

**ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
FACULTY OF JOURNALISM AND  
COMMUNICATION**

**READERSHIP SATISFACTION OF  
*ADDIS ZEMEN* AND *ADDIS ADMAS*  
IN ADDIS ABABA**

**BY  
SAHILU KASSA**

**JULY 2008  
ADDIS ABABA**

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**A THESIS SUBMITTED TO  
THE FACULTY OF JOURNALISM AND COMMUNICATION, ADDIS ABABA  
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**FOR PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE  
OF MASTER OF ARTS IN JOURNALISM**

**JULY 2008  
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**B**



I, the undersigned, declare that this thesis is my original work and has not been presented for a degree in any other universities, and all sources and materials used for the study have been duly acknowledged.

Name: Sahilu Kassa Yimer

Signature:

Date:

Addis Ababa University,

Addis Ababa,

Ethiopia

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*This study was conducted to investigate the satisfaction/dissatisfaction of the readers of Addis Zemen and Addis Admas newspapers in Addis Ababa. The study also attempted to identify the reasons why people read Addis Zemen and Addis Admas and what sections of these newspapers people read most and least.*

*A total of 269 newspaper readers in Addis Ababa participated in the study. The research methods employed in the study were both quantitative and qualitative. The instruments used to collect data were questionnaires for the quantitative part and individual in-depth interviews for the qualitative part. The data collected were treated with percentages, mean scores and narrative texts.*

*The findings of the study show that the reasons for people to read Addis Admas and Addis Zemen are many, some of them are related and others are different. The study also revealed that the readers of both newspapers have their own satisfactions and dissatisfactions with the newspapers. It was found that newspaper readers' satisfaction and dissatisfaction are related to issues like reasons for reading and newspaper readers' habits. The study also shows that readers have their own recommendations for the newspapers in order to minimize their dissatisfaction and maximize their satisfaction.*

# CHAPTER I

## REVIEW OF RELATED LITERATURE

### 1.1 Background

Although newspapers were introduced in different countries at different times, they have now served societies and people for more than three centuries since the first modern newspapers appeared in Europe (WAN, 2004a; McQuail, 2002). When new technologies of communications, mainly radio and television, came, it was thought they would replace newspapers. However, this did not happen. Even the advent of news sites on the Internet since the mid-1990s has not been able to wipe out the use of printed newspapers. Newspapers have continued to serve societies (Warner and Buchman, 2004).

On the other hand, newspapers are facing challenges to which they need to give attention. Of these challenges, one major concern is related to newspapers readers. Although newspapers' circulation trends have recently shown increment in many parts of the world, the number of newspapers' readers is still declining in many countries like Belgium, Czech Republic, Denmark, Greece, and the United States of America (WAN, 2007).

In Ethiopia, the newspaper reading public is very low. For a country with a population of more than 83 million (UN, 2007) and with 42.7% literacy rate for people with the age of 15 and above (CIA, 2008), the total circulation of all newspapers in a week is only about half a million copies (Tamirat, 2005; Ministry of Information, 2008). As can be seen in the table below, from the five newspapers with the highest circulation in the country, only two have a circulation of more than 50,000.

**Table i. Selected newspapers with the highest circulation in Ethiopia**

S. No	Name of the newspaper	Ownership	Language	Schedule	Average circulation
1	<i>Oromiya</i>	Political party	Oromifa	Fortnightly	77,709
2	<i>Abiotawy Democracy</i>	Political party	Amharic	Weekly	63,230
3	<i>Addis Admas</i>	Private	Amharic	Weekly	31,000
4	<i>Addis Zemen</i>	Government	Amharic	Daily	18,443
5	<i>Reporter</i>	Private	Amharic (also English weekly edition)	Bi-weekly	11,000

*Ministry of Information, 2008*

By contrast, Kenya with a population of 34.3 million people (UN, 2005) and with an 85.1% literacy rate for people of age 15 and above has four daily newspapers with a circulation of 50,000 or more (Encyclopedia of the Nations 2008; WAN, 2004b; BBC, 2008) .

**Table ii. Selected newspapers with the highest circulation in Kenya**

S. No.	Name of the newspaper	Publisher	Language	Schedule	Circulation
1	<i>The Daily Nation</i>	Nation Media Group	English	Daily	170,000
2	<i>The East African Standard</i>	Baraza Limited	English	Daily	70,000
3	<i>Taifa Leo</i>	Nation Media Group	Swahili	Daily	57,000
4	<i>Kenya Times</i>	Kenya times Media Trust	English	Daily	52,000

There are different causes for the low newspaper readership in Ethiopia. Poor reading habits of the public, low literacy rates in the country and distribution problems outside the capital for the private press can be considered the main ones (Gebremedhin, 2006; Dessalegn and Meheret, 2004). However, there are many other causes that need to be investigated. The researcher of this study, for instance, was motivated to conduct this study to investigate the dissatisfaction comments he hears from readers of both the government and private newspapers' readers.

In other parts of the world, scholars and newspaper organizations have tried to address low newspaper readership problems using different strategies, of which one is readership or audience studies. In these types of studies, researchers seek helpful

information that can attract non-readers to read newspapers and existing readers to read more. From newspaper readers information like their interests in different sections of a newspaper, their satisfaction/dissatisfaction related to a newspaper and the sections they read and do not read in a newspaper is first collected. Based on the results obtained, the newspaper organization takes steps to alleviate the problem (List, 2002; Gunter, 2000). For example, *The New York Times* introduced its 'Sports Monday' section after studying its readers interests (Hough, 2004: 15-16). Another example can be taken from the experience of one media organization in Morocco. The Eco-Media group in Morocco first started publishing the French-language daily newspaper *L'Économiste*, which became the leading French newspaper in the country. Later, when the newspaper organization was not able to reach more readers with *L'Économiste*, it carried out a survey and found that people wanted a newspaper in Arabic language. Therefore, it launched the *Assabah* newspaper in Arabic. However, the circulation of this newspaper could not go beyond 10,000 to 15,000 copies. As a result, the organization conducted a survey to find out the causes. The findings of the survey showed that readers wanted less politics and more social content. Accordingly, when the newspaper organization reduced its political news and provided more social content such as education and employment, it got "2,000 and 3,000 more readers each month" and came to a stable readership "with a print-run of 90,000" (Arab Press Network, 2006).

Some media professionals are sceptical to newspaper readership studies. They state that they get lots of feedback from their readers, so they think they know the satisfaction and dissatisfaction of their audience. Although oral feedback from readers is helpful, it does not show the whole picture. "Feedback is usually unsystematic, and can't be trusted" (List, 2006: 4). The people who express their satisfactions/dissatisfactions are not always representative of the whole population, and it has been observed that people do not send their dissatisfaction comments to newspapers unless they are major ones. And this may give the newspaper organization an "unrealistically favourable view" of its service (List, 2006: 4).

Scholars who conduct readership studies base themselves on different assumptions and theoretical issues. According to the uses and gratifications theory, people's "media and content choice is generally rational and directed toward certain specific goals and satisfactions", which shows that "the audience is active" in its media

usage (McQuail, 2000: 387). This theory states that people use media to satisfy their own specific needs and in doing so, they choose contents that appeal to them.

Although criticized (see chapter 2), uses and gratifications theory has had an important place in newspaper readership studies: It helps "to determine the motives that lead to newspaper reading and the personal and psychological rewards that result from it" (Gunter, 2000: 108). McCombs (1977, cited in Gunter, 2000: 109), for example, found that readers have three major motivations for reading newspapers: "The need to keep up to date, the need for information and the need for fun". Weaver et al. (1979, cited in Gunter, 2000: 109) found "the need to keep tabs on what is going on around one, the need to be entertained, and the need to kill time" to be three most important motivations for media use. These authors observed:

Differences among demographic group regarding which of these needs were best met by the newspaper. For example, young males, young females, and middle-aged males were most likely to say they used a newspaper to satisfy their need to keep tabs on things, but they preferred other forms of media for entertainment and killing time (Gunter, 2000: 109).

Understanding how and why readers are using their newspapers helps journalists and editors to keep in touch with the needs and abilities of their readers. This is not just done by simply counting readers but also by speaking to the readers 'why' they are reading newspapers (Audience Dialogue, 2006).

Knowing why readers read newspapers and making newspapers appealing to readers, can make readers spend more time reading newspapers, and readers who read a newspaper often are found to be readers who are satisfied with that newspaper (Readership, 2002). Therefore, newspapers should work hard to increase their readers' satisfaction as this has a potential to make readers read newspapers more. Newspapers also need to evaluate the satisfaction/dissatisfaction of their readers in order to identify the strengths and weaknesses of the newspapers in the eyes of the readers. The areas where readers are satisfied need to be maintained and maximized, and the areas where readers are dissatisfied need to be changed in order to alleviate dissatisfactions. For example, by changing their contents considering their readers needs and interests,

newspapers can increase their readers' satisfaction –"and that satisfaction has the potential to translate into higher readership" (Readership Institute, 2001).

## 1.2 Statement of the problem

In Ethiopia, 64 government and private newspapers are available as alternative sources of information for the public (Ministry of Information, 2008). In the past some newspapers "have lost readership and gone out of market" and the ones that are circulating currently have very low circulation and readership (Mekuria, 2005: 5).

Readers have different reactions toward the newspapers. Some express their appreciations, but many others complain about newspapers' products. The researcher of this study was motivated to conduct this study to investigate the dissatisfaction comments he hears on both the government and the private press.

Although dissatisfaction remarks among the newspaper reading public are heard, newspaper organizations have different perceptions about themselves. The state-owned Ethiopian Press Agency, the publisher of *Addis Zemen*, issued the following notice in *The Ethiopian Herald*, its other publication:

The Ethiopian Press Agency is pleased to announce its determination to satisfy your information needs with its publications by maintaining their leading positions both in content and distribution as it did in the past. [...] The secret is that our publications have broader distribution and are source of credible information. [...] To satisfy your information needs read our publications – dailies *Addis Zemen*, and *The Ethiopian Herald*. (*The Ethiopian Herald*, 4 March 2008: 10).

Remarks of this kind given by newspaper organizations which are contrasting to what the researcher has observed from the newspaper readers motivated the researcher to conduct a study on the level of the satisfaction/dissatisfaction of the newspaper readers. A research of this kind helps newspaper organizations to understand their readers.

## 1.3 Objectives of the study

The main objectives of this study are to give answers to the following research questions:

- Why do people read the *Addis Zemen* and the *Addis Admas* newspapers?
- What sort of people are the readers of each of the two newspapers?
- What are the sections of the two newspapers they read most, and least?
- What are the areas and levels of satisfaction or dissatisfaction of the readers of the two newspapers?
- How and to whom do readers express their satisfaction or dissatisfaction concerning the newspapers?
- Do readers feel that the newspapers represent them?
- What do readers think are the weaknesses and strengths of the two newspapers?

#### **1.4 Significance of the study**

Newspaper readers' satisfaction studies have importance to different parties. Firstly, they help newspaper organizations understand their readers' interests, needs and satisfaction/dissatisfaction. When newspapers know their readers better, they can be able to prepare products that suit their readers better. In addition, by evaluating the satisfaction/dissatisfaction of newspaper readers concerning newspapers products, newspapers can make changes on their contents, and this "has the potential to translate into higher readership" (List, 2002; Readership Institute, 2001).

Secondly, they can help readers spend more time reading newspapers to increase their satisfaction. When newspaper organizations use the findings of newspaper satisfaction studies, they can help their readers to read their newspapers more and be satisfied with their products. Thirdly, newspapers satisfaction studies have importance for media professional training institutions like Addis Ababa University. They can help these institutions give attention to newspaper readers' interests, needs and satisfactions while training media professionals. They can also enable these institutions to establish newspaper readership study departments, like the case of The Readership Institute in Northwestern University in Illinois, USA, which can coordinate newspaper readership studies that can provide valuable findings to the newspaper industry.

Lastly, newspaper readership studies are important for research purposes because they help researches know audience consumption habits better. They help to understand the aspirations and motivation of the particular media population, and the findings are transferable to other studies regarding media use.







## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter will attempt to present a selected part of media literature which is related to readership and reader satisfaction. Both theories and research approaches will be discussed. The chapter necessarily starts with a background of newspapers in Ethiopia, followed by a literature review of the topics of newspapers readers; the meaning of satisfaction; people's reasons for reading newspapers; frequency of newspaper readership; and newspaper readers' satisfaction.

#### **2.1 The historical development of newspapers in Ethiopia**

The history of newspapers in Ethiopia dates back a century. Some historical evidences suggest that Blatta Gebre Egziabhere's handwritten sheet around 1900 was the first press product in Ethiopia; however, it is widely accepted that *Le Semeur d'Ethiopie*, a bilingual weekly (1905–1911) and *Aimero* (1902–1903) were the first two Amharic newspapers in Ethiopia (Pankrust, 1992; Sophia, 2006). Then followed *Berhanena Selam* in 1923 by Prince Ras Teferi Mekonen who intended “to disseminate leftist views as instrument against the conservative nobility” (Shimelis, 2000). In 1941, two Amharic newspapers, *Sendek Alamachin* and *Addis Zemen* were launched to reflect the era after liberation from the Italian occupation (Mekuria, 2006). Other newspapers, both in local and foreign languages, were also started in the Haile Silassie regime.

When Dergu, the military government, came to power in 1974, the landscape of the Ethiopian press changed. The socialist government controlled the publication of newspapers and used the press for propaganda purposes (Shimels, 2000).

With the coming to power of the EPRDF (The Ethiopian People's Revolutionary Democratic Front) in 1991, press freedom came to be public agenda. The 1995 Constitution of Ethiopia secured a free press in its Article 29, and Press Proclamation 39/1992 was issued to provide freedom of the press (Mekuria, 2006). From 1991 to 2005, records show that nearly 484 newspapers appeared (Ministry of Information, 2005).

Nevertheless, most of the newspapers have vanished and in April 2008 the total number of newspapers circulating is 64 (Ministry of Information, 2008).

The circulation and readership of newspapers in Ethiopia is very low, and their distribution is mostly limited to the capital city (Berhanu, 2000; Tamirat, 2000).

## **2.2 The *Addis Zemen* and the *Addis Admas* newspapers**

As has been mentioned above, the *Addis Zemen* newspaper was launched in 1941 as a government newspaper heralding the new era after the liberation of Ethiopia from the Italian invasion (Mekuria, 2006). The present government is the third government to continue publishing it. The newspaper is one of the publications of the Ethiopian Press Agency, which is organized under the Ministry of Information.

The *Addis Zemen* newspaper is one of “the main official press organs of the state” and “the main source of information” to educate the public about government issues (Aadland and Fackler, 2003). It is one of few daily newspapers. It is also a general newspaper whose sections include ‘local news’, ‘international news’, ‘editorial’, ‘agenda’, ‘letters to editors’, ‘advertisement’, ‘economy’, ‘politics’, ‘parliament’, ‘social issues’, ‘women’, ‘health’, ‘education’, ‘for children’, ‘entertainment’, ‘sport’, ‘miscellaneous’, ‘culture and art’, ‘life is like this’ and ‘science and technology’.

The *Addis Admas* newspaper, on the other hand, is a private newspaper established in 2000 and owned by Admas Advertising (Gret, 2000). It is one of the few newspapers “backed by strong private investment” (Gebremedhin, 2006) and is the newspaper with highest circulation among the private press. The circulation numbers are 31,000, making it larger than *Addis Zemen*, which has a circulation number of 18,443 (Ministry of Information, 2008). According to a research conducted to investigate “Internet and newspaper use among graduate students at Addis Ababa University” (Sophia, 2006), the *Addis Admas* newspaper is the most read newspaper identified by 35% of the respondents, followed by *The Fortune*, a weekly business newspaper, identified by 17%. The *Addis Admas* newspaper is a general newspaper which has the following sections: ‘local news’, ‘international news’, ‘readers’ opinion’, ‘the present agenda’, ‘editorial’, ‘society’, ‘culture: let’s discuss’, ‘for children’, ‘students’ and teachers’ stories’, ‘trade and economy’, ‘health’, ‘advertisement’, ‘science and

technology', 'art', 'women's issues', 'the observer's view', 'from around the world', 'for you two' and 'sport'. It comes out once in a week.

### **2.3 Newspaper readers**

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

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

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

important manifestations – the time, the frequency and the completeness of reading a newspaper, and an accurate definition of newspaper readers needs to include these manifestations (Readership, 2001; Malthouse and Calder, 2002).

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

## **2.4 Why do we study satisfaction?**

Studying satisfaction has become very common. In consumers’ studies, studying satisfaction is related to listening to the voice of customers. It helps to understand and better serve consumers (Stank and Daugherry, 1997). It also helps business and non-profit organizations to measure how well their products and services are meeting their customers’ needs and wants (Andreasen, 1977), and to take appropriate actions in order to minimize their customers dissatisfaction and to maximize their satisfaction (Chen-Yu and Hong, 2002).

There are ‘moral reasons’ for using satisfaction studies. In all democratic societies, those who are affected by the decisions which concern them must have an opinion regarding these decisions. The right of expression of people toward services that they receive from others shows the responsibility of the service provider to gather information (Papanikolaou and Sigalas, 1995, cited in Merkouris et al., 1999: 21-22).

In media studies in general and in newspaper studies in particular, studying the satisfaction of audiences helps media organizations to understand their audiences better based on the audiences’ responses to the service the media organizations give and to take appropriate measures to minimize audiences’ dissatisfaction and to maximize their satisfaction. People who are dissatisfied with services like the media “are less likely to contact the provider unless there’s a sudden change in the service” (List, 2005: IV). As a

result, media organizations may not have real view of their audiences concerning the services they provide. In addition, because it has been found that people get tired of public services ‘including –a newspaper – long before they stop using’, it is important to carry out regular audience satisfaction research to identify ‘the level of reader dissatisfaction’, if there is any, and take measures before it is too late (List, 2005).

Newspaper readers’ satisfaction studies can show directions that need to be followed to address the problem of newspaper readership decline (Readership, 2002) and low readership (Arab Press Network, 2006). It also helps newspaper organizations to identify things that they need to change, to improve and to strengthen.

## **2.5 What is satisfaction?**

Scholars have defined and studied satisfaction from different perspectives in empirical studies. Abel (2006) defines audience satisfaction as a process in which "audiences attain/fulfill desired needs and wants" from the media. This definition is based on the assumption that audiences have needs and wants that they want to satisfy by using the media. When these needs and wants are fulfilled, they are satisfied. This definition can work in some situations; however, it is not all-rounded, for there are cases in which it does not work. For instance, newspaper readers who read newspapers out of habit and who do not have clearly defined needs and wants can be satisfied in a newspaper, but the definition given above does not consider this.

The researcher believes that it is wise to take the definition of satisfaction from consumer studies which are rich in satisfaction studies. Consumer studies have "a wide variance in the definitions of satisfaction" (Giese and Cote, 2003: I). Cognizant of this lack of operational definition that "limits the contribution of [...] satisfaction research", Giese and Cote (2003: I) conducted a study that aimed to come up with a “uniform definition of satisfaction” that can enable researchers "to select an appropriate definition for a given context; develop valid measures of satisfaction; and/or compare and interpret empirical results". They define satisfaction as an emotional or cognitive response that "pertains to a particular focus" (e.g. expectations or product) that "occurs at a particular time". This definition emphasizes that satisfaction has three important components or elements: satisfaction is "a response", it "pertains to a particular focus" and it "occurs at a particular time" (Giese and Cote, 2003: I).

### **2.5.1 Satisfaction and response**

Satisfaction is a response of people like consumers, audiences and patients toward products and services that they receive (Giese and Cote, 2003; Chen-Yu, 2002; Shikiar and Rentz, 2004; Abel, 2006), and the response has two important qualities: type and intensity. Firstly, it has the type of an affective or emotional nature. People use “affective responses to describe satisfaction” and they sometimes use affective terms like happy, pleased, proud and interesting in place of satisfaction in their responses (Giese and Cote, 2003: 1 and 9). Secondly, the type of response they give has intensity showing “the strength of the satisfaction response, ranging from strong to weak” (Giese and Cote, 2003: 1 and 9). Terms like ‘love’, ‘excited’, ‘thrilled’, ‘very satisfied’, ‘pleasantly satisfied’, ‘completely satisfying’, ‘relaxing’, ‘enjoy’, ‘extremely valuable’ and ‘excellent value’, which reveal the intensity of the satisfaction, are commonly used (Giese and Cote, 2003; Readership Institute, 2002: 5; Burgoon and Burgoon, 1979: 273).

### **2.5.2 Satisfaction and the focus of response**

Responses that people give concerning satisfaction have a focus that identifies the object of their satisfaction, and that “entails comparing performance to some standard”. This standard can be general like the product in general, or can be specific by being related to “specific attributes, and/or product benefits, price, and expectations” (Giese and Cote, 2003: 11).

The focus of a response of satisfaction can differ in different satisfaction studies. In consumers’ studies, for example, people may give responses like “It does everything you expected it to do”, relating the focus of the response to expectations; and “You are getting something new, you know ... You’d be excited about that”, associating the focus of the response to purchase experience (Giese and Cote, 2003: 9). In media audience satisfaction studies in general and in newspaper satisfaction studies in particular, the foci of responses can be related to expectations or reasons of reading, habit of reading newspapers, readability, newspaper performance, appeal, credibility, newspaper sections and generally satisfaction about the newspaper (Rubin, 1979, cited in Infante et al., 1993; Abel, 2006; Readership Institute, 2002: 5; Burgoon and Burgoon, 1979).

### **2.5.2.1 Reasons for reading a newspaper and readers' satisfaction**

Although some people can read newspapers without having clear reasons, for instance simply because they enjoy reading newspapers or because they do not have any other thing to do (Davison et al., 1982), people read newspapers for different reasons. These reasons or motives are the driving force for people to use mass media according to the Uses and Gratifications Theory (Davison et al., 1982; Infante et al., 1993).

According to Uses and Gratifications Theory, people “actively seek out” mass media to satisfy their needs and to fulfill their expectations, and in doing these, they “actively select media and media content”. The theory further says that “audience members are aware and can state their motives for using” mass media (Infante et al., 1990: 406). In developing the theory, scholars have attempted to answer questions like “What do people do with media?” and “What are the underlying motives for people to use mass media?” (Infante et al., 1993).

Katz et al. (1973-1974: 510) state that the main purpose of the Uses and Gratifications Theory is to find out “the social and psychological origins of needs which generate expectations of the mass media [...], which lead to differential patterns of media exposure [...] resulting in need gratifications”.

Uses and Gratifications Theory has received its share of criticisms. The first criticism is that it focuses on the individual and ignores the socio-cultural context in which people use media (Davison et al., 1982). For instance, in situations where people read or do not read newspapers because of the influence of external factors, the theory lacks sufficient explanation. Secondly, factors outside media audiences like availability or lack of availability of media and the socio-political context which can influence media use can not be explained by the theory. If media choices are not available, people can expose themselves to the already available ones, and because of reasons like religion, politics and culture, people may not expose themselves to some media (McQuail, 2000; Davison et al., 1982) Thirdly, because of circumstantial media use of people that take place without audience motives, and problems in measurement, studies based on the Uses and Gratifications Theory have not “provided much successful prediction or casual explanation of media choice and use” (McQuail, 2000:389; McQuail, 1984).



The fourth drawback of the theory is on its emphasis on the concept of the active audience. Firstly, it is difficult to show to what extent audiences are active when using media (Smurthwaite, 2004, cited in Abel, 2006), and secondly, the theory's focus on active audience may make people ignore situations in which people can be less active when using media (Davison et al., 1982).

The fifth criticism forwarded against the theory is related to operationalizing major concepts. Major concepts like gratifications, needs, motives, media selection and media use are not clearly operationalized (Emenyeonu, 1995). Other criticisms have also been forwarded. However, with all this criticisms, the theory has practical significance. It can help media professionals to consider audiences' preferences when undertaking media research (Emenyeonu, 1995).

Based on Uses and Gratifications Theory, the relationship between motives or reasons for reading newspaper and satisfaction with newspaper content can be studied (Weaver, Wilhoit and Riede, 1979, cited in Blood, Keir and Kang, 1983). The motives for newspaper reading are 'Gratifications Sought' and what readers get from the newspaper is 'Gratifications Obtained'. When the 'Gratifications Obtained' are equal or greater than the 'Gratifications Sought', newspaper readers are satisfied, and when readers get less than they expected, they are dissatisfied (Palmgreen et al., 1979, cited in Emenyeonu, 1995).

Because there are different kinds of people and because "people find themselves in so many different kinds of situations", the number of needs that the mass media can sometimes help to satisfy is enormous, and "nobody has attempted to draw up a complete list" (Davison et al.: 162). However, McQuail's (2000: 388) classification of people's motives for mass media uses as surveillance, personal relationships, personal identity and diversion is sensible as it is based on empirical evidence and is widely accepted (Abel, 2006). Taking the case of newspaper readership, we can classify the motives into four: surveillance, diversion, personal identity and social integrative (Ozoh, 1991; Readership, 2004).

#### **2.5.2.1.1 Surveillance needs**

Of the many reasons for readers to read newspapers, one is a desire to know what is happening in the world. People want relevant, reliable and useful information about the world and their country. This type of information includes all forms of government news, accounts of military and war-related activities, crimes and accidents, business news, ecology, economy and labor (Weaver and Mauro, 1978: 88). Basing himself on McQuail (1987: 73), Abel (2006) summarizes the needs under this section as the need:

- to find out information about relevant events and conditions in immediate surroundings, society and the world;
- to seek advice on practical issues or ideas and judgment choices;
- to satisfy curiosity and general interest; and
- to learn, educate oneself and gain a sense of security through knowledge.

In newspaper readership research conducted to find out why people read newspapers, it was found that people read newspapers mainly to satisfy surveillance needs (Weaver and Mauro, 1978; Lehnert and Perpich, 1978). However, when studying the surveillance needs of newspaper readers, it is important to identify needs and satisfactions concerning national and international news because differences can be observed on these areas. Weaver and Mauro (1978), for instance, have found differences in newspaper readers' interests and readership frequency between national and international news: People have more interest in national news and read them more frequently than international news.

#### **2.5.2.1.2 Diversion needs**

Diversion needs of mass media are related to escape and entertainment. In addition to satisfying diversion needs using other means like personal conversations, listening to records, or watching television, people can use newspapers to escape from the routine or problems of life and get emotional release, although people's expectations for diversion needs from newspapers may not be as equal as television (Williams, 1989: 69). The diversion need of newspaper readers occurs when a "social situation produces tensions and conflicts, leading to pressure for their easement through mass media" (Katz and Foulkes, 1962).

Newspapers help their readers to satisfy their diversion needs through their sections such as comic strips, puzzles and games and cartoons (Weaver and Mauro, 1978). As newspaper readers can have more than one reason for reading some sections,

they can also satisfy their diversion needs by reading other sections (Wang, 1977), and can give comments showing their satisfaction toward that newspaper like, "When I read this newspaper, I lose myself in the pleasure of reading it; I feel less stressed after reading it and it's a treat to me" (Readership Institute, 2004: 6).

Newspaper readers have said that newspapers' ability to entertain them is the second important reason, next to surveillance needs, for reading newspapers (Blood, Keir and Kang, 1983). Readers confirm that one of the reasons for reading newspapers is to be 'happy', 'entertained' and 'relaxed' (Towers, 1986; Blood, Keir and Kang, 1983).

#### **2.5.2.1.3 Personal identity needs**

When people read newspapers, they can satisfy their personal identity needs. These needs, according to McQuail (1987, cited in Ozoh, 1991: 5), are connected with finding "reinforcement of personal values" and "models of behaviour". Williams (1989: 7) calls these needs "learning more about oneself" and "understanding oneself". He further states that in fulfilling these needs individuals see themselves in the context of society through mass media.

Katz et al. (1973-1974: 517) citing Dembo (1972) explain the situation under which these needs are formed. They explain that a "social situation gives rise to certain values, the affirmation and reinforcement of which is facilitated by the consumption of congruent media materials".

Newspaper readers have mentioned areas that newspapers satisfy concerning these needs. Some of these areas are civic and personal interests, advice on different issues and learning about good things to do (Readership, 2004: 4). Newspaper readers have stated that reading a particular newspaper can make them feel like a better citizen, a better parent and a helpful person in their communities and can learn to rectify their wrong-doings and to improve their lives through the advice columns of newspapers (Katz et al., 1973-1974; Towers, 1986). When newspaper readers express positive comments concerning the fulfillment of these needs through reading newspapers like the ones mentioned above, they are satisfied with that particular newspaper, and are motivated to continue reading it (Readership, 2004).

#### **2.5.2.1.4 Social integrative needs**

Social integrative needs according to Ozoh (1991: 5) include:

- gaining insight into circumstances of others: social empathy;
- finding a basis for conversation and social interaction; and
- having a substitute for real-life companionship.

Media audiences may want to put themselves in the experiences of the people they view or read about. For example, when reading an article in a newspaper about an accident, newspaper readers may feel the pains of the people experiencing the accident. Media audiences may also want to pick topics for discussions from their reading of newspapers which can help them 'in order to sustain membership of valued social groupings' (Atkins, 1972, cited in Katz et al., 1973-1974). In addition, media audiences may use media in order to avoid companionless which may occur because of obligatory or intentional conditions (Abel, 2006). Often, people use other media like TV to satisfy their companion needs (Weaver et al., 1979 cited in Gunter, 2000), but they can also use newspapers as people can use different media to satisfy the same need (Williams, 1989; Towers, 1986).

Newspapers' roles in fulfilling social integrative needs were proved in studies carried to identify people's reasons for reading newspapers. Newspaper readers explained that they get information to pass on to others, find interesting stories that they can tell to others (Towers, 1986), like to talk about the news they read in newspapers and "give advice and tips" to other people based on their reading of newspapers (Readership, 2004). These newspaper reading experiences are considered to be signs of readership satisfaction since they are motivating factors for reading more newspapers (Readership, 2004).

### **2.5.2.2 Newspaper reading habits and satisfaction**

People can use mass media because of habit. They may watch TV and read newspapers and magazines because they enjoy using them. According to Rubin (1984, cited in Infante et al, 1990: 406) audiences who have such media behaviour are called 'ritualized' media users. Media use frequency of these people is ticked as 'more', and they use mass media out of habit, to pass time or because they enjoy doing it. Reading newspapers for such people seems to depend largely on the availability of time. In one newspaper

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

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

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

### **2.5.2.3 Newspapers’ readability and readers’ satisfaction**

People who read newspapers can understand some articles more easily than others because of their readability. This level of readability significantly affects the newspaper reader’s choice of reading material, reading speed and degree of comprehension (Razik, 1969).

Scholars have defined and studied newspaper readability at different levels depending on their research purposes. In researches that study purely newspaper readability like that of Razik (1969), newspaper readability is seen from broad

perspectives. Razik (1969: 317), for instance, states that newspapers readability has two main components: style and subject matter. Style includes such factors as vocabulary level, methods of sentence and paragraph construction, and format, while subject matter includes the complexity of ideas and the interest of readers toward newspaper contents. In studies that include newspaper readability as part of other topics of studies like Readership (2002: 8), the readability of newspapers can be defined in a precise way as the extent to which stories are “easy to read, not dull and dry”.

For newspapers to be an effective means of mass communication, they need to adjust the reading difficulty of their articles to the reading level of their readers (Razik, 1969).

As this research is a newspaper readership satisfaction study and considers newspaper readability as one element of the study, it will use the definition of the Readership study given above.

#### **2.5.2.4 Newspapers’ performance and readers’ satisfaction**

People reading a certain newspaper in a certain area develop attitudes, positive or negative opinions, toward the newspaper based on the performance of that particular newspaper. When the attitudes are positive, they show readers’ satisfaction, and when the attitudes are negative, they show readers’ dissatisfaction (Burgoon, 1979).

Readers can express their attitudes toward newspapers from different perspectives. Two important and general points that can be included in newspaper readers’ satisfaction studies can be the performance of the newspaper today compared with its past and its performance compared to other newspapers in the area (Burgoon, 1979). Other points that have some relationship with newspapers readers are given in the topic below.

#### **2.5.2.5 Newspapers’ appeal and readers’ satisfaction**

Newspapers appeal can be defined as the extent to which the readers of a certain newspaper want to read the newspaper more because they find its stories interesting and enjoyable (Readership, 2002). Newspaper readers’ interest in stories published in a newspaper can emanate from the choice of topics covered, the method of writing the stories, and the details included in the story (Readership, 2002; Bogart, 2001).

Newspapers need to evaluate their appeal to their readers, and to work hard to increase it. By doing this, they can help their readers to spend more time reading them. When newspapers' readers want to spend more time reading a newspaper because they are interested in the stories of a newspaper, this can be seen as a good sign of readership satisfaction (Readership, 2002).

#### **2.5.2.6 Newspapers' credibility and readers' satisfaction**

The credibility of a newspaper is related to the extent to which it publishes stories that are accurate. Stories that a newspaper publishes need to be based on accurate facts, and this accuracy should be observed in 'every word', 'every figure', and 'every new column'. If this does not happen, 'readers will learn to distrust' the newspaper (Hough, 2004).

Attempting to discuss the different angles from which media credibility has to be considered, Infante et al. state that credibility consists of:

factual statements originating from a source other than the speaker, objects not created by the speaker and opinion of persons other than the speaker that are offered in support of the speaker's claims ... any statement of fact, statement of value or definition offered by a speaker or writer which is intended to support a proposition. (Infante et al., 1993: 184)

When judging a newspaper's credibility, it is important to consider its information sources. As the information that a newspaper reports is 'as good as its sources', journalists need to choose reliable sources of information for their reports. Besides, because "there are officials who lie, cover up or exaggerate", journalists need to gather information from different sources and from all sides of a story. Furthermore, in order to avoid inaccurate reporting of information, journalists are expected to confirm and double-check facts (Stein and Paterno, 2003). Of course, some mistakes and distortions can occur in newspaper's reports, especially because of deadline pressure, and when this happens, newspapers are supposed to make corrections in their next publication as a step toward building their credibility that could be washed away because of the mistakes made. In addition, by using other steps like focus group discussions and surveys, newspapers try to evaluate their credibility and attempt to take actions to improve it (Stein and Paterno, 2003).

Newspaper credibility is an important element of newspaper readers' satisfaction (Overholser, 2002). When readers trust newspapers because of their accuracy and consideration of all sides of stories in their reports, readers get strongly connected to the newspapers and select them as their main information sources (Willey, 2002). On the other hand, if a newspaper's readers lose credibility, they may lose interest in reading the newspaper, and may eventually stop reading it or may replace it by other available information sources (List, 2002).

#### **2.5.2.7 Newspaper sections, readership frequency, and readers' satisfaction**

Newspapers were first introduced in Europe, particularly in Venice, as a valuable resource for bankers and merchants to get the then business information needed for their workers (Weir, 1990). Later, they came to provide information for the wider public. When this happened, newspapers, especially the general interest newspapers, needed to have different sections in order to entertain the diverse interests of the newspaper reading public. Discussing this point, Hough observes that newspapers:

attempt to satisfy a broad range of readers with varied interests. It is said that there is something for everyone in the newspaper. Another way of looking at this is that everyone reads a different newspaper, that is, people tend to concentrate on what they are interested in or familiar with and ignore other things. Some people read only the sports page, others entertainment and still others are serious readers who read the front page first, then turn to the editorial page. (Hough, 2004: 5)

An important area that media scholars can study concerning newspaper sections is newspaper content or sections' readership which helps to reveal what types of content are related to the reading public. Doing this "serves to clarify the information needs of the society, as expressed through their actual behaviour" (Burgoon et al., 1983).

In an attempt to study readership patterns, Burgoon et al. (1983) found that 'most readers' are attracted to newspapers for their coverage of hard news and news that has personal impact. They also read stories of a wide variety of issues and events. In another study, the same authors came up with similar results, which they state as:

The most heavily read topics are largely those that would qualify as 'hard news: government, politics, economics issues, education, consumerism, editorials, crime and disasters. Conversely, some of



the least read topics and features are the so-called 'fluff' items: gossip columns, biorhythms, games, shows, business, car care and advice on job success. (Burgoon et al., 1981: 92)

The authors, in the same study, have also shown that newspaper readers have high interest for the sections they read often and low interest for the sections they read least. As a result, they conclude that "if readers are interested in certain content areas, they are indeed reading these topics; and if they are reading these topics [...] they are also interested in them" (Burgoon, 1981: 78).

The readership frequency of different sections of a newspaper is also related to newspaper readership satisfaction. When readers are satisfied in a certain section, they read that section often, and when readers are dissatisfied in a certain section, they rarely read that section (Readership, 2002). Therefore, it has been recommended that editors' judgments of newspapers coverage should be based on as much knowledge about current and desired readers' readership habits (Readership, 2002: 3). Newspapers need to pay attention to ways of modifying their contents for readers are sensitive to improvements in editorial content. Whether content is seen as poor or very good, any improvement in content leads to more time spent with the newspaper, more frequent and complete readings (Readership, 2005).

## **2.6 Ways newspaper readers express their satisfaction/dissatisfaction**

Newspaper organizations employ different mechanisms to get feedback from their readers about their services. Two of these ways are writing personal letters and making phone calls. Most newspapers publish some of their readers' comments, usually the positive ones, sent to them from their readers expressing their satisfaction or dissatisfaction about the newspaper service (Davison et al., 1982). Most Ethiopian newspapers publish comments sent by their readers. For example, *Addis Zemen* usually publishes such comments on its third page, while *Addis Admas* usually publishes such comments on its second page.

Newspaper readers' comments given in the form of feedback can help a newspaper organization on how to continue serving the public well. If the comments are related to readers' satisfaction, the organization can consider this to be its strength and can continue to maintain or increase its readers' satisfaction. If the comments are related to readers'

dissatisfaction, the organization can consider this to be its weakness and can plan to work hard on this to minimize its readers' dissatisfaction (Davison et al., 1982).

However, it has been found that most newspaper readers do not write a letter or make a phone call to a newspaper organization to express their satisfaction or dissatisfaction about the newspaper service "unless there is a sudden change in the service" (List, 2006). In a study conducted to investigate newspaper readership behaviour, Goldfarb Consultants (1995: 14) found that only a few respondents "have written or called, either to complain or praise, a particular story or headline", although most of them have responded that they have areas of satisfaction and dissatisfaction with the newspapers they read.

When people experience satisfaction or dissatisfaction concerning a certain service, they are more likely to tell that to a person close to them (Coney et al., 2004). In the context of newspaper readership, if newspaper readers tell positive stories to others, this may help a newspaper organization to attract more readers; on the other hand, if the stories newspaper readers tell about a certain newspaper are related to complaints, those who hear the story may develop a negative attitude toward the newspaper.

Therefore, newspaper organizations are expected to design a mechanism that enables them to get information from their entire readership population about their satisfaction and dissatisfaction in order to use the information for future strategic decision making. One good way of doing this is by conducting readership studies (List, 2006).

# CHAPTER III

## METHOD AND DESIGN OF THE STUDY

### 3.1 Research method

When deciding a research methodology for a certain study, a researcher needs to consider ‘what and how’ she/he is going to find out concerning her/his research problem (Solomon, 2004: 42). The focus of this study is to measure and understand newspaper readership satisfaction/dissatisfaction of two newspapers in Addis Ababa, namely *Addis Zemen* and *Addis Admas*. A survey method is chosen for the study because the researcher wants to generalize findings about the level of satisfaction/dissatisfaction of the newspaper readership of the two newspapers using a representative population of the newspaper reading public in the city. The survey method is also chosen because it helps to make descriptions about certain traits or attributes related to the population of the study – in this study the level of satisfaction/dissatisfaction of the newspaper readership of the two newspapers – and it helps to make ‘explanatory assertions’ which explain why the points described have happened (Babbie, 1990: 51-52; Rea and Parker, 1997).

Survey research is usually quantitative because it enables a researcher to generalize about the entire population by making inferences based on quantitative data taken from a sample of that population (Rea and Parker, 1997). However, it is also one area of research where a researcher uses both quantitative and qualitative research methods based on the research objectives and the research questions of one’s study (Best and Kahn, 2003). Accordingly, based on the research objectives of the study, this research uses both quantitative and qualitative research methodologies. The quantitative method helps to give answers to research questions which need quantitative answers. These questions are:

- Why do people read at least one of the two newspapers?
- What sort of people are the readers of each of the two newspapers?
- What are the sections of the two newspapers they read most and least?
- What are the areas and levels of satisfaction/dissatisfaction of the readers of the two newspapers?
- Do readers feel that the newspapers represent them?

The researcher realizes that a quantitative questionnaire form can not go into depth of each of these questions for each respondent, but neither is that the aim of this part of the study. For the second part of the study, a qualitative interview method was used to give answers to research questions that needed words that help people to express their ideas about newspaper reading. These core research questions are:

- How and to whom do readers express their satisfaction/dissatisfaction concerning the newspapers?
- What do readers think are the weaknesses and strengths of the two newspapers?

In addition, for triangulation purposes, research questions from the quantitative group were included in the qualitative inquiry and research questions from the qualitative method were included in the quantitative inquiry. For instance, the research question, ‘Do readers feel that the newspapers represent them?’ is a quantifiable question, but the researcher included it in the qualitative method since he wanted to investigate the reasons for the answer.

The researcher first planned to conduct 16-20 individual in-depth interviews, and he stopped after conducting 16 individual in-depth interviews when the data collection came to a saturation point. The qualitative data respondents were selected to represent the four area focuses based on the places where people read newspapers – people reading newspapers in libraries and offices, people reading newspapers in open squares, people reading newspapers in cafeterias and people reading copies that they buy. To just make the selection systematic, the data collectors were told to choose every 7th person who filled the questionnaires until they found the number respondents required. Nevertheless, the researcher later felt that the systematic selection process did not give equal chance for every participant of the quantitative respondents to be included in the qualitative part. And yet, because the data collectors were given the freedom to adjust the selection process in order to make the qualitative data respondents representative of the population by at least considering sex and age, the sample can be considered representative. The researcher then contacted and interviewed the chosen persons for the in-depth interviews. The discussions took 15 to 25 minutes.

The researcher also believes that the qualitative method is helpful in the interpretation of data. It can help to interpret data by showing relationships between variables. Furthermore, the combined qualitative and quantitative method can help to find out ‘unplanned’ outcomes (Bryman, 2004: 45-46).

### **3.2 Research participants**

The research participants of this study are newspaper readers of *Addis Zemen* and *Addis Admas* newspapers in Addis Ababa. Because data about newspaper readers in Ethiopia are very scarce (Gebremedhin, 2006), the researcher will use List’s (2006) classification of newspaper readers as people reading newspapers in libraries and offices, open squares, cafeterias and from people reading copies that they buy.

### **3.3 Samples**

It was first planned to involve 280 newspaper readers, but since 11 respondents did not return their questionnaires, 269 newspaper readers participated in the research. Because newspapers’ circulation in Ethiopia is mostly limited to the capital city (Tamirat, 2005), Addis Ababa is selected for this study. The two newspapers, *Addis Zemen* and *Addis Admas*, were selected because they are the highest circulated Amharic newspapers from the state and the private press respectively (Ministry of Information, 2008). From the sample, questionnaires were distributed to four groups of 70 readers selected from people reading the two newspapers in libraries and offices, open squares, cafeterias and from people buying copies. In each of the four groups, 35 readers each were taken from *Addis Zemen* and *Addis Admas* newspapers.

### **3.4 Sampling technique**

As has been mentioned above, there are few data available on newspaper readers in Addis Ababa. The researcher therefore decided to use stratified random sampling by considering Lists’ (2006) classification of newspapers readers. Accordingly, the population of the research, the newspaper reading public in Addis Ababa, was classified into four strata based on the places where they read newspapers – people reading

newspapers in libraries and offices, because the office or the library is a subscriber; people reading newspapers in open squares usually standing by paying twenty five cents to newspaper vendors; people reading newspapers in cafeterias usually sitting by paying twenty five cents to newspaper vendors; and people reading copies that they buy.

For people reading newspapers in libraries and offices, the list of subscribing institutions were first taken from the two newspaper organizations. Then, the subscribing institutions were further sub-divided into other strata – as private and governmental and as educational and non-educational. After that for people reading newspapers in libraries, research participants were selected using systematic random sampling, while for people reading newspapers in offices, offices were randomly selected from the list of offices in a certain organization and the members from that office who read newspapers were selected as research participants. For people reading newspapers in open squares and cafeterias, and for people reading copies that they buy, research participants were selected using systematic random sampling. This was carried out by training data collectors to sit or stand in a place where people would not observe them, but the data collectors could observe others, select research participants and take notes particularly on the research participants' selection process.

While the above technique of sampling was for the questionnaires' respondents, a representative of 16 participants was selected from the quantitative questionnaires' respondents for individual in-depth interviews. Stratified and systematic random sampling was again used in selecting these respondents in order to include men and women and people from different social status for the interview. According to Denzin and Lincoln (2000), researchers need to continue collecting information in in-depth interviews until they come to a saturation point – a point at which no more new ideas seem to come from the research participants. As a result, the number of respondents in the in-depth interviews was decided based on the saturation point of ideas. The individual interviews were performed by the researcher.

### **3.5 Data collection instruments**

The researcher used questionnaires and a semi-structured interview tool to collect data.

The questionnaires have four sections. The first section asks respondents to give demographic information about themselves which are important for the study. The

second section asks respondents to express their newspaper readership habits. The third section is related to readers' experiences with the different sections in the newspapers; the reading frequency; and newspapers readers' satisfaction with the sections. The questions in this part are presented on a Likert scale, a common way of measuring attitudes in social science (Rea and Parker, 1997; Abel, 2006). At the end of the section, three questions which help to find out more information about the respondents' answers in the Likert questions were given. The fourth section of the questionnaires asked readers to identify their reasons for reading newspapers and their satisfaction in relation to their reasons of reading. These questions have the same nature as section three.

The questions in the questionnaires were adapted from Infante et al. (1993), Abel (2006), Readership (2001) and Readership (2002). Two questionnaires were developed for the study, one for *Addis Zemen* and one for *Addis Admas*. The only difference is in part three, where the newspaper content categories are divided according to the sections in each newspaper. The questionnaire results are therefore comparable.

The interview questions have two sections. The first part is about demographic information and the second part has twelve questions related to the study.

As the newspapers are published in Amharic and the readers better communicate their ideas in Amharic, the Amharic versions of the questionnaires and the interview questions were used when collecting data.

### **3.6 Procedures**

The researcher first collected information from the newspaper distribution centers for the two newspapers, and understood that almost all the subscribers of *Addis Zemen* are public institutions and that single copy buyers can buy the *Addis Zemen* newspaper from a shop in Brehanena Selam Printing Enterprise. *Addis Admas*, on the other hand, has very few subscribers, and it is usually sold to readers on streets, particularly in squares and around cafeterias. The researcher also observed copies of both newspapers available in the hands of newspaper vendors who allow newspapers readers to read them paying twenty-five Ethiopian cents for each reading event.

Ten data collectors from third year university students were employed. These students were selected because they have taken research method courses, have a good idea about research methods and they themselves were carrying out their BA theses at

this time. The data collectors were first informed about the research, the questionnaires, the places of collecting the data and the ways of choosing research participants. When collecting the data, the data collectors gave the questionnaires in person and politely asked respondents to give them the filled questionnaires in two days' time. After that, the researcher collected the completed questionnaires and checked for possible inconsistencies and errors. Finally, the quantitative responses were put into computer using SPSS package, and were examined against the objectives of the research.

For the qualitative in-depth interviews, the data collectors were first informed to identify 16 persons from the quantitative data respondents. To just make the selection systematic, the data collectors were told to choose every 7th person who filled the questionnaires until they found the number respondents required. Nevertheless, the researcher later felt that the systematic selection process did not give equal chance for every participant of the quantitative respondents to be included in the qualitative part. And yet, because the data collectors were given the freedom to adjust the selection process in order to make the qualitative data respondents representative of the population by at least considering sex and age, the sample can be considered representative. After identifying respondents for the qualitative inquiry, the data collectors politely asked the respondents for an appointment. Next, the researcher accompanied by the data collectors conducted the individual in-depth interviews. Finally, the researcher listened to the recorded data more times, categorized the qualitative data based on the research questions and analyzed them.

### **3.7 Data analysis techniques**

The quantitative data were analyzed using means and percentages in the SPSS package and the qualitative data were analyzed using direct interpretation of the participants' words in the interviews based on "the narrative text of qualitative research approach" (Andualem, 2007; Merriam, 1998)



## CHAPTER IV

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Quantitative findings

##### 4.1.1 Demographic distribution of respondents

With the understanding that knowing the demographic distribution of respondents helps to understand the composition of the readers of the newspapers, questions concerning demographic information were included in the first section of the questionnaires for the two newspapers. The main points included under this section are gender, age, marital status, occupation, level of education, monthly income and political inclination. The results of this section are given below in table 1.

**Table 1. Demographic distribution of respondents**

Gender (Sex)	Number of respondents				
	For Addis Zemen		For Addis Admas		Total
	No	%	No	%	
Male	78	60.9	82	58.2	160
Female	50	39.1	59	41.8	109
Total	128		141		269
<b>Age</b>					
15-24	23	18	38	27	
25-34	49	38.3	47	33.3	
35-44	35	27.3	41	29.1	
45-54	19	14.8	11	7.8	
55 and above	2	1.6	4	2.8	
<b>Marital Status</b>					
Married	54	42.2	59	41.8	
Single	72	56.3	71	50.4	
Divorced	2	1.6	11	7.8	
Widowed	-	-	-	-	
<b>Occupation</b>					
Student	32	25	39	27.7	
Housewife	-	-	5	3.6	
Government employee	31	24.2	35	24.8	
Private employee	11	8.6	31	22.0	
Unemployed	43	33.6	15	10.6	
Private worker	8	6.3	14	9.9	

Retired	3	2.3	2	1.4	
<b>Level of education</b>					
Read and write	-	-	-	-	
Grades 2-6	-	-	-	-	
Grades 7-12	12	9.4	30	21.3	
Vocationally trained	34	26.6	37	26.2	
Diploma	45	35.2	39	27.7	
First degree and above	37	28.2	35	24.8	
<b>Monthly income</b>					
Below 150 Birr	11	8.6	21	14.9	
151-400 Birr	14	10.9	16	11.4	
401-600 Birr	16	12.5	23	16.3	
601-1000 Birr	22	17.2	18	12.8	
1000-2000 Birr	36	28.1	27	19.2	
Above 2000 Birr	29	22.7	36	25.5	
<b>Political inclination</b>					
More EPRDF	52	40.6	23	16.3	
More Opposition parties	21	16.4	49	34.8	
Neutral	55	43.0	69	48.9	

As can be seen in the table above, most of the respondents, about 61% for *Addis Zemen* and 58% for *Addis Admas*, are males and this is a significant difference. At the beginning of the research, it was planned to have equal number of males and females, but this could not happen because a sufficient number of women who read newspapers could not be found. This is particularly true in public places like in cafeterias and in streets. The researcher personally went to these places while the data collectors were collecting the data. Although there were many women, especially in cafeterias, almost none were reading newspapers, unlike males.

Concerning the age of the respondents, more than half of them, about 60% for *Addis Admas* and about 56% for *Addis Zemen*, are young readers in the age range of 15-34. Another age group with a significant amount is adults in the age range of 35-54. About 42% of *Addis Zemen* readers and about 36% of *Addis Admas* readers are in this age group. Old people aged 55 and above have an insignificant share: 2.8% for *Addis Admas* and about 1.6% for *Addis Zemen*.

As for the marital status of the respondents, singles have the biggest share, followed by married ones. About 56% and 42% of *Addis Zemen* readers and about 50% and 41% of *Addis Admas* readers are singles and married ones respectively. The divorced make a small amount: 7.8% for *Addis Admas* and 1.5 for *Addis Zemen* and this may be

because of the fact that there are relatively few divorced persons in Ethiopia (Tilson and Larsen, 2000).

Concerning the occupation of the respondents, we can see some differences between the readers of the two newspapers. The unemployed with 33.6% have the highest share, followed by students, 25%, and government employees, 24.2%, for *Addis Zemen*. On the other hand, students with 27.7% have the highest share, followed by government employees, 24.8%, and private employees, 22.0%, for *Addis Admas*. Private employees, private workers and the retired take the fourth, the fifth and the sixth ranks and housewives have no share for *Addis Zemen*, while the unemployed, private workers, housewives and the retired take the fourth to seventh ranks for *Addis Zemen*.

When we come to the educational level of the respondents, it appears that the more educated are reading the newspapers. For *Addis Zemen*, those with vocational trainings to first degrees and above have the lion's share, 89.9%. Diploma holders lead this group with 35.2%, followed by people with first degree and above, 28.2%, and people vocationally trained, 26.6%. People with grade levels 7-12 have also a share of 9.4%. For *Addis Admas*, the readers' educational levels include grades 7-12 to first degree and above with small differences among these levels. Diploma holders lead the group with 27.7%, vocationally trained comes second with 26.2%, those with first degree and above come third with 24.8% and those with grades levels 7-12 come fourth with 21.3%. This may be because of more availability of newspapers for the educated than for other people in places like libraries and offices. Particularly, since most of the subscribers of *Addis Zemen* are government institutions, people who have more chance to read it are those who are in offices, most of them of course are the educated. However, as the exact number of the readers of the two newspapers is not known, the fact that there are more educated people in the sample may be considered as overrepresentation.

Concerning the monthly income of the respondents, for *Addis Zemen* readers the more people earn, the more they read up to 2000 birr per month, and then readership starts to decline, but the decline is insignificant for the share of people in the city earning more than 2000 birr is fairly low. For *Addis Admas* the high income groups, people earning 1000 and above have the highest share, 44.7%, and all the other groups have significant shares with small differences among themselves. It seems important to mention here what Dessalegn and Meheret (2004) observed about the print media and

newspaper readers in Addis Ababa. They observed that newspapers in Addis Ababa "reflect the narrow interests of the Addis Ababa highly educated classes" (Dessalegn and Meheret, 2004: 59). It can therefore be concluded that the ones who are reading the newspapers more belong to this group.

Finally, related to the political inclination of the respondents, the politically neutral seem to have the highest share for both newspapers: 48.9% for *Addis Admas* and 43.0% for *Addis Zemen*. On the other hand, a significant difference is observed between the readers of the two newspapers on this point. The number of people with more EPRDF (the ruling party) tendency reading *Addis Zemen* seems to be more than twice the number of people with opposition parties' tendency reading *Addis Zemen*, while the number of people with more opposition parties' tendency reading *Addis Admas* seems to be more than twice of the number of people with more EPRDF tendency reading *Addis Admas*. This may to some extent confirm what the researcher expected about the relation between people's political tendency and the newspapers they read in Ethiopia.

#### **4.1.2 Newspapers' readership habits**

One important issue in newspaper readership studies is to design a reliable measurement of newspaper readership habits. In attempts to achieve this, scholars nowadays consider three important habits: frequency of readership, time spent reading newspapers and amount of newspaper read (Readership, 2001). With these points, which are discussed in the literature review, in focus, the results of the newspaper readership habits of the two newspapers are given in table 2a. The purpose of this section is to classify readers as high, medium and low related to newspaper readership habits. To do this, two options each that help to decide low and high readership are used for each of the readership habits. A third option that is found in the middle of the options for high and low readership for each of the newspaper readership habits, i.e. for frequency of readership, 'sometimes', for time spent on reading newspapers 'one to less than 2 hours' and for amount of newspaper read 'about half', help to decide medium newspaper readership.

**Table 2a. Newspaper readership habits of *Addis Zemen* and *Addis Admas* newspapers**

Newspaper	No of respondents on frequency of readership											
	Always		Often		Sometimes (Medium)		Rarely		Never		Don't know	
	No	%	No	%	No	%	No	%	No	%	No	%
<i>Addis Zemen</i>			37	28.9	42	32.8	49	38.3				
<i>Addis Admas</i>	25	17.7	86	61.0	23	16.3	7	5.0				
	Readership frequency responses for both Always and Often (High)					Responses for both Rarely and Never (Low)						
	No		%		No		%		No		%	
<i>Addis Zemen</i>	37		28.9		49		38.3					
<i>Addis Admas</i>	111		78.7		7		5.0					
	Responses on time spent on reading the newspaper each week											
	Three or more hrs		Two to three hrs		1 to less than 2 hrs (Medium)		Half to 1 hr		Less than ½ hr		Don't know	
	No	%	No	%	No	%	No	%	No	%	No	%
<i>Addis Zemen</i>	-	-	-	-	20	15.6	47	36.7	54	42.2	7	5.5
<i>Addis Admas</i>	-	-	17	12.1	61	43.3	31	22.0	29	20.6	3	2.1
	Responses for both Three or more hrs and Two to three hrs (High)					Responses for both Less than ½ hr and Half to 1 hr (Low)						
	No		%		No		%		No		%	
<i>Addis Zemen</i>	-		-		101		78.9					
<i>Addis Admas</i>	17		12.0		60		42.6					
	No of respondents on amount of newspaper read											
	Almost all		About 3 quarter		About half (Medium)		About one quarter		Almost none		Don't know	
	No	%	No	%	No	%	No	%	No	%	No	%
<i>Addis Zemen</i>	-	-	-	-	27	21.1	83	64.8	11	8.6	7	5.5
<i>Addis Admas</i>	-	-	37	26.2	43	30.5	49	34.8	9	6.4	3	2.1
	Responses for both Almost all and About 3 quarter (High)					Responses for both About one quarter and Almost none (Low)						
	No		%		No		%		No		%	
<i>Addis Zemen</i>	-		-		94		73.4					
<i>Addis Admas</i>	37		26.2		58		41.1					

As can be seen from the table, most of the readers of *Addis Admas* have high readership frequency. 78.7% of its readers are in this group. Another significant amount, 23%, has medium readership frequency, while only 7% can be classified as readers with

low readership frequency. On the other hand, the biggest share concerning newspaper readership frequency of *Addis Zemen* is that of low newspaper readership frequency which accounts for 38.3% of the readers' experience, followed by medium readership frequency which accounts for 32.8% of the readers' experience. Another significant amount, 28.9%, goes to high newspaper readership frequency.

When we come to the amount of time spent on reading newspapers, we can see that the biggest share for *Addis Admas* readers goes to medium newspaper readership habit; about 43.3% have this experience. Low time newspaper readership, with 42.6%, follows it with little difference between the two. The 12% of the respondents with high time newspaper readership habit is also important to remember. The lion's share of the newspaper readership time of *Addis Zemen*, on the other hand, is low. 78.9% of the respondents have this habit. Another significant amount, 15.6%, has medium time readership, while none has responded experiencing high time newspaper readership.

Finally, as for the amount of newspaper read, both *Addis Zemen* and *Addis Admas* have big shares concerning low amount of newspaper readership. *Addis Zemen's* low amount readership is very high (73.4% of the respondents defined themselves as such), while that of *Addis Admas* is 41.1%. The two newspapers have also a significant amount of medium amount readership. 30.5% of *Addis Admas* readers have this habit, while that of *Addis Zemen* is 21.1%. *Addis Admas* newspaper's readers have also high amount newspaper readership habits which accounts for 26.2%, while *Addis Zemen* readers stated that they do not have this habit.

As an important tool that helps to arrive at one generalized newspaper readership habit for each of the two newspapers, the mean of the results of the three newspaper readership habits are given below in a table. The finding show that the majority of *Addis Admas* readers, 39%, have high newspaper readership habits, followed by those with medium readership habits, about 23%, and low readership habits, about 30%. By contrast, most of the readers of *Addis Admas*, about 64%, have low newspaper readership habits, followed by those with medium readership habits, about 23%, and high readership habits, about 9%.

**Table 2b. Newspaper readership habits of *Addis Zemen* and *Addis Admas* newspapers**

Newspaper	Number of respondents on					
	High newspaper readership experience		Medium newspaper readership experience		Low newspaper readership experience	
	No (mean)	%	No (mean)	%	No (mean)	%
<i>Addis Zemen</i>	12.3	9.4	29.7	23.2	81.3	63.5
<i>Addis Admas</i>	55	39	42.3	30.0	41.7	29.6

After each respondent revealed their readership habits of the two newspapers, they were asked whether *Addis Zemen* or *Addis Admas* is their main newspaper and what other newspaper, if any, do they read often in order to know the readership experiences of the newspapers' readers. The responses to these questions are given in Table 3 below.

**Table 3. Newspapers often read**

	Responses on whether the newspaper is the main newspaper read				
	Yes		No		
	No	%	No	%	
Readers of <i>Addis Zemen</i>	47	36.7	81	63.3	
Readers of <i>Addis Admas</i>	128	90.8	13	9.2	
Another newspaper read	Responses of				
	<i>Addis Zemen</i> readers		<i>Addis Admas</i> readers		Remark
	No	%	No	%	
<i>Addis Zemen</i>	NA	NA	35	24.8	
<i>Addis Admas</i>	73	57.0	NA	NA	
<i>The Reporter</i>	35	27.3	45	31.9	
<i>Addis Neger</i>	31	24.2	43	30.5	
<i>Medical</i>	37	28.9	51	36.2	
<i>Ethiosprot</i>	13	10.2	34	24.1	
<i>Police and its measures</i>	17	13.3	-	-	
None	24	18.8	19	13.5	

According to Table 3, *Addis Admas* is the main newspaper for most, for about 91%, of its readers, while *Addis Zemen* is the main newspaper for only about 37% of its readers.

As *Addis Admas* is the main newspaper for most its readers, they are likely to spend more time reading it and to consider it as the main source of information. Even when they read other newspapers, it will most probably be for specific information and section(s) and for a shorter time. By contrast, as *Addis Zemen* is not the main newspaper for the majority of its readers, the readers may read it as an additional source of information and for specific purposes since they have main newspapers with which they spend more time.

The table also indicates that most of the readers of the two newspapers are multiple newspaper readers. Except 18.8% of *Addis Zemen* readers and 13.5% of *Addis Admas* readers, all said that they read at least one more newspaper often, which can be considered as a good sign of active newspaper readers. All the other newspapers read except *Police and its measures* are private newspapers, and two of them, *The Reporter*, and *Addis Neger*, are general interest newspapers, while *Medical*, *Ethiosport*, and *Police and its measures* are special interest ones. As can be seen from the list above, readers read diverse newspapers most probably because they have diverse reasons and interests.

#### **4.1.3 Ranking of *Addis Zemen* and *Addis Admas* newspapers' sections according to readership frequency and satisfaction by their readers**

Questions in this section of the research were prepared in order to identify the most and the least read sections of the two newspapers and the readers' satisfaction in each section of the newspapers, which are two of the purposes of the research. The other purpose of this section, as has been mentioned in the literature review, is to see the relationship between readership frequency of newspapers' sections and readers' satisfaction.

The readership frequency section has four options for each of the items. The options have the following points: Often=4, Sometimes=3, Seldom=2 and Never=1. 'Often' and 'sometimes' are considered options for high readership frequency, and 'seldom' and 'never' are options for low frequency readership. The readers' satisfaction section has five choices for each of the items. The choices have the following points: 1=Strongly dissatisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied and 5=Strongly satisfied. Choices 1 and 2 show dissatisfaction, 3 shows lack of taking position, and choices 4 and 5 show satisfaction.



For the readership frequency section the assumption is that  $1 < 2.5$  shows low readership frequency and  $\geq 2.5$  shows high readership frequency, and for the newspapers readers' satisfaction section,  $1 < 2.5$  shows dissatisfaction,  $2.5 < 3.5$  shows lack of taking position and  $\geq 3.5$  shows satisfaction.

**Table 4. Newspapers' sections readership frequency and satisfaction levels of *Addis Zemen* and *Addis Admas***

S.No	Sections of <i>Addis Zemen</i>	Readership frequency		Readers' satisfaction		Sections of <i>Addis Admas</i>	Readership frequency		Readers' satisfaction	
		Mean Score	Rank	Mean score	Rank		Mean Score	Rank	Mean score	Rank
1	Local news	1.12	20	1.65	19	Local news	3.01	10	3.83	9
2	International news	2.73	11	3.03	12	International news	2.87	14	3.71	12
3	Editorial	1.34	18	1.89	18	Readers' opinion	3.04	9	4.13	6
4	Agenda	1.27	19	2.06	15	The present agenda	2.91	12	3.72	11
5	Readers' letters	1.49	17	1.53	20	Editorial	3.11	7	3.61	13
6	Advertisement	3.59	4	4.50	4	Society	2.61	16	3.60	14
7	Economy	2.10	14	2.30	14	Culture: let us discuss	3.21	4	4.05	7
8	Politics	1.63	16	1.94	17	For children	2.10	17	3.02	17
9	Parliament	1.86	15	1.97	16	Students' and teachers' stories	3.40	2	4.34	3
10	Social Issues	2.94	9	3.34	10	Trade and economy	1.94	18	2.44	18
11	Women	2.87	10	3.10	11	Health	2.64	15	3.31	16
12	Health	3.14	6	3.62	8	Advertisement	1.83	19	2.13	19
13	Education	2.69	13	3.01	13	Science and technology	3.16	6	4.32	3
14	For children	2.71	12	3.61	9	Art	3.63	1	4.42	1
15	Entertainment	3.62	3	4.61	2	Women's issues	2.89	13	3.41	15
16	Miscellaneous	3.41	5	4.32	6	Observer's view	3.09	8	4.31	5
17	Culture and Art	3.14	6	4.41	5	Around the world	2.95	11	3.80	10
18	Life is like this	3.75	1	4.52	3	For you two	3.20	5	4.40	2
19	Science and technology	3.72	2	4.75	1	Sport	3.25	3	4.01	8
20	Sport	3.07	8	3.91	7					

As can be seen from the table above, many sections of the two newspapers, 16 out of the 19 sections for *Addis Admas* and 13 out of the 20 sections for *Addis Zemen*, are often

read. They have a high frequency readership point which is marked by 2.5 and above. The low frequency readership sections are seven for *Addis Zemen* and three for *Addis Admas*.

The high frequency readership sections of *Addis Zemen* are a mixture of both less serious and more serious sections. Its less serious sections with high frequency readership are sections like ‘Life is like this’, ‘Entertainment’, ‘Miscellaneous’, ‘Culture and art’ and ‘Sport’, and its more serious sections with high frequency readership are sections like ‘Health’, ‘ Women’ and ‘ Education’. By contrast, most of its low frequency readership sections are more serious sections related to politics like ‘Local news’, ‘Agenda’, ‘Politics’, ‘Parliament’ and Economy’. The high frequency readerships sections of the *Addis Admas* are also a combination of serious and non-serious issues, while its low frequency readership sections are serious ones. Serious issues like ‘Local news’, ‘Editorial’, and ‘The present agenda’ and non-serious issues like ‘Culture’, ‘Art’, and ‘Sport’ are part of its high readership frequency sections, while serious issues like ‘Trade and economy’, and ‘For children’ are part of its low readership sections.

When it comes to readership satisfaction of the different sections, it can be concluded that readers have satisfaction in the high frequency readership sections and dissatisfaction in the low frequency readership sections. This is consistent with Burgoon et al.’s (1981) findings which state that if readers like some newspaper sections, they read them often and are usually satisfied with them.

After the readers of the two newspapers rated the sections of the two newspapers based on their readership frequency and expressed their satisfaction for each section, they were asked to list the three most read sections of the two newspapers.

**Table 5. Most read sections of *Addis Zemen* and *Addis Admas* in descending order**

S. No.	Most read sections of <i>Addis Zemen</i>	Respondents		Most read sections of <i>Addis Admas</i>	Respondents	
		No	%		No	%
1	Advertisement	115	89.8	Art	130	92.2
2	Science and technology	104	81.3	Students and teachers stories	127	90.1
3	Life is like this	98	76.6	Science and technology	114	80.9
4	Entertainment	95	74.2	For you two	109	77.3
5	Miscellaneous	81	63.3	Culture: let us discuss	102	72.3
6	Culture and art	75	58.5	Local news	97	68.8
7	Sport	71	55.5	Sport	84	59.6

Table 5 shows that there are at least seven sections that are read often by more than half of the readers of each of the two newspapers. The three most read sections of *Addis Zemen* are ‘Advertisement’, ‘Science and technology’, and ‘Life is like this’, which are read often by 89.8%, 81.3% and 76.6% of the respondents respectively, while the three most read sections of *Addis Admas* are ‘Art’, ‘Students and teachers stories’ and ‘Science and technology’, which are read often by 92.2%, 90.1% and 80.9% of the respondents. News, a very important element of journalism, is the sixth most read sections of *Addis Admas*, while it is not among the seven most read sections of *Addis Zemen*.

The results obtained have also strong relation with what has been found in tables 4 and 5. Although there is a shift of position among some sections concerning rank, the list of the seven most read sections for both newspapers are same, and this can confirm the reliability of the responses given by the respondents.

In the newspaper readership sections, after the readers revealed their newspaper readership frequency habits and their satisfaction level for each section of the two newspapers, it was felt important to know why the research participants were satisfied in some sections of the newspapers, while they were dissatisfied in others. Therefore, they were asked to list their reasons of satisfaction and dissatisfaction which are summarized in the table below.

**Table 6. Readers’ reasons of satisfaction and dissatisfaction in *Addis Zemen* and *Addis Admas* sections**

S. No.	<i>Addis Zemen</i> readers’ reasons of satisfaction	Respondents		<i>Addis Zemen</i> readers’ reasons of dissatisfaction	Respondents	
		No	%		No	%
1	More Job advertisements	91	71.1	Lack of balance	113	88.3
2	Interesting stories from around the world	75	58.6	Bias	107	83.6
3	Good coverage of social issues	64	50	Local news are only positive stories about government	81	63.3
4	Informative non-political issues	37	28.9	Too much politics	79	61.7
	Entertaining stories					
5	Timeliness of stories	31	24.2	Too long stories	53	41.4
6		23	18.0	Boring presentation	21	16.4
S. No.	<i>Addis Admas</i> readers’ reasons of satisfaction	Respondents		<i>Addis Admas</i> readers’ reasons of dissatisfaction	Respondents	
		No	%		No	%
1	Informative stories	86	61.0	Fear of government to report on serious issues	64	45.4

2	Entertaining stories	83	58.9	Incomplete information	43	30.5
3	Interesting stories	79	56.0	Lack of balance	29	20.6
4	Good coverage of art issues	75	53.2			
5	Interesting presentations	53	37.6			
6	Good selection of facts	27	19.2			

As shown in table 6, readers of the two newspapers have several reasons for their satisfaction and dissatisfaction in the different sections of the two newspapers. Readers' reasons for satisfaction in newspapers' sections are related to content types and story qualities. *Addis Zemen* readers' reasons for satisfaction related to content types are job advertisements, social issues and non-political issues, and related to story qualities are interesting, informative, entertaining and timeliness. *Addis Admas* readers' reasons for satisfaction concerning content type is art issues, and concerning story qualities are informative, entertaining, interesting, good story telling and fact-selecting. Most of the reasons for the two newspapers are similar except non-political issues and timeliness of stories for *Addis Zemen* and interesting presentation and good selection of facts for *Addis Admas*.

Concerning the reasons for readers' dissatisfaction in the newspapers' sections, *Addis Zemen* readers have listed points related to negative story qualities. Two of these qualities, only positive stories about government and too much politics, and probably one more point, lack of balance, are related to politics, while two of the other points, too long stories and boring presentation, are related to writing techniques. *Addis Admas* readers' reasons for dissatisfaction, on the other hand, has one point expressing their perception of the newspaper in general (fear of the government to report on serious issues), and two other points describing negative story qualities (incomplete information and lack of balance).

It is important to remember that readers may not have told all their reasons of satisfaction and dissatisfaction, for they may not be able to remember all of them at one time. On the other hand, the most important reasons for satisfaction/dissatisfaction will usually pop up first in their minds.

#### **4.1.4 Readers' reasons for reading newspapers and their satisfaction or dissatisfaction**

This section consists of the results from section four of the questionnaires. The questionnaires' section has 16 underlying items. Effort was made to reduce the number of items available in the questionnaires used in the studies (cf. Infante et al., 1993; Abel, 2006). For one reason the researcher believed that unless the questionnaires are concise, the readers may be bored to give answers to a long list of questions, and for another reason repeating expressions which have same ideas, particularly when translated into the local language, may not have real responses from the readers. In addition, effort was made to keep the reliability of the data collected by including various points related to readers' satisfaction or dissatisfaction (Burgoon, 1979) and by repeating some of the items which can have different meanings in some situations (Infante et al., 1993; Abel, 2006). As has been mentioned in the literature review, the listed reasons of readers are believed to affect the satisfaction of the readers positively or negatively. If people read a newspaper for a certain reason, but that newspaper fails to fulfill that criterion, readers will get dissatisfied; and if people read a newspaper for a certain reason, and that newspaper fulfills that criterion, readers will get satisfied.

This section in the questionnaires has a list of possible reasons for reading newspapers. Readers were asked to identify their own reasons from the list (cf. Infante et al., 1993; Abel, 2006). Then, for each of these reasons, except two points which show both reasons of reading and satisfaction by themselves, readers were asked to show their satisfaction level. The readers' reasons for reading newspapers subsection has a four point scale which includes 'A lot' (4 points), 'A little' (3 points), 'Not much' (2 points) and 'Not at all' (1 point), and the satisfaction level has a five point scale ranging from 'Strongly agree' (5 points) to 'Strongly disagree' (1 point). Mean score is used for both items to present the results in the table below and the discussion of the results are given in the titles that follow.

The assumptions in this section are that for the reasons of reading newspapers,  $1 < 2.5$  shows that the reason is not related to the reason for that particular reader, and  $\geq 2.5$  shows that reason is related to the reason for that particular reader; while concerning the readers' satisfaction,  $1 < 2.5$  shows dissatisfaction,  $\geq 2.5 < 3.5$  shows lack of taking position, and  $\geq 3.5$  shows satisfaction.

**Table 7. People's reasons for reading newspapers and their satisfaction or dissatisfaction in newspapers**

Item	Mean for reasons of reading	Respondents for both 'a lot' and 'a little'		Respondents for 'not much' and 'not at all'		Respondents for 'undecided'	Mean of satisfaction/dissatisfaction
		No	%	No	%		
<i>For Addis Zemen</i>							
1	2.76	61	47.7	67	52.3		2.91
2	1.41	46	35.9	82	64.1		1.31
3	1.82	53	41.4	75	58.6		1.94
4	3.31	109	85.2	19	14.8		4.15
5	3.62	117	91.4	11	8.6		3.01
6	2.23	41	32.0	87	68.0		2.51
7	1.50	29	22.7	99	77.3		1.34
8	1.14	21	16.4	107	83.6		1.34
9	2.02	35	27.3	93	72.7		1.97
10	1.47	49	38.3	79	61.7		1.63
11	1.21	18	14.1	110	85.9		1.18
12	1.24	23	18.0	105	82.0		1.35
13	2.37	41	32.0	87	68.0		2.95
14	3.86	117	91.4	11	8.6		
15	3.26	103	80.5	25	19.5		
<i>For Addis Admas</i>							
1	3.50	129	91.5	12	8.5		4.52
2	2.02	57	40.4	84	59.6		2.34
3	3.65	127	90.1	14	9.9		4.34
4	2.97	69	48.9	72	51.0		3.61
5	3.46	119	84.4	22	15.6		4.27
6	3.16	108	76.6	33	23.4		4.31
7	3.01	97	68.8	44	31.2		4.19
8	3.13	95	67.4	46	32.6		4.05
9	2.96	86	61.0	55	39.0		4.11
10	2.74	79	56.0	62	44.0		3.21
11	3.21	107	75.9	34	24.1		3.97
12	3.58	121	85.8	20	14.2		4.63
13	3.04	95	67.4	46	32.6		4.02
14	1.82	15	10.6	126	89.4		
15	3.67	137	97.2	4	2.8		

#### 4.1.4.1 Educating oneself

One important function that newspapers can provide to their community is information that helps people to improve their lives. They can provide role models that people can follow, give advice and other important information on different issues so that people can use them in order to lead a better life.

When readers were asked if they read the two newspapers because of this reason, it was learnt that most of them do not. About 64% of *Addis Zemen* readers and about 60% of *Addis Admas* readers stated that they do not read the newspapers in order to get information that helps them to improve their lives. This is perhaps because these newspapers may not provide information useful for the readers concerning this need or readers may not read or understand the sections where this information is found. Concerning the readers' satisfaction related to this need, both of the readers of *Addis Zemen* and *Addis Admas* are dissatisfied.

#### **4.1.4.2 Appeal**

Of the reasons that push people to read newspapers, one is appeal, the extent to which its stories are interesting and enjoyable (Readership, 2002). This reason of reading newspapers makes readers read more.

For question number 3 which asks the readers to state if one of their reasons for reading the newspapers is for the fact that the stories of one of the newspapers is interesting, *Addis Zemen* readers said that it usually is not, while *Addis Admas* readers said that it usually is. The mean score for *Addis Zemen* is 1.82, while that of *Addis Admas* is 3.65. The satisfaction level that readers have concerning this reason has a relation to the readers' reasons. *Addis Zemen* readers have low satisfaction with a mean score of 1.94, while *Addis Admas* readers have expressed satisfaction with a mean score of 3.60.

When we compare this finding with the results obtained in table 6, we can observe some contrast. Readers of both newspapers said that one of their reasons of satisfaction in some sections of these newspapers is that their stories are interesting. However, the readers' responses may also be true because readers might have given the answers based on their dominant feeling at the time. *Addis Zemen* readers' feeling may be about their dissatisfaction while *Addis Admas* readers' feelings may be about their satisfaction concerning this reason.

#### **4.1.4.3. Learning about events and the world**

One of the most important objectives of mass media can be considered educating its citizens by providing them information about events in their own immediate surroundings and about the world. With the objective of evaluating if the reasons for people to read the



newspapers are to learn about things, questions numbers 4 and 7 were included in the questionnaires. As can be seen from the table, *Addis Zemen* readers' reasons for reading it are strongly related to learning about things happening in the world, while it is weakly related to learning about things happening in their own country which have mean scores of 3.31 and 1.50 respectively. About 85% of its readers said that they read the newspaper because of its world information and about 77 % of its readers said that their reading of the newspaper is not because of the information it provides about their own country.

The satisfaction level of the readers of *Addis Zemen* goes with their reasons for reading. For the newspaper readers' reason of reading to get world information, the readers have high satisfaction with a mean score of 4.15, while for information concerning their own country, their satisfaction level is very low with a mean score of 1.34.

By contrast, *Addis Admas* readers' reasons for reading the newspaper are related to both its world and local information. For its world information, the 2.97 mean score shows that the readers' reason of reading the newspaper is related to getting world information. However, it is also important to remember here that about half of the readers, about 51%, said that their reading of the newspaper is not related to this reason. When it comes to information about their own country, we can say that one of the main reasons for people to read *Addis Admas* is to get important information about the country. This reason has a mean score of 3.01 and about 69% of the readers said that it is one of the reasons for reading the newspaper. However, a significant amount, about 31%, said that it is not related to their reason of reading. The readers of *Addis Admas*, with a mean score of 4.19, stated that they are satisfied in the service of the newspaper concerning this reason for reading the newspaper.

The reason of classifying knowing about things into knowing about the world and knowing about one's country (Burgoon et al., 1983) is that it has been observed that newspapers may not perform well these services equally, and the results of this research has confirmed this.

#### **4.1.4.4 Pass time**

Question number five of the questionnaires was prepared to evaluate to what extent the readers' reason of reading the newspapers is related to passing time. As can be seen from

the table, the mean scores for this reason of reading the newspapers are 3.62 for *Addis Zemen*, and 3.46 for *Addis Admas*. These scores show that people's reasons' for reading the newspapers are strongly related to this reason. It makes clear that people sometimes read newspapers when they don't have anything to do. About 91% of *Addis Zemen* readers and about 84% of *Addis Admas* readers have said that passing time is one of their reasons for reading the newspapers. When the readers were asked to what extent the newspapers satisfied them concerning this reason, *Addis Zemen* readers with a satisfaction mean score of 3.01 said that they could not decide their position, while *Addis Admas* readers with a mean score of 4.27 said that they are satisfied.

#### **4.1.4.5 Readability**

Question number 6 of the questionnaire was prepared to know to what extent the readability of newspapers, the extent to which stories published in the newspapers are "easy to understand, not dull and dry" (Readership, 2002: 8), have a relation with readers' reasons for reading the newspaper. The table shows that this reason is not strongly related to *Addis Zemen* readers' reasons for reading the newspaper. It has a mean score of 2.23 and 87% of the readers said that their reason of reading *Addis Zemen* is not related to its readability. And yet, a significant amount, 32%, of the readers said that it is related. The satisfaction level of the readers concerning this reason is related to the level of the readers' reason. It is low with a mean score of 2.51. This finding is consistent with previous findings in this research. As can be seen in Table 6, *Addis Zemen* readers said that too long stories and boring presentations are two of the reasons for the readers' dissatisfaction in the newspaper.

People's reading of *Addis Admas*, on the other hand, is strongly related to this reason. The reason has a mean score of 3.16 and about 77% of its readers stated that they read *Addis Admas* because of this reason. However, 33% of the readers said it is not related. *Addis Admas* readers' satisfaction level concerning this reason for reading the newspaper is very high with a mean score of 4.19. The finding in table 6 also supports this finding. *Addis Admas* readers said that one of their reasons for the satisfaction in the newspaper is its interesting presentations.

#### 4.1.4.6 Credibility

As has been mentioned in the literature review, credibility is related to the extent to which newspapers publish stories that are truthful and accurate. And it is a very important quality in newspaper readership satisfaction studies. If newspaper readers get this quality in a newspaper, they will continue reading it. By contrast, if this quality is missing from the newspaper, readers will start to distrust the newspaper and may stop reading or may replace it with other sources of information (List, 2002).

In order to evaluate the credibility of the newspapers by the readers, questions numbers 8 and 11 were included in the questionnaires. The average results for the mean scores and the number of persons are for the questions are given below.

**Table 8. The credibility of *Addis Zemen* and *Addis Admas***

Newspaper	Mean score for reason of reading	Respondents for both 'a lot' and 'a little' (average)		Respondents for both 'not much' and 'not at all' (average)		Mean of satisfaction or dissatisfaction
		No	%	No	%	
<i>Addis Zemen</i>	1.18	19.5	15.2	108.5	84.8	1.26
<i>Addis Admas</i>	3.17	101	71.6	40	28.4	4.01

The above table shows that *Addis Zemen* readers' reasons for reading the newspaper is not related to its credibility. The mean score for this reason is 1.18 and most of the respondents, about 85%, said that their reasons for reading the newspaper is not related to its credibility. As for the readers' satisfaction related to its credibility, the 1.26 mean score shows that the readers are strongly dissatisfied in the newspaper credibility. It is important to mention here the findings in table 6. Readers said that one of their reasons for the satisfaction in *Addis Zemen* is the availability of informative non-political issues, while two of their reasons for their dissatisfaction in the newspaper are related to politics: only positive stories about the government and too much politics. Therefore, it can be concluded that one major issue concerning readers' dissatisfaction on the credibility of *Addis Zemen* is related to its emphasis on government politics.

*Addis Admas* readers' reasons for reading the newspaper, on the other hand, are related to its credibility. This reason has a mean score of 3.17 and most of the respondents, about 72%, said that their reason of reading is related to the credibility of

the newspaper. The 4.01 satisfaction mean score also shows that the readers of *Addis Admas* are satisfied concerning the credibility of the newspaper. However, the 28.4% of the readers who said that they are dissatisfied concerning the credibility of the newspaper are significant. Besides, the fact that the 4.01 mean score is closer to the minimum satisfaction point which is 3.5 than the maximum satisfaction point which is 5.0, shows that the readers' satisfaction has not reached the highest level.

#### **4.1.4.7 Representation**

One of the possible reasons for people to read newspapers is to get something about themselves. People want to read in newspapers things about their own culture, experiences, and interests. Readers of the two newspapers were asked whether the two newspapers are concerned about their readers using question number 9 of the questionnaires. As can be seen from the above table readers do not read *Addis Zemen* because the newspaper is concerned about its readers. The mean score for this reason is 2.02 and most of its readers, about 73%, said that they do not read *Addis Zemen* because of its concern for its readers. The readers of *Addis Zemen* are strongly dissatisfied in its concern for its readers, which can be seen from its mean score that is 1.97.

Related to the issue of 'concern for its readers', *Addis Admas* readers' reasons for reading the newspaper have a positive relation. As one reason for reading the newspaper, it has a mean score of 2.96 and about 61% of the readers said that it is related to their reason of reading the newspaper. The satisfaction score which is 4.11 also shows that the readers of *Addis Admas* are satisfied with their expectations of representation in the newspaper. However, it is also important to remember that a significant amount of the readers, about 37%, stated that their reading of *Addis Admas* has nothing to do with its 'concern of its readers'.

Even if representation is not directly related to the reading of a particular newspaper, it will work subconsciously within the readers and will over time make it more or less probable that the readers will read that newspaper. The researcher understood later that a questionnaire is not the most appropriate tool to investigate such links, for readers are unlikely to identify these links. The answer one woman gave as one reason for her dissatisfaction in *Addis Admas* in the qualitative inquiry showed the researcher that this part should have been included in the qualitative part of the research.

In that section the women stated that, "There are some groups of people about whom the newspaper does not want to report".

Concerning the issue of representation, differences related to sex, age and income have been reported in some other researches. In this research, on the other side, important differences were not observed.

#### **4.1.4.8 Performance**

Although people can choose to read a newspaper because of their own bias, it is most likely for them to choose and continue to read a newspaper when the newspaper's performance shows good progress and is better than other newspapers available in the area. In order to see if readers consider the good performance of the two newspapers to be their reasons for reading them and to know the satisfaction level of the readers concerning this reason, questions number 10 and 12 were included in the questionnaires.

As can be seen from the table, *Addis Zemen* readers stated that the level of good performance of the newspaper is not related to their reason for reading the newspaper. The mean scores for the reason 'because it is better today than in the past' is 1.47 and for the reason 'because it is better than other newspapers' is 1.24. *Addis Admas* readers, on the other hand, said that their reason for reading the newspaper is related to the newspaper's good performance on both points. For the reason 'because it is better than other newspapers' the mean score is 3.58, which shows that this reason is strongly related to their reading of the newspaper, and for the reason 'because it is better today than in the past' the mean score is 2.74, which also shows that this reason is related to the reasons for reading the newspaper.

When it comes to the readers' satisfaction level concerning the good performance of the newspapers, *Addis Zemen* readers' stated that they are dissatisfied with the newspaper's performance. For the newspaper's performance of being 'better than other newspapers' the mean score is 1.63, and for its performance concerning being 'better than other newspapers' the mean score is 1.35. On the other hand, *Addis Admas* readers' satisfaction levels concerning the performance of the newspaper are different for the two reasons. For the newspaper performance concerning its being 'better today than in the past' the mean score is 3.21 which shows the respondents' indecision to take position on whether they are satisfied or not. For the newspaper performance claim 'better than other

newspapers', the readers' satisfaction level mean score is 4.63, which shows a strong satisfaction level.

*Addis Admas* readers' satisfaction levels differences in the answers for the two reasons included under the section of newspapers' performance can raise one question: How can the readers be strongly satisfied in the newspaper's performance related to other newspapers, while they can't express their satisfaction level of the newspaper's performance when it is considered 'better today than in the past'? This may be because while most of its readers believe that *Addis Admas* is better than other newspapers, it has not performed well up to the expectations of its readers.

#### **4.1.4.9 Social interaction**

People may read newspapers to get ideas that can be used when talking to others. Some people can read newspapers to get interesting stories and good pieces of advice that they can tell to others. To know whether this is one of the reasons for the readers of the two newspapers to read the newspapers and to evaluate the satisfaction level of the readers concerning this reason, question number 13 was included in the questionnaires.

The findings in the table show that most of the readers of *Addis Zemen* said that their reasons for reading the newspaper are not related to getting information that they can use in conversations with others. This item has a mean score of 2.37 and about 68% of the readers said that this is not one of their reasons for reading *Addis Zemen*. However, a significant amount, about 32%, said that they read the newspaper for the reason of getting ideas that can be used when talking to others. By contrast, most of the readers of *Addis Admas* said that getting ideas that can be used when talking to others is one of the reasons for reading *Addis Admas*. About 67% of the readers said that it is one of their reasons, and the mean score for this reason is 3.04. However, about 33% of the readers said that it is not one of their reasons.

When it comes to the satisfaction level of readers related to reading the newspapers to get ideas that can be used when talking to other people, *Addis Zemen* readers said that they couldn't decide. The mean score of the satisfaction level for it is 2.95. *Addis Admas* readers, on the other hand, are satisfied. The mean score of the satisfaction level for it is 4.02.

#### **4.1.4.10 Newspaper reading habits**

For some people reading a newspaper is a habit. It can come to be a ritual that they do as part of their daily or weekly activities. These people read newspapers because they enjoy doing it or because it is felt as a necessary ingredient of the day, like food. With this idea in mind, question 15 was included in the questionnaires. In order to give more explanation for this reason, and to know if there is really intentionality in reading newspapers, question 14 was included in the questionnaires.

We can see from table 7 that most people read *Addis Zemen* because they have a habit of reading newspapers. The mean score for this reason is 3.26 and about 80% of the readers stated that they read *Addis Zemen* because they have newspaper reading as a habit. However, about 20% of the readers said that the reading of *Addis Zemen* is not related to newspaper reading habits. Most of *Addis Zemen* readers, about 91%, also stated that they read it because it is the newspaper they can easily get. This reason has a mean score of 3.86. Most of *Addis Zemen* readers enjoy reading newspapers and because they get *Addis Zemen* easily, they read it. Almost all of *Addis Admas* readers, about 97%, have also said that they read *Addis Admas* because reading newspapers is their habit. These readers, on the other hand, stated that their reading of *Addis Admas* has nothing to do with the easy availability of the newspaper. About 89% said that their reading is not related to the reason of 'because it is the newspaper I can easily get'. Still, it is important to remember that about 11% said that their reason is related to the newspaper availability reason.

The fact that people read both *Addis Zemen* and *Addis Admas* because the readers have the habit of reading newspapers can be considered as newspaper readers' satisfaction. These readers enjoy reading these newspapers, and may have made reading them as part of their daily or weekly activities. While *Addis Zemen* readers get the newspaper easily in satisfying their reading habit, *Addis Admas* readers, most probably, have to make some effort to get the newspaper because it is not easily available.

#### **4.1.5 Newspaper readers' overall satisfaction**

It was felt important to know the over-all satisfaction level of the readers of the two newspapers. As a result, question 16 was prepared in section four of the questionnaires. The findings of this question are given in table 9 below.

**Table 9. Overall satisfaction of the newspapers' readers**

Name of newspaper	Mean for overall satisfaction	Overall satisfaction level responses									
		Strongly satisfied		Satisfied		Neutral		Dissatisfied		Strongly dissatisfied	
		No	%	No	%	No	%	No	%	No	%
<i>Addis Zemen</i>	2.89	-	-	35	27.3	40	31.3	45	35.2	21	16.4
<i>Addis Admas</i>	4.01	13	9.2	95	67.4	26	18.4	7	5.0	-	-
		Responses of both 'strongly satisfied' and 'satisfied'				Responses of both 'strongly dissatisfied' and 'dissatisfied'					
		No	%			No	%				
<i>Addis Zemen</i>		35	27.3			66	51.6				
<i>Addis Admas</i>		108	76.6			7	5.0				

According to table 9, more than half of the readers of *Addis Zemen*, about 52%, said that they are generally dissatisfied about the service they get from *Addis Zemen*. About 31% could not take a position about their overall satisfaction, while about 27% said that they are satisfied. With a mean score of 2.89, *Addis Zemen* readers were unable to take position on the overall satisfaction level about the newspaper. By contrast, most of the readers of *Addis Admas*, about 77%, said that they are satisfied about the service they get from the newspaper. A significant amount, 18.4% could not take a position, while about 5% are not generally satisfied in the service they get from *Addis Admas*. With a mean score of 4.01, *Addis Admas* readers have stated that they are generally satisfied about the newspaper.

After the readers answered the question on their overall satisfaction level, they were asked to mention the reasons for their answers and to list the major weaknesses and strengths of the two newspapers. However, because the answers given as reasons for the readers' overall satisfaction and dissatisfaction in the two newspapers and the list of points as weaknesses and strengths are almost the same as the answers given for the readers' reasons for their satisfaction and dissatisfaction of the different sections of the newspaper available in table 6, the researcher feels that there are no need of repeating those points here.

#### **4.1.6 Measures to minimize dissatisfaction and to maintain or maximize satisfaction**

After the research participants gave answers to the questions that were prepared to evaluate their satisfaction and dissatisfaction, and identified some major reasons for their



satisfaction and dissatisfaction in the two newspapers, they were asked to recommend ways of minimizing their dissatisfaction, and maintaining or maximizing their satisfaction. Accordingly, the main recommendations they suggested are given in the following table. The researcher's aim of preparing these questions as open ended ones was to give chance to the readers to write whatever they feel to be a solution and to use the responses for qualitative descriptions. However, when the researcher found that the recommended solutions are related, he decided to put together the reasons that had related ideas.

**Table 10. Ways of minimizing dissatisfaction and maintaining or maximizing satisfaction**

S. No.	Recommended steps by <i>Addis Zemen</i> readers	Respondents	
		No	%
1	Continue publishing more interesting non-political issues	32	25
2	Providing balanced stories to readers	87	68.0
3	Providing more entertaining articles	71	55.5
4	Reducing political coverage, especially that of the ruling party	56	43.8
5	Making its articles short	52	40.6
6	Journalists should keep their bias, their support for EPRDF, out of their reports	41	32.0
7	It should publish stories criticizing the government, when the need arises.	33	25.8
8	Make its stories interesting	27	21.1
9	Entertain its readers' comments.	23	18.0
<b>Recommended steps by <i>Addis Admas</i> readers</b>			
1	Work hard to maintain its strong position	54	38.3
2	Should continue providing more entertaining stories	27	19.2
3	Be courageous to tell the truth in its local political coverage	73	51.8
4	Should publish stories strongly related to the every day life of the society	51	36.2
5	Reduce its price	38	27.0
6	Should work hard to be free from government influence	26	18.4
7	Address its readers' questions in some way	18	12.8

As can be seen from the table, 25% of *Addis Zemen* readers gave one reason that needs to be maintained, continue publishing more interesting non-political issues. On the other hand, about 38% of *Addis Admas* readers stated that the newspaper should work hard to maintain its strong position and about 19% said it should continue providing more entertaining stories.

Concerning the ways of minimizing dissatisfaction, most of the recommendations forwarded against *Addis Zemen* are related to politics. These groups are reducing political coverage, especially that of the ruling party; keeping journalists' bias; support for

EPRDF; out of reports; and publishing stories criticizing the government, when the need arises. The second groups are related to improving story qualities: providing more entertaining articles; making its articles short; and making its stories interesting. The third groups of recommendations of *Addis Zemen* are related to behaving toward the readers: providing balanced stories to readers; and entertaining its readers' comments.

The ways of minimizing dissatisfaction forwarded against *Addis Admas*, on the other hand, are different. Two are related to politics: be courageous to tell the truth in its local political coverage and work hard to be free from government influence. One is concerning relating stories to the everyday experience of the people. The other is about reducing price, and the last one is about addressing its readers' questions in some way.

## 4.2 Qualitative findings

The qualitative data were collected mainly to give answers to two of the research questions:

- How and to whom do readers express their satisfaction or dissatisfaction concerning the newspapers?
- What do readers think are the weaknesses and strengths of the two newspapers?

In addition, they gave answers to other issues that were not addressed by the quantitative data or to compare and contrast some findings from the quantitative data.

The individual in-depth interviews involved 16 respondents selected to represent the four area focuses based on the places where people read newspapers – people reading newspapers in libraries and offices, people reading newspapers in open squares, people reading newspapers in cafeterias, and people reading copies that they buy. The respondents were selected systematically by choosing every 7th person who filled in the quantitative questionnaires until the required number was obtained. The respondents were chosen to be representatives; however, the quantitative data collectors were given the freedom to modify the choice considering at least gender and age. The researcher then contacted and interviewed the chosen persons for the in-depth interviews. The discussions took 15 to 25 minutes.

#### 4.2.1. Newspaper readership habits

The researcher felt that it was a good idea to start the qualitative information inquiry by asking respondents how and when they started reading newspapers. Five respondents, three from *Addis Admas* and two from *Addis Zemen*, said that they do not remember how and when they started reading the newspapers. On the other hand, three readers of *Addis Admas* said that it was during the 2005 Ethiopian election. These readers thought that *Addis Admas* was the relatively free newspaper reporting the election. Of these three readers, two described their political views as mostly opposition parties and one stated that he is neutral. Two of the other *Addis Admas* readers said that they started reading the newspaper because friends of them told them to read it for its interesting stories. By contrast, one reader of *Addis Zemen* aged 51 said that he started reading *Addis Zemen* in the time of the former government, Dergue. He said that people, especially government workers, were influenced to buy and read *Addis Zemen* that time. As a result, he was a subscriber of the newspaper until the government was toppled down. This man explained that he used lots of ideas from his reading of the newspaper in his political work at the time. He described himself politically neutral now, and still reads the newspaper in his office. The other two readers of *Addis Zemen*, a secretary and an officer, said that they started reading *Addis Zemen* when they were free in their office. Their offices subscribe copies of *Addis Zemen*, so whenever they are free they think of reading it. Lastly, three of the respondents of *Addis Zemen* said that they started reading *Addis Zemen* when they were searching for jobs. Two of these respondents are first-degree holders while one is vocationally trained.

When the respondents were asked where they often get the newspapers and how often they read the newspapers, four of the *Addis Zemen* readers said that they get it in their office; two said they read it from library and two said they get it on streets from vendors. On the other hand, four of the *Addis Admas* readers said that they read copies that they often buy, two said they get it from cafeterias and the other two said they read it on street corners. As for the frequency of readership, five readers of *Addis Zemen* and four readers of *Addis Admas* said that they read the newspapers sometimes. The other three readers of *Addis Zemen*, all of them office workers, and the other four readers of *Addis Admas*, the two of them reading their own copies and the other two reading in

street corners, said that they usually read the newspapers. The stories of two of the respondents, who described themselves as politically neutral, are given below.

I usually am busy in my office, and my duties are usually given by my boss. But, when I get time each day, I usually pick *Addis Zemen* from my table to read. I can tell you that I read *Addis Zemen* everyday. These days, our messenger has also started reading the *Addis Zemen*, most probably because I used to tell her interesting stories from it.

(A woman secretary)

Almost every Saturday, I have one thing to do: reading *Addis Admas*. I walk from 'Kebena' to Arat Killo for about 30 minutes, pay 25 cents for reading the *Addis Admas* on the street, spend about one to two hours there and come home.

(A young man who is a student)

#### **4.2.2. Newspapers readers' satisfaction and dissatisfaction**

Before going to the discussion of newspaper readers' satisfaction, and dissatisfaction, the respondents were asked general questions about what they could say related to *Addis Zemen* and *Addis Admas* in the past and today. All of the respondents of *Addis Zemen* said that *Addis Zemen* always serves the ruling party of the country. When they were asked, 'Does it serve only the ruling party?', all stated that it also serves the people, especially through its advertisements and interesting and entertaining social stories. However, almost all, seven of the respondents, stated that it is a newspaper that considers serving the government to be its main objectives. Most of respondents of *Addis Admas*, on the other hand, stated that it is a newspaper that tries to present interesting and important things to the public. Six of the respondents expressed this idea. The other two respondents, who are both readers of copies that they buy, said that it is of course a newspaper that emphasized on presenting interesting stories; however, it has not done well compared with its beginning. One of these two persons even said, "It is a newspaper that serves the public, and that tries not to anger the government".

The respondents said that newspaper readers' satisfaction is related to telling the truth and presenting useful, interesting and entertaining stories. They said that when newspapers do this, they satisfy their readers. When they were asked about the meaning of newspapers' dissatisfaction, they stated that it is related to failing to do what has been stated as newspaper readers' satisfaction.

The readers of the two newspapers were then asked about particular instances when they were satisfied and how they expressed their satisfaction to anyone, be it orally or in written form, if this happened. None could remember particular instances, but both of *Addis Zemen* and *Addis Admas* readers said that there were several occasions when this happened. Particularly, when they read social issues like society, health, science, technology and entertainment, they said that they get lots of satisfaction. Most of them said that they usually tell their satisfaction and the stories they get from the newspapers to their colleagues, friends and relatives, but none have written to anyone.

When the readers were asked about any dissatisfaction they have experienced concerning the newspapers, the readers of both *Addis Zemen* and *Addis Admas* had stories to tell. Almost all the respondents of *Addis Zemen*, seven out of eight, said that they are unhappy about its news reporting. They said that the news stories are usually positive stories about the government and the ruling party. One man from these respondents said:

I don't feel there is something for me in the front, second and third pages of the newspaper. These are pages reserved for stories about and for photos of ministries and important politicians of the government. Therefore, I usually look at the titles of these pages at a glance, and go to my favourite sections.

Some of the points forwarded against *Addis Zemen* by two of the respondents, one describing himself as politically neutral and the other as more of an opposition party supporter, gave some comments that are insults and which show the biases some readers have toward the newspaper.

When it comes to *Addis Admas* readers' dissatisfaction, five out of eight respondents said that they were dissatisfied with the newspaper. Two said that the stories are sometimes boring, and two others said that the newspaper is not free in reporting political issues. One of these respondents said, "It is fearful of the government". Finally, one woman said, "There are some groups of people about whom the newspaper does not want to report". When the woman was asked who these groups are she was not free to give further explanations.

The final question the interview respondents were asked was their recommendations for the two newspapers, so that the newspapers can minimize their

readers' dissatisfaction and maximize their satisfaction. One of the readers of *Addis Zemen* said that the newspaper should first listen to its readers. He further stated that, "There is no need of publishing stories that people do not read". The other respondents commented now and again that the newspaper needs to balance its stories about the ruling party. As for the ways of maximizing its readers' satisfaction, one woman said that it should plan to better perform its social issues reporting and its advertisements. By contrast, two readers of *Addis Admas* recommended that the newspaper needs to be independent in its political issues reports. One woman said that it should serve every ethnic group equally. Three others stated that it should continue serving the people and think of better ways to win more readers.

## CHAPTER V

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Summary

The purpose of this study was to investigate the satisfaction of the readers of Addis Zemen and Addis Admas newspapers in Addis Ababa. The survey data of the study were collected from May 3 to May 16, 2008. A total of 269 newspaper readers participated in the study. The instruments used to collect data were questionnaires and individual in-depth interviews. The questions the study attempted to answer were:

- Why do people read the *Addis Zemen* and the *Addis Admas* newspapers?
- What sort of people are the readers of each of the two newspapers?
- What are the sections of the two newspapers they read most, least?
- What are the areas and levels of satisfaction and dissatisfaction of the readers of the two newspapers?
- How and to whom do readers express their satisfaction and dissatisfaction concerning the newspapers?
- Do readers feel that the newspapers represent them?
- What do readers think are the weaknesses and strengths of the two newspapers?

The major findings of the study are summarized as follows.

##### 5.1.1 Why do people read the newspapers?

It was found that people read *Addis Zemen* and *Addis Admas* because of different reasons.

- Most people read *Addis Admas* and *Addis Zemen* because they want to pass time and to satisfy their newspaper reading habits.
- Most of the readers of *Addis Admas* read it because of its appeal, the extent to which its stories are interesting; its readability, the extent to which its stories are easy to understand, not dull and dry; its credibility; its concern for its readers and its good performance. Most people also read *Addis Admas* to learn about local and international issues and to get information that could be used for social conversation.



- Most people read *Addis Zemen* to learn about international issues and to get information about job advertisements.

### 5.1.2 The composition of newspapers' readers

- Although females have a significant share, 39.1% for *Addis Zemen* and 41.8% for *Addis Admas*, most of the readers of the two newspapers are males.
- Most of the readers of both *Addis Zemen* and *Addis Admas* are young readers in the age group 15-34, followed by adults aged 35-54.
- Singles have the biggest share of newspaper readership, followed by the married.
- Students and government employees have a good share among the reading public of both *Addis Zemen* and *Addis Admas*. By contrast, while the unemployed read *Addis Zemen* more than *Addis Admas*, private employees and private workers read *Addis Admas* more than *Addis Zemen*, and house wives, although very few were contacted, seem to read only *Addis Admas*.
- The percentage of people reading each of the two newspapers increases up to diploma qualification, and then starts to decline.
- Most of the readers of *Addis Zemen* and *Addis Admas* are high income earners (1000 birr and above) and middle income earners (400-1000 birr) per month. Unlike that of *Addis Zemen*, the low income earners, particularly those earning below 150 birr per month, have a significant share among *Addis Admas* readers.
- While the politically neutral have the biggest share of the newspapers' readers for both newspapers, the number of people with more opposition parties sympathies reading *Addis Admas* are more than twice the number of people with the same political sympathy reading *Addis Zemen*, and the number of people with more EPRDF (the ruling party) political sympathy reading *Addis Zemen* are twice the number of people with the same political sympathy reading *Addis Admas*.

### 5.1.3 Newspaper readership habits

- *Addis Admas* is the main newspaper for most, about 91%, of its readers, while *Addis Zemen* is the main newspaper for less than half, about 37%, of its readers.
- The biggest share of newspaper readership experience is high newspapers readership for *Addis Admas* readers (about 39% of the readers have this experience), while it is

low newspaper readership experience for *Addis Zemen* readers (about 64% of the readers have this experience). The other readers of *Addis Admas* have almost equal share for both medium and low newspaper readership, about 30% each, while about 30% of *Addis Zemen* readers have medium newspaper readership experience, and about 9% of its readers have high newspaper readership experience.

- Most of the readers of *Addis Zemen* and *Addis Admas* are readers of two or more newspapers.

#### **5.1.4 Newspaper sections read most and least**

- The most read sections of *Addis Zemen* are the (arguably) less serious sections like ‘Life is like this’; ‘Entertainment’, ‘Advertisements’, ‘Miscellaneous’, ‘Culture and Art’ and ‘Sport’; while the least read are serious sections like ‘Local news’; ‘Agenda’, ‘Politics’; ‘Parliament’, and ‘Economy’.
- The most read sections of *Addis Admas* are serious issues like ‘Local news’, and ‘Students and teachers’ and non serious issues like ‘Art’, and ‘Sport’, and the least read sections are also a serious issue like ‘Trade and economy’, and less serious ones like ‘For children’ and ‘Advertisements’.

#### **5.1.5 Areas and levels of newspaper readers’ satisfaction and dissatisfaction**

The readers of both newspapers are satisfied in some newspaper sections, while they are dissatisfied in others.

- *Addis Zemen* readers are satisfied in sections like ‘Advertisements’, ‘Entertainment’, and ‘Miscellaneous’, and are dissatisfied in sections like ‘Local news’, ‘Editorial’, ‘Readers’ letters’, ‘Politics’ and ‘Parliament’.
- *Addis Admas* readers are satisfied in sections like ‘Art’, ‘For you two’, ‘Observer’s view’, ‘Science and technology’ and ‘Students and teachers’ stories’, while they are dissatisfied in two sections: ‘Advertisements’ and ‘Trade and economy’.

It was found that the most read sections are the sections in which readers were satisfied, and the least read sections are the sections in which readers are dissatisfied.

It was also found that newspaper readers' satisfaction and dissatisfaction are related to other issues like reasons of reading and newspaper readers' habit.

- *Addis Zemen* readers' are satisfied in the newspaper performance in providing what the readers want concerning learning about international happenings, passing time and satisfying reading habit, and they are dissatisfied in the newspaper's failure to provide them what they wanted concerning educating themselves, reading interesting stories, learning about what is happening in their country, and reading understandable and credible stories. Its readers are also dissatisfied for its lack of improvement in its service between today and the past and for its poor performance compared with other newspapers.
- *Addis Admas* readers are satisfied in the newspaper performance in providing what they want except the newspapers failure of fulfilling what readers expect it to be today in comparison to its past, in which readers could not take a position about their satisfaction, and its poor performance to provide information that show ways in which readers can improve their themselves, which is really the only reason on which readers are dissatisfied.

#### **5.1.6 Ways newspapers readers express their satisfaction and dissatisfaction**

It was found that when the readers of both newspapers are satisfied or dissatisfied in the newspapers, they usually tell their satisfaction or dissatisfaction to friends, colleagues and relatives. None of the readers of the two newspapers who were interviewed for this study have sent a letter or telephoned the newspaper publishers to express their satisfaction or dissatisfaction about the newspapers' services.

#### **5.1.7 Readers feelings about representation**

Most of the readers of *Addis Zemen*, irrespective of their age, sex, educational level and income, said that the newspaper does not have a concern for its readers to provide stories about themselves.

Although most of the readers of *Addis Admas* said that they read the newspaper because it is concerned with its readers and publishes stories about themselves, it was found that there are some ethnic groups who think they are not represented well.

However, as people are not free to forward comments on politics and ethnic groups, particularly to someone they do not know very well, it was not possible to identify the ethnic groups who are not represented well.

#### **5.1.8. Weaknesses and strengths of *Addis Zemen* and *Addis Admas***

The strengths readers mentioned about both newspapers are related to content types and story qualities.

- *Addis Zemen* readers' said that content types like job advertisement, social issues and non-political issues, and story qualities like being interesting, informative, entertaining and timeliness can be considered strengths for the newspaper.
- *Addis Admas* readers' said that its content concerning art issues, and its story qualities like being informative, entertaining, interesting, good story-telling and fact-selecting can be considered its strengths.

The weaknesses *Addis Zemen* readers mentioned are related to politics; only positive stories about government and too much politics, and probably one more point, lack of balance. They also identified writing techniques as its other weakness because its stories are long and its presentation boring.

The weaknesses *Addis Admas* readers mentioned are related to readers' perception about the newspaper in general, fear of the government to report on serious issues, and negative story qualities like incomplete information and lack of balance.

*Addis Zemen* readers said that the newspaper should continue publishing more interesting non-political issues, reduce its political coverage, avoid bias from reports, publish stories criticizing the government when the need arises, provide more entertaining and interesting articles, provide balanced stories to readers, and entertain its readers' comments to improve its weaknesses and to maintain and maximize its strengths.

*Addis Admas* readers stated that the newspaper should work hard to maintain its strong position, provide more entertaining stories, be courageous to tell the truth in its local political coverage, work hard to be free from government influence, relate stories to the everyday experience of the people, reduce its price, and address its readers' questions in some way to improve its weaknesses and to maintain and maximize its strengths.

## 5.2 Conclusions

This research showed that uses and gratifications theory has important place in newspaper readership. It also showed that uses and gratifications theory is not complete enough to explain the motives for people's newspaper readership habits and their satisfaction about the service they get from newspapers. Based on the findings of the study, the following can be concluded.

1. People read *Addis Zemen* and *Addis Admas* for different reasons.
2. Although there are some differences, most of the readers of *Addis Zemen* and *Addis Admas* are males, youth and adults, singles and married, people with more education and the politically neutral.
3. Most of the readers of *Addis Admas* have high newspaper readership habits, while most of the readers of *Addis Zemen* have low newspaper readership habits.
4. The most read sections of *Addis Zemen* are less serious issues, while its least read sections are the more serious ones. By contrast, the most read and the least read sections of *Addis Admas* are mixtures of both the less serious and the more serious.
5. The readers of both *Addis Zemen* and *Addis Admas* have their own satisfaction and dissatisfaction. While the areas and levels of dissatisfaction of *Addis Zemen* readers are greater than those of *Addis Admas*, the areas and levels of satisfaction of *Addis Admas* are greater than that of *Addis Zemen*.
6. Newspaper readers do not forward their satisfaction and dissatisfaction to the newspaper publishers. They rather tell their satisfaction and dissatisfaction to people close to them.

7. Most of its readers said that *Addis Zemen* does not have a concern for its readers. By contrast, most of *Addis Admas* readers said that the newspaper is concerned about its readers. However, there are readers who think that there are ethnic groups to whom *Addis Admas* does not give attention.
8. *Addis Zemen* readers identified weaknesses like too much politics, lack of balance, too long stories and boring presentation and strengths like good coverage of job advertisements, social and non-political issues, and interesting, informative and entertaining stories. *Addis Admas* readers identified weaknesses like fear of the government to report on serious issues, and incomplete information and lack of balance and strengths like good coverage of art issues, informative, entertaining and interesting stories, and good story-telling.
9. Its readers want *Addis Zemen* to minimize their dissatisfaction and to maximize their satisfaction by publishing more interesting non-political issues, reducing its political coverage, avoiding bias from reports, publishing stories criticizing the government when the need arises, providing more entertaining and interesting articles, and entertaining its readers' comments. On the other hand, its reader want *Addis Admas* to minimize their dissatisfaction and to maximize their satisfaction by working hard to maintain its strong position, providing more entertaining stories, being courageous to tell the truth in its local political coverage. The readers also expect *Addis Admas* to work hard to be free from government influence, relate stories to the everyday experience of the people, reduce its price and addressing its readers' questions in some ways.

### **5.3 Recommendations**

As this study is an academic research, the researcher would like to limit his recommendations to academic contexts rather than providing market ideas to the newspaper houses. Accordingly, the following are the recommendations based on the findings of the study.

1. It has been found that if approached for readership studies, newspaper readers have lots of stories to tell which can show areas where newspapers have done well and areas where they need to take action based on readers' experience. Academic institutions like the Faculty of Journalism and Communication at Addis Ababa University should give good attention to newspaper readership studies, particularly in its graduate programs. Areas of study need to be identified and learners need to be acquainted with them before they go to their theses. Because academic institutions are producing the future journalists and media managers, they need to show their prospective graduates the areas of newspapers readers' satisfactions and dissatisfactions in order to prepare them for the world of work.
2. Various short-term trainings for journalists and media managers should include issues of newspaper satisfaction/dissatisfaction in order to help newspaper professionals to give attention to such issues. Academic institutions can use findings obtained from researches they conduct in their trainings.
3. A professional institute like the Readership Institute at Northwestern University (USA) could be organized in Addis Ababa. Contribution to such an institute could come from both the media industry and academic institutions.

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## APPENDIX A QUESTIONNAIRE I (*ADDIS ADMAS*)

**Dear Respondents,**

**This questionnaire is part of an MA Thesis conducted as a requirement for the fulfillment of MA in Journalism and Communication at Addis Ababa University. Its purpose is to assess the level of satisfaction of the readers of *Addis Admas* related to the service it provides to the public. The outcome of the research totally depends on the answers you give. Therefore, you are kindly requested to give genuine and accurate responses to the questions. The researcher would like to assure you that your answers will be used for research purpose only. Thank you in advance.**

### **Part One: Demographic Information**

Answer the following questions about yourself which are to be used for statistical purposes only.

1. Are you: Female ----- or Male ----- ( put ✓ )
2. Age: -----
3. Marital status: (A) Single --- (B) Married --- (C) Divorced --- (D) Widowed ----(Put✓)
4. Occupation: (A) Student ---- (B) House wife --- (C) Employed --- Government --- or Private --- (D) Retired ----- (E) Unemployed ----- (F) Private business ----- (Put✓)
5. If your answer for question 4 is "C" or "E" what is the type of your occupation? -----  
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6. Educational Background:  
Read and write ----- Grades 1-6 ----- Grades 7-10 ----- Grade 10 complete -----  
Grade 12 complete ---- Vocationally trained ---- Diploma ----- BA and above ---- (Put ✓)
7. What is your monthly income in Birr?  
Below 50 ----- 50-150 ----- 151-400 ----- 401-600----- 601-1000--- 1001-2000 -----  
Above 2001 ----- (put✓)
8. How would you describe your views on most political matters?

B

Mostly EPRDF----- Mostly Opposition party -----Neutral ----- (Put✓ )

### Part Two: Newspaper Reading Habit

1. How often do you read the *Addis Admas* Newspaper?

A) Almost none B) Occasionally C) Sometimes D) Often E) Always

2. How much time, on average, do you spend reading the *Addis Admas* newspaper each week?

A) Less than 1/2 hour ----- B) 1/2 hour to less than hour -----

C) 1 hour to less than 2 hours ----- D) 2 hours to less than 2 1/2 hours -----

E) 2 1/2 hours to less than 3 hours ----- F) 3 hours or more ----- (Put✓)

3) How much of the *Addis Admas* newspaper do you read or look into on an average week?

A) Almost none B) About one quarter C) About one half D) About three quarter

E) Almost all F) Don't know

4) Which newspapers do you read on an average basis? List them below in ascending order, please.

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5) Do you consider *Addis Admas* your main newspaper? (Put✓)

A) Yes ----- B) No -----

### Part Three: Newspaper Sections

1. Please rate the *Addis Admas* newspaper content in each of the following sections. First, indicate how often you read each section by putting ✓ in one box in the newspaper readership frequency part. Then, pick a single number from 1 to 5 to show your satisfaction level on each section. The representation of each number is:

1= Strongly dissatisfied 2= Dissatisfied 5= Strongly satisfied

3= Neutral 4= Satisfied

S.N	Newspaper section	Readership Frequency				Reader's Satisfaction level 1-5 Rating
		Often	Sometimes	Seldom	Never	
1	Local News					
2	International News					
3	Readers' Opinion					
4	The present agenda					
5	Editorial					
6	Society					
7	Culture: Let us discuss					
8	For Children					
9	Student's and teacher's stories					
10	Trade and economy					
11	Health					
12	Advertisement					
13	Science and technology					
14	Art					
15	Women's Issues					
16	Observer's View					
17	From around the world					
18	For you two					
19	Sport					

2. Could you mention the three newspaper sections that have the highest newspaper readership frequency for you from the list above?

1. ....
2. ....
3. ....

3. Could you mention the main reasons for selecting some of the newspaper sections from the list above as satisfying?

1. -----
2. -----
3. -----

4. Could you mention your main reasons for selecting some newspaper sections from the list above as dissatisfying?

1. -----
2. -----
3. -----

**Part Four: Reasons for reading newspapers**

Below are some reasons that other people gave for reading newspapers. First, indicate how each reason is like your own reason for reading the *Addis Admas* newspaper by putting ✓ in the correct column for each reason. Then, for each reason of reading the newspaper show your satisfaction level by circling the numbers given to the right side of the questions. The number represent:

1= Strongly dissatisfied 2= Dissatisfied 3= Neutral

4= Satisfied 5= Strongly satisfied

I read the *Addis Admas* newspaper:

S. N	Reason for reading	A lot	A little	Not Muc h	Not at all	Satisfaction level				
						1	2	3	4	5
1	Because it relaxes me					1	2	3	4	5
2	Because it shows me ways of improving my self					1	2	3	4	5
3	Because its stories are interesting to read					1	2	3	4	5
4	Because it helps me to learn things happing in the world					1	2	3	4	5
5	To pass time					1	2	3	4	5
6	Because its stories are easy to understand					1	2	3	4	5

7	Because it informs me important things about my country					1	2	3	4	5
8	Because it is credible					1	2	3	4	5
9	Because it cares about people like me					1	2	3	4	5
10	Because it is better today than in the past					1	2	3	4	5
11	To get balanced information from both sides of subjects of the issue					1	2	3	4	5
12	Because it is better than other newspapers					1	2	3	4	5
13	To get information that can be used in conversations with people					1	2	3	4	5
14	Because it is the newspaper I can easily get					1	2	3	4	5
15	Because I have newspaper reading habit					1	2	3	4	5

16. All in all how satisfied are you with service that you get from the *Addis Admas* newspaper? Circle your answer

A) Strongly Unsatisfied B) Unsatisfied C) Neutral D) Satisfied E) Strongly satisfied

17. What is (are) your reason(s) for the answer you gave to question number 16?

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18. What do you think are the main weaknesses of the *Addis Admas* newspaper?

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19. What do you think are the main strengths of the *Addis Admas* newspaper?

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20. What should the *Addis Admas* newspaper do to sustain and maximize its readers' satisfaction and to alleviate their dissatisfaction?

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Thank you.

## APPENDIX B QUESTIONNAIRE II (*ADDIS ZEMEN*)

Dear Respondents,

This questionnaire is part of an MA Thesis conducted as a requirement for the fulfillment of MA in Journalism and Communication at Addis Ababa University. Its purpose is to assess the level of satisfaction of the readers of *Addis Zemen* related to the service it provides to the public. The outcome of the research totally depends on the answers you give. Therefore, you are kindly requested to give genuine and accurate responses to the questions. The researcher would like to assure you that your answers will be used for research purpose only. Thank you in advance.

### Part One: Demographic Information

Answer the following questions about yourself which are to be used for statistical purposes only.

1. Are you: Female ----- or Male ----- (Put ✓ )
2. Age: -----
3. Marital status: (A) Single ---- (B) Married ---- (C) Divorced ---- (D) Widowed ----  
(Put ✓)
4. Occupation: (a) Student --- (B) House wife --- (c) Employed ---- Government --- or Private ----  
(D) Retired ----- (E) Unemployed ----- (F) Private business ----- (Put ✓)
5. If your answer for question 4 is "C" or "E" what is the type of your occupation? -----  
-----
6. Educational Background:  
Read and write ----- Grades 1-6 ----- Grades 7-10 ----- Grade 10 complete -----  
Grade 12 complete ----- Vocationally trained ----- Diploma ----- BA and above -----  
(Put ✓)
7. What is your monthly income in Birr?  
Below 50 ----- 50-150 ----- 151-400 ----- 401-600----- 601-1000-----

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1001-2000 ----- Above 2001 ----- (Put✓)

8. How would you describe your views on most political matters?

Mostly EPRDF----- Mostly Opposition party ----- Neutral ----- (Put✓ )

### Part Two: Newspaper Reading Habit

1. How often do you read the *Addis Zemen* Newspaper?

A) Almost none B) Occasionally C) Sometimes D) Often E) Always

2. How much time, on average, do you spend reading the *Addis Zemen* newspaper each week?

A) Less than 1/2 hour ----- B) 1/2 hour to less than hour -----

C) 1 hour to less than 2 hours ----- D) 2 hours to less than 2 1/2 hours -----

E) 2 1/2 hours to less than 3 hours ----- F) 3 hours or more ----- (Put✓)

3) How much of the *Addis Zemen* newspaper do you read or look into on an average week?

A) Almost none B) About one quarter C) About one half D) About three quarter

E) Almost all F) Don't know

4) Which newspapers do you read on an average basis? List them below in ascending order, please.

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-----  
-----  
-----

5) Do you consider *Addis Zemen* your main newspaper? (Put✓)

A) Yes ----- B) No -----

### Part Three: Newspaper Sections

1. Please rate the *Addis Zemen* newspaper content in each of the following sections. First, indicate how often you read each section by putting ✓ in one box in the newspaper

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readership frequency part. Then, pick a single number from 1 to 5 to show your satisfaction level on each section. The representation of each number is:

1= Strongly dissatisfied 2= Dissatisfied 3= Neutral 4= Satisfied 5= Strongly satisfied

S.N	Newspaper section	Readership Frequency				Reader's Satisfaction level 1-5 Rating
		Often	Sometimes	Seldom	Never	
1	Local News					
2	International News					
3	Editorial					
4	Agenda					
5	Readers' letters					
6	Advertisement					
7	Economy					
8	Politics					
9	Parliament					
10	Social Issues					
11	Women					
12	Health					
13	Education					
14	For Children					
15	Entertainment					
16	Sport					
17	Miscellaneous					
18	Culture and Art					
19	Life is Like this					
20	Science and Technology					

2. Could you mention the three newspaper sections that have the highest newspaper readership frequency for you from the list above?

1. -----
2. -----
3. -----

3. Could you mention the main reasons for selecting some of the newspaper sections from the list above as satisfying?

1. -----
2. -----
3. -----

4. Could you mention your main reasons for selecting some newspaper sections from the list above as dissatisfying?

1. -----

2. -----  
 3. -----

**Part Four: Reasons for reading newspapers**

Below are some reasons that other people gave for reading newspapers. First, indicate how each reason is like your own reason for reading the *Addis Zemen* newspaper by putting ✓ in the correct column for each reason. Then, for each reason of reading the newspaper show your satisfaction level by circling the numbers given to the right side of the questions. The number represent:

1= Strongly dissatisfied 2= Dissatisfied 3= Neutral  
 4= Satisfied 5= Strongly satisfied

I read the *Addis Zemen* :

S.N	Reason for reading	A lot	A little	Not Much	Not at all	Satisfaction level				
						1	2	3	4	5
1	Because it relaxes me					1	2	3	4	5
2	Because it shows me ways of improving my self					1	2	3	4	5
3	Because its stories are interesting to read					1	2	3	4	5
4	Because it helps me to learn things happing in the world					1	2	3	4	5
5	To pass time					1	2	3	4	5
6	Because its stories are easy to understand					1	2	3	4	5
7	Because it informs me important things about my country					1	2	3	4	5
8	Because it is credible					1	2	3	4	5
9	Because it cares about people like me					1	2	3	4	5
10	Because it is better today than in the past					1	2	3	4	5
11	To get balanced information from both sides of subjects of the issue					1	2	3	4	5
12	Because it is better than other newspapers					1	2	3	4	5
13	To get information that can be used in conversations with people					1	2	3	4	5
14	Because it is the newspaper I can easily get					1	2	3	4	5
15	Because I have newspaper reading habit					1	2	3	4	5

16. All in all how satisfied are you with the service that you get from the *Addis Zemen* newspaper? Circle your answer.

A) Strongly satisfied B) Satisfied C) Neutral D) Unsatisfied E) Strongly Unsatisfied

17. What is (are) your reason(s) for the answer you gave to question number 16?

-----  
-----  
-----

18. What do you think are the main weaknesses of the *Addis Zemen* newspaper?

-----  
-----  
-----

19. What do you think are the main strengths of the *Addis Zemen* newspaper?

-----  
-----  
-----

20. What should the *Addis Zemen* newspaper do to sustain and maximize its readers' satisfaction and to alleviate their dissatisfaction?

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-----  
-----

Thank you.

## APPENDIX C INTERVIEW QUESTIONS

The following interview questions together with others that followed during the interview were used in interviews.

### **I. Demographic Information**

1. Sex -----
2. Age -----
3. Occupation-----
4. Level of Education -----
5. Monthly income -----
6. How would you describe your views on most political matters?

Mostly EPRDF ----- Mostly opposition parties ----- Neutral -----

### **II. Information for the study**

1) Do you remember when you started reading the *Addis Zemen* /the *Addis Admas*/ newspaper?

- When was it?
- How did it happen?

2) How often do you read the *Addis Zemen* /the *Addis Admas*/ newspaper?

- Where?
- How do you often get it?

3) What comes to your mind when you think of the *Addis Zemen* /the *Addis Admas*/ newspaper?

4) What can you say about the *Addis Zemen* /the *Addis Admas*/ newspaper in the past and today?

5) Are you satisfied in the *Addis Zemen* /the *Addis Admas*/ newspaper?

6) Could you tell me particular instances when you were satisfied in the *Addis Zemen* /the *Addis Admas*/ newspaper?

- What did you do?

- Have you ever told/ written anyone about your satisfaction?
- 7) In your opinion, what is newspaper readers' satisfaction?
- 8) Do you have any dissatisfaction in the *Addis Zemen* /the *Addis Admas*/ newspaper?
- What is it/are they/?
- 9) Have you ever told/written anyone about your dissatisfaction?
- 10) In your opinion, what is newspaper readers' dissatisfaction?
- 11) Could you tell me the weaknesses and strengths of the *Addis Zemen* /the *Addis Admas* newspaper?
- 12) What should the *Addis Zemen* /the *Addis Admas* newspaper do to minimize its readers' dissatisfaction and to maximize their satisfaction?
- 13) Do you want to add anything about the *Addis Zemen* /the *Addis Admas* newspaper?

## Appendix D

### ቃለ መጠይቅ ለ (አዲስ ዘመን)

ይህ ቃለ መጠይቅ ለአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን ድህረ ምረቃ ት/ቤት ለማስተርስ ዲግሪ ማሟያ የሚውል ጽሁፍ ክፍል ነው። የጥናቱ ትኩረት የአዲስ ዘመን ጋዜጣ አንባቢያን ጋዜጣው በሚሰጠው አገልግሎት ላይ ያላቸውን እርካታ ለማወቅ ነው። የጥናቱ ውጤታማነት እርስዎ በሚሰጡት መልስ ላይ የሚመሠረት መሆኑን በመገንዘብ እውነተኛነትና ትክክለኛ ምላሽ ይሰጡን ዘንድ በአክብሮት እየጠየቅን የሚሰጡት ምላሽ ለጥናቱ አገልግሎት ብቻ እንደሚውል እናረጋግጣለን። ስለሚደረግልን ትብብር ሁሉ በቅድሚያ እናመሰግናለን።

#### **ክፍል አንድ ስለ ራስዎ ለጥናቱ የሚሆን መረጃ ይስጡን።**

1. ጾታ: - ሀ) ወንድ ----- ለ) ሴት ----- (የ✓ ምልክት ያድርጉ)
2. እድሜ:- -----
3. የጋብቻ ሁኔታ ሀ) ያላገባ(ች) ---- ለ) ያገባ(ች) ---- ሐ) የተፋታ(ታች) ---- መ) ሌላ----- ( ✓ ምልክት ያድርጉ)
4. ሥራ: - ሀ) ተማሪ ---- ለ) የቤት እመቤት ---- ሐ) የቅጥር ሰራተኛ ---- የመንግስት-----ወይስ የግል --- መ) ስራ አጥ ----- ሠ) በግል ሥራ የሚተዳደር ---- (የ✓ ምልክት ያድርጉ)
5. ለ3ኛው ጥያቄ መልስዎ " ሐ" ወይም " ሠ" ከሆነ የስራዎ አይነት ምንድነው? -----
6. የትምህርት ደረጃ:-
  - ሀ) ማንበብና መጻፍ የሚችል ----- ለ) ከ2-6ኛ ክፍል -----
  - ሐ) ከ7-10ኛ ክፍል ----- መ) 10ኛ ክፍል ያጠናቀቀ -----
  - ሠ) 12ኛ ክፍል ያጠናቀቀ ----- ረ) በሙያ ትምህርት የሰለጠነ -----
  - ሰ) ዲፕሎማ ----- ሸ) የመጀመሪያ ዲግሪና ከዚያ በላይ ----- (✓ ምልክት ያድርጉ)
7. የወር ገቢዎ ምን ያህል ነው?
  - ሀ) ከ50 ብር በታች ----- ለ) ከ51-150 -----
  - ሐ) ከ151-400 ----- መ) ከ401-600 -----
  - ሠ) ከ 601-1000 ----- ረ) ከ 1001- 2000 -----
  - ሰ) ከ 2001 በላይ (የ✓ ምልክት ያድርጉ)
8. በተለያዩ ጉዳዮች ላይ ካሎት የፖለቲካ አመለካከት በመነሳት ራስዎን ከየትኛው ወገን የመድቡታል? ሀ) ብዙውን ጊዜ ከአህአዲግ ----- ለ) ብዙውን ጊዜ ከተቃዋሚዎች ---- ሐ) ገለልተኛ ----- (የ✓ ምልክት ያድርጉ)

#### **ክፍል ሁለት፣ ጋዜጣን የማንበብ ልምድ**

1. አዲስ ዘመን ጋዜጣን ምን ያህል ያነባሉ?
  - ሀ) ምንም ለ) በጣም አልፎ አልፎ ሐ) አልፎ አልፎ መ) ብዙ ጊዜ ሠ) ሁል ጊዜ

2. በአማካኝ በየሳምንቱ አዲስ ዘመንን በማንበብ ምን ያህል ጊዜ ያሳልፋሉ?

- ሀ) ከግማሽ ሰአት ያነሰ -----
- ለ) ከግማሽ ሰአት የበለጠና ከአንድ ሰአት ያነሰ -----
- ሐ) ከአንድ ሰአት የበለጠና ከሁለት ሰአት ያነሰ -----
- መ) ከሁለት ሰአት የበለጠና ከሁለት ሰአት ተኩል ያነሰ -----
- ሠ) ከሁለት ሰአት ተኩል የበለጠና ከሦስት ሰአት ያነሰ -----
- ረ) ሦስትና ከሦስት ሰአት በላይ ----- (✓ ምልክት ያድርጉ)

3. በአማካኝ በየሳምንቱ የአዲስ ዘመን ጋዜጣ ምን ያህሉን ያነባሉ?

- ሀ) ምንም ለ) አንድ አራተኛውን ሐ) ግማሹን መ) ሦስት አራተኛውን ሠ) ሁሉንም ረ) መገመት ይከብደኛ

4. ብዙውን ጊዜ የሚያነቧቸው ጋዜጣዎች እነማናቸው በቅድም ተከተል ያስቀምጡልን

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-----

-----

5. አዲስ ዘመን በዋናነት የሚያነቡት ጋዜጣ ነው? (✓ ምልክት ያድርጉ)

- ሀ) አዎ ----- ለ) አይደለም -----

**ክፍል ሦስት: - የጋዜጣው ክፍሎች**

የአዲስ ዘመን ጋዜጣ ክፍሎችን በተመለከተ መጀመሪያ ምን ያህል አዘውትረው እያንዳንዱን ክፍል እንደሚያነቡ የ✓ ምልክትን በአንድ ሳጥን ውስጥ በማድረግ አሳዩ። ከዛም ከያንዳንዱ ክፍል የምታገኙትን የእርካታ መጠን ከ1 እስከ 5 ካሉት ቁጥሮች አንዱን በመጻፍ አሳዩ። የቁጥሮቹ ውክልና

- 1 = በጣም ያረከኛል      3 = መካከለኛ      4 = አያረከኝም      5 = በጣም አያረከኝም ነው።
- 2 = ያረከኛል

ተራ ቁጥር	የጋዜጣው ክፍል	የንባብ ማዘውተር				የአንባቢ እርካታ መጠን ከ1-5 አንድን ቁጥር ማስቀመጥ
		ብዙውን ጊዜ	አንዳንዴ	በጣም አልፎ አልፎ	በፍጽም	
1	የሀገር ውስጥ ዜና					
2	አለም አቀፍ ዜና					
3	ርዕስ አንቀጽ					
4	አጀንዳ					
5	ደብዳቤዎች					
6	ማስታወቂያ					
7	ኢኮኖሚ					
8	ፖለቲካ					
9	ፓርላማ					
10	ማህበራዊ					
11	ሴቶች					
12	ጤና					



13	ትምህርት					
14	ሰልጾች					
15	መዝናኛ					
16	ስፖርት					
17	ልዩ ልዩ					
18	ባህላና ሥነ ጥበብ					
19	ህይወት እንዲህ ናት					
20	ሳይንስና ቴክኖሎጂ					

1. ከአዲስ ዘመን ጋዜጣ ክፍሎች ውስጥ በጣም አዘውትረው የሚያነቡአቸውን ሦስት ክፍሎች በቅደም ተከተላቸው ያስቀምጡአቸው።

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. ከላይ በዝርዝር ከተሰጡት የጋዜጣ ክፍሎች ውስጥ ያረኩኛል ብለው ምላሽ የሰጡበትን ሦስት ዋና ዋና ምክንያቶች ይጥቀሱ።

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3. ከላይ በዝርዝር ከተሰጡት የጋዜጣ ክፍሎች ውስጥ አያረኩኝም ብለው ምላሽ የሰጡበትን ሦስት ዋና ዋና ምክንያቶች ይጥቀሱ።

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**ክፍል አራት: - ጋዜጣን የማንበብ ምክንያቶች**

ጋዜጣን ለማንበብ የተወሰኑ ምክንያቶቻቸው ከዚህ በታች የተጠቀሱት እንደሆኑ አንዳንድ ሰዎች ገልጸዋል። መጀመሪያ የተጠቀሱት ምክንያቶች ከእርሶ አዲስ ዘመንን ማንበብ ጋር ምን ህል እንደሚገናኙ ከምክንያቶቹ በስተቀኝ ከተሰጡት አማራጮች አንዱ ስር የ✓ ምልክት በማድረግ አሳዩ። ከዛም ጋዜጣውን ከማንበብ ምክንያትዎ አንፃር ጋዜጣው የሚሰጥዎትን የእርካታ መጠን ከተሰጡት አማራጭ ቁጥሮች አንዱን በመክበብ አሳዩ። ለተራ ቁጥር 15 እና 16 ግን የእርካታ መጠንን መግለጽ አያስፈልግም። አማራጮቹ የሚወክሉት

1 = በጣም ያረኩኛል 2 = ያረኩኛል 3 = መካከለኛ 4 = አያረኩኝም 5 = በጣም አያረኩኝም ነው።

**አዲስ ዘመንን የማንበው: -**

ተራ ቁጥር	የንባብ ምክንያት	ብዙውን ጊዜ	በተወሰነ ደረጃ	በጣም አልፎ አልፎ	በፍጹም	የእርካታ መጠን				
						1	2	3	4	5
1	ስለሚያዝናናኝ									
2	እራሴን የማሻሻልባቸውን መንገዶች ስለሚያሳዩኝ									



**Appendix E**  
**ቃለ መጠይቅ ሀ (አዲስ አድማስ)**

ይህ ቃለ መጠይቅ ለአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን ድህረ ምረቃ ት/ቤት ለማስተርስ ዲግሪ ማሟያ የሚውል ጽሁፍ ክፍል ነው። የጥናቱ ትኩረት የአዲስ አድማስ ጋዜጣ አንባቢያን ጋዜጣው በሚሰጠው አገልግሎት ላይ ያላቸውን እርካታ ለማወቅ ነው። የጥናቱ ውጤታማነት እርስዎ በሚሰጡት መልስ ላይ የሚመሠረት መሆኑን በመገንዘብ እውነተኛነትና ትክክለኛ ምላሽ ይሰጡን ዘንድ በአክብሮት እየጠየቅን የሚሰጡት ምላሽ ለጥናቱ አገልግሎት ብቻ እንደሚውል እናረጋግጣለን። ስለሚደረግልን ትብብር ሁሉ በቅድሚያ እናመሰግናለን።

**ክፍል አንድ ስለ ራስዎ ለጥናቱ የሚሆን መረጃ ይስጡን።**

1. ጾታ: - ሀ) ወንድ ----- ለ) ሴት ----- (የ✓ ምልክት ያድርጉ)
  
2. እድሜ:- -----
3. የጋብቻ ሁኔታ ሀ) ያላገባ(ች) ----- ለ) ያገባ(ች) ----- ሐ) የተፋታ(ታች) ----- መ) ሌላ----- ( ✓ ምልክት ያድርጉ)
- 4 ሥራ: - ሀ) ተማሪ --- ለ) የቤት እመቤት --- ሐ) የቅጥር ሰራተኛ --- የመንግስት---ወይስ የግል --- መ) ስራ አጥ ----- ሠ) በግል ሥራ የሚተዳደር --- (የ✓ ምልክት ያድርጉ)
5. ለ4ኛው ጥያቄ መልስዎ "ሐ" ወይም "ሠ" ከሆነ የስራዎ አይነት ምንድነው? -----
  
6. የትምህርት ደረጃ:-  
ሀ) ማንበብና መጻፍ የሚችል ----- ለ) ከ2-6ኛ ክፍል -----  
ሐ) ከ7-10ኛ ክፍል ----- መ) 10ኛ ክፍል ያጠናቀቀ -----  
ሠ) 12ኛ ክፍል ጠናቀቀ ----- ረ) በሙያ ትምህርት የሰለጠነ -----  
ሰ) ዲፕሎማ ----- ሸ) የመጀመሪያ ዲግሪና ከዚያ በላይ ----- (✓ ምልክት ያድርጉ)
  
7. የወር ገቢዎ ምን ያህል ነው?  
ሀ) ከ50 ብር በታች ----- ለ) ከ51-150 -----  
ሐ) ከ151-400 ----- መ) ከ401-600 -----  
ሠ) ከ 601-1000 ----- ረ) ከ 1001- 2000 -----  
ሰ) ከ 2001 በላይ (የ✓ ምልክት ያድርጉ)
  
8. በተለያዩ ጉዳዮች ላይ ካሎት የፖለቲካ አመለካከት በመነሳት ራስዎን ከየትኛው ወገን የመድቡታል። ሀ) ብዙውን ጊዜ ከአህአዲግ ----- ለ) ብዙውን ጊዜ ከተቃዋሚዎች ----  
ሐ) ገለልተኛ ----- (የ✓ ምልክት ያድርጉ)

**ክፍል ሁለት፣ ጋዜጣን የማንበብ ልምድ**

1. አዲስ አድማስ ጋዜጣን ምን ያህል ያነባሉ?  
ሀ) ምንም ለ) በጣም አልፎ አልፎ ሐ) አልፎ አልፎ መ) ብዙ ጊዜ ሠ) ሁል ጊዜ

2. በአማካኝ በየሳምንቱ አዲስ አድማስን በማንበብ ምን ያህል ጊዜ ያሳልፋሉ?

- ሀ) ከግማሽ ሰአት ያነሰ -----
- ለ) ከግማሽ ሰአት የበለጠና ከአንድ ሰአት ያነሰ -----
- ሐ) ከአንድ ሰአት የበለጠና ከሁለት ሰአት ያነሰ -----
- መ) ከሁለት - ሶስት ሰአት ተኩል ያነሰ -----
- ሠ) ሦስትና ከሦስት ሰአት በላይ ----- (✓ ምልክት ያድርጉ)

3. በአማካኝ በየሳምንቱ የአዲስ አድማስን ጋዜጣ ምን ያህል ያነባሉ?

- ሀ) ምንም ለ) አንድ አራተኛውን ሐ) ግማሹን መ) ሦስት አራተኛውን ሠ) ሁሉንም ረ) መገመት ይከብደኛ

4. ብዙውን ጊዜ የሚያነቧቸው ጋዜጣዎች እነማናቸው በቅድም ተከተል ያስቀምጡልን

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5. አዲስ አድማስ በዋናነት የሚያነቡት ጋዜጣ ነው? (✓ ምልክት ያድርጉ)

- ሀ) አዎ ----- ለ) አይደለም -----

**ክፍል ሦስት: - የጋዜጣው ክፍሎች**

የአዲስ አድማስ ጋዜጣ ክፍሎችን በተመለከተ መጀመሪያ ምን ያህል አዘውትረው እያንዳንዱን ክፍል እንደሚያነቡ የ✓ ምልክትን በአንድ ሳጥን ውስጥ በማድረግ አሳዩ። ከዛም ከያንዳንዱ ክፍል የምታገኙትን የእርካታ መጠን ከ1 እስከ 5 ካሉት ቁጥሮች አንዱን በመጻፍ አሳዩ። የቁጥሮቹ ውክልና

1 = በጣም ያረከኛል 2 = ያረከኛል 3 = መካከለኛ 4 = አያረከኝም 5 = በጣም አያረከኝም ነው።

ተራ ቁጥር	የጋዜጣው ክፍል	የንባብ ማዘውተር				የአንባቢ እርካታ መጠን ከ1-5 አንድን ቁጥር ማስቀመጥ
		ብዙውን ጊዜ	አንዳንዴ	በጣም አልፎ አልፎ	በፍጽም	
1	የሀገር ውስጥ ዜና					
2	አለም አቀፍ ዜና					
3	የአንባቢያን አስተያየት					
4	የሰሞኑ አጀንዳ					
5	ርዕስ አንቀጽ					
6	ሀብረተሰብ					
7	ባህል እንጨዋውት					
8	ለልጆች					
9	የተማሪና የአስተማሪ ወግ					
10	ንግድና ኢኮኖሚ					
11	ዋናው ጤና					
12	ማስታወቂያ					
13	ሳይንስና ቴክኖሎጂ					

14	ጥበብ					
15	ከሴቶች አምድ					
16	ትዝብት					
17	ከዓለም ዙሪያ					
18	ላንጅና ላንተ					
19	ስፖርት አድማስ					

1. ከአዲስ አድማስ ጋዜጣ ክፍሎች ውስጥ በጣም አዘውትረው የሚያነቡአቸውን ሦስት ክፍሎች በቅደም ተከተላቸው ያስቀምጡአቸው።

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2. ከላይ በዝርዝር ከተሰጡት የጋዜጣ ክፍሎች ውስጥ ያረኩኛል ብለው ምላሽ የሰጡበትን ሦስት ዋና ዋና ምክንያቶች ጥቀሱ።

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3. ከላይ በዝርዝር ከተሰጡት የጋዜጣ ክፍሎች ውስጥ አያረኩኝም ብለው ምላሽ የሰጡበትን ሦስት ዋና ዋና ምክንያቶች ጥቀሱ።

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**ክፍል አራት: - ጋዜጣን የማንበብ ምክንያቶች**

ጋዜጣን ለማንበብ የተወሰኑ ምክንያቶቻቸው ከዚህ በታች የተጠቀሱት እንደሆኑ አንዳንድ ሰዎች ገልጸዋል። መጀመሪያ የተጠቀሱት ምክንያቶች ከእርሶ አዲስ አድማስን ማንበብ ጋር ምን ያህል እንደሚገናኙ ከምክንያቶቹ በስተቀኝ ከተሰጡት አማራጮች አንዱ ስር የ✓ ምልክት በማድረግ አሳዩ። ከዛም ጋዜጣውን ከማንበብ ምክንያትዎ አንጻር ጋዜጣው የሚሰጥዎትን የእርካታ መጠን ከተሰጡት አማራጭ ቁጥሮች አንዱን በመክበብ አሳዩ። ለተራ ቁጥር 15 እና 16 ግን የእርካታ መጠንን መግለጽ አያስፈልግም። አማራጮቹ የሚወክሉት

1 = በጣም ያረኩኛል    2 = ያረኩኛል    3 = መካከለኛ    4 = አያረኩኝም    5 = በጣም አያረኩኝም ነው።

አዲስ አድማስን የማንበው:

ተራ ቁጥር	የንባብ ምክንያት	ብዙውን ጊዜ	በተወሰነ ደረጃ	በጣም አልፎ አልፎ	በፍጹም	የእርካታ መጠን				
						1	2	3	4	5
1	ስለሚያዝናኝ					1	2	3	4	5
2	እራሴን የማሻሻልባቸውን መንገዶች ስለሚያሳዩኝ					1	2	3	4	5
3	የሚያቀርባቸው ታሪኮች ለማንበብ አስደሳች ስለሆኑ					1	2	3	4	5
4	በዓለም ዙሪያ የሚከሰቱ ድርጊቶችን ለማወቅ ስለሚረዳኝ					1	2	3	4	5
5	ጊዜን ለማሳለፍ					1	2	3	4	5

