

PATTERNS OF INTERNET AND NEWSPAPER USE IN
ETHIOPIA: THE CASE OF GRADUATE STUDENTS IN
ADDIS ABABA UNIVERSITY

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Abstract

The past decade has seen a number of major changes in the availability and use of information through media channels. In the digital age, the Internet has become popular as a source of news and this raises questions about the future of newspapers. The question is whether the changes in availability or use of some media have brought about changes in the availability of other media, or whether different media serve as substitutes for one another. Is a Web likely to supplement or substitute newspapers? An analysis of data from a survey of almost 300 graduate students in Addis Ababa University shows that respondents are not turning away from reading newspapers as a source of local/International political news. In fact, the more time spent reading online news is linked to heavier use of newspapers. However, a smaller proportion of the respondents admit on cutting back reading newspapers as a source of news and relying more and more on the Internet.

CHAPTER ONE

INTRODUCTION

This chapter tries to introduce the nature of the study; it establishes the rationale for carrying out the study; it also presents the purpose of the study; the application of the findings, conceptual definitions of terms used in later chapters and finally outlines the organization of the study.

1.1. Background and statement of the problem

Today millions of people world wide are turning to the Internet for a variety of communication and information-sharing tasks. One of the most popular uses of the new medium is reading news. With the unprecedented emergence of the Internet as a powerful news and information medium, fears of the dinosaur's fate have been dominating traditional news industries since the late 1990s (Nguyen et al, 2005). The Internet has been proclaimed by many as the news media for the future (Ihlström, 1999).

Acknowledging the emergent role of the Internet in shaping the current media landscape, media scholars have become increasingly interested in studying its relationship with newspapers (Nguyen et al, 2005). The question whether old media are driven out of existence by new media has been a long concern in academic and industrial research but has received no definitive answer (Ibid).

Scholars on one end argue that different media serve the same functions for users so that new media will eventually drive old media out of existence (Fidler, 1997). On the other hand, other scholars explain that no medium can be seen as an absolute functional

alternative to another: each medium has its distinctive features to serve different human beings in different contexts and thus complements other media in satisfying their diverse media-related needs (Coffey and Horst, 1997). Therefore, from a user-centered perspective, even if people have to reduce some of their time and financial resources spent on the old after adopting the new, they do not necessarily abandon the former (Ibid).

The best publicly available evidence suggests no firm conclusion about whether the Web is likely to become a replacement for newspapers. Setting aside broad questions about future changes in tastes or technology, much of the debate boils down to a basic question: are print and online news products substitutes or complements? Despite concerns and extensive research in other parts of the world, no research has explicitly examined the situation in Ethiopia.

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 (Ibid). However, most of the newspapers and magazines have vanished as dramatically they have appeared.

The Ethiopian Telecommunications Corporation (ETC) is the sole provider of Internet services in Ethiopia. ETC was established in 1996 when the original Ethiopian Telecommunications Agency (ETA) was split in an attempt to develop the private sector (Facts about Ethiopia, 2004). ETC now handles the operation, expansion and

development of telecommunications throughout Ethiopia, while ETA handles its regulation (Ibid).

In January 1997, ETC had 5,000 clients and by 2005, ETC serviced about 113,000 users (ETA, 2005). The distribution of Internet subscribers throughout the country is growing every year but is highly skewed to the capital and subscribers outside of Addis Ababa accounts for about 6% of the total internet subscribers. So at present, the Internet simply does not reach rural areas at any serious level.

With the unprecedented growth of the Internet to the capital, it is important to find out who is turning to the Internet for news. Since people started using the Internet for news, what has that meant for their habits in reading newspapers?

This study takes a different approach to the above question by examining news consumption patterns within an unusual but theoretically important group of people: members of a fully networked university community. This group is by no means representative of the larger adult population, and the patterns of media use in this University's student population do not generalize the patterns of news consumption that might be found in a broader section of the Ethiopian society. By examining patterns of on-line and traditional news media use in Addis Ababa University, the study hints at media use patterns that might manifest themselves in future years.

1.2. Purpose of the study

The purpose for this study is to explore whether newspaper readership is regressing, progressing or remaining the same in Ethiopia since people have started using the

Internet as a source of news by taking the case of graduate students in Addis Ababa University.

1.2.1. Research questions

How does the use of online news affect the way graduate students in Addis Ababa University read newspapers? Is the web a compliment or a substitute to newspapers?

The analysis and discussion presented in the study can only give partial answers based on the reported experiences of a relatively small number of groups, specifically graduate students in Addis Ababa University. Therefore, this research does not seek to provide definitive answers to this question, but rather to approach it from a number of angles, and to examine various trends and influences which may build part of a wider picture.

For these reasons, secondary research questions were designed to contribute to the main question by addressing certain aspects:

- Did graduate students in Addis Ababa University have the habit of reading newspapers before the advent of the Internet?
- In what way is the Internet actually used by graduate students in Addis Ababa University and what are the individual needs it fulfills in view of the many functions that it performs?
- Is there a difference between the options offered by the Internet compared to those offered by newspapers?
- How has the use of the Internet as a source of news changed their habits in reading newspapers?
- For what reasons do graduate students in Addis Ababa University choose a given media, Internet or newspapers?

1.2.2. Application of results

The analysis of the literature and the research results will provide local newspapers in Addis Ababa with insight into future directions they should take. While local newspaper owners are mostly aware of the Web and its use, they need help in making critical decisions as to what to do on the Web.

In that case, this study will suggest how new technologies, such as the Web, might be used by newspaper companies in the future to keep their share of the information dissemination marketplace, and to draw conclusions as to the importance of the Web to newspapers, now, and in the future.

1.3 Conceptual definitions

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).

World Wide Web: A collection of globally distributed text and multimedia documents and files and other network services linked in such a way as to create an immense electronic library from which information can be retrieved quickly by intuitive searches

(Merriam-Webster Online Dictionary). The Web represents the application of hypertext technology and a graphical interface to the Internet to retrieve information that is contained in specially formatted documents that may reside in the same computer or be distributed across many computers around the world (Ibid).

Websites: A site (location) on the World Wide Web. Each web site contains a homepage, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization (Ihlström, 1999)

News: One pragmatic problem the researcher faced in this analysis is the use of the phrase news. News, understood in the popular way as information about new and recent happenings, is indeed one integral and inseparable component of information. However, placed in the survey's popular context, 'local/International political news' is a sensible word choice. The stress on news in 'local/International political news' makes the term clearer to 'layman' respondents, who would either consciously or subconsciously understand it as news and *other types of information* (that is, non-news information). In reality, this might be necessary, since the emergence of the many Web-based participatory publishing outlets (e.g., Weblogs, online forums etc.) has blurred the line between what is news and non-news information (Nguyen *et al*, 2005) In other words, 'local/International political news' in the survey's context is actually *information, including news*, in the academic sense and excludes all sports news. For that reason, the researcher has consistently used and will continue to use 'local/International political news' throughout this paper.

Graduate Students – for the purpose of this study refers to all registered and enrolled students in Addis Ababa University Masters’ Programme.

1.4 Limitation of the Study

The limitations of previously available researches on to what extent the Internet has become a medium of the masses and the factors associated with access to the Internet have left the researcher with an incomplete understanding of news audiences in Addis Ababa and their exposure patterns. Moreover, the researcher made full use of prior (managerial) knowledge on the fact that all graduate students have access to the Internet to carry out the study. This practice has been criticized as it would allow the researcher to ‘cherry-pick’ the most convenient location for the research (Christiano, 1992).

This study is an exploratory pilot study, and should not be used to draw conclusions about the trends of media use in Ethiopia as a whole.

1.5 Organization of the Study

The first chapter of the study gives a general background, describes the research problem; provides justifications for why the study had to be carried out and why it is significant; and finally explains the limitations of the study.

The second chapter reviews different literatures on the effects that the World Wide Web (Web) is having on newspapers in the delivery of current news. It will first provide an overview of the historical background to the media and the Internet to put the present day situation into context. It will then explore theories of media selection and use to explain the purposes for which new media and old media are being used. Based on that, it will

review previous studies that have been carried out to find out if use of the Internet has decreased newspaper readership in other parts of the world. It will conclude with an examination of Ethiopian media and Internet usage to understand the changes in the role of the media in our society brought about by the development of the Internet.

The third chapter explains the research methods that were used to carry out this survey. The primary research method of this study was a questionnaire distributed to a large number of recipients. Questionnaire was selected as the primary data collection instrument in the hopes that it would reach a large number of students in different departments and in geographically disparate campuses who would be willing to take a small amount of time necessary to complete the questionnaire. The secondary research method of this study was Focus Group Discussions of smaller groups of students. The discussion was organized after the majority of the questionnaires had been filled, and the responses to the questionnaires were used to help construct discussion points. Several of the questions were removed from the discussions when it became clear during the Focus Group discussions that the answers were not contributing to a greater understanding of the research questions, and other questions were added to the discussions as they added a greater understanding of the research questions.

The fourth chapter analyzes the results received from the questionnaire and the Focus Group Discussions. Finally, the last chapter forwards concluding remarks and recommendations.

CHAPTER TWO

LITERATURE REVIEW

This chapter will attempt to determine the effects of the World Wide Web (Web) on newspapers in the delivery of current news. It will first provide an overview of the historical background of the media and the Internet in the context of the present day. It will then explore 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 will review previous studies that have been carried out to understand if use of the Internet has discouraged newspaper readership in other parts of the world. It will conclude with an examination of Ethiopian media and Internet usage to understand the changes in the role of the media in our society brought about by the development of the Internet.

The future course of the news is being altered by technology-savvy young people who no longer consume news in traditional ways. With the growing importance of the Internet as a source for news, the possible linkages between newspaper readership and the use of the Internet as a source of news is worth investigating.

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 (Weirr, 1999). The *avvisi* were a valuable resource used by bankers and merchants to get information about the changing sociopolitical environment of that time (Ibid).

With Gutenberg's invention of the movable printing press, the printed word became a dominant medium for mass communication (Roper Organisation, 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 (Nieuwe Tijdingen in 1616) and England (the London Gazette, founded in 1665) (Charon, 1987).

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.

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).

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). Never before has so much information been so accessible to so many.

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).

The Internet has been discussed as both an opportunity and a risk from the point of view of the traditional established media.

As a form of computer-aided communication, the World Wide Web's potential greatly surpasses that of the printed newspapers in a number of ways. The WWW 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). News can become immediate and timely if electronic newspapers are updated throughout the day, and international news can be transmitted with ease across geographical boundaries (Charness *et al*, 2001).

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 any time, any place.”

In addition, the interactive nature of the Internet allows people to efficiently select the news that interests 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 and Metzger, 2001).

Moreover, the Internet, as a medium, has been labelled 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). With an electronic newspaper, the reader may be able to switch from the story halfway through to pursue more detailed information on a point that is archived elsewhere.

There are, however, drawbacks to the web. First, most online users are reading news from the Internet on desktop computers in fixed locations. As Fidler (1997:22) has indicated, "As with traditional print media, digital forms must be comfortable and convenient to read while lying in bed, riding on a subway, dining in a restaurant, or sitting on a park bench". The closest a web site can get to portability is if a user downloads the site and reads it from a laptop computer. The reader can absorb the information offered at his own pace. Moreover, the fact that the reader can touch and feel the printed paper while turning the pages may be of some importance (Ibid).

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 (Ihlström, 1999). This puts the users of the Web in the position of having to be their own gatekeepers of information.

Finally, the printed formats are superior in terms of high quality of printing and long tradition of use which is well rooted in the routines of everyday life (Charness *et al*, 2001).

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.

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. Theories and models underlying Media Selection

The researcher based her theoretical framework for the approach to this study on three theories, the "Uses and Gratifications" theory, the "media-richness" theory, the "social influence" theory. Rather than develop conflicting stories, each model leads to distinctly different, but complementary, knowledge about the case setting.

The first theoretical framework is developed from the ideas of 'Uses and Gratifications' (U&G) approach. 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 have 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 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 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.

Secondly, the idea of the so called 'media richness' theory was utilized. This theory proposes that people select communication technologies based largely on the attributes of the medium (Daft and Lengel, 1984). The theory considers the context of use by proposing that individuals will seek to match the richness of a communication medium with the complexity of the task for which it is used (Ibid). The choice of media is based on rational considerations of how well the qualities of a medium are expected to correspond to the substantial requirements of messages to be processed in communication. The more ambiguous a message, the richer medium is required. At all events, the 'media richness' theory gives background to one of the most basic question of this study: Is the Web likely to become a supplement to newspapers, or a substitute for these media?

Thirdly, in order to have a broader view to the social factors affecting media choices, Janet Fulk and her colleagues' "social influence" theory was utilized. Consistent with the Uses and Gratifications model, the theory complements the assumptions of the 'media richness' theory. Fulk and her colleagues argue that the objective qualities of media alone are not sufficient to explain the media choices because ultimately, they are socially determined (Fulk, Schmitz & Steinfeld, 1990). Schmitz and Fulk (1990) found that technology use was influenced by close co-workers and by one's immediate supervisor. In addition, these choices are determined by other factors such as the accessibility of services, cost of use, task requirements and experiences of use.

By combining the ideas received from the above theories, Dans (Internet, 2006) has drawn a tentative model which illustrates the conceptual starting points of the empirical analysis of this study. According to Dans, the choice of electronic sources or channels such as the Internet is a sum of several factors. Firstly, the awareness of alternative sources (e.g. news sites instead of newspapers) may be an important factor, orienting the media choice. Secondly, perceived availability, accessibility and usability of alternative sources and channels are central in this process. Thirdly, the assessments concerning the strengths and weaknesses of the networked services compared to alternative media are made; particularly in this context, the questions of 'media richness' will arise. The subjective cost/benefit calculations are affected here by earlier use experiences or other societal settings as suggested by the 'social influence theory' discussed above. In addition, the affordability of various services, including the networked ones, is assessed in this process.

If the Internet is preferred over newspapers, the actual use of it may be hampered by various barriers such as lack of computer skills or inconvenient access to the internet services. If the Internet satisfies one's needs, and if the use of services is felt rewarding and one is willing to continue it. While people definitely need to have access to a computer and Internet to read news online, how other decisions are made depends on the individuals. But to add Internet news reading to newspaper reading habit, a person must perceive online news as fulfilling a need better than other media. This connection of 'uses and gratifications' is important from the viewpoint of attaching subjective meanings to Internet use.

The theories and models outlined above are believed to be very relevant to this research as they highlight the major criteria which seem to be associated gain with the uses of Internet for news and how graduate students in Addis Ababa University perceive their habits with traditional news media. Moreover, the three theoretical approaches to Internet news use helps clarify why these students may decide to change their news habits or keep them the same.

In spite of the above theoretical observations, and at a time when there is much speculation about the acceptance and consequences of the Internet debate, empirical evidence on the performance of the Internet is limited and the results are heterogeneous, varying from country to country.

2.3. Current Trends in Media Selection

A number of earlier studies have been carried out to find out if the use of online news sources is likely to diminish the substantial use of print media in other parts of the world. There has been plenty of speculation about whether on-line news delivery systems will serve as a supplement or substitute to traditional news media, with some observers suggesting the possibility of replacement among young cohorts (Dizard, 1997; Hekinnen and Reese, 1986; Leo, 1997 quoted in Althaus and Tewksbury, 2000) and others predicting that Web based news services will augment traditional news media, at least among news “junkies” (Davis and Owen quoted in Althaus and Tewksbury, 2000).

One early investigation found that existing media use patterns were ‘restructured’ with the introduction of a new medium (Woodward, 1998). As the amount of time available for media use is limited, the introduction of a new media activity results in a corresponding reduction in the time spent on other media activities. Charness *et al*, 2001 note that the amount of time spent on electronic bulletin boards significantly reduces the time spent on other media activities. Kayany and Yelsma (2000) reaffirm that the amount of time spent on reading newspapers decreases as a result of using online media.

According to the European Commission, while the percentage of its citizens using the Internet for news grew from 6% in 1999 to 14% in 2002, the proportion using newspapers for the same purpose was down from 46% to 44% during the same period (Nguyen *et al*, 2005). In Norway, less time reading newspapers was recorded with a growth in Internet usage from 2003 to 2004 (Statistics Norway, 2005). In Hong Kong, Lee and Leung (2004) quoted in Nguyen and Western (2006) reported reduced

newspaper reading by 35% of Internet users in their sample. All of these studies suggest that as the Internet is displacing traditional media usage, the possibility for an absolute displacement (that is, replacement) in the long run is high. In a recent book, Philip Meyer (2005) quoted in Nguyen *et al*, (2005) declared that the last newspaper to appear will be in April 2040 on the basis of the downward circulation trend in the past three decades

Elsewhere though, it has been found that people often use online news to supplement, not replace, their core news consumption (Althaus and Tewksbury, 2000). A common finding in surveys of internet users is that people report going online to follow up on news they originally received offline (Ibid). In the United States of America, more than one in two regular Internet users (54 per cent) claimed to go online to get more information about a story they first saw or heard about from a more traditional news source (Pew Research Center, 1996).

Hill and Hughes (1998:43) reached similar conclusions based on a 1996 national survey conducted by the Pew Research Center for the People and the Press. They argue that, "Use of the Internet is often stimulated by news stories in newspapers, prompting activists to look for more detailed information." In fact, daily print newspapers in some countries increasingly reference their Web sites for readers who want more information on the stories that are covered.

Other studies proved that the Internet offers direct access to primary sources of information, allowing citizens to bypass print media altogether. These sources include "newsgroups" and chat rooms, where the politically engaged offer their own political analysis (Hill & Hughes, 1998). According to Charness *et al* (2001) young people do not

want to rely on the morning paper on their doorstep or the dinnertime newscast for up -to-date information; in fact, they—as well as others—want their news on demand, when it works for them. Moreover, young people want a personal level of engagement and want those presenting the news to them to be transparent in their assumptions, biases and history.

These contradictory findings have given rise to diverse opinions about the future of new and old media. In some respects it is difficult to draw any firm conclusions, as the media environment is changing rapidly. Nevertheless, this study will attempt to shed new light on the questions surrounding this issue by exploring in greater depth the link between newspapers and the use of the Internet to get news in Ethiopia.

Such research in Ethiopia is in its infancy. The current study represents one of the first of its kind.

2.4. Historical Development of the Media in Ethiopia

2.4.1 Newspapers in Ethiopia

The history of media in Ethiopia dates back a century. *Le Semeur d Ethiopie*, 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 *Blatta Gebre Egziabhere* around 1900 probably preceded both *Le Semeur d Ethiopie* and *Aimero* and may therefore be considered the first Amharic ‘newspaper’ in the country (Pankrust, 1992). Then followed *Berhanena Selam* 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 1974, a military government known as the *Derg* overthrew the last Emperor, Haile Sellasie II, ushering 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 Peoples Revolutionary Democratic Front) a new press law was proclaimed on 21 October 1992 that guarantees a relative freedom of speech (Pankrust, 1992).

Immediately after 1991, records show that nearly 484 newspapers and 136 magazines appeared (Ministry of Information, 2004). However, most of the newspapers and magazines have vanished as dramatically as they have appeared. In early 2004, the total number of press products circulating was 138; of all, 99 are newspapers and 39 magazines (Ibid).

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.

2.4.2 The Internet 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 PADISNet (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to GreenNet's Internet gateway in

London (Samuel, Internet: 2001). 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).

In the following year, the US-based NGO, HealthNet, established a node at the Medical Faculty of the University of Addis Ababa, which provided e-mail access to medical researchers via the HealthSat/VITA Low Earth Orbit (LEO) satellite (ETA, 2005: Internet). In 1996, a broadly constituted cross-sectoral national Internet working group supported by the Ethiopian Science and Technology Commission (ESTC), called Bringing Internet to Ethiopia (BITE), drew up a detailed national Internet proposal (Assefa, 2005). This, together with the PADIS/HealthNet services, helped build significant demand for full Internet access which was ultimately provided by ETC in January 1997 (ITU, 2002).

Within a month of its launch EthioNet had over 600 users and this grew to 1,750 by February 1998 (including 200 in other towns), 2,500 in December 1999, about 3,500 by March 2001 and increased to more than 6,000 in July 2002. In January 2005, the number of internet users in Ethiopia reached 113,000 (Ethiopian Telecommunication Agency, 2005: Internet).

Despite the availability of the nationwide local call tariff for dial-up Internet users, the distribution of Internet users is still mainly in the capital, with subscribers outside of Addis Ababa accounting for only about 6 per cent of the total user base (Assefa, 2005).

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).

Computers are widely used as office tools in institutions, and institutions with Internet connections mainly use the technology for email. 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).

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 library services from around the campus.

The university has seven campuses, six of which are in Addis Ababa within 8 Km of the main campus (AAU, 2005). The seventh campus, *Debre Zeit* is 45 Km from the main campus, and is where the Faculty of Veterinary Medicine is located.

The departments 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, and the University Press.

- 5-Kilo houses the Faculty of Technology (North), the School of Pharmacy, and the School of Graduate Studies (The school of graduate studies has been moved to the Main Campus.)
- 4-Kilo houses the Faculty of Science, the Geophysical Observatory, and the National Herbarium.
- *Tikur Anbessa* 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.
- *Debre Zeit*: Faculty of Veterinary Medicine.

The overall ICT infrastructure development was carried out in a phase by phase basis. As part of the first phase project, three campuses (Main Campus, Business Campus, 5-Kilo Campus, and 4-Kilo Campus) have network infrastructure installed that provides a limited service to the staff and students. The installed network is designed for interconnection laboratories, computer rooms, libraries and some offices within buildings in the three campuses (AAU, Internet). The link to the Internet is provided by the ETC through a leased/dedicated line and an access router. The current speed of this link is 1 Mbps (Ibid).

The second phase project deals with infrastructure expansion to cover three more campuses (Faculty of Medicine, Technology South, and Faculty of Veterinary Medicine).

The final project deals with infrastructure expansion to cover all the remaining campuses creating the ground for new and state of the art services to the university community. At the end of the third phase infrastructure project, the various campuses of the AAU will be connected through the ETC VPN service (AAU, Internet).

The major campuses of the AAU at which the ICT services are centralized include (AAU, 2005):

Main Campus: The Central Administration, College of Social Science, College of Education, Faculty of Law, Institute of Language Studies, Faculty of Informatics, the Main (Kennedy) Library, the Institute of Developmental Research (IDR), the Institute of Educational Research (IER), Institute of Ethiopian Studies (IES), Office of the Registrar, University Press, School of Journalism and Communication, Ethiopian Media Institute, School of Social Works, and *Yared* Music School.

Business Campus: Faculty of Business and Economics, 4-Kilo Campus: Faculty of Technology (North), School of Pharmacy, and Continuing and Distance Education Division.

Science Campus: Faculty of Science, the Geophysical Observatory, and the National Herbarium, School of Fine Arts and Design

Tikur Anbessa Campus: Faculty of Medicine, School of Radiography, School of Anesthesia, School of Nursing (Paulos, Zewditu, Tikur Anbessa), Medical Laboratory, and Dental Health Center.

Sengatera Campus: Faculty of Medicine, School of Radiography , School of Anesthesia, School of Nursing (Paulos, Zewditu, Tikur Anbessa), Medical Laboratory, and Dental Health Center .

Lideta Campus: Faculty of Technology South (Building College) and the Institute of Pathobiology.

Debrezeit Campus: Faculty of Veterinary Medicine

All postgraduate students (about 2000) and University staff (about 2000) are given access to the Internet (AAU, 2005). However, only some undergraduates in IT related departments have access due to limited bandwidth on the International link.

2.4.3 The 2005 Ethiopian Election and the Online World

It is widely believed that election years represent, in some ways, a change in news consumption patterns. This also holds true for the Ethiopian case.

Before the May 2005 election, newspapers and television were the primary source of news. In May 2005, the big story was the election. Although no official study has been done on the number of people using the Internet as a source of news in the aftermath of the contested elections, the increased usage of the Internet at a time when symptoms of an approaching crisis in the printing press was apparent in Ethiopia. In addition, the following facts have been observed by the researcher:

- Liberal Websites like Nazareth.com, ethiomeia.com, seminawork.com, etc ... connected thousands of citizens all over the world during the election season;

- Candidates were able to run campaign ads on the Internet, often humorous ones which were not possible in newspapers.
- Several newspapers, including the Fortune and the Capital, added interactive features to their Web sites, in addition to extensive campaign coverage. For example, the Fortune had an electoral map that displayed the latest state polling results and the most recent electoral breakdown. These sites were updated hourly.
- In addition to online election coverage from the news organizations, there were non-news sites created specifically to help citizens follow election results.

In a globalizing world and in a media culture which is being reshaped not least by the Internet, there is a strategic demand for studies to understand the changes in the role of the media in our society brought about by the development of the Internet.

CHAPTER THREE

Methodology

3.1 Research Method

A combination of qualitative and quantitative research methods were used to carry out this study. In the case of sequencing, the qualitative and quantitative methods are employed in different phases of the research process. According to Fielding and 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 quantitative research has allowed an examination of how readers of newspapers also use the Internet. Data from the quantitative data was used to examine news consumption patterns among graduate students in Addis Ababa University and eventually answer the substitution question.

In addition, the qualitative data was used for complementing what the questionnaire could not extract and as a mechanism of discussing the issue more thoroughly.

3.2. Research Design

Questionnaire: A self-administered questionnaire has been selected as the primary research design of this study. It included beliefs about the characteristics of various media, frequency and patterns of using the World Wide Web and newspapers and estimates of time spent using each media. The questionnaire was kept short in an attempt to ensure minimum inconvenience for participants. It contained 19 questions, with four

open questions included. The questionnaires were filled with the help of one research assistant.

Focus Group Discussions: The qualitative data was collected using focus group discussions (FGDs). The use of focus group discussion as a qualitative research method gained popularity for analysing media audiences (Deacon *et al.*, 1999: 55). According to Lunt and Livingstone, focus group research “involves bringing together a group or, more often, a series of groups, of subjects, to discuss issues in the presence of a moderator” (1996: 8). This means that instead of the researcher asking each person to respond to a question, people were encouraged to talk to one another: asking questions, exchanging anecdotes and commenting on each others' experiences and points of view. Gaining access to such variety of communication was useful because the students' attitudes were not entirely encapsulated in reasoned responses to direct questions. The discussion carried out was all based on an interview guide approach (Patton, 1990). The guide was used to ensure that all the needed information was all received, but it did not determine the sequence or structure of the discussion. The researcher's aim was to allow new topics of interest to emerge as the discussions went on. The duration of the focus group discussions lasted from thirty minutes to one-and-half hours. The researcher acted as a facilitator during the discussions.

3.3. Data

3.3.1 Source: The study focuses on graduate students in Addis Ababa University (AAU). All postgraduate students (about 2000) and University staff (about 2000) are given access to the Internet (AAU, 2005).

The reason for selecting graduate students in Addis Ababa was because the researcher wanted to assess patterns of media use in a community that for sure had access to the Internet. The researcher had prior knowledge that the Internet is given for free for these students and hence news consumption choices are based on personal preferences and not out of lack of choice.

3.3.2 Area sampling

The area of study is Addis Ababa and Debre Zeit 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 was sampled using purposive sampling where the criteria are (1) that AAU is a university with the highest student and academic staff population and (2) AAU is the first university that introduced internet service prior to the other universities.

3.3.3 Respondent sampling

A. Quantitative Data on the Primary Study Groups

For the quantitative data that shall be collected using questionnaire, the respondent sampling of the target group was made on the basis of multistage sampling. The aim was to select 300 graduate students.

In the first stratum, convenience sampling method was used to sample colleges. Thus, only colleges that are within 8 Km of the main campus in Addis Ababa were selected. The criterion for the convenience sampling is geographic proximity and the ensued ease in collecting the data.

In the second stratum, programs were captured. In this stratum, census was used or in other words no sampling was employed since all programs were included. There are 19 Programs in Addis Ababa; under each program falls a certain number of departments (ranging from 1 to 8 departments in each program). There are 72 departments in total. All the 19 Programs in Addis Ababa were included.

In the third stratum, departments were selected using proportional random sampling. This sampling method enabled that all the Schools/Faculties/Institutes were fairly represented in the sample pool. This method represented a wide cross section of the university, with students from a variety of majors. It was expected that this wide variety of students would be more representative of the general population of newspaper readers and potential internet users for news. Thus, a total of 27 departments were selected.

In the fourth stratum, an eligible group of respondents was formed using purposive random sampling. Thus, only first year graduate students were selected from the 27 departments since they were the only ones taking classes at the time to fill out the questionnaires. Hence, a total of 874 respondents were identified from the 27 departments.

In the fifth or last stratum, the actual respondents were sampled out of the eligible group formed in the fourth stratum through proportional random sampling. Thus, following the identification of the 874 respondents, that is, the eligible group, a proportional sampling was carried out to filter out respondents from each department. A total of 300 respondents were finally selected.

B. Qualitative Data on the Secondary Study Groups

The study has involved four groups, each including 10-12 participants. Although it may be possible to work with a representative sample of a small population, the researcher has used a theoretical sampling model whereby participants were selected to reflect a range of the total study population. The Focus Group Discussions involved four groups, each including 10-12 participants to reflect a range of the total study population.

The first group involved respondents from the following departments:

- Institute of Ethiopian Studies;
- Regional and Local Development Studies;
- School of Social Work;
- Chemistry Department;
- Biology Department;
- Political Science Department.

While the second group involved:

- Economics Department;
- Institute of Development Research;
- Gender Studies Department;
- Law Faculty;
- Language Department;
- Accounting and Finance Masters Programme Coordinator.

The third has engaged:

- Accounting Department;
- MBA Coordinator;
- Educational Research and Development Department;
- Architecture Department;
- Engineering Department;
- Geology Department.

And the last one was involved with the following departments:

- Physics Department;
- Mathematics Department;
- Akililu Lema Pathobiology Institute;
- School of Journalism and Communications;
- School of Information Science and Technology.

In this case, it was advantageous to bring together a diverse group (aiming at 2 students from each department) to maximize exploration of different perspectives within a group setting. The two students were chosen based on a set of criteria that include accessibility, that is, students whom the researcher could easily access.

Therefore, Focus Group Discussions were conducted with 46 key respondents categorized into four groups.

3.4. 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. During the analysis of the Focus Group Discussions, the researcher has attached numbers to each member of the Focus Group and ultimately has used those numbers when quoting of respondents was necessary.

3.5 Levels of Measurement

3.5.1 Quantitative data

The following themes were extracted to quantify the results of the study.

Readership: To measure readership, the questionnaire comprised a series of questions that examined readership. Respondents were asked to name the printed (hard copy)

newspaper they read. They were also asked to name their main uses of the newspapers from response options.

Connectivity: was also investigated with questions that dealt with where students had access to the Internet, questions about how long they had been using the Internet, what web sites they often visited to retrieve news. Respondents were also asked to name their main uses of the Internet.

Time spent on specific media : questions that probed on how much time students spent on each media was also measured. All the original media use variables were numerically scored to represent the number of times each medium was used for political news.

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 the Internet, for example, reveals whether persons who read newspapers more also spend more time online. It is possible that people differ in their interest in information, and this difference may manifest itself in a positive correlation among all sorts of media. In addition, in order to find out how online news has affected traditional news media usage and the change in frequency of use, Internet news users were asked: “Do you still read newspapers now that you have access to the Internet? And if yes, how many newspapers do you read per week?”

Control for age and gender was not necessary as there is no theoretical reason why being a female student or an older student should help in understanding why they read more newspapers than they use the Internet.

3.5.2 Qualitative data

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

[a] loosely inductive categorisation 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 the responses were analyzed. In most cases, the responses fell under the categories that were spelled out in the thematic questions. However, the focus group discussions generated additional responses, which were categorized and crosschecked accordingly. Whenever different answers were generated and they appeared to be interesting, the information was written in a narrative form and pertinent quotations were selected to illustrate it.

Thus, analysis of the qualitative data followed the model noted by Lindloff:

[i]n 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...Qualitative research involves the production of knowledge, not its discovery. (1995: 24–25)

3.6 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 per se, 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 conducted 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

3.7 Data analysis

The quantitative data was compiled from the distributed questionnaire which then was entered into a statistical package for social sciences (SPSS) and analyzed. Crosstabulations and correlations were applied when examining relationships between variables. Parallel to this, the qualitative data from the focus group discussions was thematically analyzed and used to augment the findings of the quantitative survey. Finally, the literature review was triangulated to strengthen or refute synthesis of the qualitative and quantitative data.

Chapter Four

Data Presentation and Analysis

The data collected were coded, entered and analysed using appropriate statistical techniques. The major findings are presented in this chapter.

After sample exclusions, the sample included 285 respondents.

4.1 Quantitative data

4.1.1 Demographics

The researcher did not control for age and gender as she did not find any theoretical implications between those two and their media use. This especially is the case in a University environment.

4.1.2. Readership and Access to the Internet

A. Experience with Newspapers

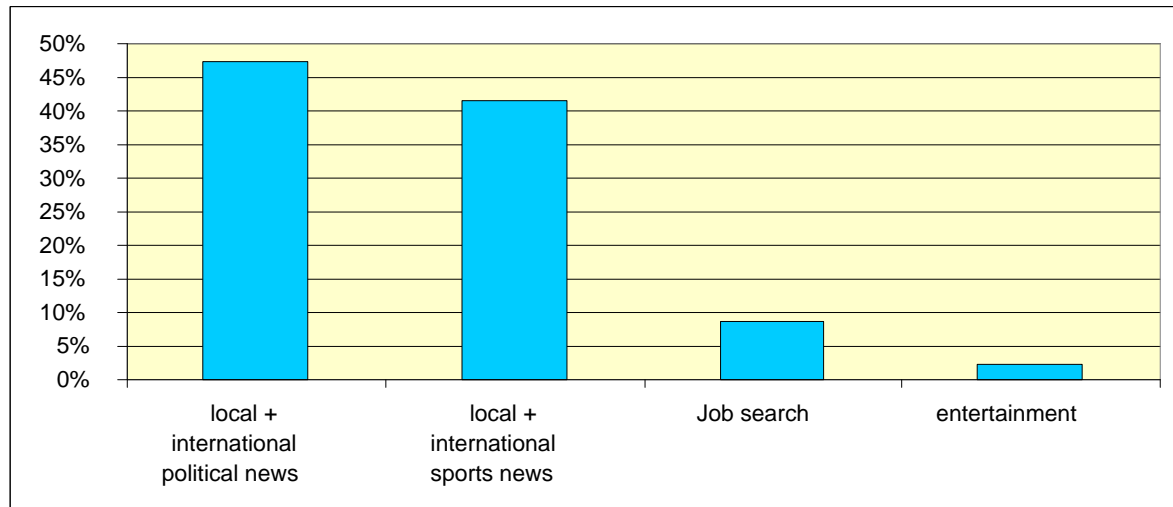
When asked if respondents had the habit of reading newspapers, more than 97 per cent of them claimed that they do. Survey respondents were then asked to indicate their regular hard copy newspaper readership. While this study was concerned primarily if readership of newspapers have indeed decreased since they start using the Internet as a source of news, it was also relevant to ascertain which printed newspapers respondents they read most often. The results summarized in Table I show the top 7 printed newspapers nominated by survey respondents.

Table I: Newspapers Read most often

Newspapers	Percent
Addis Admas	35
The Fortune	17.3
The Ethiopian Herald	13.9
Iften	12.7
The Capital	11.6
The Reporter (English)	4.7
The Reporter (Amharic)	2.9

Once the types of newspapers they read were identified, respondents were asked what they used the newspapers for. The researcher grouped all respondents that mentioned local political news and International Political news as one. The reason for doing this is as mentioned in Chapter I, news involve all local and political news and it excludes sports news whether it is local or International. The researcher has also grouped results of local and International sports news as one. Results depict that 47.3 per cent use newspapers as a source of political and International political news, while 41.7 per cent use newspapers for local and International sports news, 8.7 per cent for job search and the remaining 2.3 per cent for entertainment.

Figure I: Main Uses of Newspapers



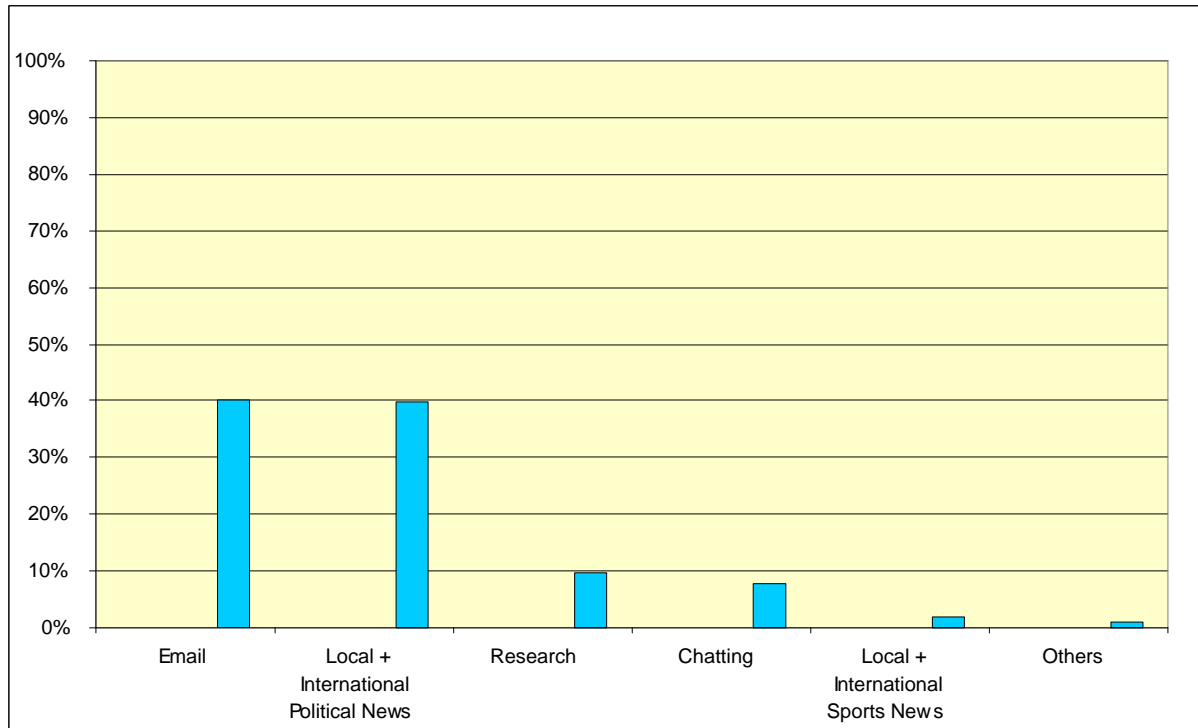
B. Experience of the Internet

As expected, the students were quite familiar with the Internet Technology. More than 95 per cent of the respondents claimed to have access to the Internet. The majority of respondents (88.2 per cent) reported having used the Internet for more than one year. The majority of respondents (84.6 per cent) reported mainly accessing the Web from the University. The second most often mentioned site of main Internet usage was from work (9.3 per cent), with Internet Café usage being the third most likely location (6.1 per cent).

Further questioning probed respondents to rate their use of the Internet. And again all respondents who rated local political news and International political news as 1 were grouped together. The most popular response (40 per cent) was for email. This was followed by using the Internet for local and International news (37.7 per cent), research (19.8 per cent), chatting (9.8 per cent), local and International sports news (2 per cent) and others (1 per cent).

During data cleaning, the researcher has discarded all respondents (about 27 of them) who have rated two uses of the Internet as one. This was done because the researcher was only interested in those students who knew for sure what their main use of the Internet was.

Figure II: Main uses of the Internet



Those who have rated Local Political news and International Political news as 1, were asked to specify which websites they used on a regular basis. BBC was selected by 52.2 per cent who reported it to be their favorite online news site, followed by Ethiopian News Agency (8.1 per cent), Reuters (7.5 per cent) and CNN (7.1 per cent). Other Web Blogs such as Ethio View, Ethio Media, Kestedamena and EthioIndex were mentioned by 13.4 per cent of the survey respondents. A total of 35 respondents (11.6 per cent) had failed to report any online news sites they accessed regularly.

While it is clear that many respondents use the Web for to search for news, these patterns do not reveal whether they perceive the Web as a news medium. For insight into this question, it is necessary to compare the perceived usefulness of the Web relative to newspapers in terms of news medium. Table II shows the percentage of responses among all respondents to questions on how likely they would use different media to search for recent local/international political news.

4.1.3. How each media satisfy needs

To establish how likely respondents were to use a medium to get local and political news, they were asked to rate from more likely, less likely and very unlikely.

Findings suggest that 58 per cent of the respondents reported being more likely to use the Web to search recent local/International news. About 42 per cent of the respondents said they were more likely to use newspapers.

4.1.4. Various Media use in the News Media Landscape

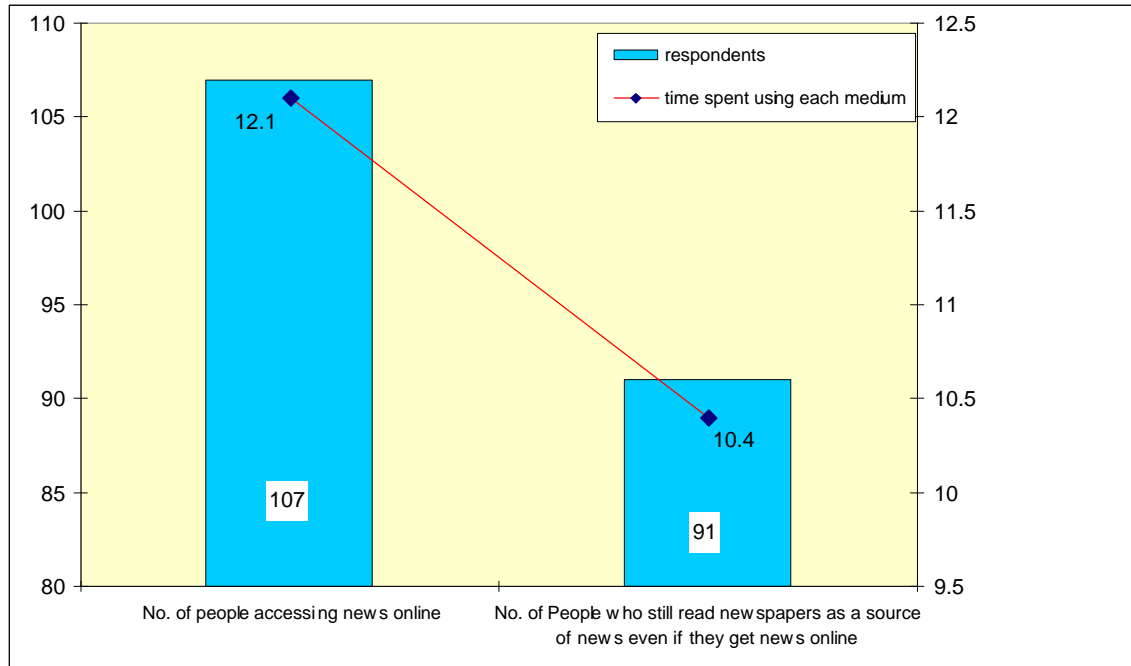
The emphasis lately has been on the emergence of the Internet as an alternative news medium. But it is important to begin with the overall picture of how often people are using the Internet for news. Two estimates of time spent on the Web were used in the analysis. The first item produced a general estimate of days per week the Web is used. Responses to these questions were coded into a measure of days per week. The mean for all the respondents were 5.5 days per week. A second open ended question estimated the hours per day the Web was used to browse for local/international political news. The mean for all respondents on this item was 12.1 minutes per day.

It was then crucial to note if respondents continued reading newspapers as a source of news even when they browsed the Internet for news. About 107 respondents or 37.7 per cent of the total respondents claim to browse the Web as a source of news. Out of the 107 respondents who access the Web as a source of news, 97.3 per cent or 91 respondents claim that they still read newspapers as a source of news.

Estimates of reading a newspaper were derived by multiplying the answers to two questions: “During an average week, how often do you read newspapers to search for local/international news?” and “On days you read newspapers, how many hours do you spend using it?”. Multiplying these variables for each individual and taking the mean the individual products produces a daily estimate of time spent reading newspapers. The mean for the entire student population is 10.4 minutes per day.

In terms of the cross-media political local and International news usage a clear pattern was found: there is a significantly positive, although weak, association between reading news on paper and reading news online in terms of frequency of usage. The average time spent reading newspapers is 10.4 minutes per day while the average time spent reading news online is 12.1 minutes per day for those respondents who read news online and read it on paper. As such, it appears that online news reading reinforces the use of newspaper reading in search of local/political news.

Figure III: Patterns of Gratification across both media



The clarity of patterns in gratifications sought both across within the different media reinforces the importance of the uses of the gratifications purposes for understanding the choice of media among functional alternatives. Respondents use different media for different purpose, and the reason for using a particular medium becomes important for understanding why time spent using one medium might be positively or negatively related to time spent using another. We would expect media substitution to occur when two media are used for a similar purpose but one is more accessible or seen as better for achieving this purpose.

4.1.5. Motivations for Media Use

When it comes to relying on a medium for news, 56 per cent of the respondents claim that they prefer to get political local /international news online and the remaining 44 percent still turn to newspapers as a source of news although they get news online.

Those who get news online and still read newspapers as a source of news (44% of them) were asked why they still keep doing it. Reasons given are summarized in Table II.

Table II: What is the main reason you still keep reading newspapers if you get news online?

Newspapers can be read anywhere	67%
Internet news is not reliable	25%
Local news are available on front pages – no need to browse the Internet	3.5%
Others	4.5

The Researcher has grouped all answers that are similar and highlighted them in Table II. As such, one can see that most of the respondents still read newspapers because of the portability nature of newspapers. A smaller proportion of the respondents also mention the fact that Internet news is not reliable.

On the other hand, some reason must be driving respondents (56% of them) to seek out a new medium for news. To find out why they are turning to the Internet for news, respondents were asked the open-ended question: “What is the main reason that you get news online?” Fifty-five percent of the respondents said it was convenient or easier to read news online. Thirty three per cent said they read news online because the Government could not control news that are online and 8 per cent said it was because of peer influence. The least popular reasons for reading news online were access to breaking news, available when you want it, pass time and news from different countries.

Table III: What is the Main Reason You Get News Online?

Convenient/Easier	55%
No Government Interference	33%
Influence from Peers	8%
Access to Breaking News	1%
Available When You Want It	1%
News from different countries	1%
Pass Time	1%

4.1.6. Is the Web a supplement or a substitute for newspapers?

The first step in testing the substitution theory is to examine the correlation of use measures across media. The correlation of newspaper reading and time spent on the Internet, for example, reveals whether persons who read more newspapers also spend more time online. The most widely employed procedure for calculating correlation coefficient is “Pearson’s product moment correlation coefficient”. It is a measure that allows us to answer the question “to what extent is it true that the more you have of the one quality, the more you have of another?” (Deacon *et al*, 1999:91). In another words, it allows to assess the extent to which an increase of a certain number of units in one variable is associated with an increase of a related number of units (Ibid). To calculate Pearson’s r , the following steps are followed:

Table IV: Correlations of media use

	TIME	No. of USERS
Newspaper	10.4	90
WWW	12.1	107
s1	11.25	98.5
s2	-0.85	8.5
	0.85	-8.5
	x	y
s3	0.7225	72.25
	0.7225	72.25
s3,4	1.445	144.5
s6	7.225	
	7.225	
s7	14.45	
s8	208.8025	
s9	14.45	
s10= Pearson s r	1	

Table 4 reports the correlations of measures of the use of each medium for news across respondents. The relationship between newspaper readership and Internet use as a source of news is a perfect positive relationship which came to correlation coefficient of +1. The correlation between newspaper reading as a source of news and reading news online is positive. The prevalence of positive correlations indicates that persons who use more news through one medium also consume more news through other media.

The data in Table 4 render an unmistakable verdict. The use of the World Wide Web as a source of political international/local news supplements rather than substitutes for the use of newspapers (as a source of political international/local news) among graduate students in Addis Ababa University.

In addition, to understand the effect that getting news online has on traditional news media, respondents were asked: "Since you started getting news online, are you reading newspaper as a source of news more often, less often, or about the same as you used to?"

The majority of respondents, 71 per cent, said they haven't changed their old news habits. But more than a quarter (28%) of online news users said they are relying on traditional sources less than before. Five percent say they have actually increased their use of traditional media while also adding online news to their news routine.

However, from the above although the majority of respondents have not changed their old news habits, about 28 per cent say they are using traditional news media less often than before they started going online for news.

To get a better look at how Internet news use could be affecting newspapers, we need to look at those people who admit they are cutting back on traditional media and at those who say they have added online news without reducing their reliance on other news sources. Therefore, the responses of some more/others less, and don't know/refused have been filtered out to focus on the most important answers. After re-coding the remaining responses, less often increased to 29 per cent of the sample.

From the above, while it appears that news audience (29 per cent) are substituting media, the equations for newspaper reading and web use as a source of news in terms of time spent on both media reveal a positive correlation. It, thus, becomes clear that traditional news media do not seem to compete directly with each other or with the Web for news audience.

4.2. Qualitative data

The Focus Group Discussions involved 46 selected graduate students. Respondents were grouped into four major categories.

The questionnaire was used to get the views of respondents on questions designed based on the objectives of the study emphasizing the areas the researcher believed the questionnaire would not address. The special population analyzed in this Focus Group Discussion allows to test about the use of the Web and newspapers as news medium that can shed new light on the quantitative data. The researcher acted as a moderator during the discussions but refrained from giving out comments. Responses which were found to be consistent and relevant were presented and analyzed. The discussions lasted from 30 minutes to one and half hours.

4.2.1 Newspapers and Internet Consumption

It was first crucial to check if the students use newspapers and the Web as a source of news. Eleven respondents in Group 1, eleven respondents in Group 2, nine respondents in Group 3 and all respondents in Group 4 claim to be using newspapers as a primary source of news. With regards to the Internet, seven respondents in Group 1, ten respondents in Group 2, nine respondents in Group 3 and six respondents in Group 4 claim to browse the Web to specifically look for news.

Almost all key respondents in the four groups used both the Internet and newspapers as a source of news. The majority of them raised the following issue: *Internet is offered free of charge in our departments and recent newspapers are available in libraries. When you need time off, all you do is either read newspapers or browse the Web.*

Respondent No. 5 in Group 1 raised an important issue that was thoroughly discussed in Group 2, 3 and 4. “The choice of using the Internet for a specific purpose depends largely whether that person already has access to both. Today, the choice we make between the two media is based mainly on our interest because we do not have to pay for either. But when we graduate, the choice we make depends if we are willing to pay for the Internet or whether we want to buy newspapers instead.”

The moderator asked participants of the groups which media they would choose in search of local/International news if they had to pay for it. Answers to the questions are summarized in the following table.

Table VI: Willingness to pay

	Will buy newspapers	Will pay for the Internet
Group 1	8	4
Group 2	10	2
Group 3	4	8
Group 4	3	7
Total	25	21

Out of the 46 respondents, 25 will pay for newspapers and 21 will pay for Internet to get local/International news if they had to.

4.2.2 Print Vs Electronic Paper

The groups were asked to discuss the usefulness of each media to access news. Questions such as, “Assuming you did not have to worry about the cost or availability of either newspapers or the Internet, which media would use as a way of accessing local/International news?” Subjects were asked to discuss along those lines. In general, a little over half of the respondents prefer to get news from newspapers rather than online.

Respondents who prefer to read news on paper (a little over half) mentioned the portability of newspapers. However, what most respondents mentioned as a plus to newspapers was that it provided several news relevant to Ethiopia. Respondent nine from Group 4 said *If you are searching for current Ethiopian news on the Internet, you will spend about 2 minutes. However, with newspapers, all you are looking for is at the front page.*

Those who prefer to get news online (a little less than half) referred to the fact that the Internet had access to breaking news and that it provided news from other countries. In this light, it is clear that respondents use both media to get local/International political news and they had valid reasons to do so.

4.2.3. Is the Web a supplement or a substitute for newspapers?

To examine whether the Web is a supplement or a substitute for newspapers, the moderator first asked the question that was on the questionnaire: “Are you using newspapers more as a source of news, now that you have access to the Internet?”

The majority of the respondents claim that they have not changed their newspaper reading habit, Respondent 10 in Group 3 explains: *Reading newspapers is like taking a shower in the mornings, how can you go on with the day, if you can't read what the local newspapers have printed?*

The minority who claim to have changed their habit as explained by respondent 2 in Group 2: *We spend most of our times in front of computers working on a paper or an assignment, reading news online becomes a habit. The first thing I do when I open the computer is go to the BBC site. It is natural for most of us to stop reading newspaper.*

About 5 respondents in different groups also mentioned that they have turned to news online because when talking between each other, there are people who always talk about something new in the mornings *have you checked the BBC website today?* They always have something new to say because they consult these websites daily.

Finally, the moderator put the basic question on the table. “Do you think the Web is a supplement or a substitute for newspapers as a source of news?”

Table VII: Do you think the Web is a supplement or a substitute for newspapers as a source of news?

	Supplement	Substitute
Group 1	10	2
Group 2	9	3
Group 3	5	7
Group 4	6	4
Total	30	16

The researcher grouped all answers as illustrated in Table VII. As indicated, 30 of the 46 respondents think the Web is a supplement while the remaining 16 think it is a substitute.

Most respondents who think the Web is a supplement for newspapers explained that they only read news online just to supplement what they have already read on the paper.

Respondent 6 from Group 1: *I think most of us here read news online just because we have a habit of reading it on paper.* Respondent 1 from Group 1: *It is true that the Internet provides a wide variety of news, but there is nothing the Internet has reported and newspapers forgot to do.*

Those who think that the Web is a substitute for newspapers think that the more people use computers and the Internet, the less time they would have reading newspapers. According to Respondent 4 in Group 3, *Look at me, since I started using the Internet for news, I basically don't have time to read any newspapers.* This view was shared by many in Group 4 and in Group 3. *It is a question of time. If I spend most of my time, working on the computer, I might as well read news online. There are only 24 hours a day.*

Chapter Five

Discussion

In this chapter, major findings are discussed in accordance with the objectives of the study and in accordance with theories mentioned in the literature review.

The survey received a global response, covering most campuses in Addis Ababa University. Both the qualitative and quantitative data suggest that graduate students in Addis Ababa University read newspapers to get news and they also read news online. For the majority of students (47.3 per cent), local/International news consumption was the most popular reason for reading newspapers; while for the majority of students (40 per cent of them) the Internet's primary function is email, with local/International political news consumption as a secondary function (37.7 per cent).

Respondents find the web useful in keeping up with current issues and events but tend to view it primarily as a correspondence medium (email) and only secondarily as a news medium. In response to being asked how much use respondents made of the Internet, most of them indicated that their history of Internet use spanned more than a year, with the great majority claiming to use it every day.

In terms of the cross-media news usage, however, a clear pattern was found: the study found evidence that using the Web as a source of news maybe positively related to reading newspapers. The average time spent reading newspapers is 10.4 minutes per day while the average time spent reading news online is 12.1 minutes per day for those respondents who read news online and read it on paper. In this scenario, students with a

strong need for news adopt the Internet for this purpose at least without reducing their use of traditional sources.

This case is in line with the arguments set forward by Althaus and Tewksbury (2000) who contend that people often use online news to supplement, not replace, their core news consumptions. In this case, the World Wide Web is viewed primarily as a diversionary medium, it may not be perceived as an adequate substitute for more instrumental media, such as the newspapers.

Nevertheless, this is not in line with the “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 (Swanson, 1992). In this case, the students are not choosing between the two media but are using them together for the same purposes.

When it comes to relying on a medium for news, 56 per cent of the respondents claim that they prefer to get political local /international news online and the remaining 44 per cent still turn to newspapers as a source of news although they get news online.

Looking at why people still read newspapers although they get news online, 67 per cent said that newspapers can be read anywhere, 25 per cent said that online news is not reliable and 3.5 per cent said they easily found local news on newspapers as opposed to the Internet.

Finally, the basic questions: Is the Web a supplement or a substitute to newspapers? Has Internet news use mean a reduction in reading newspapers or are survey respondents still keeping their old news habits?

The quantitative results indicate that 71 per cent of the respondents are still reading newspapers the same or even more often since turning to the Internet. The other 29 per cent of the respondents have turned away from reading news on paper.

The qualitative results also suggest the same pattern. The majority of respondents claim not having changed their news habit; however, there is still the minority who claim to have turned from newspapers and relying more and more on the Internet.

There are also signs that respondents (although a very small percentage) are reading newspapers more since they have started using the Internet for news. At this point, respondents appear to be news “junkies” since they are combining Internet news with an even heavier reliance on newspapers. This scenario has been predicted by Davis and Owen quoted in Althaus and Tewksbury (2000) that Web based news services will augment traditional news media, at least among news “junkies”.

There is definitely a signal that the Internet is gradually pulling people away from their old news media habits. From about 29 per cent of the respondents who use the Internet for news, 55 per cent said they found online news convenient and easier. With “No-government interference” answer coming in second with 33 per cent of the responses. In addition, 8 per cent of the respondents claim to have turned from newspapers because of peer influence.

Even with some of the low scores, respondents prefer the Internet because of some clues in the answers with words like specific, exclusive, and selective, which show that people are looking for news topics that they might not be finding in other locations. Words and phrases like timely, fast, and breaking news reveal an audience looking for the immediacy of the Internet.

The above is in line with “media richness” theory which proposes that people select communication technologies based largely on the attributes of the medium (Daft and Lengel, 1984). The attributes of the Internet, in this case, being its immediacy among others - a major attribute that news must have.

It is also worth noting the 8 percent of the respondents who claim to use the Internet because of peer influence. This is clearly explained by the “social influence” theory which found that technology use was influenced by close co-workers and by one’s immediate supervisor (Schmitz and Fulk, 1990).

Moreover, when asked if the Web is a supplement or a substitute to newspapers, results from the Focus Group Discussions indicate that 30 respondents out of 46 claim that the Web is a supplement, while the remaining 16 think it is a substitute.

Although the above results indicate that respondents did not cut back reading newspapers and that the Web has been proven to be a supplement rather than a substitute to newspapers among graduate students in Addis Ababa University, one specifically interesting result to emerge from the qualitative analysis was that if respondents were to pay to get news, 54 per cent would be willing to pay for newspapers, while 46 per cent

would pay to access the Internet. Thus, the results suggest that users attach a great importance to the Internet to an extent of paying to get news online.

However, results of this study have proven that the newspaper as we know it today will survive because it is favored by many readers who find it easier to scan and more pleasant to hold.

Chapter Six

Conclusion and recommendations

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 use and its determinants.

One segment of the population that has attracted particular attention because of its increasingly lower readership levels is young people. The future course of the news, including the basic assumptions about how we consume news and information and are being altered by technology-savvy young people no longer wedded to traditional news outlets or even accessing news in traditional ways. The future of the news industry is seriously threatened by the seemingly irrevocable move by young people away from traditional sources of news.

In Ethiopia, it is still unclear at this early stage of the Internet's development how dominant it is likely to become as a provider of daily news to the general public. Will the World Wide Web become a supplement or a substitute to newspapers in Ethiopia?

This study takes a different approach to the substitution question by examining news consumption patterns with an unusual but theoretically important group of people: graduate students in Addis Ababa University (AAU). This group is by no means representative of the larger adult population and the researcher is certain that the patterns

of media use in AAU's student population do not generalize to patterns of news consumption that might be found in a broader section of the Ethiopian society. Yet, the research nevertheless believes that the media use patterns found in Addis Ababa University are of great theoretical interest to the media replacement question. By examining patterns of media use among graduate students in AAU, this study hints at media use patterns of the general population of Ethiopia that might manifest themselves in future years.

In Ethiopia, this is one of the first studies to relate Internet news use to newspaper readership habits and the possible effects on newspapers. The habits of respondents and especially their use of newspapers are thoroughly examined. This is also one of the first studies to treat Internet news use as a distinct habit and separate from sending e-mail, looking for a job, or doing research. By separating out news use online, it becomes clear why the Internet is becoming a popular news medium, including the convenience of the technology and the attention to certain content areas.

The chief conclusion that one may take from this research is that respondents are not turning away from reading newspapers as a source of local/International political news. The results confirm that the majority of respondents did not replace their use of newspapers since they have begun receiving news online.

Just like radio has survived television, the traditional newspaper - and in a form we would recognise - could endure the competition of the Internet. Newspapers will not die in 2040 as opposed to the gloomy predictions of Phillip Meyer.

The study, therefore, suggests that the historical coexistence of old and new media will continue in the Internet age. Findings of this study challenge the conventional wisdom of the revolutionary nature of the Internet. A common assumption among academic observers and media professionals is that widespread adoption of the Internet for news consumption will be accompanied by corresponding decreases in traditional media use.

However, results also suggest that about one fourth of the respondents are getting news online solely and have cut reading newspapers. It is, therefore, possible that graduate students in Addis Ababa University are in the midst of a cohort replacement process in which successive groups of news readers are gradually shifting news exposure away from newspapers and towards the Internet.

The results are both troubling and possibly encouraging for people involved in traditional news media such as newspapers. Troubling because there is another important sub-group of respondents who admit they are using newspapers less often since discovering Internet news.

The challenge, even if it is not very substantial, posed by the Internet for the newspaper industry could mean a radical re-thinking of business strategies, production practices and presentation formats with implications for the economics of news publishing and skills requirements of journalists (Garcia and Stark, 1991).

Ultimately, this information can be used by newspaper publishers to either establish comprehensive and integrated websites or enhance their Web product, if they have one,

as they move into the future. Creation of a website by newspapers is a way to position themselves well to fight off competition.

This choice will be part of a strategy which seems to build on a) attempting to reduce substitutability, while increasing supplementarity by adding additional related content and services to the Websites, and b) trying to get additional on-line revenues through advertising.

As with any study, the conclusions of this study are only as good as from the data from which they are drawn. Besides the obvious limitation of the unrepresentative sample, the researcher recognizes one major limitation that might affect the generalization of the findings. The study examines media use patterns in an environment where computers are conveniently available to all students and where full internet access is provided to all students without charge. To this end, the study might overestimate the amount of time that individuals would spend with the Internet if they had to pay for access.

In this vein, it is important to acknowledge that this study evokes additional questions that are not answered. Additional research is needed to narrate the complementary relationship between new and traditional media among other parts of the society.

Future research should also examine carefully the results reported here and explore relationships between individual level characteristics (such as gender and age) in order to develop general profiles of online and newspaper news readers.

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APPENDICES

Questionnaire

1. Do you read newspapers?

- YES NO

2. What kind of newspapers do you read?

1. The Ethiopian Herald
2. Addis Admas
3. The Fortune
4. The Capital
5. The Reporter (English)
6. The Reporter (Amharic)
7. Other/s: Please specify _____

3. What do you use newspapers for?

1. Local political news
2. Local Sports news
3. International Political news
4. International Sports news
5. Games/Crosswords
6. Entertainment
7. Job search
8. Other/s: Please specify _____

4. Do you have access to the internet?

- YES NO

5. If YES, how long has it been since you started using the Internet?

- Less than One Year
 More than One year

6. Where do you have access to the Internet?

- At home At school In the office At an Internet Cafe

7. What do you use the internet for? Please rate from 1-6 your use of the internet.

1. Local political news
2. Local Sports news
3. International Political news
4. International Sports news
5. Games/Crosswords
6. Entertainment
7. Email
8. Chatting
9. Research
10. Other/s: Please specify _____

8. Where do you have access to the Internet?

- At home At school In the office At an Internet Cafe

9. If you use Internet for news, which web sites do you often visit?

1. Ethiopian News Agency (ENA)
2. BBC
3. All Africa.com
4. Reuters
5. Weblogs
6. Other/s

10. During an average week, how often do you use the Internet to browse for local/international political news?

- Never
 1 or 2 Days a Week
 3 or 4 Days a Week
 Daily

11. On days you browse the Web, how many hours do you spend using as a source of local/international political news? _____

12. Do you still read newspapers to get international/political news now that you read those online?

- YES NO

13. If yes, during an average week, how often do you read newspapers to search for these news?

- Never
 1 or 2 Days a Week
 More than 3 days a week
 Every day
 On weekends

14. On days you read newspapers, how many hours do you spend reading it? _____

15. If Yes, what is the main reason for you to keep reading newspapers if you get news online?

16. If No, what is the main reason you get news online?

17. Since you started getting news online, are you using newspaper as a source of news?

- More often
- Less often
- The same as you used to
- Don't know

18. If you are searching for recent political news, how likely would you use the WWW?

- More Likely
- Less Likely
- Very unlikely

19. If you are searching for recent political news, how likely would you use newspapers?

- More Likely
- Less Likely
- Very unlikely