied by the accessibility “As you know the accessibility of new media differ from place to place. The place where I am working living in Addis Ababa, the accessibility is low or not that much satisfactory. The cause is due to electric and internet problem”.

Therefore; based on the above argumentative responses of the interviewees, it can be possible to sum up the points having in mind the internet connection is slow but in Ethiopia in general AdissAbeba University particularly the accessibility of new media is good. As a good reason

for the researchers generalization Mr.Birehan W/Gebriel (Graduate Asst. 2) provided a critical perspective trying to integrate the above arguments through his justifications “First of all accessibility of new media depends on the country economical capacity. If a country is developed, the accessibility of new media will be better. Therefore, even if there are many problems on the accessibility, Ethiopia has somehow better accessibility of new media as a developing country.

4.2.3 Respondent’s previous experience on reading newspaper before the advent of social media

Most of the interviewees answered that they had good experience in reading newspapers, but since the advent of new media, most of them shift themselves from reading a newspaper to being new media user. According to Mr. DereseMekonnen (Lecturer at dep’t of Psychology) “I was very much interesting in reading printed media before the coming of new media. At that time I did not have any option to access information. But now the new media creates an alternative means of information. Because of the coming of new media my interest of reading newspaper is declining.” Mr.NigatuMerdassa (Asst. Lecturer) also faces the same thing “I was reading different newspaper before the advent of new media. Still I read newspaper some times. Currently I spent more time on new media than newspaper. Because, we can accesses the new media easily in anytime and anywhere”. However some interviewees also mentioned they are reading newspapers ones a week as a secondary source of information after new Media.

4.2.4 The differences between new media and newspaper

The interviewees were asked about the differences between the new media and the newspaper, due to its accessibility and easy to use most interviewees preferred new media than newspapers because their difference is obviously based on its reachability and credibility cases can be considered. According to Mr. TenawTerefe (Asst. professor) “The only advantage of new media is very fast, we can accesses the information very swiftly; we can take any piece of information at any time and at anywhere. But newspapers cannot have these advantages as the new media have.” Another respondent Ms.Asmret H/silassie (Lecturer) she described the difference as “When you read newspaper, you have access to the content of that newspaper, but when you use the new media, and you can find the content of different newspaper at once. So

you have a lot of choices so you are not confined to read the output of one institution newspaper rather you have wide variety of access on the new media.”

According to most of the interviewee answers one thing make them similar; their objectives, which are both, tools that intended for sharing information to their readers or viewers (users). However the basic thing that makes them different is easily accessibility and credibility. Dr. Takele Merid (Asst. professor) said “The basic difference between newspaper and new media is that social media is easy to get its service as far as there is an internet connection. But to get the newspaper you should have to go somewhere where the newspaper is found.” But most of the interviewees mentioned that in terms of credibility newspaper is better than new media.

4.2.5 The reason behind the shift from newspaper to new media

As a major factor most of the interviews stated that human beings communication history was traveling from oral communication to the present new media. The development of media technology that allows people to communicate one another from very remote areas can be seen as the major driving force to shift from newspaper to new media. Mr. Nigatu Merdassa (Asst. Lecturer) agreed with above point said “I think the shift from newspaper to new media is due to the modern and digital influence of the new media. The other thing is new media is cheap and accessible everywhere if internet connection is available, it is also another big factor that now days the people considered the new media as a fashion to be involved on it.” Mr. Getaneh Mekuannint (Lecturer) also forwarded his point of view with regard the major factor behind the shift from newspaper to the new media by saying “The shift from new media to newspaper is just to get an vital answer for the question ‘how can i get fast information’ comparing with the newspaper. So getting the latest information is the first thing that derives everybody to consume news and information from the new media”

However some interviewees like Birehan W/Gabriel (Graduate Asst. 2) she suspecting the factors of shifting in to new media might be due to fading up the interest to read and basically the instructiveness behavior of new media also play a big role, “The shift might come from less habit of reading newspaper and books. People write freely what they want to forward. By its nature new media is very interactive. That means there is a feedback on new media. Mostly the communication in newspaper is one way but on new media you have the chance for interaction. So because of these reasons peoples tend to or shift from newspaper to new media”.

4.2.6 The influence of new media on newspaper reading habit

According to Mr. TenawTerefe (Asst. professor) the new media have its own influence of reducing reading habits as well as affecting mainly the market of newspaper publication “New media have strong influence on my newspaper reading habit. It has high influence on the distribution of newspaper too. It affects negatively the number of readers. That is it reduces the number of readers. I don’t think now a day’s newspapers are selling well as they were before. This is the influence of new media on newspaper existence. I strongly believe that the advent of new media and technology plays a big role to decline the number of readers in the newspaper industry”. During the in-depth interview of the study almost all the interviewees reflect their belief that new media strongly affects the reading habit of newspaper for instance Ms.Asmret H/silassie (Lecturer) she provided her experience said “Off course, I used to read newspapers whatever opportunity I got earlier. But now I am not really expected to do that. So I get whatever I want from social media or new media. I am not interested in perussion hard copy to reading it”.

Based up on the above perspectives the advent of new media is hardly affecting the reading habit of newspaper that enable us to understand and measure its influence.

4.2.7 The limitation experienced on a social media platform

Most of the interviewees raise their questions about the credibility of new media; they mentioned it as its basic limitation like Mr. TenawTerefe said “I don’t like to be honest about the factual information of stories from the new media. I could say the new media information is that is popping up on the screen by someone who is interested to tell the story without any verification and authorization. So the most limitation of new media is its less credibility”. Supporting Mr.Tenaw’s point Ms.Asmret H/silassie also forwarded her idea as “we get a lot of information on the new media. Sometimes it is difficult to separate or to choose between what is accurate and what is not accurate.

So really it needs a lower of work in choosing between which one is fact or not specifically relevant to us and what should be discarded. So this is the limitation of new media that I think many people are experienced right now.”

Generally, As a basic limitation of the new media it lacks accuracy and hard to be credible because the platforms of new media gave the chance to anyone to distribute information whatever they want and this leads to confuse users to choose the truth because mostly the information are not verified, therefore the new media's largest limitation can be said it is less credible and not accurate.

4.2.8 Credibility of new media compare with newspaper

Majority of the interviewees agreed that new media information is not credible as compare with newspaper. For example Ms Asmret H/silassie (lecturer) said that "Peoples or journalists who are working in newspaper (professionals) are more credible than who are working in new media because they are professionals. But when you come to the new media everyone who has internet access can post or down load whatever they want. So I personally believed what is written on newspaper is more credible than what is posted by individuals on social media."

Nigatu Merdassa (Asst. Lecturer) The credibility between newspaper and new media is very different. For example newspaper is more credible than news media because newspaper is more accountable what they written for the readers. But on new media everybody is posting without any source. We cannot identify which information is true or not. The same is true for Dr. Takele Merid (Asst. professor) "Newspaper is more credible than the news media when you come to the social media you cannot trace the source of the information. But newspapers are responsible for their news and there are rules and regulations which guide them." Getaneh Mekuannint (Lecturer) also agrees that the information's, news and stories on social media are not credible.

The same is true for Dr. Ahmed Hasen (Asst. professor) as he said that the credibility of the social media aspects is having questioned. Even if new media reaches firstly for viewers, readers and audiences, but when they reach they abused the environment firstly. The credibility of having stabilized community can be questioned. Therefore the social media should be responsible and credible to maintain the world peace and order. Mostly stories on new media are agent of disorder. The connection with the newspaper is permanent. We can site the information where it coming from but we cannot in news media.

According to Birehan W/Gebriel (Graduate Asst.2) strength the idea of Dr Ahmed as she said that newspapers are more credible than new media. Because the newspapers producers are accountable and responsible what they are going to write. We can have the address of those newspapers to asks and recheck about their statement.” Also Dr. SewalemTsega (Asst. Professor) said the same with the others. In social media the credibility is less. Because everybody wrote across the world but we don’t know where it come from. So I would say newspaper is more credible than social media.

Base on the interviewee’s ideas the researcher concludes that Credibility is the main limitation of new media. It is somehow difficult to receive the whole information, which are disseminating through social media. In contrast the information on newspaper is believable and credible enough. Information which is available on newspaper is more reliable and credible than the news media. The newspaper is not going to lay the readers as the social media do. Because the readers and viewers are knows already who is responsible for the newspaper content.

4.2.9 Respondent’s major source of information

For most of the interviewee new media is their major source of information .even if lack of credibility is one limitation of new media. Like GetanehMekuannint (Lecturer) said “I am consuming information from mainstream media, and publications but I spent much time on browsing and searching everything happening on social media tools. So the new media is my major source of information.” Dr. TakeleMerid (Asst. professor) also often used new media. As he said that it is difficult to go out to find newspapers rather searching yahoo news on the new media.

According to Birehan W/Gebriel (Graduate Asst. 2) also said that currently her major source of information is new media, because the new media is more accessible than the newspaper medium. “I have a cell phone always with me. So I can access face book at any time. So the new media is more near to me than newspaper.” DereseMekonnen (Lecturer) also agree the above idea his major sources information is new media. Because “I can access it easily at any time. And it is less costly comparing with the newspaper.”

Whereas, for TenawTerefe (Ass, professor) & Dr. Ahmed Hasen (Asst. professor) both are very hard important but they always select which source of information is good for them. So,

Mainstream media are my major source of information, because mainstream media is more credible and responsible than new media tools.

But like Getaneh Mekuannint (Lecturer) & Asmret H/silassie (lecture) even if they consuming information from mainstream media, and publications but he spent much time on browsing and searching everything happening on social media tools. So the new media is my major source of information. But mostly they used new media except when they want a refined content or professional content which is from newspaper.

CHAPTER FIVE

5. CONCLUION AND RECOMMENDATION

This study was conducted on the ‘‘impact of social media on newspaper reading habit ’’. Based on the information obtained through questionnaire and in-depth interview; the researcher analyzed the data by using both quantitative and qualitative data analyzed method. First and foremost, the researchers found that with the advent of new media reading habit of newspaper decrease from time to time. Finally the researcher based on the finding of the study came up with the following conclusion and recommendation.

5.1 CONCLUSIONS

In the past decades, downward trends in newspaper reading have been observed in many countries. Particularly strong declines have been reported from the United States; readership levels have also lowered in a number of European countries. These developments have triggered a large number of research projects investigating newspaper reading and it’s the influence on reading habit.

In Ethiopia, this studies to relate new media use to newspaper readership habits and the possible influence on newspapers reading habit. By examining media use among academic staffs in AAU, this study hints at media use patterns of the general population of Ethiopia. The respondent’s newspaper reading habit and especially their use of new media are thoroughly examined.

More than 71.6 percent of them claimed that they read newspaper. Yet, (41.05 percent) of respondents read once a week while the rest are two times a week. Respondents were then asked to indicate their regular hard copy newspaper readership. But majority of the respondents read once or two times a week on Saturdays and Sundays since they get free time on these days that helps to read a newspaper. Because Sunday and Saturday are break time for majority of respondents since they spend days of the week time in teaching. They get free time on those days to read a newspaper.

But, when we came to the experience on usage of new media both the qualitative and quantitative data suggest academic staffs in Addis Ababa University, Majority of them (80.4 percent) use new media tools like Facebook, Twitter and YouTube. But only (19.6 percent) of the respondents do not use social Media at all. As they said lack of time and they believe that social media sometimes give irrelevant and incredible information about the issue. This hinders them from using it.

From those who use new media (80.4 percent), majority of the respondents use new media tools like Facebook, Twitter and YouTube daily, from those (57.9 percent) of them spend 30 minute - 1hr per day on using new media, (14.0 percent) respondents spend between 1-2 hours and (28.1 percent) of respondents spend their time between two and more hours on using social media per day.

While when we compare the time that the respondents spend on reading newspapers and using social media, majority of the respondents form those who read newspapers read newspaper once a week on Saturdays and Sundays since these day allow them to read newspapers because these are off work days. In this scenario, the researcher concludes currently majority of respondents use new media than read newspaper as source of information and news.

For this case Most of the interviewees answered that they had good experience in reading newspapers before the coming of new media, but since the advent of new media, most of them shift themselves from reading a newspaper to being new media user.

As they said that the accessibility of new media helps them to use it easily. But it dependent on the internet connection they can access the new media through cell phone or mobile. Thorough time the accessibility of the new media become very good. They can access the internet media at home at any time. Generally, the accessibility is very good but sometimes there is some problem related to the connection. Beside, majority of respondents use their mobile phone to access new media tools and some of them also used tablets and computers.

Since Facebook is one of the most popular online Social networking sites that allow anyone to share information about them and any kind of information with clients, colleagues, family, and friends from those who used new media (50.9 percent) used Facebook.

From those who use new media tools like Facebook, Twitter and YouTube, the researcher conclude that issues related costs of new media used (i.e. 51.2 percent) don't pay for using new media. As they said even if the network is not strong enough mostly they use it at place of work with free of charge as they want and since they spend their more time in office, they have free internet connection access that allows them to use it. But (21.1 percent) of the respondents pay less than five birr and 8.1% of the respondents pay above five birr per day to use social media like Facebook, Twitter and YouTube.

Based on this, the researcher concludes that as it being seen only, (46 percent) of the respondents bought a newspaper once or twice of a week to read, whereas (54 percent) of the respondents did not purchase a newspaper rather they prefer to get information from different sources including social medias. This indicates that the readability of a newspaper decreases due to the coming of new media networks which serve as an alternative media sources for information and news.

This case is in line with the arguments set forward by (Swanson, 1992). “Uses and Gratification” research which contend that when a new medium is used for the same purposes as an older medium, the new medium would be a functional alternative to the older medium, and individuals would choose between them by determining which one better satisfies particular needs. In this case, academic staffs are choosing between the two media (i.e. mainstream media like radio, television, newspaper and magazine vs. new media like Facebook, Twitter and YouTube. But they are using them together for the different purposes. Based on the fact that technology helps to converge new and old media together. So that majority of respondents they used new media for satisfying their information need.

While (27.37) percent of read newspapers to get new information and news in detail and in-depth that can't be obtained from new medias like Facebook twitter and YouTube and from traditional mainstream Medias like TV and radio.

Based on the above data, the researcher concludes that people uses new media tools to get new and current information and news. As the respondents said that new media convergence nature highly attracts them because hyper textually, multimodality and interactivity and they serve updated and breaking news information to the audience. (Deuze cited in Erdal, 2011) Convergence lead the media is more interactive and audience participation is encouraged. In addition, greater audience engagement can help to enhance the way people experience the media. Moreover, with the interactive World Wide Web, audiences are able to download and share music, video, photo via social networking and become media produce.

By combining each medium's resource, a converged operation can increase the quality of its product. As a result satisfaction of the customer is increased; this leads to a larger audience. From the public's standpoint, the increased convenience of information provided by converged stories makes using the media a better experience. (Ibid, 2015). The audience also prefers it. But newspaper mostly covers what the new media or other traditional media like TV and radio already

reported repeatedly. So the audiences become bored then they prefer new Medias as their most important source of information.

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. It ranges from the social media (Facebook, Twitter, We-chat, WhatsApp, BBM, Blogs, etc.) to other Internet-enabled devices such as Wikipedia, YouTube. (Ogidi, 2016:57)

Beside The technology allows them to use it easily. In exploring the distinctions and complementarities between the new media and main stream mass media one must understand the technical distinctions between these various media forms (Brydon, 2011). Main stream mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control (Banerjee, 2008).

The new or alternative media on the other hand have radically different characteristics. The new media such as the Internet can be used for both points to mass communications as well as point to point and mass to point message distribution. They are also extremely de-centralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee, 2008). So it became their most important source of news information.

While, for some of them (99) new media is not their most important source of information or news. As they said they lack reliability and trustworthiness as far as anyone can upload and post any information. We call it citizen journalists. It is the act of a citizen or group of citizens playing an active role in the proses of collecting, analyzing and disseminating news and information. The nature of subjectively also hinders them to take as it is not their most important source of news information.

Yet in the 21st c people need audio, visual text, video, and graphics. This multimodality, hyper textually and interactively nature is fulfilled by social media tools like Facebook, Twitter and YouTube. Because the nature of media convergence is found in new media .In the context of (Dizard, Jr. 1997, p. 4), what is happening across the world at the moment is that “the media industries are going through a transitional period in which old technologies are being adapted to

new tastes. The most interesting example of this is the Internet, which relies on old-fashioned telephone circuits and ordinary computer modems.

But, as respondents claim that a newspaper fulfills only 1/3 of it. So that for most of the respondents by this and other causes, a newspaper is not their most important source of information or news. But only for (1.8) percent of respondents claimed a newspaper became their major important source of information or news.

In line with this, for (61.4 percent) of the respondents their major important sources of information and news became new media like Facebook, twitter and you tube .also new media satisfy their needs of information.

With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control (Rosenstiel, 2005). In almost every aspect, the internet has become the most efficient source for information, as well as the most efficient and valid method to share information with the masses in a rapid, easy, cheap, and reliable manner (Rosenstiel, 2005). All the while, the internet sharpens a person's ability to search and disseminate information.

Nevertheless, In today's environment of digital media, the rapid rise of the Internet has created some questions like; is the publishing in traditional media better and more credible than posting a webpage on the Internet? Based on these questions, past studies on media credibility may help to understand the relative credibility of the Internet as a new medium (ibid, 2003).

When the researcher measure credibility of information on new media and mainstream media for respondents (77.2 percent) mainstream media like Television, Radio, Newspaper and magazine are credible media them. They prove it (88.8 percent) of respondents disagree that the information on new media like Facebook, Twitter and YouTube are not credible information. As they said the source of the information on mainstream media are clearly identified and most likely reliable. Beside information or news are prepared by legal body those who are accountable for its content , where as in new media lack accountable and responsible body because anyone can published or broadcast any kind of information with fake account this lead the audience for incorrect decision as well.

Generally, As interviewees said that a basic limitation of the new media it lacks accuracy and hard to be credible because the platforms of new media gave the chance to anyone to distribute information whatever they want and this leads to confuse users to choose the truth because mostly the information are not verified, therefore the new media's largest limitation can be said it is less credible and not accurate.

To sum up, The average time spent reading newspapers is from 30 minutes -1 hour once per week while the average time spent on using new media is from 30 minutes -1 hour per day from those respondents who use new media and read newspaper. In this scenario, academic staffs of Addis Ababa University with a strong need for news and information from new media like Facebook, twitter and YouTube they adopt new media for the purpose of satisfying their information by reducing their reading habit of newspaper.

Having in mind the above result, the researcher concludes that new media like face book, twitter and you tube highly affect newspaper reading habits. The respondents instead for reading newspaper to get information they easily use social media everywhere and every time as they wants. That helps beyond getting new information they helps to facilitate and improve their work, studies and life. The interviewees also said that the advent of new media is hardly affecting the reading habit of newspaper that enables us to understand and measure its influence.

To find out why they are turning to the new media for information and news, majority of respondents said it was convenient or easier to get information from new media like Facebook, twitter and YouTube. Also they refer to get information from new media because the Government could not control any information. The least popular reasons were access to any information, breaking news, available when you want it, pass time and news from different countries as well.

However some interviewees suspecting the factors of shifting in to new media might be due to fading up the interest to read and basically the instructiveness behavior of new media also play a big role, "The shift might come from less habit of reading newspaper and books. People write freely what they want to forward. By its nature new media is very interactive. That means there is a feedback on new media. Mostly the communication in newspaper is one way but on new media you have the chance for interaction. So because of these reasons peoples tend to or shift from newspaper to new media".

Finally the main argument of this study is that now a days people are more fading from newspaper to new media like Facebook, twitter and youtube.so that the researcher concludes that now a days new media become the most important source of information for everyone .this affects newspaper habits of the reader. Because the people daily uses new media like Facebook, twitter and you tube daily to gather and disseminate any kind of information and news from everywhere to everywhere. And the people also heard and watch breaking news and events via new media instead of reading newspaper.

In fact, it is important to acknowledge that this study evokes additional questions that are not answered. Additional research is needed to narrate the relationship between new media and mainstream media among other parts of the society even the whole academic staffs of the university and all new media tools. In addition, the other limitation of this study is all new media tools are not address. It focuses only on Facebook, Twitter and YouTube only.

So that Future research should have also examine carefully the results reported here and explore relationships between individual level characteristics (such as gender and age) in detail in order to develop general profiles of new media user and newspaper readers. As well as other researcher will address all new media tools influence on print industry at large.

5.2 RECOMMENDATIONS

This study shows that with the spread of social media around the world and every information can get on social media easily and quickly newspaper industry decline. From this point of view the researcher recommended the following points;

- In the developing country it is very hard that the political and economy factor determines for the presence of better newspaper. So the researcher recommended that in a country where there are a lot of people who are illiterate not reading well, the other forms of media out lets dominate the newspaper. For the newspaper to be significant and important the newspaper has to be very critical and also the journalist should observe the situation and the surrounding by him, research critically and investigate deeply and provide information for the readers at the right time.
- Peoples are increasingly depending on computers and internet so they have to bring different format to the newspaper to make newspaper better or attract the readers. The newspaper should available on the new media to be accessed for the readers in online. One

of the quality of new media is we get new information or fresh information but in newspapers it might turn out be old or redundant. So they should have to avoid that and they have to be work enough for new or fresh information to make newspaper better like new media.

- Newspaper publishers should have to listen the heartbeat of the people. They should write always real news for their readers. They should have to develop trust on the society at large.
- Published best newspaper with good content with catchy pictures and graphics and Make the reader interactive to report, to comment like new media and Expand publication schedule distribution of newspaper and serve in timely manner including facilitate transportation that travels from the publisher to the audience.
- New Medias are not monitored by someone or some organization or responsible body, so it damages a lot of traditional media especially newspaper also the information on social media is lack of truthfulness that leads the audience for wrong decision.so, it needs to be controlled including establishing rule, regulation and procedures.
- Newspaper should come up with online presentation to attract online readers.

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APPENDEXES

APPENDIX –A

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

QUESTIONNEIR FOR ACADEMIC STAFFS OF ADDISS ABEBA UNIVERSIY

Dear Respondents,

The purpose of this questionnaire is to collect data for the research project entitled “The influence of new media on newspaper reading habit.” Your genuine and accurate responses will have great contribution to the findings of the research. Therefore, you are kindly requested to give genuine answers to the questions below. The researcher would like to remind you that the answers that you give will solely be used for this research purpose. I would like to Thank You In Advance.

This questionnaire has two sections. The first section is about your experience on reading newspaper and the second section is about the use of new media like Facebook, Twitter and You Tube

INSTRUCTION

1. Please no need of write your name or identity
2. Please respond to each question by providing short answer and by circling the answers

Section 1-All of the question in this section focus on your reading of newspaper regardless of how much time you read newspaper.

1. Do you have the habit of reading newspaper?

- A. Yes
- B. No

2. If your answer for question number 1 is no, what is your reason?

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3. How often do you read newspaper per day?

- A. Once a day
- A. Twice of a day
- B. Three times a day
- C. Four times a day
- D. Above four times

4. How many hours you read newspaper per day?

- A. Less than one hour
- A. Two or more hours per day

5. How often do you read newspaper per week?

- A. Once
- B. Two or three times
- C. Four or more times a week

6. How often do you buy a newspaper?

- A. Daily
- B. Two times a week
- C. Once a week
- D. Three times a week.
- E. never buy

7. Which days you read a newspaper the average topical 7-day week? And why you choose that specific day?

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9. Where you prefer to read newspaper?

- A. At place of work
- B. At home
- C. Outside home
- D. every where

10. What is your reason for question number 9?

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11. How do you obtain the newspaper?

- A. Don't get in regular way
- B. Delivered to my work place
- C. Purchased from newspaper vender or buy from street
- D. Read someone's else copy
- E. Don't read

12. Is newspaper your major source of news/information?

- A. Yes
- B. No

13. If your answer for question 12 is no what is your reason?

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14. What is your major source of information?

- A. Newspaper
- B. Magazine
- C. Radio & Television
- D. New media like Facebook, Twitter and YouTube

12. Why you read newspaper?

- A. To entertain
- B. To get new information
- C. To spend time
- D. Don't read
- E. Please specify other

13. Do you agree new media like Facebook, twitter and you tube can replace newspaper as source of information? why.....

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Section 2- All of the questions in this section focus on using of new media like Facebook, twitter, and you tube regardless of how much time you spent on it.

1. Do you use new media like Facebook, twitter and you tube?

A. Yes

A. No

2. If your answer for question number 1 is no, what is your reason?

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3. Which new media tools mostly you used?

A. Facebook

B. Twitter

C. YouTube

D. .blogs

E. flicker

Please specify other

4. How often do you use social media like Facebook, Twitter and You Tube?

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5. How many hours do you spend per day on using social media like Facebook Twitter and You Tube?

A. Less than one hour

B. 1-2 hours

C. Two hrs. and more

D. Don't use social media

6. How much do you pay for using social media like Facebook, twitter and you tube per day?

A. Less than 5 birr

B. Above 5 birr

C. No payment

Please specify other

7. Tell me your experience about new media on your daily life.

- A. Replace watching TV
- B. Replace reading newspaper
- C. Replace listening radio
- D. Improve& facilitate work ,study& life
- E. No real effect

8. Why do you use new media like Facebook, Twitter and you tube?

- A. To gather news or information
- B. To exchange ideas, opinions and feelings
- C. For academic purpose
- D. To spend time

Please specify other

10. What is your reason for question number 9?

.....

11. Does new media like Facebook, twitter and you tube is your most important source of information?why.....

.....

12. If your answer for question number 11 is yes, what is your reason?

.....

13. “What is the main reason that you get information from new media?”

13. Do you agree new media information is credible?

- A. Agree
- B. Don't Agree

Please specify other

14. If your answer for question number 13 is Don't Agree what is your reason?

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15. Which media is credible for you?

A. Mainstream media like Newspaper , Television and Radio

B. New media like Facebook, Twitter and YouTube

C. No credible media

Please specify other

16. What is your reason for question number 15?

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Thank you once again for your time and cooperation!

If you have anything else you wish to add in regard to the subject of this questionnaire that might help me?

APPENDIX-B

INTERVIEW QUESTION FOR ACADEMIC STAFFS

1. When did you join new media? What was your reason for joining it?
2. How do you measure the accessibility of new media?
3. What was your previous experience you have on reading newspaper before the advent of social media?
4. What makes different new media from newspaper for you?
5. What was the reason behind the shift from newspaper to new media?
6. How Do Explain The Influence Of New Media On Your Newspaper Reading Habit?
7. What is a limitation you experienced on a social media platform?
8. How do you explain credibility of new media compare with newspaper? Or could you please explain your understanding of credibility and trust in the social media tools?
9. Which one is your major source of information for you? New media or newspaper? Why

This pic tells new media now and newspaper before



Wi-Fi Generation Vs Newspaper reader