

**THE IMPACT OF THE INTERNET ON THE PRINT MEDIA. A CASE STUDY OF  
“THE NEW VISION “AND DAILY MONITOR” NEWSPAPERS.**

**BY**

**MUSAGALA JONAH**

**REG No. BMC/42685/141/DU**

**A DISSERTATION SUBMITTED TO THE COLLEGE OF HUMANITIES AND  
SOCIAL SCIENCES IN PARTIAL FULFILLMENT FOR THE  
AWARD OF A BACHELOR’S DEGREE IN MASS  
COMMUNICATION OF KAMPALA  
INTERNATIONAL UNIVERSITY**

**APRIL 2017**

### DECLARATION

This research is my original work and it has not been presented for a ward of a degree in any institution of Higher learning.

Name: MUSAGALA JONAH

Signature: *Jonah*

Date: 18<sup>th</sup> / 04 / 2017

### APPROVAL

This research has been submitted for examination with my approval as supervisor

Name: NANYONDO JAMES

Signature: *James*

Date: 18<sup>th</sup> - 04 - 2017

77%

## ACKNOWLEDGEMENT

I wish to acknowledge God the almighty for his protection that has made me keep active to participate in this research study.

I need also to appreciate the efforts rendered to me by my committed supervisor Mrs Nanyondo Janet through her advisory support.

I was able to take a step in the completion of this work

I further extend my recognition to my brother Musagala Humphrey who is like father to me my mother Naigaga Rebecca, my sister Musagala Babrah, and Musagala Eve, who struggled for me to provide a firm foundation of education that I base on to capture this level.

Lastly my recognition goes to my friends who gave me pieces of advice that led to the accomplishment of this research work.

To you all, I thank you so much

## **DEDICATION**

This piece of work is dedicated to my mother, my brother and the entire family for their financial support and encouraging words that the success of this research

May God bless them.



## List of Tables

<i>Table 1: Journalists' Surveyed</i> .....	17
<i>Table 2: Uses of the Internet</i> .....	21
<i>Table 3: Internet Users Surveyed</i> .....	32

## List of Illustration

<i>Figure 1: Uses of Internet .....</i>	<i>23</i>
<i>Figure 2: Challenges .....</i>	<i>30</i>
<i>Figure 3: Source of the information .....</i>	<i>33</i>
<i>Figure 4: Frequency of Opening Online Newspapers .....</i>	<i>34</i>
<i>Figure 5: Time Online .....</i>	<i>36</i>

## Abbreviations

1. ISP – Internet Service Providers
2. ICT – Information, Communication and Technology
3. Wi-Fi – Wireless Fidelity
4. E-mail – Electronic Mail
5. VoIP – Voice over the Internet Protocol
6. IT – Information Technology
7. WWW – World wide web
8. URL – Universal Resource Locator
9. CNN – Cable News Network
10. BBC – British Broadcasting Corporation
11. MSN – Microsoft Network

## TABLE OF CONTENT

DECLARATION .....	I
APPROVAL.....	I
ACKNOWLEDGEMENT .....	II
DEDICATION.....	III
LIST OF TABLES.....	IV
LIST OF ILLUSTRATION.....	V
ABBREVIATIONS .....	VI
TABLE OF CONTENT .....	VII
ABSTRACT.....	IX
CHAPTER 1 .....	1
1.1 BACKGROUND .....	1
1.2 AIM OF THE STUDY .....	3
1.3 RESEARCH QUESTIONS .....	3
1.4 PURPOSE OF THE STUDY .....	4
1.5 OBJECTIVE OF THE STUDY .....	4
1.6 HYPOTHESIS .....	5
1.7 SIGNIFICANCE/JUSTIFICATION.....	5
CHAPTER 2 .....	6
LITERATURE REVIEW .....	6
CHAPTER 3 .....	11
METHODOLOGY .....	11
3.1 Research Design.....	11
3.2 Area of Population Description .....	11
3.3 Sampling Strategies.....	12
3.4 Data Collection Methods .....	12
3.5 Data Analysis .....	13
3.6 Ethical Consideration .....	14
3.7 Limitations of the study .....	14
3.8 Delimitation.....	14
CHAPTER 4 .....	16
FINDINGS AND DATA ANALYSIS .....	16
CHAPTER 5 .....	38
CONCLUSION AND RECOMMENDATIONS .....	38
BIBLIOGRAPHY .....	45
APPENDICES .....	46
APPENDIX 1. TIME SCHEDULE .....	46
APPENDIX 2. FINANCIAL PLAN/BUDGET .....	47

APPENDIX 3. INTERVIEW SCHEDULE.....	48
APPENDIX 4. QUESTIONNAIRE .....	49
APPENDIX 5. QUESTIONNAIRE .....	51
APPENDICES 6. TRANSMITTAL LETTER .....	ERROR! BOOKMARK NOT DEFINED.
APPENDIX 7. EXEMPT OF THE DAILY MONITOR NEWSPAPER ONLINE .....	ERROR! BOOKMARK NOT DEFINED.
APPENDIX 8. EXEMPT OF THE NEW VISION NEWSPAPER ONLINE .....	ERROR! BOOKMARK NOT DEFINED.

## **ABSTRACT**

This research intended to unveil the impact of the Internet in print media. That is how the print media was embracing and employing the Internet in the news gathering and reporting.

The research further investigated the challenges that the print media encounters in incorporating the Internet in its day-to-day activities. The challenges that were been studied include lack of training to use the Internet, plagiarism, cost involved in embracing the Internet, unethical use of the Internet in the newsrooms, whether the online newspaper can sustain itself and the ICT policies that govern the use of the Internet in newsrooms.

In addition, the research focused on the advantages the Internet has and how it could transform the newspaper to compete effectively with the electronic media. These advantages included the unlimited space available for news, quick updates of news, easy reporting and communication with different journalists in the field and in rural areas, and the interactivity of the online newspapers.

The research ended with analysis of the data collected, the impact of the Internet quantified and recommendation made for further research.

## **CHAPTER ONE**

### **INTRODUCTION**

#### *1.1 Background*

The Internet has evolved to become an audio-visual medium and therefore having a greater impact on print media industry in terms of drawing attention and interest. With the use of the web streaming Internet is able to transmit audio as well as visual material with little or no hindrance at all.

Newspaper is a visual medium of communicating and therefore captivating. But with the advancement of Internet as another alternative communication medium, which has the audio-visual effect, has aroused the curiosity of the researcher to investigate how the print media industry is embracing the Internet to maintain and lure more audience.

In addition, Internet stores the audio and visual material for future reference or on request through search engine. This is one of the elements that print media industries have not been able to possess due to various limitation. Internet has the capability of storing vast volume of audio and visual in digital form, therefore enhances the quality of these materials even if they are stored for a long time. This enables the users to view and review these materials at their own pleasure.

The print media since its inception has been the most entertaining medium, with news reports, feature stories, sports results, horoscopes, puzzles, entertainment news, and advertisements taking a great part of its space. In the recent years however, Internet as an alternative medium has been attracting a lot of audience due to its vast volume of information, which include the above and much more.

Furthermore, Internet has also started to include video streaming and live coverage of events, which was exclusively reserved for electronic media industry. This has led to migration of audience viewers to Internet as a total entertainment medium.

In addition, Internet is a communication tools which most people use to keep in touch through electronic mail (e-mail), Internet telephony, chat, web conference, discussion groups, and short message services (sms). This gives Internet an edge over print medium and therefore more people spend more time surfing the Internet than watching reading newspapers or magazines.

Also, the Internet has revolutionalised the news gathering and reporting. Internet has reduced the reliance of top of the hour news bulletin to get informed with the current news of the day. It provides news around the clock and it has no time barrier or space. It provides in-depth reporting on any given news article, which most print media can but are constrained by the space available on a given edition.

Another issue is the immediacy of news reporting. This can be noted with the way news is published on the Internet. When an event occurs, it get covered and published on the web. As it unfolds further, the updates are posted on the web with inclusion of transitions to show new information. The Internet publishes a full coverage very fast since it has no time or space limitation. Most newspapers however, publish an evening paper to cover the events of the day or a special edition to cover a very important event of the day.

These factors and other more have led the researcher to investigate on the impact of the Internet on the print media as Internet get wide spread in our society.



### *1.2 Aim of the study*

The study aimed at investigating the uses the Internet had on the print media and in particular the newspaper industry.

The study aimed at investigating the benefits the Internet had on the print media and in particular the newspaper industry.

The study aimed at studying the challenges that the print media encountered while incorporating the Internet in news gathering and reporting.

The study also investigated the limitations the media houses encountered while incorporating the Internet on the news gathering and reporting.

The study also studied the impact of personal websites (blogs) sharing on the Internet, which was on the increase, and its impact on the print industry.

### *1.3 Research Questions*

- What are the uses of the Internet on print media?
- What are the benefits of the Internet on print media?
- What are some of the challenges the media houses encounter in incorporating the Internet in the news gathering and reporting?
- What are the limitations that the media houses encounter in incorporating the Internet in the news gathering and reporting?
- Will the Internet reduce print media circulation?

- How can the print media embrace the Internet explosion to harness its potential?

#### *1.4 Purpose of the study*

The purpose of the study is to find out whether the Internet can reduce the print media circulation.

#### *1.5 Objective of the study*

- To determine the uses of the Internet on print media.
- To determine the benefits of the Internet on print media.
- To investigate the challenges that the media houses encounter while incorporating the Internet in the news gathering and reporting.
- To find out the limitations the media houses encounter incorporating the Internet in the news gathering and reporting.
- To assess the probability of print media reducing their circulation due to growth of the Internet.
- To observe if print media industry is prepared embrace the Internet.

### *1.6 Hypothesis*

The print media industry is not bound to be overtaken by the Internet as a mainstream medium.

### *1.7 Significance/Justification*

- The findings will be used to show the impact of the Internet on the print media.
- The findings will as help the print media industry to foresee the probable threat that the Internet has plan ahead.
- The study will further help the print media industry to venture into areas that the Internet has not tried in order to keep it a step ahead of it.
- The study will also provide new knowledge on the Internet and its role in the mass media.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

In this section, all literature, which used for the study are shown. This helped the researcher during data analysis and in compiling data or writing dissertation. I used mass communication books, newspapers, magazines, journals, pamphlets and various articles written by different journalists and other communication specialists. In addition, the researcher used the Internet, data banks and libraries, radio, and TV to accomplish this research. The following was the literature review for the study.

Internet is the information super highway that connects millions of users worldwide. It grew out of an experimental network built for the US Defense by Advanced Research Project Agency (ARPA).<sup>1</sup>

Internet plays fundamental role in encouraging and permitting convergence, concentration, audience fragmentation, globalization and hyper commercialization.

As Edgar Bronfman Jr., CEO of multinational conglomerate Vivendi Universal, said of the Net, soon "a few clicks of your mouse will make it possible for you to summon every book ever written in any language, every movie ever made, every TV show ever produced, every piece of music ever recorded."<sup>2</sup>

Media consultants Michael Wolf and Geoffrey Sounds predicted that the Internet-altered media would not just be broadcast networks or cable news networks or newspapers or websites. They will be entities that encompass all of them, and there will be only a few of them. They will deliver news anywhere at any time you want it, through

---

<sup>1</sup> Shrivastava 1998

your TV, your laptop, even your Palm Pilot as portable devices allowing online access revolutionize the way people get their news and entertainment. When you read your favorite newspaper or magazine, the editor will urge you not just to keep reading but to log on to its website.<sup>3</sup>

Defenders of online commerce argue, however, that the Internet will always be accessible and open. There is no spectrum scarcity to limit access as there is in broadcasting. In addition, because very small amounts of money are required for individuals to access and use the Internet, especially in contrast to the budget needed to start and run a broadcast or cable operation or a newspaper or magazine, the commercial orientation of those media will never fully overtake the Net. It is precisely this commercial potential of the Internet that will keep the cost of access low and its value high.<sup>4</sup>

While technology has been a necessary condition of extensive globalization, and the truly global medium of the Internet illustrates this most clearly, the most immediate and enduring driving forces behind globalization have become economic.

The original debate about the unbalanced global flow of news echoed the terms of dependency debate. One of the earliest empirical studies of news imbalance showed that the news media in all 'developing' countries were heavy importers of news, while news audience in developed countries were largely supplied with home-produced news, even when it was about foreign events.

---

<sup>2</sup> Baran p66

<sup>3</sup> Baran p66-67

<sup>4</sup> Ibid p69

Fundamental reasons for news dependency were thought to lie in insufficient resourced plus the ease of supply of the surplus news product of richer countries, mainly by way of international news agencies. At the same time, the countries that were self-sufficient in news could be seen as restricted in their view of the world. Not only was the supply of news reaching audience in the developed world very selective and incomplete, it also involved seeing the rest of the world only through the perspective of domestic concerns.<sup>5</sup>

The new cyberspace revolution typified by the Internet and the World Wide Web (WWW) has been held out as offering the promise of altering our definition of 'mass' in the phrase 'mass media.' Individuals operating from their own home computers connected to telephone line can communicate with other individual computers.<sup>6</sup>

Today communication and information technology has reached the zenith of development with still greater heights to climb. The computer and Internet are there for instant and intimate communication.<sup>7</sup>

The pace of technological change is accelerating very fast especially with the digital world of computers and communication technologies arriving more quickly and changing more rapidly. Computer processing speed, for example, doubles on average every 18 months.

The pace of technological acceptance by the public has also accelerated. The Center for Policy Analysis noted that new communication technologies are reaching and

---

<sup>5</sup> McQual's Mass Communication Theory

<sup>6</sup> Tumber, News, A Reader, p149

<sup>7</sup> Shrivastava, Media in 21<sup>st</sup> Century

being used by a significant portion of the US population faster than ever. The telephone took 35 years to reach a quarter of the US population; radio too 22 years; TV 26 years; the personal computers only 16 years; the mobile phone 13 years and the Internet just 7 years.

Digitalization has permitted extensive merging of communication technologies. The Internet, which merges computer and telephone (modem) technologies, has become a medium of print, graphics, photography, video and sound. It can be linear, one-way communication, or it can be interactive with chat room and email permitting interchange between users.

Each new technology doesn't necessarily supplant an older technology. Radio didn't kill newspapers, TV didn't replace radio, VCRs didn't destroy the motion picture industry, and the Internet hasn't replaced any of these technologies. Nevertheless, each new communication technology can pose challenges for the older media.

Newspapers, magazines and Radio all had to adapt to the challenge of TV. They did so mostly by becoming specialized aiming at small segments of the overall market instead of appealing to a national audience. This increasing specialization applied to communication technology is called demassification. Internet websites have a similar mix of general and specialized emphasis. The Internet has increased the trend toward demassification.<sup>8</sup>

Technology has been both an ally and enemy to newspapers. Television forced newspapers to change the way they did business and served their reader. Now online computer networks pose the greatest challenge to this medium. Online job hunting

---

<sup>8</sup> Rothwell, In Company of Others, An Introduction to Communication

and auto sales services are already cutting into classified adverts profits of the newspapers. The Internet and World Wide Web provide readers with more information and more depth and with greater speed, than the traditional newspaper. As a result the traditional newspaper is reinventing itself by converging with these very same technologies.

The marriage of newspapers to the web has not yet proved financially successful for the order medium, but there are encouraging signs. And in fact, the newspaper industry recognizes that it must accept economic losses while it is building online readers trust, acceptance and above all regular and frequent users.

In 2000, *Editor and Publisher's Directory of Online Newspapers* listed and provided web links to 3000 online newspapers in the US including online papers in every state. These papers have adopted a variety of strategies to become relevant on the Internet. They offered searchable and archivable classified ads with greater efficiency than do the big classified ads web sites. Local papers use their web sites to develop their own linked secondary sites, thus providing impressive detail on local industry. Some web sites even encouraged community publishing from local schools, clubs, and NGOs. Another strategy is for online papers to build and maintain message boards and chat groups on their sites that deal with important issues.

These efforts are beginning to erase some of the pessimism regarding the future of the newspaper in the age of the Internet. A study by *Editor and Publisher* showed that newspaper online advertisement revenue jumped by 600%. Another study, this one polling 53,000 online newspaper readers revealed that online papers were becoming increasingly popular.



## **CHAPTER FOUR**

### **FINDINGS AND DATA ANALYSIS**

The research examined several factors. One was the way journalists use the Internet in their daily day-to-day duties in two newsrooms. Second, how this Internet technology has impacted on efficiency, productivity and ability to cover stories and general issues which are of interest to the readers.

The research also examined problems ensuing in newsrooms from the adoption of the Internet in their mainstream media, such as more and faster journalism with less attention to quality, and the use the Internet for consuming pornography rather than for research.

The results provide clues for the identification of critical areas that require policy attention, which addresses the significant problems pertaining to the Internet in the newsrooms. Chief among these are: lack of proper training in the use of the Internet, gross underutilization of available Internet facilities, and the abuse of the Internet in the writing of news.

The research thus highlighted the potential or otherwise for increasing the power of the Internet in journalism, with an eye to exploring both positive and negative effects on the practice. This is because the media was a particularly important sector that impact on the role of the Internet in other sectors, given that journalists were the mainstay of the information transfer within a given society.

The research was carried at two newspapers namely: *The Daily Monitor* and *The New Vision*. These constitute a bigger part of the mainstream press in Uganda and

The target population would include people working in the media industry, the educated and knowledgeable ones, university students, lecturers, working class, business executives, and politicians.

The study had to choose such class of people simply because they are people who easily access Internet and also they are the kind of people who looked to be knowledgeable in any population.

### **3.3 Sampling Strategies**

For this kind of study resources for gathering information and time made it hard to study the whole urban population since it was very large so, researcher made selection of a few people and simply use judgment sampling, where by the researcher selected a particular group of people for a selected item of study and got particular information for that selected item.

### **3.4 Data Collection Methods**

Researcher made use of methods drawn from mass communication research and used qualitative (ethnographic) methods. The data collection consisted:

*Individual interview:* It contained open and close-ended questions that were administered to the respondent by the researcher. The answers were noted on a notebook. This method was preferred because some of the respondents did not

have time to fill in a questionnaire especially since they were surfing the Net and or were very busy people. For example, the journalists.

*Participant observation:* During the period of data collection the researcher spent most of time surfing the Internet, to observe how print media industry was incorporating the Internet in its daily work of reporting news, entertaining and educating the masses.

*Questionnaire:* It contained open and close ended questions which the researcher printed on a paper and presented to the media practitioners in the print media industry to answer at there own free time. This method enabled the researcher to collect data required in the shortest time possible and from different people in various fields.

### 3.5 Data Analysis

Data analysis is mainly the organization and interpretation of data collected in the field during the study.

The interviews, questionnaire and observation data collected were analyzed quantitatively and qualitatively.

The second stage of analysis involved the comparison of the interviews and observation of different groups of data using appropriate statistical methods, including multivariate analysis.

### **3.6 Ethical Consideration**

Before the study, permission was sought from the management of those companies and print media industries in which the study was targeted and after all the information needed being obtained it was kept confidential as a way of ethical consideration.

At individual level, permission was be sought and at all levels assurance was given for privacy and confidentiality, the purpose of the study was also explained to the concerned persons at all levels.

### **3.7 Limitations of the study**

The area of the study was quite large, so not all population was covered by the study. Focus was therefore on those who were knowledgeable and had access to information to cater for this limitation.

Another limitation was limited funds, which affected the sample size of the study. Despite this, careful purposeful selection was made for the quantitative and qualitative data. This ensured that the findings were representative body of knowledge.

### **3.8 Delimitation**

Focus was therefore on those who were knowledgeable and had access to information to cater for the problem of large area of the study.

Careful selection was made for the qualitative data that ensured that the findings were representative body of knowledge. The researcher also raised some funds from parents, friends, relatives and well-wishers to overcome the problems of funding.

## CHAPTER FOUR

### FINDINGS AND DATA ANALYSIS

The research examined several factors. One was the way journalists use the Internet in their daily day-to-day duties in two newsrooms. Second, how this Internet technology has impacted on efficiency, productivity and ability to cover stories and general issues which are of interest to the readers.

The research also examined problems ensuing in newsrooms from the adoption of the Internet in their mainstream media, such as more and faster journalism with less attention to quality, and the use the Internet for consuming pornography rather than for research.

The results provide clues for the identification of critical areas that require policy attention, which addresses the significant problems pertaining to the Internet in the newsrooms. Chief among these are: lack of proper training in the use of the Internet, gross underutilization of available Internet facilities, and the abuse of the Internet in the writing of news.

The research thus highlighted the potential or otherwise for increasing the power of the Internet in journalism, with an eye to exploring both positive and negative effects on the practice. This is because the media was a particularly important sector that impacted on the role of the Internet in other sectors, given that journalists were the mainstay of the information transfer within a given society.

The research was carried at two newspapers namely: *The Daily Monitor* and *The New Vision*. These constitute a bigger part of the mainstream press in Uganda and

therefore provide a sound and representative picture of the impact of the Internet on the print media.

Age	Gender	Job Position	Uses of Internet
32	Male	Web Designer	Source of information, communication with other media houses
38	Male	Political Journalist	Source of information, research, reading news
30	Male	Business Writer	Reference, research, communication with news sources
35	Male	IT Journalist	Reading news
24	Female	Web Administrator	Reference, reading news, source of information
28	Male	Manager	Source of information
32	Female	Feature Writer	Source of information, research, communication
28	Male	Sports Journalist	Source of information, research, communication
31	Male	Business Writer	Source of information, reference, communication
26	Female	IT Journalist	Source of information, communication

*Table 1:. Journalists' Surveyed*

For the purpose of this research, a total of 10 journalists from the two newspapers and 10 Internet surfers from various cyber cafes constituted key respondents to the questionnaires and interviews. 14 males and 6 females, all within the age range of 24 and 38.

The researcher made use of the following research methods and tools: Questionnaires, Interviews and Observations. The 10 journalists and 10 respondents who used the Internet more often completed an open-ended questionnaire. The questionnaire was clearly segmented into sections that captured all the critical indicators in the research to ensure that data collected led to valid conclusions. The response rate to the questionnaires was 75% given the involvement of the key editorial staff of the newspapers.

The questionnaire was tested in advance on two journalists at *The New Vision*, to whom the researcher had easy access. The two journalists were asked for the feedback on the validity and readability of the questionnaire and for any other suggestions they had. The two journalists made comments about the wording of some questions, which they found difficult to understand and those that were asking for opinion instead of facts. Concern was also raised on the length and general readability of the questionnaire. The questionnaire was thus adjusted to make it user friendly and in some instances, the researcher had to assist the journalists to go through the questionnaire by way of explaining some of the questions without necessarily influencing their responses.

Interviews also assumed a key part of the research. Two in-depth interviews were carried out with journalists who expressed willingness to be interviewed in addition to filling the questionnaire. A series of open-ended guideline questions were structured on



the basis of the research objectives. More specifically, interview questions were drawn from the journalists' responses to the questionnaire in a manner of covering apparent gaps, as in instances where journalists literally failed to answer key questions on the questionnaire, either due to lack of understanding or due to lack of time.

Observations were also carried out with the aim of analyzing the whole process of news production in terms of how journalists used the Internet in their day-to-day newsroom routines. The observational study was intended to supplement, challenge and complement the data acquired from the questionnaires and interviews. The method thus assisted in making up for notable gaps in the interviews and questionnaires where the journalists held back on certain critical information or would not speak about a particular issue that seem to bother them. A three-day observation of newsroom practice was carried out with specific focus on three departments of newsroom: the foreign news, features and sports news.

The observations were done at different working hours agreed upon by the journalists and the researcher within the three days.

The research methods and procedures described above appear independently exhaustive but they were used in interdependently. While interviews covered gaps in the questionnaires, observations covered the gaps in both interviews and questionnaires.

The findings are categorized into advantages, challenges and limitations of the incorporation on the Internet in the newsgathering.

From the journalists' responses to the questionnaires, it was apparent that they all agree that the Internet has brought a lot of advantages in the mainstream media. A total of 80% of the respondents used the Internet as a source of news. These respondents stated

that they relied on the Internet for in-depth news for any international news to verify the wire news they receive from various news agencies. They further cited that they check for latest news on CNN, BBC and Reuter's web sites.

In addition, about 40% of the journalists used the Internet to research on their articles, which they intend to write. According to one journalist, she uses the Internet to research on topical issues that is hard to get views locally and give these findings a local perception. The journalist searched for the articles, which had been thoroughly researched and findings compiled and published online. She re-wrote these articles emphasizing the local situations and acknowledged her sources.

Furthermore, the 30% of the journalists stated that they use the Internet to read international and local news. The lack of interest in reading news online was due to the fact that most of them were busy trying to beat their deadline. Another observable reason was that journalists were issued with a copy of their newspaper daily therefore they had less time to surf and more time to read their articles and reaction or criticism from the government or the public.

Sixty percent of the journalists who filled the questionnaires said that they use the Internet to communicate with their news sources. They indicated that they use e-mails to set up interviews, send interview questions to their interviewee, and also followed up news sources for clarification. Most of the respondents said they used this method when the news they were chasing was not urgent, but important for future feature articles.

All journalists reiterated that they used the Internet for personal communication such as e-mailing friends, keeping close contacts with Public Relations Officers from various companies and government officials. The researcher also observed that the

Internet was used as a source of entertainment, in that the journalists surfed various sites that were unrelated to their area of profession. For example, dating sites and chat rooms. In addition, journalists browsed the Internet heavy in the evening after their deadline to hand in their news articles. As one journalist confessed, the evening surfing on the Internet was a self-learning time since the Internet was free and they had nothing to do except to discover what is in the Internet and how they could use it to improve the work.

The Table 2 below represents the findings the respondents gave in the questionnaires.

Total Percentage of Respondents	Uses of the Internet
80%	Source of news
40%	Research of articles
30%	Reading news
60%	Communication with news sources
100%	Personal communication

*Table 2: Uses of the Internet*

About 60% of the journalists surveyed indicated that they are certain that the Internet will not reduce the circulation of the print version of the newspapers anytime soon. They highlighted a number of reasons, which they cited as the major challenges. One journalist at *The New Vision* commented that there online version was read by about 99% of the Ugandans in the Diaspora. Another cited the longer shelf life of the print version as the main reason. Some 60% of the Internet users in various cyber cafes at Kabalagala cited also that the print version was more informative since it had more local

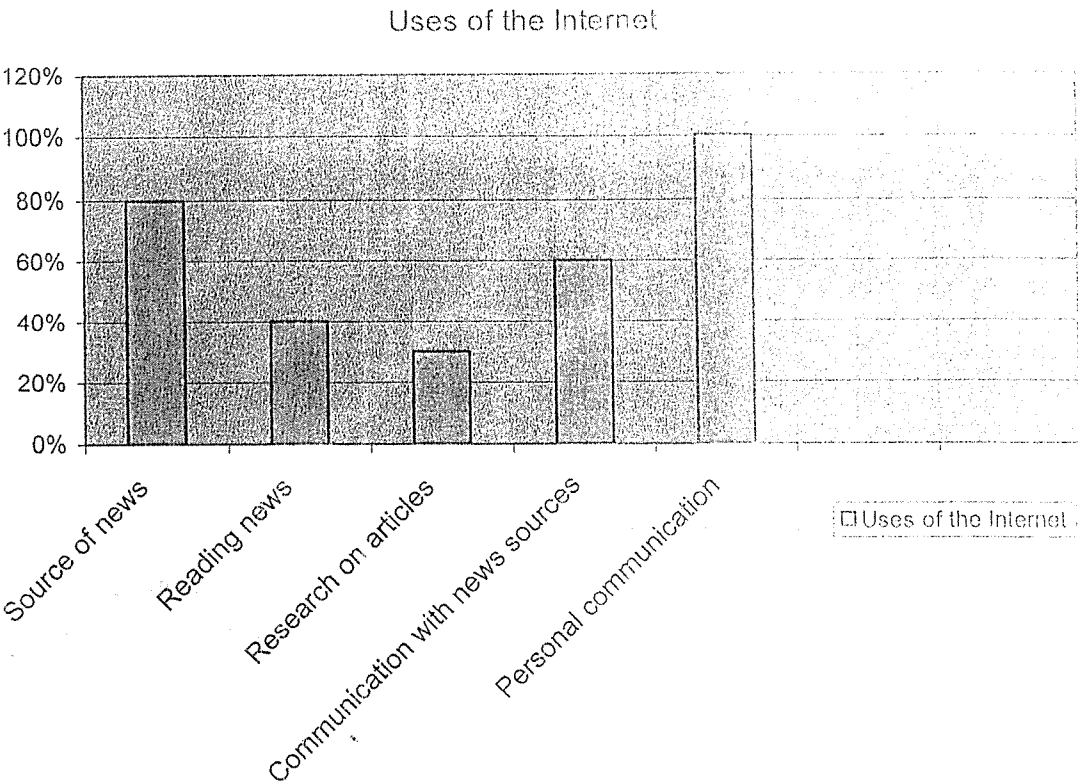
news than the online version. In addition, they stated that the online version had less advertisement than the print version.

However, about 30% of the journalists said that the Internet could reduce the circulation of the traditional print paper cited a number of reasons as the delayed or lack of newspapers in the rural areas. This was cited as one reason that could enable the online version to reduce circulation since largest percentage of the population leaved in the rural areas. In addition, the increased penetration of the Internet in the society was another factor was envisioned by journalists to reduce the circulation of the print version. Most people are getting hooked up to the Internet due to reduced cost of telephone charges, and introduction of the wireless Internet communication from the mobile phone companies. Furthermore, the easy access of the news and old newspapers online has enabled people to stop relying on buying and keeping newspapers for future reference. According to these journalists, the online version has enabled people to search for the past articles and read them at their pleasure. In addition, the hassle to get a copy of the print version is no longer there since the same version is published online, therefore reducing the demand for the print version of the newspaper.

The above argument was reinforced when the researcher conducted another survey on the Internet users on the streets. About 60% of the users indicated that they don't buy or borrow a print version of the newspaper after reading the online version. One respondent stated that after reading an online version, he saw no reason of buying or borrowing since he was repeating the same news. In addition, he saved money and time.

Only 10% of the respondents were not sure whether the online version of the newspaper can or could reduce the print version citing both mediums were in

development stage in the developing countries and therefore very hard to conclusively state which medium will reign in the next few years from now. The respondents further argued that at present the print version had not reached its peak of circulation due to high illiteracy level at over 35%. In addition, they cited that most people were poor and therefore they could not afford to buy newspapers, and this argument was reinforced by the fact that newspapers had bigger readership than the circulation.



*Figure 1: Uses of Internet*

In terms of incorporating the Internet in the news gathering and reporting, 60% of the respondents stated that their media organizations were doing everything it takes to



include the Internet in news gathering. One of the journalist stated that its organization was using the Internet to receive news reports from various regions since it was cheaper than fax or phone calls. Moreover, media organizations were managing online version of the newspaper with constant update of news. Also the media houses had installed the Internet connection for free and quick access to journalists when they wanted to check on news or do research. In addition, all the journalists were issued with organization e-mail accounts for easy communication.

About 20% of the journalists begged to differ and stated that their organization did little or almost nothing to incorporate the Internet in the news gathering and reporting. They argued that their organization was not appreciating the use of blogs in newsrooms. They argued that web blogs would enable the readers to post their comments online, form discussion forums and exchange views with the journalists. Further journalists would learn what the readers want and respond to those demands. Others cited the poor connectivity countrywide as the reason why their organization cannot fully incorporate the Internet in news gathering and reporting. The poor connectivity was due to power failures at the ISPs, breakdown of the Internet connection from the satellite and server breakdown due to poor management and training.

Also, another 20% of the journalists surveyed indicated they were not sure. They stated that it was due to the fact that they saw their news organizations relying heavily on reporters submitting their work in the newsrooms, and most of the international news being wired as usual.

The two newspapers organizations that were researched had web sites for their online newspaper version ([www.dailymonitor.co.ug](http://www.dailymonitor.co.ug) and [www.newvision.co.ug](http://www.newvision.co.ug)). From the

questionnaires filled by the journalists, 100% of them said that their organizations have reaped a lot of benefits. Some of these benefits included alternative source of revenue for selling web space for advertisements. These advertisements were in form of web banners, which are animated to attract the attention of the readers.

In addition, these news organizations benefited from easy storage of online content in form of archives. Therefore web sites enabled easy access to past news through searching by typing in the key word of the article or the date of the article or newspaper. Also the web site offered an online access of their newspapers to the Internet users especially their international readers.

Furthermore, the newspapers benefited by serving the Ugandans in Diaspora who seek to know what is happening in their home country. Therefore, these web sites increase the readership of their online version.

Moreover, the web sites also benefited the journalist since their articles were exposed to international readers and therefore recognized internationally. This international recognition led to some journalists winning various awards from international bodies such as the CNN African Journalists Award.

Also, newspapers and journalists received feedbacks from their readers through feedback section that they included in their articles and other feedback automated systems included in the web sites. This gave quick and easy feedback system for the readers to send in their comments to their favorite online newspapers.

In addition, these web sites had other benefits which readers were not aware of. These included monitoring readers' interest when they were online, for example what news section(s) they were interested in. In addition, the newspaper organizations

measured the traffic on their web sites and therefore, they were capable of calculating the number of people who visit their sites, and gauged their popularity.

In keeping up with these benefits accrued by the web presences of these newspaper organizations, the journalists surveyed stated that their organizations were publishing a copy that was similar to the print version, but with a subscription fee and accessed by downloading it on a personal computer. This type of the online version was meant for those who wanted a similar copy to the print version with all advertisement and local news, according to one journalist who was interviewed.

In addition, all journalists indicated that their newspapers were advertising their online version to the local community especially the young working class who had not developed the culture of reading newspapers and relied on electronic media for news. This is aimed at increasing the readership of their online newspaper version locally since they could not rely on international readers who had a variety of news sources to read from. According to one journalist, the aim was to lure more readers whom they could use to attract more local advertisement and kill two birds with one stone.

Further, the journalists stated that their organizations have made the web sites very interactive, in that a reader can send an article to somebody else through email without leaving the web site. Also, the readers could comment on the articles published and send back to the editors of the web site. However, these newspapers have not allowed blogging whereby the readers could comment on certain issues highlighted by the newspapers and other readers could read and contribute. This was noted that it could lead to libel and defamation suits by allowing such forums in their online newspaper version.



In order to keep up with their competitors, these newspaper organizations' web sites have to be very attractive in order to attract readers and keep them coming. Further, they use referral methods through e-mails in order to attract more readers and inform those who do not know about their online version.

When the journalists were asked about the challenges their organizations encountered while incorporating the Internet in the news gathering and reporting, 100% of them cited lack of training on the use of the Internet. They indicated that they are not trained from their respective institutions of higher learning on how to apply the Internet in news gathering and reporting. Further, due to time constraint and lack of resources, journalists are not trained by their media organizations on how to use the Internet. However, one journalist indicated that there was some form of training through one-day seminars and workshops organized by the newspaper organization, but it was not enough to equip journalists with relevant skills.

Another challenge the newspapers encountered in incorporating the Internet in news gathering and reporting was plagiarism. About 80% of the respondents stated that they knew someone who lift news and other information from the Internet and published it without recognizing the source. However, none admitted lifting news from the Internet and or publishing it without acknowledging the source. Another journalist indicated that his colleagues lifted information from the Internet because the editors usually demanded that they submit their work by deadline set, making their work very hard.

Lack of enough computers connected to the Internet was cited as another challenge that the newspaper organizations face by 40% of the journalists surveyed. They

indicated that they had to share computers when they needed to surf the Internet and this caused some to avoid using the Internet when there was a queue.

In addition, 20% of the respondents cited abuse of the Internet as another challenge that the newspapers organizations faced. This was because some journalists used the Internet to browse pornography at the organization's expense. However, the media houses surveyed had serious punishment for those who were caught surfing illegal Internet sites for their pleasure. This included withdraw of their passwords, and to some extend, being fired.

About 20% of the journalists surveyed indicated that another challenge the newspaper organization faced was lack of enough bandwidth to meet the required needs in the organization. This was attributed to the resources allocated for this new media and its impact locally as opposed to its international impact, which is much greater. The limited bandwidth was the major cause of slow Internet, leading to congestion especially in the evening when journalists were heavy browsing the Internet and are looking up for new stories or a different angle of news.

Lack of immediate updates was another challenge cited by 20% of well conversant journalists in these newspaper organizations. News happens often but none was updated to the web sites to inform web users of the current happenings. This was attributed to lack of enough skilled personnel in these media houses to handle such task with accuracy. In addition, the growth of Internet meant more work but these organizations had been reluctant to increase more work forces in this field.

Further, 10% of the respondent cited another challenge as the reluctance of the old staff to appreciate the impact of the Internet on the print media. Most of these old staff

happened to be very influential in decision making of these media houses and their sit back and see attitude was a determinant of slow adoption and implementation of the Internet in the news gathering and reporting

About 10% of the journalists cited the server breakdown as another challenge that the media houses encountered. This was also attributed to lack of competent and skilled workers at the organizations and often, outside consultancy was sort to solve this anomaly. This was also highlighted as the cause of having web sites hosted by independent organization as opposed to the media organization to avoid these technical problems.

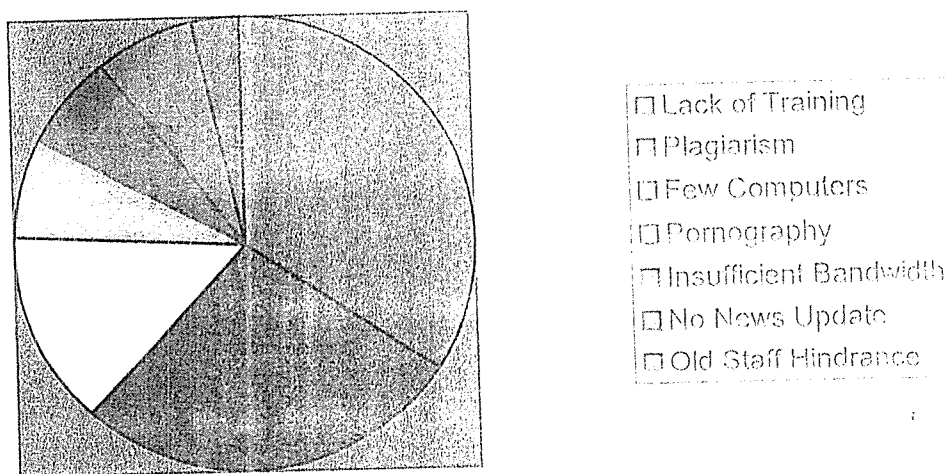
Still, 10% of the respondent cited lack of revenue generated from the online version as another challenge for the newspaper organizations. A lot of money and other resources were being used to facilitate and maintain the online version of the newspaper, but the returns were little and at times there was none, responded one interviewee. This was also attributed to the way the old staff in decision making positions were not willing to allocate more funds and resources to a venture that was slow to indicate growth and eventual return on investment. One journalist stated that the senior staff were technically challenged and could not come up with strategies to make the online version sustainable.

Therefore, the challenges that the newspapers organizations face could be illustrated in the following graph (Figure 2).

The response to the question of how to overcome such challenges, most of the journalists were very pessimistic. In total, about 50% of the respondents answered the question that asked for possible solutions to the above challenges.

In terms of training, only 20% of the respondents had informal on the job training, the rest had neither formal nor informal training. Less than a 40% of them attached value to training (both formal and informal). They viewed it as constituting a foundation for on the job learning. As one journalist pointed out, training “provided basis skills needed for the job,” in terms of usage of the Internet. About 50% of the sample studied attested that on the job training was more valuable - it’s easier to learn as you go – suggested one journalist. A total of 50% journalists could not indicate clearly whether training (formal or informal) was important as compared with on the job training.

Challenges



*Figure 2: Challenges*

Most journalists’ views differed on the solutions to the above challenges and therefore not possible to quantify in percentage form. Some journalists cited reviewing of the ICT policy as another solution. This policy includes training of journalist on how to

use the Internet, usage of the Internet information accessed solutions to plagiarism and pornography, and accessibility.

Another journalist stated that the organization should increase its purchase of the bandwidth in order to make the Internet faster and increase efficiency. In addition, he also indicated that computers that broke down should be replaced immediately so that more computers could be available for journalists to use.

Still, one journalist indicated that the news of the day should be updated regularly as it happens and stop feeding the online readers with same news as in the print version. Often, the online newspaper as we shall see later is considered similar to the print version, since the same news was published on both mediums, yet the online version had the capacity to have up to date news unlike the print.

Another journalist stated that the recruitment of new staff as another solution to the above challenges. These new staff should be journalists with training in IT and capable to incorporate such knowledge in the media houses. Such journalists would be able to make relevant decision on what technology to adopt.

In the research design the researcher indicated that he sampled people who browsed the Internet as a way of gauging the impact of the Internet in the print media and also the attitude of people towards the online newspaper.

Therefore, a survey was conducted in various cyber cafes around Kabalagala and the following were the findings.

From the people surveyed, 100% of them responded that they knew that the online newspapers existed. This was a motivation for the researcher since the rest of the questions were centered on the online version of the newspapers.

In terms of how the Internet users learned of the existence of these newspapers, there were various responses. Some 40% of the respondents stated that they got the information from the advertisements on the print version of the newspapers. These advertisements appeared on the front pages and sometimes inside the newspapers.

Age	Gender	Occupation	Discovery of Online Newspapers	Time Spent Reading Online Newspaper
26	Male	Ass. Lecturer	Search Engine	30 minutes
24	Female	Student	Television	30 minutes
26	Male	Administrator	Word of Mouth	1 hour
32	Male	Manager	Advertisement	1 hour
26	Male	Web Administrator	Search Engine	1 hour
23	Male	Student	Advertisement	30 minutes
33	Female	Lawyer	Search Engine	1 hour
31	Male	PR Executive	Advertisement	1 hour
35	Male	Sales Executive	Word of Mouth	30 minutes
30	Female	Social Worker	Television	2 hours

*Table 3: Internet Users Surveyed*

About 20% of the respondents indicated that they learned about the online newspapers by searching on the Internet. Some of the search engines used to acquire such information included Google, Yahoo, Altavista and MSN.

In addition, 20% of the sample studied cited they learned of the online newspapers from the word of mouth especially while browsing in the cyber cafes. One respondent



stated that if he saw someone browsing a good site he was not familiar with, he usually asked for its URL and browse it himself.

About 20% indicated that they learned from the television advertisements especially when the newspapers were advertising a section or the whole newspaper to the public. The advertisements also included the URL where to find the same copy on the Internet.

Other source of information about the online newspapers that did not draw any response included the directories. All the Internet users surveyed did not indicate the telephone and address directories as the sources from which they learned about the online newspapers.

The above source of information on the existence is summarized in the graph below.

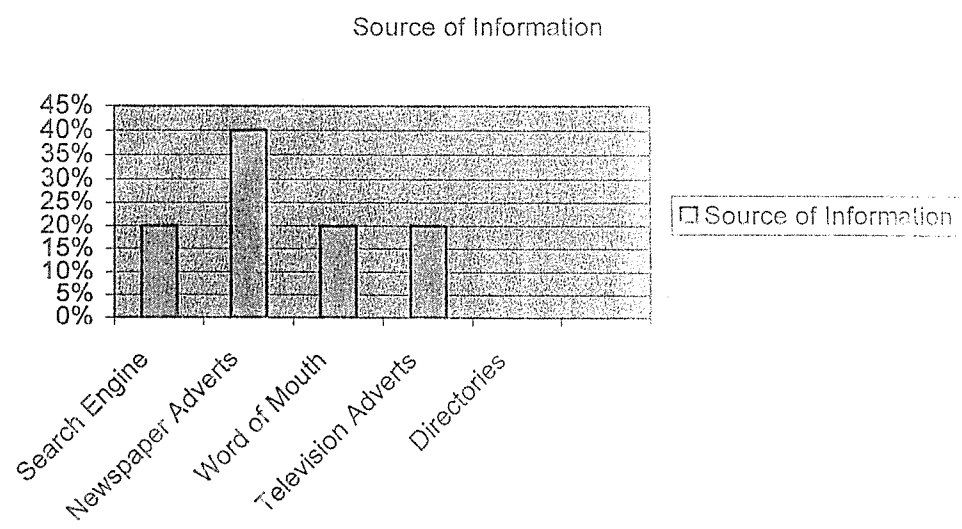


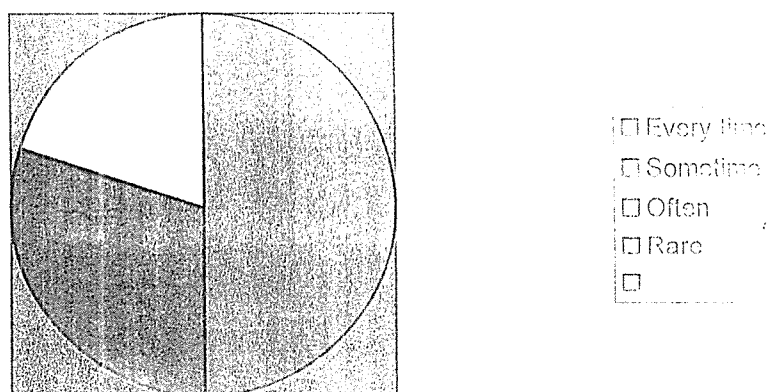
Figure 3: Source of the information

Asked how many times they opened an online newspaper while surfing, 50% of the respondents cited they did every time. They indicated they read online newspapers while doing something else on the Internet.

About 30% of the Internet users surveyed indicated that they opened online newspapers sometimes. This they attributed to lack of time since they were busy surfing other sites or lack of time and money to spend more time online. They only opened the online newspaper versions when there was important news to read or make a follow up.

Some 20% of the sample surveyed respondent they opened the online newspapers often. However, these respondents were rarely online and only when they had a chance that is when they browsed and opened the online newspapers.

Frequency of Opening Online Newspaper



*Figure 4: Frequency of Opening Online Newspapers*

The responses to the question of whether there were any differences between the online and print version of a newspaper, 60% of the sample surveyed indicated that there was some differences. Some indicated that the online version had less or no



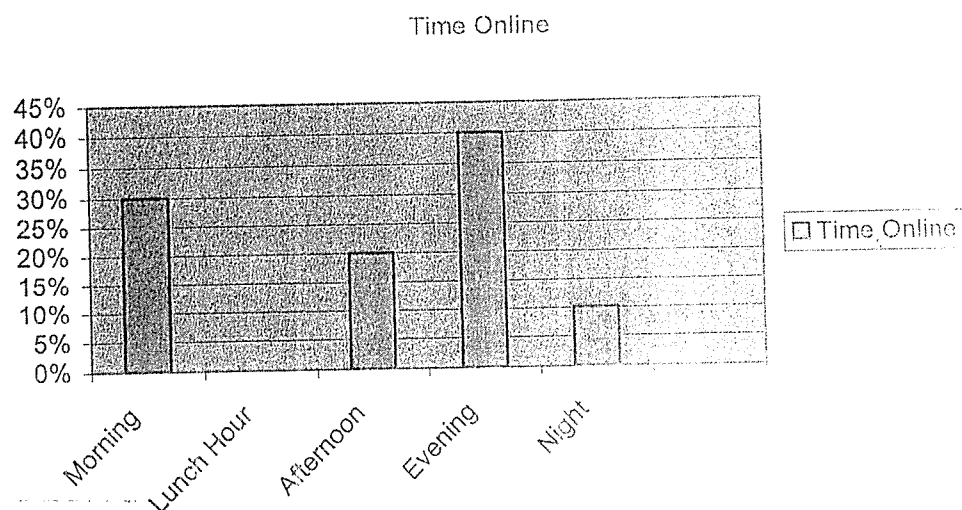
advertisements as the print version. In addition, others indicated that print version had more information than the online version. Further, some indicated that its easy to access the print version than the online version since the online one required a person to log to the Internet or go to a cyber café, whereas the print version you had to buy or borrow from a friend or visit a library. Moreover, some indicated that the online version published local news more than the international news.

About 30% of the respondents cited that there was no difference between the online and the print version of the newspaper. They indicated that both versions had same information; same articles, same reporters and almost all the information were published at the same time on the print and online version.

Some 10% of sample surveyed indicated that they were not sure. They stated that they never compared both versions and only consumed what was published. In addition, these were people who read specific information on the newspaper and they were done with it.

Asked how much time they spend reading an online newspaper, 50% indicated that they spent an hour on the newspaper. Some 40% indicated that they spent 30 minutes, and 10% more than an hour.

The time that most Internet users logged on to the net was also a concern for the researcher and the sample surveyed indicated that 40% of them browse the Internet in the evening. About 30% stated that they browse the Internet in the morning. Some 20% of the respondents stated they browsed the Internet in the afternoon and 10% at night.



*Figure 5: Time Online*

There were responses of concern received when the respondents were asked whether after reading an online newspaper, they proceeded to buy a print version. About 60% of them indicated that after reading an online version of a newspaper, they did not buy a print version. The reasons given included that both had same news, therefore not worth repeating. Others said there was no need to incur extra expense.

Some 40% indicated that after reading an online version of the newspaper, they went further and bought the print version. They indicated a number of reasons such the need to have a copy for future reference, others stated the need to re-read the article again especially if the article was very interesting. One particular respondent indicated that he bought a print version of the newspaper to check on advertisements, supplements and local news in brief which did not appear on the online version.

When the respondents were asked what captivated them to read online version of a newspaper, a number of varying responses were received. One respondent stated that it was the easy access to certain news articles by just clicking. Another stated that it was

relatively cheap in that he could read several newspapers online and copy any article and save it in diskette for later review. He further added that he did not need to store the newspaper. Another indicated that the graphics such as the animated banners were fascinating. One respondent stated that the online version had latest news and therefore he read before the newspapers hit the streets. One respondent added that the online version had search capabilities and therefore very easy for references. In addition, one respondent stated that it was easy to read by magnifying the text.

There were varying responses also when the respondents were asked what they would like the online newspapers to add to make it more interesting. Some respondents indicated that the online newspapers should keep updating to ensure that they are at par with the other electronic media as news outlets. In addition some respondents added that the online newspapers should allow readers to subscribe to the newspaper and send latest news in their email accounts.

## CHAPTER FIVE

### CONCLUSIONS AND RECOMMENDATIONS

It is worth noting that this research revealed that the old/senior staff dragged their feet when it comes to making decision related to the Internet. This is clear as it was documented that "some individuals are more venturesome and adopt early. Others have higher thresholds or resistance to innovation, and are more likely to adopt later." The research collaborates a remark made by Garrison:<sup>9</sup> "Growth in use takes place as users become more comfortable, learn new applications and ultimately, trust the technology to enhance their work and not damage it." Further the slow pace in making decisions can also be attributed to what Simon Kelner, Editor-in-Chief of Independent newspaper, said at a Press Gazette breakfast, that the present economics of how newspapers run on the Web is "fundamentally flawed": "If you have an exclusive story at five o'clock, you can't put it in the following day's newspaper, the idea that you would put it on the website the next day strikes me as complete madness." He spoke out against the recently adopted Web 2.0 practice of the Guardian emphasizing that the Independent's "relationship with our new website is one where the paper is first and foremost, and the website comes second. This will remain true as long as there is a lack of a sustainable online business model."

It is significant to note also that when a newspaper decides to embrace the Internet, the cost involved in most cases is a challenge. Therefore it is reasonable to agree with Rogers who noted: "The decision to adopt or not to adopt an innovation is not an instantaneous act, but one that involves a process. The decision is also an active

---

<sup>9</sup> Garrison, *Online Information Use in Newsrooms*

information seeking and information – processing behavior.”<sup>11</sup>

The problem of access to the Internet in the newsrooms goes beyond some of the media houses. This was evident as the researcher visited the newsrooms. The two media houses investigated had the regular journalists and freelancers. Due to this not everybody could have access to the Internet-connected computers when they wanted since those computers catered for both the journalists and the freelancers who are many. At times passwords had to be issued to a few people to allow the journalists to have access to the computers thus limiting the freelancers who are not permanently employed. Dutton (1996), cited by other others argued that this is not surprising, as the “new media tend to be implemented in ways that follows and reinforce prevailing structures of power and influence within the organization.”

Adopting the new technology such as wireless Internet access also called hot spot can solve the problem of access to the Internet. “This technology uses Wi-Fi (wireless fidelity), which can broadcast high-speed Internet access over a short distance of a few hundred feet. It requires a portable computer equipped with a Wi-Fi card can tap into the hot spot and jump onto the Internet for wireless surfing.”<sup>12</sup> With this technology, the senior staff can release their computers to the junior staff since they normally have laptops. In addition, the journalists who can afford their own laptops will reduce queuing for a computer by using their laptops to browse the Internet from anywhere in the organization.

---

<sup>10</sup> Ibid

<sup>11</sup> Ibid

<sup>12</sup> Sunday Nation, 09/07/2006, p29

The cost of the Internet has been very high due to reliance on the satellite connection. Most ISPs that offer the Internet services to these media houses, charge the bandwidth per megabyte therefore making the use of Internet extremely expensive as one journalist noted in an interview. Furthermore, these cost of the Internet are aggravated by lack of fiber optic cable connection Uganda with the rest of the world. The prohibitive costs of connecting to the Internet are amongst the reasons for restrictions placed on the use of the Internet in newsrooms, according to Mahler and Rogers, cited in Garrison<sup>13</sup>.

Apart from the costs, lack of basic knowledge and skills also hinders access and use of the Internet by journalists. That 100% of the journalists studied had not been trained formally or informally in the use of the Internet reveals the newspapers' attitude to the importance of the Internet in the newsrooms. According to Mahler (1999) cited in Garrison<sup>14</sup>, the diffusion of the Internet "within the newsroom hinges on in-house training and other internal support mechanisms designed to develop a critical mass of computer users." In this light, the newsrooms have a challenge to develop a rigorous training process, which would lead to creation of receptive environment for the expanding of the Internet use. Equal access to training opportunities should thus be promoted across all positions in the newsrooms.

In terms of training, it is apparent that the newsrooms do not have a structured commitment to training on the use of the Internet. As it emerged in one of the interviews, training is mainly accessible only to senior staff. There is therefore a need for the newsrooms to adopt serious and vigorous in-house and external training programmes in

---

<sup>13</sup> Ibid

<sup>14</sup> Ibid

order to facilitate maximum and efficient use of the Internet across all positions in the newsroom.

Ethical questions linked to the use of the Internet, such as over-dependence on the Internet by several journalists was noted especially when a journalist wanted to beat a deadline. It was observed that this kind of reliance on the Internet at a critical point such as deadline raised the professional concerns about the impact of new technology, which had largely focused on the belief that analytical depth is being traded for immediacy.

Several journalists cited in this research claimed that plagiarism has become common with the use of the Internet. While majority of the journalists expressly condemned the “lifting of the material” from the sites without acknowledgement, from the responses received, it can be inferred that plagiarism from Internet sites is prevalent. There is therefore need to guard against the abuse of the work what Kupe<sup>15</sup> refers to as the “interactivity of the Internet that allows for the manipulation and reproduction of information.”

Another ethical concern observed in the study of the two media houses was how to deal with pornography, which was cited as a male past time favorite. The media houses should ensure that sexually explicit web sites are blocked, stern warning are issued to those who indulge in this activities and those who continuously abuse the use of Internet are prohibited from accessing the Internet in the organization's computers.

The study also revealed that almost all journalists used the Internet for personal use such email, chatting and self-education, the organization should limit these activities in the evening when most journalists are busy researching or looking for additional news

---

<sup>15</sup> Kupe, The Untold 21<sup>st</sup> Century Story, p10

to fill up their articles. The ICT policies should stipulate clearly when journalists should access the Internet for specific purposes.

It is interesting to note that the journalists cited problems related to server problems, congestion and lack of funds to increase bandwidth. According to Garrison<sup>16</sup>, often non-adoption decisions are because of low rate of diffusion caused by among other reasons, lack of resources to invest in new technology and "fear of lost time required to learn."

The absence of formal policies on the Internet in the newsrooms is detrimental to the diffusion and adoption of the Internet in the newsrooms function. In fact, one can safely argue that it depicts reluctance by management to lead towards adoption and full utilization of the Internet.

Given that the informal policies existent in the newsrooms are patchy, it is necessary for the newsrooms to adopt inclusive, formal policies on the use of the Internet as has been done by other news organizations. One example is the Associated Press (AP), which decided in 1995 every AP reporter, editor, photographer and artist, to do the job, needed a computer with full access to the Internet (email, Web, newsgroups, FTP). To realize this, clear rules on appropriate use of the new technologies, were laid down formally. This constituted the bedrock against which rules in training were formulated.

The lack of news update in the online newspapers surveyed indicates a lack of understanding of the capabilities of the Internet in dissemination of news. The Internet is capable of making the newspapers compete very well with other electronic media such as radio and television, if its well incorporated in the news gathering and reporting. The

---



media houses with online newspapers should ensure all local news occurrences are sent to their web site as soon as possible and in-depth analysis follows in order to attract more readers who happen to check on the news online. The study also revealed that most Internet browsers know the existence of the online newspapers these media houses maintain. Also the study revealed that the "newspaper online consumption rose to about 9% in 2005, and more than 200% over the past five years. Internet advertising revenues continue to grow rapidly, and were up 24% in 2005, the highest growth for five years. The number of newspaper web sites increased by 20% in 2005."<sup>17</sup> Therefore the newspapers management should ensure that it attracts more readers to their web sites and maintain those who frequent them, by updating more frequently, improving on the graphics to make the pages open more quickly.

In addition, most of the Internet users studied revealed that they often browse the Internet in the mornings and afternoon. Therefore the online newspapers should ensure that they update their web sites before those times when they expect more traffic. This will also make the Internet users to log in more often to check on the latest news. This will not only increase the Internet traffic to their web sites but also attract more advertisers who will make the online newspapers more sustainable with the additional revenue.

The role and function of interactive communication technologies in newsrooms is undeniably fundamental not only in terms of the journalistic functions but also in terms of influencing the direction taken by journalists in the Global Information Society. The journalists interviewed in this study generally acknowledged the importance of the

---

<sup>16</sup> Garrison, *Online Information Use in Newsrooms*

Internet in their newsroom functions. There is, however, a serious need to address the factors that inhibit the full realization of the importance of the Internet in the day-to-day functions of journalists such as lack of enthusiasm in investing in the Internet by news organization, the limited number of computers available for journalists, constant breakdown of servers and poor training of journalists in the use of the Internet.

This research sought to investigate the impact of the Internet on the print media. The interpretations presented here are only the beginning of an important area of study in the Internet usage in the newsrooms. A larger sampling investigation will help to find out if these findings hold true in other newsrooms. Further research could focus on the following related areas in this study:

- The accessibility of the Internet to journalists.
- The use of the Internet by journalists in the urban areas as compared with those working in rural areas with a view to bridge the divide.
- The role of the Internet in investigative reporting in the newsrooms.
- The impact of personal web sites (web blogs) on the online version of the newspaper.

## Bibliography

- Baran, Stanley J. (2002), *Introduction to Mass Communication*, Second Edition, McGraw Hill, Boston.
- Computers + Telecommunications in Africa*, Volume 16 No. 6, December 2002 - January 2003.
- Garrison, B. (2000), *Online Information Use in Newsrooms: A longitudinal Diffusion Study*. Paper presented to the Newspaper Division, Association for Education in Journalism and mass Communication. Phoenix.
- Kupe, T. (2003), *The Untold 21<sup>st</sup> Century Story*, Rhodes Journalism Review, 23:18.
- McQuail, Denis (2001), *McQuail's Mass Communication Theory*, Fourth Edition, Sage Publication, London.
- Rothwell, J. Dan (2000), *In the Company of Others – An Introduction to Communication*, McGraw-Hill, Boston.
- Shrivastava, K. M. (1998), *Media Towards 21<sup>st</sup> Century*. Sterling Publishers Private Limited, New Delhi.
- The Daily Monitor*, Global newspaper advertising increased by 5.7% in 2005 (p19), Wednesday, 7 June, 2006.
- The Daily Nation*, Java's Internet hot spot a money-spinner by Sam Mbugua (p29), Sunday July 9, 2006.
- Tumber, Howard (1999), *News: A Reader*, Oxford University Press, Oxford.
- [www.editorsweblog.org/news](http://www.editorsweblog.org/news)

## APPENDICES

### *APPENDIX 1. TIME SCHEDULE*

Writing research proposal	2 weeks
Correction by the supervisor and approval	1 week
Preparing research instruments	1 week
Pre-testing research instruments	2 weeks
Conducting the research	4 weeks
Data analysis and writing final report	3 weeks
Total time of the research	13 weeks

## *APPENDIX 2. FINANCIAL PLAN/BUDGET*

Activity	Cost
Designing study instruments and stationary	25,000
Field familiarization costs	15,000
Pre-testing costs	10,000
Field allowances for data collection	50,000
Binding expenses	15,000
Miscellaneous	20,000
Total	<u>135,000</u>

### *APPENDIX 3. INTERVIEW SCHEDULE*

#### Questions

1. As a journalist, where do you access the Internet?
2. What limitations are there when you are accessing Internet in your media organization?
3. How do you use the Internet in the news gathering and reporting?
4. What kind of training has you undergone in order to use the Internet and where?
5. Do you lift material from the Internet and claim as your own?
6. How do you deal with the information from the Internet that you cannot verify?
7. Has the Internet reduced the workload of a journalist?

#### ***APPENDIX 4. QUESTIONNAIRE***

##### **INSTRUCTIONS**

1. Please answer the following questions as sincerely as possible.
2. Information given will be treated as confidential and shall be used for education purpose only.
3. Tick where appropriate.

##### **BACKGROUND INFORMATION**

1. Name
2. Age
3. Sex
4. Education level
5. Position of your job
6. Title of your job

##### **QUESTIONS**

1. What are some of the advantages that the Internet has brought in the mainstream media especially the print media?
2. Is the Internet important to your media organization? Yes, No, Not Sure.
3. Does your media organization have a web site? Yes, No, Not Sure.
4. Is it possible that the online newspaper can reduce the traditional newspaper circulation? Yes, No, Not Sure.
5. Is your media organization doing enough to incorporate the Internet in news gathering and reporting? Explain.

6. What are some of the benefits that your media organization has reaped by having a web site.
7. What is your media organization doing to increase its presence on the Internet?
8. What are some of the challenges that you encounter in merging the Internet in your media coverage?
9. What are some of the hindrances that your media organization encounters while integrating its news gathering and reporting with the Internet?
10. Are these hindrances possible to be overcome in order to fully utilize the Internet?  
Yes, No, Not Sure.
11. What are the other factors that hinder the growth of the Internet in the media organization?



## ***APPENDIX 5. QUESTIONNAIRE***

### **INSTRUCTIONS**

1. Please answer the following questions as sincerely as possible.
2. Information given will be treated as confidential and shall be used for education purpose only.
3. Tick where appropriate.

### **BACKGROUND INFORMATION**

1. Name
2. Age
3. Sex
4. Education level
5. Position of your job
6. Title of your job

### **QUESTIONS**

1. How many times do you browse the Internet in a week?
2. How much time do you spend per session browsing the web?
3. What web sites do you often visit while you are online?
4. Do you know that newspapers are published online?
5. How did you learn that the newspaper web site existed online?
6. How many times do you open a newspaper web site while you are online?
7. Do you bookmark online newspapers to avoid forgetting a web site?
8. Do you notice any differences between an online newspaper and a traditional one?
9. How much time do you spend on an online newspaper?

10. What captivates you to read an online newspaper?
11. What other activity do you do on the net?
12. What time do you like to browse?
13. After reading online paper do you buy/borrow a newspaper to read other articles?

Monitor Online: Truth Every Day Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://www.monitor.co.ug/

Search Web

Monitor Online: Truth Every Day Add Tab


TRUTH EVERY DAY

# Daily MONITOR

KAMPALA INTERNATIONAL UNIVERSITY

10 results

Wednesday, August 02, 2006 Compliments/Complaints | Got A Question? | Add To Favourites | Set As Homepage

Monitor Daily	 <p>Need graduation information? Visit our guidelines. <a href="#">CLICK HERE FOR DETAILS</a></p>		
Frontpage			
Business			
News			
Regional Special			
Opinions			
Letters			
Features			
Sports			
Coffee Break			
Monitor Weekly	<h3>Kony very sick, coughing blood</h3> <p>LORDS Resistance Army leader Joseph Kony is reportedly nursing a very bad cough, Daily Monitor has learnt. According to the RDC for Gulu District Col. Walter Ochora, who spent the weekend at Kony's hideout in the Garamba Forest in the DR Congo, the LRA commander is in poor health and coughing blood.</p>	<h3>More arrests at Immigration Department</h3> <p>THE Passport Control Officer at the Immigration Department and three others have been arrested.</p> <p><b>Uganda's land deals</b></p> <ul style="list-style-type: none"> <li>• Atubo defends city land deals</li> <li>• Ugandan rebels arrested at Russia</li> <li>• Kenyan firm takes Dairy</li> <li>• Coartem is free, says Mollinga</li> <li>• EU envoy criticizes 2nd term</li> </ul>	
Success Abroad			

http://www.moneygram.com/servlet/DefaultApplyXSL?xslURL=/Display/temgwcb.xsl&URL=/apps/AgentLocator/

start Windows Media Microsoft Office

**THE New Vision Online: Uganda's leading newspaper - Microsoft Internet Explorer**

File Edit View Favorites Tools Help


Back Forward Home Search Favorites Media

Address <http://www.newvision.co.ug/>


Search Web

The New Vision Online: Uganda's... Add Tab

---



**OVER 46  
DESTINATIONS  
ACROSS FOUR  
CONTINENTS**



**UGANDA'S LEADING WEBSITE**

SEARCH

Advanced Search

---

Wednesday, August 27, 2003

[THE NEW VISION](#) | [BUKEDDE](#) | [FORUM](#) | [RADIO](#) | [TV](#) | [GALLERY](#) | [CONTACT](#) | [ABOUT](#)

You are here: [New Vision](#) > [New Vision](#)

---

**ELECTIONS 2006**

> Election Results <

---

**NEVA SERVICE**

Welcome, Guest

[Login](#) or [Register](#)

[Need Help? Click here!](#)

---

**DAILY**

[FRONT PAGE](#)


[NATIONAL](#)

[EDITORIAL](#)

[LOCAL NORTH](#)

## Jinja pupils die in fire

SIX pupils of Army Boarding Primary School in Gadhafi Barracks in Jinja municipality died after their dormitory caught fire on Monday night. The 11:00pm incident happened when most of the



**TODAY'S TOPICS**

ICC Shames on You

SHOULD the International Criminal Court of Justice, (ICC) drop charges on LRA's Joseph Kony?

[Comment!](#)

---

LRA peace talks

Can the LRA peace talks in Juba Succeed?

[Comment!](#)

---

Oil in Uganda

US Dollar 1145 1037

Pound 2100 1100

---

Done

start Windows Media Microsoft Office