

**FACTORS AFFECTING THE ADOPTION OF ONLINE NEWS BY  
CUSTOMERS OF ANAMBRA STATE TELEVISION BROADCASTING  
STATION, NIGERIA**

By

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INFRASTRUCTURE UNIVERSITY  
KUALA LUMPUR

**Project Paper Submitted in Partial Fulfilment as Requirement for Master in  
Communication in the Faculty of Arts, Communication and Education**

**IUKL**

**2017**

Abstract of project paper presented to the Senate of Infrastructure University Kuala Lumpur in Partial Fulfillment of the Requirement for the Master in Communication

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**October 2017**

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Online news has become one of the major channels for people in the developed and developing countries to shape their views of the world. Online news has not only reduced the market of newspapers; they also are becoming threat to the TV industry. However, the issue of how to create a successful, widely adopted online news has remained ambiguous. In this study, the aim is to investigate the Factors affecting the adoption of online news by customers of Anambra state television broadcasting station, Nigeria. This research is using quantitative approach. The Technology Acceptance Model (TAM) was used to assess the identified factors. The sample was drawn using simple random sampling method. The sample of the study was 333 customers of Anambra state television broadcasting station, Nigeria. (A questionnaire was used in this study to collect the data from customers of Anambra state television broadcasting station, Nigeria). The findings of this study found that innovativeness, usefulness, and ease of use are significantly influencing customers of Anambra state television broadcasting station, Nigeria to adopt the online news.

Findings implied that customers of Anambra state broadcasting station would easily adopt online news if all factors such as Innovativeness, Usefulness and Ease of use are properly put to place in the creation of online news.

## ACKNOWLEDGEMENT

First of all, I would like to extend my appreciation, especially to the following.

Thank God for the wisdom and perseverance that he bestowed upon me during this final research project, and indeed, throughout my life and his acceptance of my prayers. My gratitude and praises goes to him for giving me the strength to reach this level and to record success in my research study. I would like to express my genuine gratitude to my supervisor Prof. Dr. Faridah Ibrahim for her guidance and advice through this dissertation to make the research study successful.

I would like to extend my regards and thanks to those who supported me during this research project especially to Ms. Hazlin, Ms. Zaffan and all my friends who stood and encouraged me to undertake the master's program. The experience has been interesting and rewarding one. Lastly, my profound gratitude to my parents and siblings for their support and prayers during this hectic stage of education. My appreciation also goes to all lecturers and friends that I met during my stay with IUKL.



## APPROVAL

This project paper was submitted to the Senate of Infrastructure University Kuala Lumpur (IUKL) and has been accepted as partial fulfilment of the requirement for the degree of Maser in Communication. The members of the project paper Examination Committee were as follows:

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DECLARATION

I Emmanuel Chukwunonso Ezeude certify that this project, entitled "**Factors affecting the adoption of online news by customers of Anambra state television broadcasting station, Nigeria**" is the product of my own research and work, any ideas, quotation from the work of the other people which already published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.



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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

The advent of new information and communication technologies has brought forth a set of opportunities and challenges for traditional media professions, especially the area of news journalism and broadcast. Much of the world's information is becoming computerized (Lee et al, 2014). This challenging new context includes new technologies to basic communication processes such as human perception, cognition, and expression (Salman et al., 2011). Online news has become one of the major channels for people in the developed and developing countries to shape their views of the world (Auchard, 2006; Mabweazara et al, 2014). Online news has not only reduced the market of newspapers (Flavian and Gurrea, 2006), they also are becoming threat to the TV industry (BBC/Reuters, 2006). However, the issue of how to create a successful, widely adopted online news has remained ambiguous (Sullivan, 2006). Practitioners often have no choice but to adopt a "trial and error" approach in developing online news services, which can result in negative experiences and disappointments among users.

It is obvious that the adoption of information technology is an important parameter in news. But in order to motivate the concept of online news in Anambra state television broadcasting station the customers should be adopt the online news. This project will study the factors that could affecting the adoption of online news by customer of Anambra state television broadcasting station. On 17 May 1991, the Geneva-based research institute CERN released the World Wide Web standard. In May 1992 Chicago Online, the first newspaper service on America Online, was launched by the Chicago Tribune in the United States (Carlson, 2001). As of April 2001, the database of U.S.-based Editor & Publisher Interactive contained 12,878 records of online news media. These journalistic ventures are defined as: "All media with a Web presence. You will find associations, city guides, magazine, newspaper, news services and syndicates, radio and television Web sites in the new database" (E&P Media links, 2001). At the



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