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# Factors influencing newspaper readership in Kampala, Uganda.

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# FACTORS INFLUENCING NEWSPAPER READERSHIP IN KAMPALA, UGANDA

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## DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the dissertation contains no material previously published or written by another person except where due reference is made in the dissertation itself.



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## DEDICATION

To my late mother (Florence Ndagire), my late father (Kevin Aliro Ogen) and the supporting community of my family and friends; and to my Socrates, Andrew Mwenda.

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I acknowledge above all, God for the divine gift of Wisdom and Courage to embark on this journey and the never-ending cover of grace. This work is nothing but for his glory.

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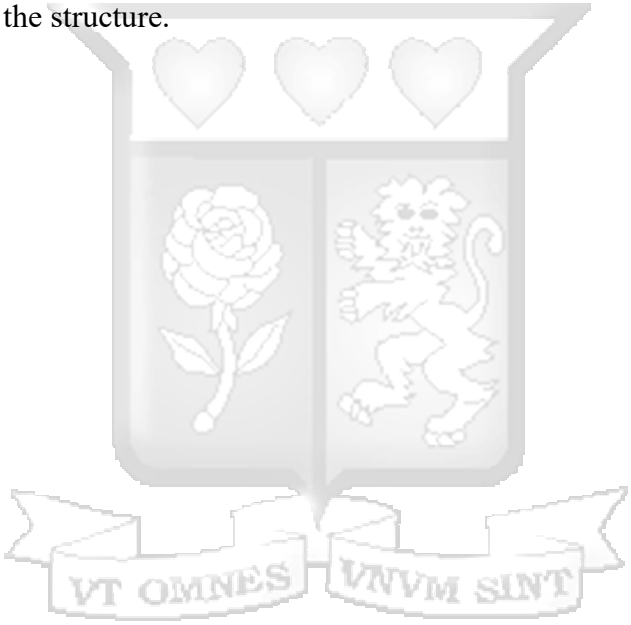

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## ABSTRACT

Globally, newspapers are in a crucible of challenges, from fluctuating, and declining reductions to drops in advertising revenues. There are different reasons why individuals choose to read newspapers. This research extended to the demographic, socioeconomic, technological and content perception facts that influence newspaper readership in Kampala, Uganda. Uses and Gratifications Theory formed the major theoretical pillar while Media Dependency Theory buffered up as a support theory. The research was conducted cross-sectionally and utilized means such as measures of central tendency to describe the outcomes. Those in Kampala aged 19 and 59 years across the five divisions constituted the targeted population. A questionnaire was issued out to enable the collection of data on a 1 to 5 scale of agreement and thereafter the data analysed with STATA. Findings revealed a positive relationship between demographics, technological aspects, content factors and newspaper readership. The highest impact in newspaper use in Kampala is attributable to content perceptions. From these outcomes, media content standards have been informed while journalistic skill enhancement is also suggested. Other factors beyond those examined ought to be influencing why people use newspapers in Kampala. Additional research should follow in this aspect. Limitations from pursuing a cross-sectional design could be mitigated by a longitudinal approach to better appreciate the dynamics around readership in Kampala.

## LIST OF ABBREVIATIONS AND ACROYNMS

**KCCA** Kampala Capital City Authority

**PWC** PriceWaterCoopers

**UBOS** Uganda Bureau of Statistics

**UGC** Uses and Gratifications Theory

**MDT** Media Dependency Theory

**ACME** African Centre for Media Excellence

# CHAPTER ONE
# INTRODUCTION TO THE STUDY

## 1.1 Background of the Study

Newspapers predate several mass media in the world. The newspaper is recognized as the second-oldest mass media, trailing closely to the book publishing industry in the United States (Picard, 2003). Although many ancient civilizations utilized the written method to circulate news to their publics, The Relation, a German newspaper met the criteria of the first true newspaper owing to its fulfilment of the four tenets of a newspaper including regularity of publication and accessibility to the public (WAN, 2005). The year 2025 marked 420 years from when the publication of 'The Relation' in Strassburg, Germany and ultimately 420 years of this industry. In Uganda, it's been 127 years since the first newspaper, a quarterly, was released by Reverend A.W Crabtree, although, Mengo Notes has over time become popularly recognized as the first newspaper due to the scanty information about Crabtree's paper (Isoba, 1980).

Newspapers were historically a major source of news, however, demographic shifts, economic shifts, and the emergence of digital technologies have altered the media landscape for newspapers and magazine publishers. Globally, entertainment and media revenues were forecasted to grow at 4.4% from 2015 to 2020, while newspaper revenues were projected to decline at 1.5% in that timeline (PWC, 2016). These shifts present both challenges and opportunities for the newspaper industry with an urgent need to reimagine the world of print in the digital future.

Globally, print circulation has been on a steady decline year on year. The latest print circulation report in the United Kingdom shows the Financial Times as the only paid-for newspaper that has defied the annual decline trend (Tobitt & Majid, 2024). Across the world, the newspaper industry and newspapers have come under existential threat; with exception of countries such as India, newspaper circulation in most countries continues to dip (Tharoor, 2017).

In South Africa, one of Africa's strong economies, the 2023 Audit Bureau of Circulations report indicates a 5.7% year on year decline in newspaper circulation (Breitenbach, 2024). In Nigeria, circulation is estimated at almost one million copies, a stark contrast to the country's population of 200 million (Barometer, 2019). In Kenya however, a 2022 State of the Media Report highlighted a 5%-point increment in the

number of people who read newspapers from 25% in 2021 to 30% in 2022. This increment was attributed to the General Elections atmosphere that could have driven interest in newspapers as a credible source of news (Kenya, 2022).

Post-Independence Uganda was mainly dominated by the English Language-Press with a minority market share by the vernacular press. These included the Argus and the Uganda Nation (English Language press) and Taifa Empya and Munno in the vernacular space (Nelson, 1968).

The newspaper landscape in Uganda consists largely of three daily newspapers (Bukedde, New Vision and Monitor) and two weeklies (Observer and East African). Bukedde, the most-circulated newspaper in Uganda registered an 11.1% decline in print copy sales to 33,289 copies in 2020 with New Vision and Monitor falling by 5.1% and 0.8% respectively (News, 2020). The combined circulation of the print dailies stood at less than 80,000 copies versus the preceding four-year baseline of 100,000 copies (ACME, 2021).

The National Readership Survey suggests a strong relationship between readership and circulation based on long-term data trends (Survey, 2024). Although the newspaper business has always been thought of as a three-legged stool with editorial, circulation, and advertising legs, the material of this stool is the reader of this newspaper (otherwise measured as readership). Circulation figures are used to estimate readership and concurrently, circulation exists to fulfil and meet growth in readership. This readership is thus measured as total circulation multiplied by the number of people who will read each issue, alternatively this readership is established by survey (Thornton, 2016). The study was motivated by the need to unlock a better understanding of readership and thus enable newspapers better align with the needs of their audience. But what really is readership?

### 1.1.1 Newspaper Readership

Readership must first be understood in the context of the action of ‘reading’. Reading has been defined as a complex activity (combining perception and thought) of understanding written text through the inter-related processes of word recognition and comprehension (Pang, Muaka, & Kamil, 2003). In the context of this definition, word recognition involves identifying how worded icons relate to verbal language, while comprehension is the process meaning and sense-making of words, statements, and

writings. Thus, a 'Reader' is that person that engages in this complex activity of understanding written text while readership is that audience that engages with and understands written text. Readership studies are about the measurement and quantification of that audience which reads a given written text or group of texts (Malthouse & Calder, 2002).

Readership is constructed. Readership groups can vary from: 'heavy readers' (reading large amounts of text from varied sources), 'selective readers' (reading often but usually one type of text), 'occasional/accidental readers' to 'non-readers', those that declare to have read nothing at all (Korys, 2013). According to Korys (2013), when studying readership, the most important aspect is the declaration of past activity or inactivity by the respondent. Thus, to establish readership, a respondent must declare whether they have read or not read a written text within a given period in the past. Readership declaration surveys must be conducted over a time-range usually one indicative of recently (30 days), and as far as the respondent can remember (last 12 months) to enable an accounting of seasonal oscillations in readerships (Korys, 2013).

A similar approach of the declaration survey was employed by a Medical Journal based in United Kingdom in assessing its journal's print and online readerships (Anderson, 2004). For the print readership, surveys were emailed to different subscribers with contents lists of content of a specific journal issue under survey. Respondents were required to verify if they had read a specific issue, and the study identified the nature and motivations behind their readership, determining whether they engaged in thorough reading or just skimming, as well as which articles they focused on. (Anderson, 2004). Readership exists on a binary scale, one either reads or doesn't read a book, a newspaper, magazine, or any written text. Thus, in measuring readership, the fact/act of consumption must be established; readership is a read or non-read dichotomy (Tillinghast, 1981).

Readership is established through self-reporting and can take on more than one dimension. Three dimensions to readership measures have been proposed. The first dimension is a subjective probability estimate aimed at confirming readership behaviour; second dimension employs a specific event or magazine content and aims to confirm readership through recall of such; third dimension is closer scrutiny of a very specified event such as a specific article in a journal and readership is established

based on this (Johnson, 1982). Dimension One is the preferred dipstick for research constrained by time, resources, and population diversity.

To define Newspaper Readership, Calder, and Malthouse (2002) pose the question; 'who reads the newspaper?' As a latent variable, newspaper readership cannot be directly measured and its existence and influence can only be detected through other related variables to include circulation numbers, survey responses and reading habits (Malthouse & Calder, 2002). Newspaper readership ought to be studied through the different manifestations: from frequency of readership, duration of a reading session, and completeness of reading session (Malthouse & Calder, 2001).

Readership frequency or frequency of reading is based on a respondent's use of a newspaper, basically how often they read a newspaper. Responses were bucket based on this frequency from those who had never read a newspaper, to those with less than weekly reading habits, those of weekly habits, to those that read newspapers daily (Schoenbach, Lauf, & M.Mcleod, 1999). Time spent reading is an establishment of average length of reading session with a categorization in different minute time frames such as 0-15 minutes, over an hour; completeness on the other hand is whether a respondent reads a newspaper to its entirety, page to page (Burgoon & Burgoon, 1980).

Recency is another approach to newspaper readership where surveys try to establish exposure to a newspaper based on a time range in the past (Gustafsson & Weibull, 1997). Such studies are aimed at establishing readership through frequency based on respondent declarations. In a Korean study, once one's declaration of reading a newspaper in a specified time range in the past is confirmed, their readership is further defined by length of time for readership, and level of attention given to regular and irregular features of a newspaper (Auh, 1981). However, this simply defines a pattern of readership, not readership.

Readership can also be established through the lenses of readership behaviour. By identifying measurement units within the newspaper content such as headlines, texts, photographs, respondents can be observed through a given reading episode (Stamm, Jackson, & Jacoubovitch, 1980). This approach however is time exhaustive as it involves a selection of given respondents, prior training, and a weeklong observation of readership behaviour.

Newspaper readership could also be regarded as a process that starts from the read/not read decision to the content choice decision. From this, readership can be framed quantitatively based on volume of use and whether use exists (newspaper holding) and qualitatively based on reason for use otherwise known as reading profile (Weibull, 1983).

In Atkin's (1973) proposed model of instrumental utility, readership is dependent and arises out of the given reward value of the item to be read versus the effort that would be required to acquire that item (psychological, monetary). The factors that contribute to this information utility are either the content/item attributes or those related to the individual such as cognitive, behavioural, or even the resources of this individual (Atkin, 1973).

Readership has majorly been operationalized through its correlates. Thus, to study factors influencing readership in a given population, one could study correlates such as the demographic correlates (age, income level, marital status), to these other correlates such as length of residence in place, one's dwelling status (tenant or owner) support in defining this readership (Burgoon & Burgoon, 1980).

The economic law of supply and demand would dictate that increments in price would result in reduction in demand, a longitudinal study of newspapers in United States (US) uncovered surprising outcomes. Amidst the price hikes by different print newspapers in the US, a third of the readership remained unaffected pointing to the fact that drops in circulation ought to be interpreted with corresponding price increments in the same periods (Chyi & Tenenboim, 2019). From these findings, readership is independent of circulation and purchase behaviour, implying that cost of the newspaper may not be indicative of readership. Newspaper readership is measured in respect to age, and education levels, however, these standard demographics (age, sex, education, and income) account for small variations in readership (Tillinghast, 1981). From these, newspaper readership cannot be studied as a mere function of newspaper price, there are more causatives to readership.

It should be construed therefore that newspaper readership is a confirmation of usage by a given respondent. That this usage can be multi-dimensional, one can read a newspaper often, one may seek out given content in this newspaper, yet also, despite one's reading, it says little about their understanding of that content. Any readership

study must confine its boundaries as regards the depth and breadth of the readership that it seeks to understand (Schramm, 1947).

For this study, readership was operationalized on three fronts; first through a confirmation of this readership behaviour (read or not-read dichotomy), the readership frequency and time spent reading a newspaper. The justification for this approach lay in its ability to establish whether one is a reader or not a reader, but furthermore lays ground for the assessment of socio-demographics that could be related to newspaper readership (Burgoon & Burgoon, 1980).

### 1.1.2 Factors Influencing Newspaper Readership

From the Uses and Gratifications Theory (Katz et.al, 1973), newspaper readership is about satisfying specific needs and desires of the readers. Thus, content plays a major role in influencing readership. The more needs and desires that can be met by newspapers, the expectancy is to have more readership (Rubin, 2009). This in part explains the impact of new media as they tend to meet more needs of their users.

From Ball-Rokeach and DeFleur (1976), consumption of a media is dependent on the range of needs that a given media can satisfy for a given consumer. These dependency relations differ based on age, gender and other social factors such as income or levels of earnings across media users (Loges & Ball-Rokeach, 1993).

McCombs and Shaw (1972) argue that readership is driven by the fact that newspapers exist to tell audiences what to think about, and this is achieved through the content, or topics addressed by the newspaper. Thus, readership is driven by the ability of newspapers to shape opinions (McCombs & Shaw, 1972).

Demographics factors (age, sex, earnings, marital condition, level of education) have been highlighted in several readership studies as key determinants of readership. In one study with most respondents as graduates, there was a positive correlation between education and newspaper readership, in this study, 63% of respondents preferred current newspapers to past thus highlighting a recency factor (Veluchamy et al., 2021).

Elvestad and Blekesaune (2008) analysed the individual and national differences in newspaper use among different European countries. Age and gender; socioeconomic factors of education level and household income accounted for most of the variations in readerships (Elvestad & Blekesaune, 2008). Although the individual-level

characteristics explained most of the differences in media use, they didn't have the same effect across countries, with other explanatory variables such as public opinion of newspapers playing a role in media use (Elvestad & Blekesaune, 2008).

Burgoon and Burgoon (1980) categorize the determinants of newspaper readership into three arms: - the competition for newspaper audiences by other media; the content and appearance of the newspaper and the socio-demographic effects (aging, cohort effects, education, income and changing gender roles). From this study, it's mentioned that the socio-demographic correlates of readership are not independent of one another, they have network effects on each other. Cost of the newspaper has a negative influence on readership, while content has positive effects on readership (Kipkemboi, 2021). A longitudinal study of major newspapers in United States reveals that majority of these had implemented price hikes with prices more than doubled on average since the recession, thus correlating to reductions in print readerships (Chyi & Tenenboim, 2019).

Older cohorts are more likely to exhibit frequent readership habits in Germany and U.S.A while the other socio-demographic factors play less comparable roles (Burgoon & Burgoon, 1980). Age and income show direct and linear relationships with readership while other factors such as length of residence in an area, one's marital status, dwelling (whether renting or owner) do not account for large variances in readership (Burgoon & Burgoon, 1980).

The emergence of the internet and related-digital technologies had also disrupted newspaper readerships. The internet expanded choice for readers beyond the newspaper however, the newspaper still reigned supreme for its content verification and credibility characteristics. Readership in Northern Ghana had reduced with the prevalence of internet mediated news websites and social media sites (Amadu, 2018). Furthermore, in studying the effects of expanded media choice on newspaper use, Thurman and Fletcher (2019) found that digital distribution had not disrupted previously observed cohort readership characteristics but instead enabled new formats of newspaper consumption such as snacking and scanning. On average, time for newspaper consumption in the print format was higher than the digital format with younger cohorts spending less time with newspaper brands (Thurman & Fletcher, 2019).

This research sought to establish the demographic and socioeconomic factors driving readership. That is to say, the age, income and gender correlates of readership. The influence of content perceptions, and technology on readership formed the objectives.

### 1.1.3 Residents of Kampala City, Uganda

The study was conducted in Kampala, the capital city of Uganda. Kampala Capital City is made up of 5 Divisions (Central, Kawempe, Lubaga, Makindye and Nakawa), 95 parishes and 859 villages (KCCA, Strategic Plan for Statistics: (KCCA-SPS 2020/21-2024/25), 2020). Kampala City/District is governed by the Kampala Capital City Authority (KCCA) through the Kampala Capital City (Amendment) Act, 2019.

The Study was conducted across the 5 divisions of Kampala. NPHC (2024) shows the composition of the Kampala population in these divisions as 5% for Central (94,603 persons), 22% for Kawempe (401,126 persons), 25% for Lubaga (455,754 persons), 26% for Makindye (468,666 persons) and 21% for Nakawa (377,572 persons).

The population in Kampala is 1.78 million residents and 0.70 million daytime visitors with females comprising 51% of the population (NPHC, 2024). The population by age groups in Kampala is as follows: 54% are aged between 0 to 19 years, 41% between 20 to 59 years while 5.0% are aged 60 years and above (NPHC, 2024).

Kampala formed the locale to the scope as changes in media consumption habits have been reported as more prevalent in urban centres, of which Kampala forms the core urban centre of Uganda. Cross-over effects were registered from traditional modes to digitalized platforms (Independent, 2024).

The optimal age group ranged between 19 and 59 years, as they offer the different correlates of readership in terms of age, income, marital status and education levels (Burgoon & Burgoon, 1980). Individuals in their teen years have been ranked lowest for newspaper readership compared to the older cohorts (Pardun & Scott, 2004). Non-readers of newspapers have also been found majorly in the end segments of 12 and 19 years, and those over 60 years and this is attributed to inconsistencies in wage outcomes, an absence of active income for both age groups (Aguado & Lazarro, 2017).

The Newspaper Industry in Kampala, Uganda is mainly regulated through the legal framework of: The Press and Journalism Act 1995, Uganda Communications Act 2013, and the Data Protection and Privacy Act 2019. However, this is a study of

newspaper readership in Kampala, Uganda and this is mainly regulated through the Access to Information Act (2005).

NPHC (2024) indicates that Ugandans aged 19 and 59 years comprise 40.5% of the population. Out of Kampala's daytime population of 2.5 million, those aged between 19 and 59 years are 1.015 million (NPHC, 2024). There exist 543,633 households in Kampala with an average household size of 3.1 people per household (NPHC, 2024).

### 1.2 Statement of the Problem

Globally, the common phenomenon in the newspaper industry is that of vanishing newspapers and vanishing readers; since 2004, over 1800 newspapers closed in US while circulation declined from 122 million to 73 million (UNC, 2023). As of 2022, the combined daily distribution of printed and digital newspapers in the United States (US) was down to 20.9 million, 8% lower than in 2021, print circulation had decreased by 13% (PEW, 2023). In Kenya, newspaper circulation peaked in 2016 and has been declining since then with the English and Kiswahili newspapers declining at 8% and 23% in that year (Kemboi, 2019).

Malthouse and Calder (2001) conducted a study on 101 news outlets and markets in the United States (U.S). Malthouse and Calder (2001) conceptualized readership through a Reader Behaviour Score (RBS) made up of six manifestations of readership: frequency of reading, duration of readership, completeness of readership for weekdays and separately for the weekend paper. The study employed a stratified random sampling method, selecting 101 U.S. daily newspapers, with the stratification based on criteria like market reach and circulation figures; a questionnaire was mailed to 115,890 respondents in the 101 newspaper markets. The study found that how long one had lived in an area and age as the strongest predictors of their newspaper subscriptions (with varying effects across markets and newspapers), income showed a positive effect while education's effect was small (Malthouse & Calder, 2001).

Nossek et al. (2015) studied print media displacement among a large cross-European audience constituted of 9 European countries, a sample size of 10,742 Internet users (14 years and above) and over 1000 participants in each country. Time budgeting was used to establish readership and displacement effects in the form of time allotted to consumption of print media versus time allotted to equivalent digital media (Nossek et al., 2015). Respondents in this study were asked to consider their media use

behaviour the previous day before the survey and how much time they spent on different media. From Nossek et al. (2015) study, print had lower readership compared to online newspapers and other news sources. Mixed results however were produced with no clear pointers to displacement of print readerships by new media but rather a complex setup that doesn't show one type of media quickly or fully replacing another (Nossek et al., 2015).

Thurman and Fletcher (2019) carried out a longitudinal study of newspaper readership among newspapers in the United Kingdom (UK) between 2000 to 2016 for both the print and online versions. Readership was conceived as time spent reading a newspaper; the study employed secondary data obtained from a UK Survey of readers and Comscore for online readerships (Thurman & Fletcher, 2019). From the study, all the eight UK newspapers in the sample had declines of up to 40 percent in total time spent by readers of the 18 years and over; total attention for the older cohorts aged 55 and older remained stable with just a 14 percent reduction in time (Thurman & Fletcher, 2019). It's concluded that digital forms of consumption present more choices and alternatives, they also alter readership styles introducing quicker forms such as scanning and snacking (Thurman & Fletcher, 2019).

Krogh and Andersson (2015) studied the differences between readership patterns of print and online readers for VLT, a Swedish newspaper and its online news site. Telephone interviews on reading behaviour (articles read and time spent reading the article) for the previous day's printed paper were conducted over a two-week period for the newspaper subscribers through a random selection; for the online news consumption, the google analytics tool was utilized to show average time spent on an article (Krogh & Andersson, 2015). Results of the study established that readership patterns differed between print and online readers. The two audiences read the news differently with print subscribers reading thoroughly and exhibiting diversity in choice while online preferring to scan the front page of the news website (Krogh & Andersson, 2015). From this study, the younger cohorts preferred to access the online platforms instead of the print.

Pascual and Berganza (2008) sought to establish the profiles of readership for the Free Dailies newspapers in Spain. The study utilized secondary data from a nationwide free newspapers' readership survey for those aged 20 to 60 years. Readership was

measured as a rate of how many issues of the free newspaper one ready on average in a given week. Results from this study indicate that demographics (in the form of youth being the main consumers of free newspapers) didn't play a role, 50% of the 20-34 years age cohort scored low in readership rates (Pascual & Berganza, 2008). However, education level seemed to play a role in frequency of consumption with middle-range education levels showing higher frequency of consumption (Pascual & Berganza, 2008). Overall, there was no substantial evidence to correlate free newspaper readership to youth or gender-patterned consumption characteristics.

In Nigeria, Layefa et al. (2016) focused on the readership patterns of dwellers in Ekiti State to determine the reading habits, most-read newspapers, uses of newspapers, and reasons for preferences among residents. The Uses and Gratifications Theory and the Media Dependency Theory were employed to understand motivations and reliance on media for information and education. A survey approach was combined with cluster sampling, targeting 200 respondents from four Local Government Areas. 94.73% of respondents read newspapers mainly for information and education. Gender and age did significantly influence readership patterns, while educational level had a lesser impact (Layefa et al., 2016).

Kipkemboi (2021) studied the determinants of newspaper readership in Nairobi County, Kenya, utilizing Malthouse and Calder (2006) conceptualization of readership as a latent variable with multiple manifestations such as frequency of reading and time spent reading. The study aimed at establishing the relationship of cost, content, technology, accessibility and newspaper consumption; a descriptive survey approach and convenience sampling was employed. There was a negative correlation between cost and readership; technology also resulted in declines in print readership while content had the strongest positive relationship to readership (Kipkemboi, 2021).

Kobusigye (2018) studied how library goers at Makerere utilized and accessed newspapers. By employing both a questionnaire and an interview with the study population drawn from the students and staff that accessed newspapers at the library; 62% of the respondents preferred the printed newspaper compared to 38% that read the online version; preference for the print version was driven by its accessibility and reliability that's not affected by electricity or internet disruptions; overall newspapers

were used for general information needs and less for academic purposes (Kobusingye, 2018).

Most of these studies focused on subscribed audience, which is not the case with newspaper readerships in Uganda and Africa at large thus presenting methodological gaps. Readership has also not been studied in the Ugandan context of a young population with over 78% under 35 years of age. It is of importance to understand the different demographic, socio-economic and technological factors that could be influencing readership in such contexts

Whereas studies have been undertaken that bring out diverse factors, there are differences in conceptualization, contexts and findings. It's this research gap that this study will attempt to address by determining the factors that influence why people read newspapers in Kampala, Uganda.

## 1.3 Objectives of the Study

### 1.3.1 General Objective

This main objective of the study was to establish the factors that influence newspaper readership in Kampala, Uganda.

### 1.3.2 Specific Objectives

This study's specific objectives were

i) To establish the influence of demographics on newspaper readership in Kampala.
ii) To establish the influence of socioeconomic status on newspaper readership in Kampala.
iii) To establish the influence of technology on newspaper readership in Kampala.
iv) To establish the influence of content perceptions on newspaper readership in Kampala.

### 1.3.3 Research Questions

This study's research questions were

i) What is the influence of demographics on newspaper readership in Kampala?

ii) What is the influence of socioeconomic status on newspaper readership in Kampala?

iii) What is the influence of technology on newspaper readership in Kampala?

iv) What is the influence of content perceptions on newspaper readership in Kampala?

### 1.4 Significance of the Study

Policy makers, industry players and scholars are bound to derive utility. To policy makers, an understanding of newspaper readership will inform policies aimed at promoting a vibrant and diverse media landscape in Uganda. By understanding barriers to readership, policymakers will be in position to drive laws, regulations and waivers aimed towards enhancement of newspaper readership.

For industry players, the study will provide insights into factors that influence readership and consumption of the newspaper as a media. This will enable better strategic and operational alignment when it comes to the positioning of the newspaper and creating the right product surround of the newspaper.

Finally, to scholars, the study will provide an empirical framework of future readership studies in Uganda and across the region. The study will utilize Uses and Gratifications Theory and Media Dependency Theory thus enabling a better understanding of these theoretical frameworks for readership research in the context of Kampala, Uganda.

### 1.5 Scope of the Study

Study was conducted in the Kampala city/district. Kampala city is chosen because it has all the sufficient factors for a better understanding of readership. It's both the capital city and business district of the country, with a diverse population in terms of demographics, socio-economic and technological factors. The study was limited to readership and as such it was a study of the newspaper audience. The study was not concerned with circulation and other factors related to the management or operations of the newspaper industry.

The study was conducted within the 18 to 59 years age group in Kampala. The study was limited to the demographic factors, newspaper content factors, and technological factors influencing readership in Kampala. Newspaper readership was accessed in the

context of the last quarter/ 3 months (dated from when a respondent is asked). The study described the mean and standard deviations of the cross-sectional findings whilst focusing on quantitative data collected through closed ended questionnaire. Stratified sampling was utilized due to the dense and diverse population of Kampala city, in addition to the time and cost sensitivity.

### 1.6 Chapter Summary

An overview to the newspaper consumption situation detailing some chronological aspects of the newspaper and the newspaper industry has been provided. The chapter has also given an understanding of readership, how it is defined and how newspaper readership is operationalized. The problem of this study has been stated with the general objective to study the factors influencing newspaper readership in Kampala, Uganda.

# CHAPTER TWO
# LITERATURE REVIEW

## 2.1 Introduction

This chapter is a review of critical, related and applicable literature to this research. The chapter covers the theoretical structure of this research, mainly UGT and MDT. The conceptualization also follows accordingly.

## 2.2 Theoretical Foundation of the Study

Several theories have been developed around media and their audience. This research was anchored on the Uses and Gratifications Theory and supported by the Media Dependency Theory.

### 2.2.1 Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT) was popularized by Katz et al. (1973). UGT was viewed through a functional lens to the study of media posing the question of 'what do people do with media' rather than 'what do the media do to the people' (Katz et al., 1973). UGT is thus a limited effects theory concerned with what the audience does with the media. The basic tenet of this theory is that the audience (users or readers or viewers) are goal-directed in behaviour, active users of the media, fully aware of their needs and are free in their decision making.

The theory suggests that individuals select media based on their preferences or needs and this depends on different use functions of that media in fulfilment of various needs ranging from the affective, cognitive to personal and integrative needs (Ruggiero, 2000). The affective includes the need for emotional satisfaction and enjoyment; cognitive is about knowledge and information; integrative is about the social connection and the status-seeking while the tension-free is about the use of media for entertainment (Ruggiero, 2000). Thus, the audience seeks gratification from a selected media and will continue to depend use or not use that media depending on its ability to meet those gratification or non-gratification needs.

UGT in its conceptualization of needs considers these to be self-actualization needs with social origins that could depend on different socio-demographic factors such as age, profession, geographic mobility and other social roles (Lin, 1996). For readership and newspaper readership, people do read newspapers in order to attain various

gratifications. Newspapers are regarded as sources of entertainment and information and are also ways of social connection and status-building (Katz et al., 1973).

In Saeed and Ullah (2021) study, UGT was adopted in assessing new media habits amongst university students. UGT considers the user as an active rather than a passive recipient of news or information, thus, the user is self-motivated in their consumption decision (Saeed & Ullah, 2021). This study adopts UGT's assumption about the user since reading a newspaper is a conscious/active activity.

Wei et al. (2023) employed UGT in assessing the relationship between gratifications and problematic internet use (PIU). From the study's findings, general gratification moderately explains reported PIU, establishing conceptual relevance of UGT to media use. The categorization of gratifications was of four distinct types ranging from content, social to self-process and presentation.

Two limitations and criticisms have been forwarded to UGT. The theory is criticized for focusing too much on audience choice, ignoring how media content itself can influence usage. Media features and external factors also play a role, not just individual decisions (Rubin, 2002). The final criticism is in the assumption of an active and conscious audience, yet an audience can be passive in its media choices. However, the theory is still relevant to this research as it uncovers ways in which different demographic and socioeconomic groups differ in their uses of a given media.

### 2.2.2 Media Dependency Theory

Media Dependency Theory was propounded by Ball-Rokeach and DeFleur (1976). Media will be selected based on the degree to which the audience and social systems are dependent on that media; the more dependent a person is on a media, the more important the media (LittleJohn & Foss, 2002).

Media Dependency Theory underpins readership research as it provides an understanding of readership as a form of dependency. Thus, readers of newspapers must be dependent on it for certain needs; it also holds true that non-readers of newspapers must be dependent on other media that fulfils their needs and achieve certain goals. Media Dependency Theory suggests that people's use of and reliance on media are influenced by factors like their age, level of education, and how easily they can access media. (Ball-Rokeach & DeFleur, 1976). Individual-specific characteristics

emerging from age-related, gender-related, income-related factors do account for differences in dependences for different media users (Kasirye, 2021).

The Media Dependency Theory has been criticized for ambiguity on the definition of dependency and the strength of that dependency; furthermore, the theory falls short in explaining the long-term dependency effects (Baran & Davis, 2011). In the context of this study, Media Dependency Theory will be used to understand the different needs that readers and non-readers seek to be fulfilled and the dependency that arises out of this fulfilment process.

### 2.3 Empirical Review

Methodological approaches and results from previous studies on factors influencing why people read newspapers are discussed below.

#### 2.3.1 Demographics and Newspaper Readership

Demographics is a study of populations characteristics based on three key processes of birth, migration and aging (MPIFDR, 2024). In United States, Malthouse and Calder (2002) explored the demographic factors influencing newspaper readership. Readership was conceptualized across various manifestations and thus measured through frequency, time spent, and completeness of reading a newspaper. The study employed a stratified (on circulation, urbanicity) sample of 101 newspaper. Relationships between age, earning capacities and readership were modelled regressively. Age and length of residence were the most important predictors of readership while income and education explained some variations although not as strong as the former variables; sex had no considerable effect on readership (Malthouse & Calder, 2002). However, the study's major focus was on traditional print media, which overlooked the growing significance of digital news consumption, the study also relied on the validity of the respondent's recall abilities regarding their readership behaviour. The study is relevant to this research as demographics do influence newspaper readership.

In preceding studies, Vara-Miguel (2020) noted that males, in high income bands than a given country's natives tended to be higher users of the traditional forms – radios, print, and television. Scepticism for newspapers was also reported higher in country's natives than in other groups (Vara-Miguel, 2020). The study examined the differences

between audiences of traditional media and digital-native news platforms in five European countries (the UK, Germany, France, Spain, and Italy) from 2015 to 2019, aiming to examine their age groups, backgrounds, and news consumption patterns. Utilizing data from the Digital News Report surveys, the methodology involved comparisons of audience characteristics through a representative sample reflective of the adult population with internet access. Findings indicate that while there are some differences in demographics and media trust, the distinctions between the two audience types are not as pronounced as expected, suggesting a convergence in news consumption patterns (Vara-Miguel, 2020).

Elvestad and Blekesaune (2008) explored the factors influencing use of newspapers across multiple European countries, using data from a continental social survey. The motivations were to identify the effects of individual characteristics and national contexts on newspaper readership. Employing a multilevel analysis methodology, the authors found that individual differences account for most of the variance in newspaper reading, although national factors also play a significant role (Elvestad & Blekesaune, 2008). Key findings indicate that the impact of demographic variables on readership varies by country, challenging the notion of a uniform media consumption pattern across Europe. Findings showed that newspaper reading time was affected by factors such as gender and income; men, older individuals, those elevated education outcomes, and higher earners spent more time reading newspapers (Elvestad & Blekesaune, 2008). It should be highlighted that this study didn't make an explicit definition of a newspaper to the respondents (leaving them to make up their own definition of a newspaper).

### 2.3.2 Socioeconomic Status (SES) and Newspaper Readership

Socioeconomic Status (SES) is defined as a factor combination of an individual's income, education level and employment status (Havranek et al, 2015). Bergström et al. (2019) posited through a longitudinal methodology in Sweden that newspaper usage had progressively been impacted by social economic factors. Thus, differences in news media use could be accounted for by the impact of social economic status (Bergström et al., 2019). From this study, we can infer that social economic status (SES) plays a role in newspaper readership. The study was hinged on five major hypotheses including but not limited to; impact of SES on readership behaviours of

morning papers had increased. These hypotheses were tested, and an index tabulated. The findings indicate a growing disparity in news consumption linked to SES, suggesting that individuals from lower socioeconomic backgrounds are increasingly disengaged from traditional news sources, which may lead to inequalities in political knowledge and participation (Bergström et al., 2019). However, the study identifies gaps in understanding the specific mechanisms driving these changes and calls for further understanding of how digital platforms usage varies across income bands.

Declines in print readership can also be attributed to hikes in prices for newspapers. Chyi and Tenenboim (2019) found that declines in print newspaper readership had been self-inflicted through a progressive increment in newspaper prices. Even with the price hike, more than half of the subscribers did not alter their commitment to the newspaper that had become significantly more costly (Chyi & Tenenboim, 2019). The findings challenged the prevailing narrative of a dying print medium, suggesting that misinterpretations of circulation data may lead to misguided strategies within the industry

Chyi and Tenenboim (2019) investigated the relationship between price increases of print newspapers and changes in readership, aiming to give perspective of consumer demand and U.S. newspaper industry's challenges. Utilizing a longitudinal analysis of price and readership data from 25 major U.S. newspapers at three intervals (2008, 2012, and 2016), the study assessed how price hikes correlate with circulation trends, revealing that despite significant price increases, a substantial portion of readers remained loyal to print editions, indicating inelastic demand (Chyi & Tenenboim, 2019).. However, the study acknowledges limitations, such as its focus solely on U.S. newspapers with large circulations whilst ignoring potential variability in external factors affecting readership, highlighting necessity for future investigation across different markets and newspaper types to comprehensively understand consumer behaviour in the evolving media landscape (Chyi & Tenenboim, 2019).

A negative correlation was established between SES and incidental news exposure (INE) related to education and income, indicating that individuals with lower income classes predicated on likely incidental encountering of news (Goyanes, 2020).

### 2.3.3 Technology and Newspaper Readership

Thurman and Fletcher (2019) studied the impact of digital distribution on newspaper readership across different age demographics. Their study was anchored on the premise that age is a significant determinant of readership with indications from earlier research showing that younger cohorts read newspapers less often than cohorts of the older populations. The authors hypothesized that the advent of digital distribution may have altered those dynamics (Thurman & Fletcher, 2019). From their longitudinal data study, it was established that digital distribution had little alterations to readership behaviour among cohorts, with youngest cohorts spending less time with newspapers compared to the oldest cohorts. Decline in total time spent with newspaper brands was more pronounced among young audiences than older ones; furthermore, it was established that digital distribution had not altered previously observed behaviours of readership among age groups but rather facilitated news forms of media consumption (Thurman & Fletcher, 2019). This study was conducted based on UK data thus presenting geographical gaps and data source limitations, as to whether these findings are replicated in other jurisdictions.

Kipkemboi (2021) conceptualized newspaper readership in terms of time, frequency and completion with independent variables of cost, content, technology and accessibility. A structured questionnaire was employed, and findings revealed that price hikes of newspapers resulted in reduction of readers; furthermore, increase in technology had also had a reductive influence on readership (Kipkemboi, 2021). Kipkemboi (2021) conceptualized readership in terms of the printed paper. On the contrary, readership is readership, regardless of where it manifests (print or online).

Goyanes (2020) has studied the predictive factors for incidental news exposure based on secondary data of Pew Research Center survey with a sample of 4,654 adults. From this study, findings indicate that those who rely digital platforms as their major source of news were more predisposed to incidental news consumption. Thus, declines in print readership could partly be attributed to these higher incidental exposure effects of the emergent digital technologies (Goyanes, 2020). Other situational contexts outside the American one are to be pursued to overcome the limitations therein.

It's often argued that newspaper readership has been disrupted by digital technologies. Yet, an investigation of consumer demand for multiplatform products of 50 leading

U.S. newspapers, found that digital subscriptions though priced much lower than print ones, still made up just 3% of overall reader revenue (Chyi & Ng, 2020). This study aimed to test Christensen (1997) disruptive innovation thesis regarding correlates of readership as online news consumption and to confirm whether readership had shifted from print to online.

From Maritim (2022), the replacement effect of the electronic newspaper on the print newspaper was studied through a case-study of the Daily Nation newspaper. This study employed Uses and Gratifications as a theoretical anchor, with a qualitative approach that focused on interviewing journalists (employees of the Daily Nation). Through a thematic analysis, the younger generation (between 30 and 40 years) were the predominant users of the electronic paper and there was no significant difference in readerships of the electronic paper versus the print paper (Maritim, 2022). This qualitative approach to readership presents a limitation as readership of a paper would rather be conceived as a manifestation to be confirmed by the readers themselves (Burgoon & Burgoon, 1980).

### 2.3.4 Content Perceptions and Newspaper Readership

News media consumption is a function of the audience rating and perception of that paper in terms of quality and credibility of the content (Koliska et al., 2021). Stalph et al. (2024) conceptualize audience perceptions of news as quality and credibility. During this Stalph et al. (2024) study, eight online group interviews were conducted with a sample of 31 demographically diverse news consumers to establish a working criterion used in how audiences arrive at their perceptions and evaluations of a newspaper. Four criterions were established; antecedents of perception (such as relatability), emotional and cognitive impact (such as valence and arousal, readability), article composition, and news and editorial values (originality, objectivity, depth) (Stalph et al., 2024).

Content perception can also be conceived in form of trust (Tsfati & Cappella, 2003). Fletcher and Park (2017) studied the role trust played on one's choice of news consumption. Their study aimed at an understanding of influence of level of trust on choice of news source. A questionnaire was administered to over 20,000 respondents in 12 countries and a Likert scale employed to establish level of trust as an independent variable. When trust regressed in the mainstream, users found alternatives in non-

conventional sources whilst exhibiting more activity on these internet-based forms (Fletcher & Park, 2017). The study is limited by its disaggregated approach in the assessment of news media consumption. Thus, in this current study, it was necessary to aggregate levels of trust in media and subsequent influence on readership.

In contrast, motivations beyond content perceptions as a driver for readership, have also been observed. Based on 158 semi-structured interviews in Argentina, it's found that people continue to read print newspapers not just for the information they contain but because of how they integrate news with materiality, routine, and daily life practices (Boczkowski et al., 2020). Thus, newspaper readership is also an expression of the newspaper as a tangible and habitual media artifact.

### 2.4 Research Gap

Studies have been conducted about newspaper readership, consumption and corresponding influencing factors. These factors range from individual factors in terms of demographics, socioeconomic, and audience-related perceptions to technological factors. The following research gaps have been identified.

**Table 2.1 Summary of Research Gaps**

| Study | Focus of Study | Findings | Research Gap | Focus of Current Study |
|---|---|---|---|---|
| Thurman & Fletcher (2017) | Assessment of changes in the time people spent reading newspapers from the late 90s/early 2000s to 2016. | Time attributable to newspaper readership fell by 40% from 1999/2000 to 2016, despite easier access through digital platforms. | Focus of study was on newspaper readership in United States | Focus of this study was on readers in Kampala (Uganda). |
| Malthouse & Calder (2002) | An identification and analysis of predictors of readership to understand better the shifting dynamics of newspaper consumption. | The findings reveal that age, income, and education levels are significant predictors of newspaper readership, with older, higher-income, and more educated individuals more likely to consume newspapers. | Focus was on traditional print media, which overlooks the growing significance of digital news consumption. | Current research explored all form readership both print and digital |
| Elvestad & Blekesaune (2008) | Investigation of individual factors influencing newspaper readership and the potential impact of national-level influences. | Personal attributes account for most of the variations in news consumption. Age, income influence how long individuals session with newspapers. | Research conducted on respondents in Europe. | Current Study was conducted respondents in Uganda |

| | | | | |
|---|---|---|---|---|
| Bergström, Strömbäck & Arkhede (2019) | Investigation of the changing influence of socioeconomic factors usage of newspapers and television in Sweden between 2000 and 2016. | The influence of socioeconomic factors accounts for increased readership for the morning newspapers. | Study only limited to impact of socio-economic status. Study was longitudinal. | Current study focused demographic, technological content perception factors. This st will be cross-sectional. |
| Chyi & Tenenboim (2019) | This study focused on changes in prices of print newspapers post the recession and impact on readership | Higher prices of newspapers had contributed to declines in the readership base. Newspapers had increasingly hiked prices thus shrinking readerships. | Study only focused on the influence of price increments on newspaper readerships | Current study looked beyond pr amalgamated demograp socioeconomic, technological content perception factors |
| Goyanes (2020) | Study explored factors that influence readership for online news, that is online news exposure | Gender and education level correlated with incidental exposure to news, with females and those in lower income bands showing more affinity for online news exposure. | No direct measurement of news consumption, consumption interpreted as exposure | Current study takes full overview readership in terms of how often reads, how long they read, whether they read to completion. |
| Chyi & Ng (2020) | Study reviewed the performance of newspaper paywalls. | Digital subscription stood at 6.1% of total print subscription, with an average of only 5,556 readers subscribing to the digital version of the newspaper. | Analysis was based on secondary data from AAM. Data was limited, as not all U.S newspapers made submissions of their | Current study was based on prim data from Ugandan readers |

| | | | | |
|---|---|---|---|---|
| | | | circulation and pricing information. | |
| Maritim (2022) | An analysis of the age, income profiles of Kenyans who read the E-newspaper and a comparison of the readership levels between the Daily Nation's digital edition and its print version. | Readers of the electronic paper are majorly the young, predominantly male | Study only focused on E-newspaper and interviewed journalists of the Daily Nation | Current study focused on readers o newspapers in Uganda, and is not limited to one newspaper |
| Stalph et al. (2024) | A study of the influence of perceptions on the consumption of quantitative journalism | Study established different criteria and dimensions of perception that play into the readership of quantitative newspapers. | Study limited to perceptions of quantitative journalism | Focus of current study was on perceptions for all newspapers and how that influences readership |
| Fletcher & Park (2017) | Study explored relationship a media users trust in a news platform and the resultant source preferences and participation levels. | From a survey of 21,524 respondents in 11 countries, it's shown that lower trust in media resulted in cross-over from traditional media to alternative channels and increased engagement online for the same. | Study conceptualized perceptions based only on trust | Current focus of study stretc concept of trust to include qua accuracy and didn't different between print and digital newspap |

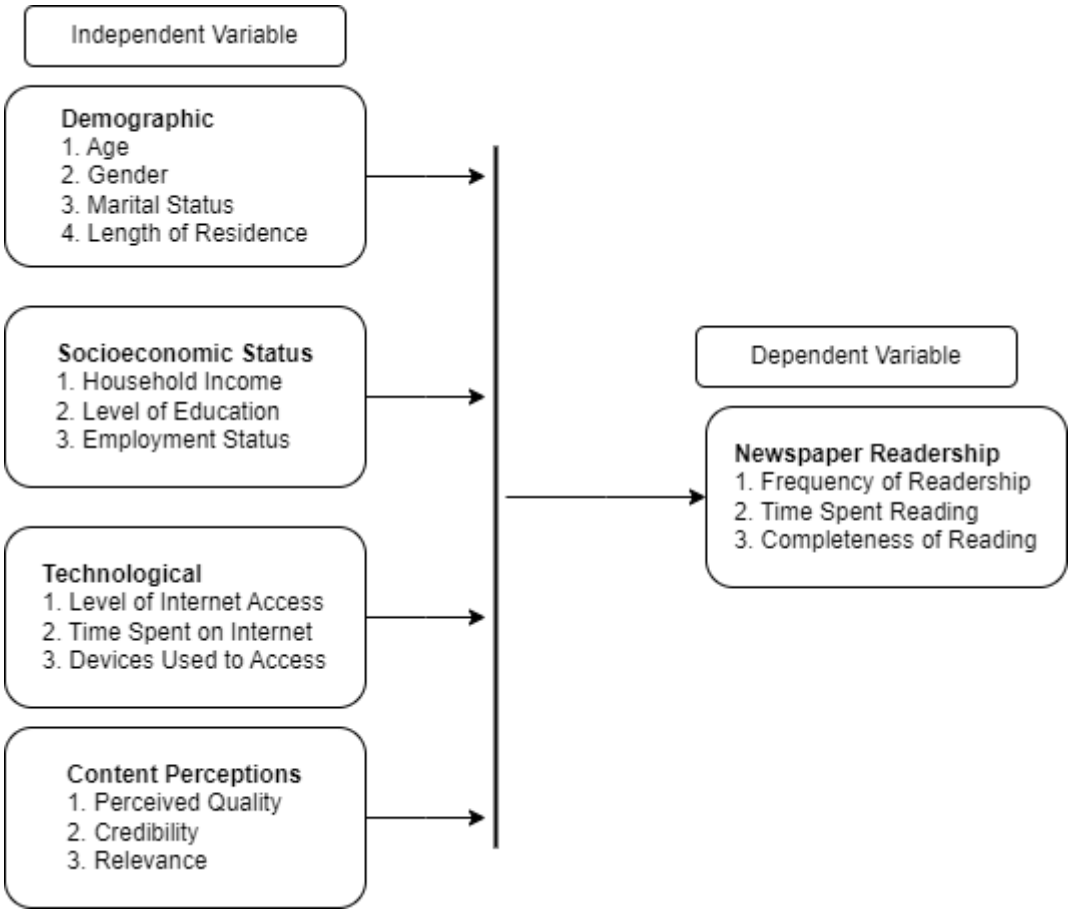
| | | | | |
|---|---|---|---|---|
| | | | | |
| | | | | |

**Source: Researcher (2025)**

## 2.5 Conceptual Framework

The conceptual framework below details the association of the factors influencing newspaper readership. In this study, the factors influencing newspaper readership have been conceptualized as demographic, socioeconomic, technological and content perceptions. Newspaper readership has been conceptualized as frequency of readership, time spent reading a newspaper and completeness of reading.

**Figure 2.1 Conceptual Framework**




**Source: Researcher (2025)**

Figure 2.1 exemplifies the relationship of demographic, socioeconomic status, technology, content perceptions and newspaper readership as founded in the theoretical and empirical structure.

## 2.6 An Operationalization of Study Variables

Variables were operationalized based on type, measurement, with supporting sources and theories.

**Table 2.2 Operationalization of Study Variables**

| Variable | Constructs | Operational Definition | Measurement Scales | Source(s) |
|---|---|---|---|---|
| **Independent Variable (Factors Influencing Newspaper Readership)** | Demographic | One's age, gender, marital status and length of residence in an area | 1. Nominal (Age, Gender, Marital Status)<br>2. Interval (Age, Length of Residence) | Malthouse & Calder (2002) |
| | Socioeconomic | Time spent in school, family earnings, and employment types (blue or white collar) | 1. Interval (Length of school, Household wages)<br>2. Nominal (Status) | Bergström & Arkhede (2019) |
| | Technological | Level and ease of access to digital devices (computer, phone) and internet connectivity | 1. Ordinal (Likert Scale) | Thurman & Fletcher (2017) |
| | Content Perceptions | The quality, credibility and | 1. Ordinal (Likert Scale) | Stalph et al. (2024) |

| | | | | |
|---|---|---|---|---|
| | | relevance of content | | |
| **Dependent Variable (Newspaper Readership)** | Frequency | Rate of reading newspaper in a week | 1. Ordinal (Likert Scale) | Malthouse & Calder (2002) |
| | Time-Spent Reading | Number of minutes spent reading a newspaper | 1. Interval | Malthouse & Calder (2002) |
| | Completeness of Reading | Rate of coverage in a reading session | 1. Ordinal (Likert Scale) | Malthouse & Calder (2002) |

**Source: Researcher (2025)**

## 2.7 Chapter Summary

An introduction and structured detailing of the theories that have framed the research, related empirical studies have also been reviewed and discussed. The research gaps and the conceptualization have been provided.

# CHAPTER THREE
# RESEARCH METHODOLOGY

## 3.1 Introduction

Herein, the chosen research approach is discussed inclusive of the study design, the population and the sampling design. A discussion of the data collection tools aspects around the assurance of the research quality and the form of data analysis follows with all the measures to guarantee the ethics of the research.

## 3.2 Research Philosophy

Philosophy describes a world view, a way of observation and interpretation. Research Philosophy is that inter-relation of views, shared mental architectures and norms that underly the process of knowledge development (Saunders et al., 2023). Philosophies grant perspectives into the state of the reality, how we come to make meaning of this reality, and how we arrive at the truth about this reality (Mauthner, 2020). Research philosophies comprise different multiplicities, Saunders et al. (2023) suggests five major philosophies: from positivism, to post-modernism and pragmatism.

A positivist approach was taken. Positivism is grounded in the idea that knowledge is derived from observable facts, excluding any abstractions or subjective perspectives of individuals (Panya & Nyarwath, 2022). Positivism takes an ontological view of a real and independent reality, with an epistemology of observable and measurable facts out of which a deductive and quantitative output is a resultant (Saunders et al., 2023).

This study adopted positivism in the measurement and observation of the causes and effect relationships of demographics, socioeconomic status, technological and content perceptions with newspaper readership. From an epistemological standpoint, positivism is grounded in observable and measurable facts. Positivism takes a stand that truth is measurable and this is independent of our subjective biases or interpretations of this reality, there is a true reality regardless of the researcher's perspective (Junjie & Yingxin, 2022).

## 3.3 Research Design

The study was designed as descriptive cross-sectional. Descriptive research observes and documents the current state of things, herein the mean and standard deviation of

aspects to include habits, attitudes are given (Mugenda & Mugenda, 2003). This study described the demographic, socioeconomic, technological and content perception factors influencing newspaper readership in Kampala.

A cross-sectional study focuses on studies conducted at this singular point, it's a way to capture the moment in time (Cooper & Schindler, 2014). In Kenya, Kipkemboi (2021) utilized the descriptive design to study influences of newspaper readership in Nairobi County. The period for this study was March to April 2025 justifying utility of a descriptive cross-sectional design.

### 3.4 Population of the Study

Mugenda and Mugenda (2003) describes a population as that group that's apropos to the study and is comprised of individuals or objects that share characteristics of a similar nature. Generalizations of the study's findings can be inferred to and from this population. (Mugenda & Mugenda, 2003).

Inhabitants of Kampala city aged between 19 and 59 years were targeted. NPHC (2024) indicates that Ugandans aged 19 and 59 years comprise 40.5% of the population. Out of Kampala city's population of 2.5 million, those aged between 19 and 59 years are 1.015 million (NPHC, 2024). Target population was deduced as 1.015 million people.

### 3.5 Sampling Design

Satishprakash (2020) defines sample as a representation of the population as regards characteristics from which generalizations can be made. Cooper and Schindler (2014) state that the utility in sampling lies in the ability to be able to draw conclusions based on a subset of the entire population. Sampling gives economic cost advantages, greater speed and accuracy of data collection (Cooper & Schindler, 2014).

For populations greater than 10,000, the sampling formula of Cochran (1963) or Fisher et al. (1991) is appropriate (Mugenda & Mugenda, 2003). Based on the target population of 1.015 persons aged between 19 and 59 years, sample size was calculated as follows:

$$n = \frac{z^2 pq}{d^2}$$

Where n= sample size,

z = standard normal deviate at the confidence level of 0.05

p= that proportion of the population presumed to have the characteristics being measured

q= (1-p)

d= statistical significance level

Thus, $n = \frac{(1.96^2)(0.5)(0.5)}{(0.05^2)}$

This gave us the sample size as 384 respondents.

The study utilized stratified sampling. Stratified sampling is a probabilistic method of sampling where the population is sub-allocated into distinct subgroups/stratas based on shared identifiable characteristics with the aim of ensuring representation across these subgroups (Cooper & Schindler, 2014).

With the 384 respondents, the study stratified Kampala based on its divisions and the population compositions as below. 5% of the respondents were from Central (20), 22% from Kawempe (86), 25% from Lubaga (97), 26% from Makindye (100) and 21% from Nakawa (81).

**Table 3.1 Stratified Sampling of Kampala City**

| | **Kampala City** | **Residents** | **Daytime Population** | **Composition** | **Respondents** |
|---|---|---|---|---|---|
| 1 | Central Division | 94,603 | 131,727 | 5% | 20 |
| 2 | Kawempe Division | 401,126 | 558,533 | 22% | 86 |
| 3 | Lubaga Division | 455,754 | 634,599 | 25% | 97 |
| 4 | Makindye Division | 468,666 | 652,578 | 26% | 100 |

| | | | | | |
|---|---|---|---|---|---|
| 5 | Nakawa Division | 377,572 | 525,737 | 21% | 81 |
| | Total | 1,797,722 | 2,503,174 | 100% | 384 |

### 3.6 Data Collection Method

Primary data was collected by means of a structured questionnaire. Saunders et al. (2023) notes that questionnaires are most preferred for descriptive research in the identification and description of variance in various phenomena. The suitability of questionnaires is further enhanced by the ability and convenience for each section to address a specific research objective (Mugenda & Mugenda, 2003).

The questionnaire was sectionalized as a triad; section A captured demographics characteristics of the respondent, section B had detail statements on the demographic, socio-economic status, technological and content perceptions. Section C had Newspaper readership patterns. The Likert scale with a range points of 1 to 5 was adopted for this questionnaire. The reader was the unit of analysis.

The questionnaire was researcher-completed, interviewer administered with a face-to-face questionnaire. Merit in this approach lies in the data reliability as there's certainty that the respondent is of the target population and can also provide details about non-respondence (Saunders et al., 2023). Furthermore, the researcher-completed questionnaire has a higher response rate. The research-assistants administering the questionnaire were trained on good-interviewing techniques to eliminate possible bias due to answering to please (Saunders et al., 2023).

Respondents to the research were located through convenience based on profile characteristics (for example those found purchasing or reading newspapers in Kampala city) and willingness to respond to the questionnaire.

### 3.7 Data Analysis

Prior to analysis, the data was prepared through a process of editing, coding and data entry. The rationale for data preparation is to guarantee accuracy and produce forms for effective and efficient analysis (Cooper & Schindler, 2014). A code book (for assigning numbers and symbols to answers) was generated and maintained prior to the data entry process.

The data entry process was through keyboarding into STATA, a statistical package. Data entry enables information conversion to a form that can be viewed and manipulated (Cooper & Schindler, 2014).

Post data preparation, descriptive statistical measures were applied to the data. These enabled the establishment of the two numerical data properties of mean and standard deviation.

Correlation analysis ensued with the Spearman's rank correlation coefficient to examine the various factors affecting newspaper readership to find out how strong these relationships are and whether they are positive or negative. The correlation coefficients for the different variables were calculated.

Finally, the variables were regressed to model the relationship between newspaper readership and factors influencing this readership. The regression model arrived as below:

$$Y = \beta_0 + \beta_1 D + \beta_2 S + \beta_3 T + \beta_4 C + \varepsilon$$

Where:

Y= The probability that a person reads a Newspaper Readership (Dependent Variable)

$\beta_0$ = Intercept, value of Y when all variables are absent

$\beta_1$= Coefficient for Demographics

$\beta_2$= Coefficient for Socioeconomic Status

$\beta_3$=Coefficient for Technology

$\beta_4$=Coefficient for Content Perceptions

$\varepsilon$=Error term (captures the variability of newspaper readership not explained by the independent variables)

### 3.8 Research Quality

Research quality was assessed and assured through the core routes of validity and reliability:

#### 3.8.1 Validity Test

Pilot testing of the questionnaire with respondents that share characteristics with those that would later participate in the study was done. Saunders et al. (2023) explains utility of pilot test in refining the readership questionnaire and increasing outcomes of validity and likelihoods around reliability. The minimum number of respondents for the pilot test were 10 and preliminary data analysis was conducted to confirm that the questionnaire answered the research objectives, and the requisite amendments performed.

Mugenda and Mugenda (2003) define research validity as the precision that arises from research findings; that is the extent to which the instruments effectively measure what they intended to measure. This definition aligns with Saunders et al. (2023) where validity is a confirmation of procedural accuracy in the measurement of intended variables.

To ensure that the questionnaire adequately covers the research questions and thus achieves content validity, it was shared with the Research supervisor and a panel of individuals. This panel is useful in the assessment of essentiality, utility and necessity of each question in the questionnaire (Saunders et al., 2023).

To achieve construct validity, study variables were developed based on credible theories and extensive related research. For criterion (ability of questions to accurately predict outcome) and construct validity (presence of construct being measured), these were established using the correlation test (Cooper & Schindler, 2014).

#### 3.8.2 Reliability Test

Reliability is concerned with the replication of findings – the ability for consistency of results when similar setups are given (Mugenda & Mugenda, 2003). It is an assessment of replication or consistency in findings (Saunders et al., 2023).

Cooper and Schindler (2004) propose the use of Cronbach's alpha to assess the degree of uniformity and consistency of research instrument items. Cronbach alpha ranges

between 0 and 1 and provides assurance that items are measuring the same construct (Tavakol & Dennick, 2011). Tavakol and Dennick (2011), cites the conventional range Cronbach alpha as 0.70 to 0.95; with low values below 0.70 indicative of poor correlation thus need for revision or drop of items. Asikhia (2009) and Kerlinger and Lee (2000) have found a Cronbach's alpha above 0.5 or 0.6 to be reliable and acceptable for a cutoff (Onyango, 2021). For this study, Kerlinger and Lee (2000) guideline of 0.5 is adopted as the cut-off point.

This study adopted the range of alpha between 0.50 and 0.90, as high values of alpha above 0.90 suggests possible redundancies and thus need for test shortening (Tavakol & Dennick, 2011). The reliability of the instruments was above 0.5 which falls within the acceptable range.

**Table 3.2 Summarized Reliability Results**

| **Variable** | **Component** | **Cronbach's Alpha Coefficient** | **No. of Items** | **Interpretation for the Study** |
|---|---|---|---|---|
| Demographic | Age<br>Gender<br>Marital Status<br>Length of Residence | 0.685 | 6 | Reliable |
| Socioeconomic | Years of Education<br>Household Income<br>Employment Status | 0.556 | 6 | Reliable |

| | | | | |
|---|---|---|---|---|
| Technological | Level of Internet Access Time Spent on Internet Devices Used to Access Internet | 0.937 | 6 | Reliable |
| Content Perceptions | Perceived Quality Credibility Relevance | 0.824 | 6 | Reliable |
| Newspaper Readership | Frequency Time Spent Reading Completeness | 0.692 | 9 | Reliable |

**Source: Researcher (2025)**

### 3.9 Ethical Considerations

All respondents consented to participation through an informed conset. The Strathmore University Institutional Ethic Review Committee cleared the research, thereafter, the Uganda National Council for Science and Technology (UNCST) granted the national research permit. It's only after this permit was granted that the data collection process was kickstarted. The study aligned itself to the Uganda Data Protection and Privacy Act of 2019 through the entire phase from design to data gathering and analysis.

### 3.10 Chapter Summary

The research philosophy has been outlined in terms of the ontological and epistemological paradigms. The descriptive approach has been justified, and the targeted population, sampling design and ethical considerations discussed.

# CHAPTER FOUR
# DATA ANALYSIS, FINDINGS AND DISCUSSION

## 4.1 Introduction

This chapter features the key results and findings as related to the four research objectives. Herein are the respondent demographics, socioeconomic factors, technological considerations and content purviews as relating to newspaper readership in Kampala.

## 4.2 Response Rate

384 people were surveyed across the five divisions of Kampala district. While all 384 questionnaires were distributed, only 329 were completed and returned. This resulted in an 85.7% response rate, which was considered sufficient to represent the target population. This aligns with Mugenda and Mugenda (2003), where response rates over 50% are considered representative.

**Table 4.1 Response Rate**

| Category | Frequency | Percentage |
|---|---|---|
| Returned questionnaires | 329 | 85.7% |
| Not Returned questionnaires | 55 | 14.3% |
| **Total** | **384** | **100%** |

**Source: Researcher (2025)**

### 4.2.1 Gender versus Age of Respondents

The study examined the gender and age distribution of the 384 respondents. Participants were requested to fill out selections of the age cohorts. The results are displayed in table 4.2 below:

**Table 4.2 Gender – Age Cross Tabulation**

**2. Gender * 1. Age Group Crosstabulation**

Count

| | | 1. Age Group | | | | | |
|---|---|---|---|---|---|---|---|
| | | 19-27 | 28-36 | 37-45 | 46-54 | 55-63 | Total |
| 2. Gender | Female | 37 | 53 | 58 | 27 | 18 | 193 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Male | 27 | 32 | 30 | 35 | 12 | 136 |
| Total | | 64 | 85 | 88 | 62 | 30 | 329 |

**Source: Researcher (2025)**

Most of the respondents (88) were between the ages of 37-45. Among these, females were 58 while males were 30. Following closely were respondents in the 28-36 age group, with 85 respondents of whom 53 were female and 32 were male. The implication of 37-45 and 28-36 being the most represented age-groups suggests a predominance of middle-aged readers. Younger age groups (19–36) had higher female representation, which may imply that younger women are more engaged with newspapers through digital formats. Males outnumbered females slightly in the 46–54 age group, suggesting a preference for traditional newspaper formats among older men.

### 4.2.2 Length of Residence in Kampala and Divisions of Kampala

To establish the length of residence of respondents across the different divisions of Kampala, Respondents were required to report on how long they had lived in Kampala. Results are displayed in Table 4.3 below:

**Table 4.2 Length of Residence and Divisions of Kampala**

**4. Length of Residence in Kampala * 5. Division of Kampala Crosstabulation**

Count

| | | 5. Division of Kampala | | | | | |
|---|---|---|---|---|---|---|---|
| | | Central | Kawempe | Lubaga | Makindye | Nakawa | Total |
| 4. Length of Residence in Kampala | 1-3 years | 2 | 1 | 3 | 9 | 3 | 18 |
| | 4-6 years | 1 | 5 | 10 | 5 | 9 | 30 |
| | 7-10 years | 7 | 7 | 9 | 20 | 15 | 58 |
| | Do not reside here | 2 | 5 | 3 | 3 | 2 | 15 |
| | Less than 1 year | 0 | 1 | 0 | 0 | 1 | 2 |
| | More than 10 years | 20 | 46 | 41 | 55 | 44 | 206 |
| Total | | 32 | 65 | 66 | 92 | 74 | 329 |

**Source: Researcher (2025)**

Most respondents (62.6%) had lived in Kampala for more than 10 years, with the highest concentrations in Makindye, Kawempe, and Nakawa divisions. It can be suggested that majority of the study population comprises long-term residents who are likely to have established newspaper readership habits and a preference for local content. In contrast, short-term residents (less than 6 years) and non-residents constituted a smaller share of the respondents, indicating potential differences in their access to or interest in newspaper formats. These findings imply that factors such as length of residence and familiarity with local contexts may significantly influence newspaper readership patterns, with long-term residents more inclined toward consistent readership, while newer or transient populations may lean towards digital or alternative news sources.

### 4.3 Descriptive Statistics

Descriptive statistics of mean and standard deviation were employed to summarize and make data interpretations. The interpretation of mean values was followed the criteria where scores ranging from 1.00 up to 1.80 were considered very low, 1.81 to 2.61 as low, 2.62 to 3.42 as moderate, 3.43 to 4.23 as high, and 4.24 to 5.00 as very high (Alkharusi, 2022). The standard deviation was used to assess the variability of responses, with values above 0.5 indicating greater dispersion or heterogeneity, and values below 0.5 suggesting closer agreement or homogeneity among respondents (Gravetter & Wallnau, 2014). Heterogeneity reflects diverse perspectives within the sample, which may stem from differences in demographic or experiential backgrounds. Conversely, homogeneity indicates a shared understanding or consistent experience among participants, augmenting the consistency in the findings (Field, 2013).

### 4.3.1 Demographics and Newspaper Readership in Kampala

The study established the influence of demographics on newspaper readership. Respondents stated their agreement extents on a Likert-scale that ranged from Strongly agree to Strongly disagree with age factors, gender, status of their marital affairs, length of residence and newspaper readership statements. Obtained results given in Table 4.3.

**Table 4.3: Descriptive Statistics for Demographics**

**Descriptive Statistics for Demographic**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| I read newspapers more frequently as I grow older. | 329 | 3.24 | 1.388 |
| My age influences the type of newspaper content I prefer | 329 | 2.97 | 1.331 |
| I prefer to read online newspapers over print newspapers because of my age | 329 | 3.25 | 1.247 |
| My gender influences the kind of newspaper content I am interested in | 329 | 3.02 | 1.238 |
| My marital status affects the amount of time I spend reading newspaper | 329 | 3.14 | 1.296 |
| My marital status influences my choice of newspaper | 329 | 3.22 | 1.305 |
| The longer i have lived in Kampala, the more likely i am to read newspapers | 329 | 3.25 | 1.231 |
| My familiarity with Kampala makes me more interested in local newspaper content | 329 | 3.22 | 1.329 |
| Average Score | 329 | 3.16 | 0.681 |

**Source: Researcher (2025)**

From the findings in Table 4.3, moderate agreement from respondents was with most statements regarding demographic influences on newspaper readership, with mean values ranging between 2.97 and 3.25. The statements "I prefer to read online newspapers over print newspapers because of my age" and "The longer I have lived in Kampala, the more likely I am to read newspapers" received the highest agreement with identical mean values of 3.25. This was closely followed by "I read newspapers more frequently as I grow older" with mean values of 3.24. Respondents also showed moderate agreement with "My marital status influences my choice of newspaper" (mean = 3.22) and "My familiarity with Kampala makes me more interested in local newspaper content" (mean = 3.22). The statement "My age influences the type of newspaper content I prefer" received lowest agreement with a mean value of 2.97. From the mean score (3.16), it can be said that demographic factors have a moderate influence on newspaper readership patterns in Kampala, with length of stay and age-related digital preferences showing the strongest relationships. The high standard deviations across demographic variables (1.231-1.388) indicate significant diversity in

how respondents perceive demographic influences on their newspaper readership behaviour.

### 4.3.2 Socioeconomic Status and Newspaper Readership in Kampala

The study aimed to establish the influence of socioeconomic status on newspaper readership in Kampala. Respondents shared their agreement levels from strong agreement to strong disagreement with income, employment status, education level and newspaper readership statements. Table 4.4 captures the findings.

**Table 4.4 Descriptive Statistics for Socioeconomic Status**

**Descriptive Statistics for Socioeconomic factors**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| My income influences my choice of newspaper. | 329 | 3.21 | 1.099 |
| I prefer to read free online news instead of buying a printed newspaper | 329 | 3.58 | 1.051 |
| I subscribe to a newspaper due to affordability. | 329 | 3.39 | .831 |
| I prioritize spending on newspapers based on my monthly budget. | 329 | 2.84 | 1.039 |
| My employment status affects how frequently I read newspaper. | 329 | 3.21 | 1.111 |
| My level of education impacts my choice of newspapers | 329 | 3.45 | 1.232 |
| Average Score | 329 | 3.28 | 0.553 |

**Source: Researcher (2025)**

Based on Table 4.4 findings, respondents had moderate to high agreement with most statements regarding socioeconomic influences on newspaper readership. The statement "I prefer to read free online news instead of buying a printed newspaper" received highest agreement with a mean value of 3.58, indicating a clear preference for cost-free digital options. This was followed by "My level of education impacts my choice of newspapers" with mean of 3.45, suggesting education plays a significant role in newspaper selection. Respondents also showed moderate agreement with "I subscribe to a newspaper due to affordability" (mean = 3.39), while both "My income influences my choice of newspaper" and "My employment status affects how frequently I read newspaper" received identical mean values of 3.21. The statement "I prioritize spending on newspapers based on my monthly budget" received lowest agreement with mean value of 2.84, suggesting less deliberate budget allocation for newspaper consumption. The mean score (3.28) provides conclusion that socioeconomic factors have a moderate influence on newspaper readership patterns in

Kampala, with cost considerations and education level demonstrating the strongest relationships to newspaper readership.

### 4.3.3 Technological Factors and Newspaper Readership in Kampala

To establish the influence of technological factors on newspaper readership in Kampala, Respondents stated extents of their agreement on a scale of Strongly agree to Strongly disagree with level of internet access, type of internet device and newspaper readership statements. Table 4.5 summarizes findings.

**Table 4.5: Descriptive Statistics for Technological Factors**

**Descriptive Statistics for Technological factors**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| I have easy access to the internet. | 329 | 3.85 | .903 |
| I often read newspapers online. | 329 | 3.83 | 1.021 |
| I spend more time on online platforms than print newspapers. | 329 | 3.86 | .936 |
| I use my smartphone or other devices to access news frequently. | 329 | 3.98 | .930 |
| I find online newspapers more convenient than print. | 329 | 3.81 | .964 |
| I prefer getting news updates through social media rather than newspapers. | 329 | 3.82 | 1.022 |
| Average score | 329 | 3.86 | 0.841 |

**Source: Researcher (2025)**

Findings from Table 4.5 show that respondents had high agreement with statements regarding technological factors influencing newspaper readership. The statement "I use my smartphone or other devices to access news frequently" had highest agreement with mean value of 3.98, indicating a clear preference for mobile news consumption. This was followed by "I spend more time on online platforms than print newspapers" and the average score, both with mean values of 3.86, demonstrating a significant shift toward digital consumption. Respondents also showed high agreement with "I have easy access to the internet" (mean = 3.85), "I often read newspapers online" (mean = 3.83), and "I prefer getting news updates through social media rather than newspapers" (mean = 3.82). The statement "I find online newspapers more convenient than print" received slightly lower but still high agreement with mean value of 3.81. From the mean score (3.86), technological factors have high influence on newspaper readership in Kampala, with smartphone usage and online platform preference demonstrating the strongest relationships to modern news consumption behaviors.

### 4.3.4 Content Perceptions and Newspaper Readership

For the influence of content perceptions on newspaper readership in Kampala, Respondents had to state the extent of their agreement on a Likert-scale for quality, credibility, relevance and newspaper readership statements. Table 4.6 has the content descriptive statistics:

**Table 4.6 Descriptive Statistics of Content Perceptions**

**Descriptive Statistics for content perceptions**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| Newspapers in Kampala provide high-quality information | 329 | 3.50 | .741 |
| I find newspapers credible for news on current events | 329 | 3.61 | .845 |
| Newspapers in Kampala report stories that are relevant to my daily life. | 329 | 3.58 | .830 |
| The content in newspapers is more accurate than social media. | 329 | 3.24 | 1.076 |
| I find investigative journalism in newspapers to be of high quality | 329 | 3.56 | .868 |
| Newspapers cover a diverse range of topics that interest me. | 329 | 3.56 | .814 |
| Average score | 329 | 3.51 | 0.634 |

**Source: Researcher (2025)**

The findings in Table 4.6, respondents had moderately positive perceptions regarding newspaper content quality in Kampala. The statement “I find newspapers credible for news on current events” received the highest agreement with mean value of 3.61, indicating a relatively strong trust in newspaper reporting. This was closely followed by “Newspapers in Kampala report stories that are relevant to my daily life” with a mean of 3.58, suggesting readers find value in the local relevance of newspaper content. Respondents also showed similar levels of agreement with both “I find investigative journalism in newspapers to be of high quality” and “Newspapers cover a diverse range of topics that interest me,” each with mean values of 3.56. The statement “Newspapers in Kampala provide high-quality information” received slightly lower but still positive agreement with a mean value of 3.50. The statement “The content in newspapers is more accurate than social media” received the lowest agreement with a mean value of 3.24, though still above the neutral point. The mean score (3.51), it is attributable thus that readers generally hold favorable perceptions of newspaper content quality in Kampala, with credibility and local relevance emerging as the most appreciated content attributes.

### 4.7 Newspaper Readership in Kampala

The researcher sought to understand newspaper readership in Kampala through the attributes of frequency of readership, time spent reading a newspaper and completeness of readership. Table 4.7 shows the results obtained.

**Table 4.7 Descriptive Statistics of Newspaper Readership**

**Descriptive Statistics for Newspaper Readership**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| My age affects how often I read newspapers and the time I spend reading them. | 329 | 2.55 | 1.181 |
| My gender influences the frequency with which I read newspapers. | 329 | 2.19 | .941 |
| My marital status impacts the time I dedicate to reading newspapers and whether I complete reading most sections. | 329 | 2.53 | 1.110 |
| The length of time I have lived in Kampala affects how often I read newspapers and how thoroughly I read them | 329 | 2.65 | 1.075 |
| My employment status affects how often I read newspapers and whether I complete reading most articles. | 329 | 3.09 | 1.173 |
| My level of internet access influences how frequently I read newspapers online and the time I spend on them. | 329 | 3.53 | 1.163 |
| The amount of time I spend on the internet affects the frequency with which I read newspapers. | 329 | 3.12 | .976 |
| I consider newspapers credible, which encourages me to read them often and thoroughly. | 329 | 3.52 | .823 |
| The relevance of newspaper content to my daily life influences how much time I spend reading and whether I complete the articles | 329 | 3.55 | .930 |
| Average score | 329 | 2.967 | 0.516 |

**Source: Researcher (2025)**

The findings in Table 4.7, portray levels of agreement regarding factors influencing newspaper readership patterns in Kampala. The statement “The relevance of newspaper content to my daily life influences how much time I spend reading and whether I complete the articles” received the highest agreement with a mean value of 3.55, indicating content relevance is a primary driver of engagement. This was closely followed by “My level of internet access influences how frequently I read newspapers online and the time I spend on them” and "I consider newspapers credible, which encourages me to read them often and thoroughly" with means of 3.53 and 3.52 respectively. Respondents also showed moderate agreement with “The amount of time I spend on the internet affects the frequency with which I read newspapers” (mean = 3.12) and “My employment status affects how often I read newspapers and whether I complete reading most articles" (mean = 3.09). Notably lower agreement was found for statements related to demographic factors, including “The length of time I have

lived in Kampala" (mean = 2.65), "My age" (mean = 2.55), "My marital status" (mean = 2.53), and particularly "My gender" which received the lowest agreement (mean = 2.19). The mean score (2.967) drives conclusion that while content relevance, credibility, and technological access strongly influence newspaper readership, demographic factors have less significant influence on newspaper readership in Kampala.

**Table 4.8: Summary of Descriptive Statistics**

| Area of Focus | Item Description | N | Mean Score | Standard Deviation |
|---|---|---|---|---|
| **Factors Influencing Newspaper Readership** | Demographics | 329 | 3.16 | 0.681 |
| | Socioeconomic Status | 329 | 3.28 | 0.553 |
| | Technological Factors | 329 | 3.86 | 0.841 |
| | Content Perceptions | 329 | 3.51 | 0.634 |
| **Average Score** | | | **3.45** | **0.677** |
| **Newspaper Readership** | | **329** | **2.97** | **0.518** |

**Source: Researcher (2025)**

The findings in Table 4.8, provide a summary of factors influencing newspaper readership in Kampala. Among the four major factors under study, Technological Factors had the highest mean score of 3.86, indicating strong agreement from respondents about technology's influence on their newspaper readership habits. This was followed by Content Perceptions with a mean value of 3.51, suggesting that quality and relevance of content substantially affect readership patterns. Socioeconomic Status factors received moderate agreement with a mean of 3.28, while Demographic factors showed the least influence among the four categories with a mean of 3.16, though still above the neutral point. The overall average score for factors influencing newspaper readership was 3.45, indicating generally positive agreement across all categories. Newspaper Readership yielded a lower mean score of 2.97, suggesting that despite the recognized influence of these factors, actual newspaper readership levels remain close to moderate. The standard deviations across categories were relatively consistent (ranging from 0.553 to 0.841), with Technological Factors showing the highest variability in responses. This suggests that while multiple factors influence potential readership, technological factors and content perceptions are particularly critical in shaping newspaper readership in Kampala.

### 4.4 Inferential Statistics

The study aimed to establish the relationship of the independent variables to newspaper readership to Kampala. To determine the extent of these relationships, a correlation analysis was performed with findings displayed in table 4.9. This r, the correlation coefficient is indicative of how strong a linear relationship is and whether it's negative or positive. Ranging from values -1 to 1, where 1 is indicative of a complete positive relationship, -1 implies a complete negative relationship, and values approximating 0 are weak associations (Bahna, 2009). Generally, correlations are ranked accordingly as weak when r is less than 0.4), moderate for ranges of r between 0.4 and 0.8, while 0.8), it's considered strong.

**Table 4.9: Correlation of Independent and Dependent Variables**

**Correlations**

| | | Socioeconomic | Technological | Content_Perception | Demographic | Newspaper_Readership |
|---|---|---|---|---|---|---|
| Socioeconomic | Pearson Correlation | **1** | .244** | .025 | -.085 | -.001 |
| | Sig. (2-tailed) | | .000 | .648 | .123 | .986 |
| | N | **329** | 329 | 329 | 329 | 329 |
| Technological | Pearson Correlation | **.244**** | **1** | -.126* | -.036 | .083 |
| | Sig. (2-tailed) | **.000** | | .022 | .511 | .132 |
| | N | **329** | **329** | 329 | 329 | 329 |
| Content_Perception | Pearson Correlation | **.025** | **-.126*** | **1** | -.012 | .149** |
| | Sig. (2-tailed) | **.648** | **.022** | | .831 | .007 |
| | N | **329** | **329** | **329** | 329 | 329 |
| Demographic | Pearson Correlation | **-.085** | **-.036** | **-.012** | **1** | .105 |
| | Sig. (2-tailed) | **.123** | **.511** | **.831** | | .057 |
| | N | **329** | **329** | **329** | **329** | 329 |
| Newspaper_Readership | Pearson Correlation | **-.001** | **.083** | **.149**** | **.105** | **1** |
| | Sig. (2-tailed) | **.986** | **.132** | **.007** | **.057** | |
| | N | **329** | **329** | **329** | **329** | **329** |

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From the findings in Table 4.8, there was a weak positive correlation between Demographics, Technological Factors, and Content Perceptions versus newspaper readerships with correlations of 0.105, 0.083 and 0.149 respectively. There was a weak negative correlation between Socioeconomic Status and newspaper readership of -0.001. This indicates that the factors do not have much influence on newspaper

readership on their own. Content Perceptions has the strongest positive correlation among all variables which implies that newspaper readership in Kampala is more influenced by how respondents perceive the quality, relevance and credibility of newspapers.

### 4.4.1 Regression Analysis

Newspaper Readership was the dependent variable. Demographics, Socioeconomic status, Technological Factors and Content perceptions were the independent variables. Simple regressions were performed for each objective to establish the individuated linear relationships between the independent variables and dependent variable. Thereafter, a multiple regression was performed to analyze the overall relationship of the collated independent variables.

### 4.4.2 Demographics and Newspaper Readership

To establish the relationship between Demographics and Newspaper Readership in Kampala, Results are shown in Table 4.10 below.

**Table 4.10: Regression Analysis for Demographics and Newspaper Readership**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .105[a] | .011 | .008 | .51547 |
| a. Predictors: (Constant), Demographic | | | | |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | .968 | 1 | .968 | 3.644 | .057[b] |
| | Residual | 86.887 | 327 | .266 | | |
| | Total | 87.855 | 328 | | | |
| a. Dependent Variable: Newspaper_Readership | | | | | | |
| b. Predictors: (Constant), Demographic | | | | | | |

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.717 | .135 | | 20.087 | .000 |
| | Demographic | .080 | .042 | .105 | 1.909 | .057 |
| a. Dependent Variable: Newspaper_Readership | | | | | | |

**Source: Researcher (2025)**

Table 4.10 above displays the relationship between Newspaper Readership and Demographic Factors. The values (R Square = 0.011, P = 0.057) indicates that 1.1% variations in Newspaper readership can be explained by Demographic factors.

An ANOVA test was performed, F = 3.644, P value = 0.057 which is greater than 0.05 level of significance indicating that the model is not statistically significant in predicting the outcomes of the dependent variable (Newspaper Readership).

The regression equation:

Y = 2.717 + 0.105D + 0.042

Y – Newspaper Readership (Dependent variable)

D – Demographic Factor (Independent variable)

### 4.4.3 Socioeconomic Status and Newspaper Readership

The study sought to establish the relationship between socioeconomic status and Newspaper readership in Kampala. Table 4.11 shows the regression analysis.

**Table 4.11 Regression Analysis for Socioeconomic Status and Newspaper Readership**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .001[a] | .0009 | -.003 | .51833 |

a. Predictors: (Constant), Socioeconomic

ANOVAa

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | .000 | 1 | .000 | .000 | .986[b] |
| | Residual | 87.855 | 327 | .269 | | |
| | Total | 87.855 | 328 | | | |

a. Dependent Variable: Newspaper_Readership

b. Predictors: (Constant), Socioeconomic

Coefficientsa

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.972 | .172 | | 17.262 | .000 |
| | Socioeconomic | -.001 | .052 | -.001 | -.018 | .986 |

a. Dependent Variable: Newspaper_Readership

**Source: Researcher (2025)**

The tables above show the relationship between the dependent variable Newspaper Readership and independent variable Socioeconomic Factors. The values (R Square = 0.0009, p = 0.986) indicate that only 0.09% of variations in Newspaper Readership is explained by Socioeconomic factors. Significance was measured with ANOVA, F = 0.000, p-value = 0.986 which is substantially greater than the 0.05 level of significance, indicating that the model is not statistically significant in predicting the outcomes of the dependent variable (Newspaper Readership).

The standardized coefficients of -0.001 indicates a very small change in readership with a unit change in the socioeconomic variable.

The Regression equation;

$Y = 2.972 – 0.001S + 0.052$

Y – Newspaper Readership (Dependent Variable)

S – Socioeconomic Factor (Independent Variable)

### 4.4.3 Technological Factors and Newspaper Readership

The study sought to establish the relationship between Technological Factors (independent variable) and Newspaper Readership (dependent variable). Table 4.12 shows the regression results.

**Table 4.12 Regression Analysis for Technological Factors and Newspaper Readership**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .083[a] | .007 | .004 | .51654 |

a. Predictors: (Constant), Technological

ANOVAa

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | .609 | 1 | .609 | 2.282 | .132[b] |
| | Residual | 87.246 | 327 | .267 | | |
| | Total | 87.855 | 328 | | | |

a. Dependent Variable: Newspaper_Readership

b. Predictors: (Constant), Technological

Coefficientsa

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.771 | .134 | | 20.693 | .000 |
| | Technological | .051 | .034 | .083 | 1.511 | .132 |

a. Dependent Variable: Newspaper_Readership

**Source: Researcher (2025)**

Table 4.12 above show the relationship between the dependent variable Newspaper Readership and independent variable Technological Factors. The values (R Square = 0.007, p = 0.132) indicate that only 0.7% of variations in Newspaper Readership is explained by Technological factors. The significance of the model was tested using ANOVA, F = 2.282, p-value = 0.132 which is greater than the 0.05 level of

significance, indicating that the model is not statistically significant in predicting the outcomes of the dependent variable (Newspaper Readership).

The standardized coefficients of 0.083 indicates a small change in the newspaper readership with a unit change in technological factors.

The regression equation is:

Y = 2.771 + 0.083T + 0.034

Y – Newspaper Readership (Dependent Variable)

T - Technological Factor (Independent Variable)

### 4.4.4 Content Perceptions and Newspaper Readership

The study sought to establish the relationship between Content Perceptions and Newspaper Readership in Kampala. Regression results are captured in Table 4.13 below.

**Table 4.12: Regression Analysis for Content Perceptions and Newspaper Readership**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .149[a] | .022 | .019 | .51252 |

a. Predictors: (Constant), Content_Perception

**ANOVAa**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1.961 | 1 | 1.961 | 7.467 | .007[b] |
| | Residual | 85.894 | 327 | .263 | | |
| | Total | 87.855 | 328 | | | |

a. Dependent Variable: Newspaper_Readership

b. Predictors: (Constant), Content_Perception

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.541 | .159 | | 15.958 | .000 |
| | Content_Perception | .122 | .045 | .149 | 2.732 | .007 |

a. Dependent Variable: Newspaper_Readership

**Source: Researcher (2025)**

Table 4.13 shows the relationship between the dependent variable Newspaper Readership and independent variable Content Perception. The values (R Square = 0.022, p = 0.007) indicate that 2.2% of variations in Newspaper Readership is explained by Content Perception factors. The significance of the model was tested using ANOVA, F = 7.467, p-value = 0.007 which is less than the 0.05 level of significance, indicating that the model is statistically significant in predicting the outcomes of the dependent variable (Newspaper Readership).

The standardized coefficients of 0.149 indicates that a unit change in the content variable leads to a positive change in the readership variable.

The Regression model is:
Y = 2.541 + 0.149CP + 0.045
Y – Newspaper Readership (Dependent Variable
CP – Content Perception (Independent Variable)

### 4.4.5 Regression Analysis for Factors Influencing Newspaper Readership

A multiple regression analysis was performed for the Factors influencing newspaper readership. Table 4.14 shows the results.

**Table 4.14 Model Summary**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .214[a] | .046 | .034 | .50869 |

a. Predictors: (Constant), Content_Perception, Demographic, Socioeconomic, Technological

ANOVAa

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4.015 | 4 | 1.004 | 3.879 | .004[b] |
| | Residual | 83.840 | 324 | .259 | | |
| | Total | 87.855 | 328 | | | |

a. Dependent Variable: Newspaper_Readership

b. Predictors: (Constant), Content_Perception, Demographic, Socioeconomic, Technological

Coefficientsa

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.034 | .294 | | 6.927 | .000 |
| | Demographic | .083 | .041 | .109 | 2.002 | .046 |
| | Socioeconomic | -.022 | .053 | -.024 | -.421 | .674 |
| | Technological | .070 | .035 | .114 | 2.015 | .045 |
| | Content_Perception | .135 | .045 | .166 | 3.022 | .003 |

a. Dependent Variable: Newspaper_Readership

**Source: Researcher (2025)**

Table 4.14 demonstrates a direct relationship between newspaper readership (dependent variable) and the independent variables in this study. The results show a moderate coefficient of determination between the combined factors and newspaper readership (R=0.214). The coefficient of determination was statistically significant (R Square = 0.046, $p < 0.05$), indicating that 4.6% of variation in newspaper readership is

explained by content perception, demographic factors, socioeconomic factors, and technological factors.

An Analysis of Variance (ANOVA) test was performed. The results of this test show F = 3.879 and p = 0.004. The significance value is less than 0.05, confirming that the model is statistically significant in predicting how these factors affect newspaper readership. Given that $p < 0.05$, the model is significant at 95% confidence level, demonstrating that the variables in the equation are important predictors of newspaper readership.

Content perception had the strongest influence with a coefficient of 0.135 (p = 0.003), followed by technological factors with a coefficient of 0.070 (p = 0.045), and demographic factors with a coefficient of 0.083 (p = 0.046). Conversely, socioeconomic factors had a coefficient of -0.022 with p = 0.674, indicating that this relationship was not significant at the 5% level.

The standardized coefficients (Beta) indicate the corresponding change in newspaper readership when a change of one unit occurs in the demographic, socioeconomic, technological and content variables.

Therefore, the Regression Equation is:

$Y = 2.034 + 0.109D – 0.024S + 0.114T + 0.166CP$

Where:

Y – Newspaper Readership (Dependent Variable)

D – Demographic Factor (Independent Variable)

S – Socioeconomic Factor (Independent Variable)

T – Technological Factor (Independent Variable)

CP – Content Perception. (Independent Variable)

### 4.5 Chapter Summary

Results obtained have been presented on factors influencing newspaper readership in Kampala. Detailed descriptive and inferential statistics for the different objectives and

variables have also been provided. Simple and multiple linear regression have been employed to establish the relationships.

# CHAPTER FIVE
# DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

## 5.1 Introduction

This chapter presents a summary of the key findings, discussions and conclusions drawn from the study findings. Further, the study presents recommendations on areas for further research.

## 5.2 Demographic Profile

Malthouse and Calder (2015) established age and length of residence as the strongest predictors of newspaper readership albeit with varying effects across markets. In this study, (58%) were female, partly reflective of the population dynamics in Kampala where the sex ratio is 94.6 indicative of more females than males (NPHC, 2024). Finally, majority of respondents had longer lengths of stays in Kampala which further agrees with Malthouse and Calder (2015) assertion that length of residence drives newspaper readership.

The middle age-cohorts of 37-45 years and 28-36 years accounted for the highest number of respondents. This aligns with Fletcher (2019) findings about maintenance of readership habits among cohorts across time. Once newspaper habits are established, they are maintained over the years by cohorts (Thurman & Fletcher, 2019).

## 5.3 Discussion of Findings

This research sought to identify the key factors that impact newspaper readership in Kampala, Uganda. Data was gathered through primary means of questions, and the resulting dataset was regressed. Below are the results corresponding to each of the study's specific objectives.

### 5.3.1 The Influence of Demographics on Newspaper Readership in Kampala

The study sought to establish the influence of demographics on newspaper readership in Kampala. From the study findings, there was a weak positive correlation between Demographics and newspaper readership in Kampala with a 1% improvement in demographic factors resulting in a 10.9% improvement in newspaper readership. From the descriptive analysis, there was moderate agreement that demographics influenced

readership patterns with higher attributes being assigned to age and length of residence statements.

The study contends in part with Malthouse and Calder (2015) study that found age and length of residence to be strong predictors of newspaper readership. In the researcher's findings, although there's a positive correlation between demographics and newspaper readership, it's a weak correlation. For Malthouse and Calder (2015), age and length of residence had the largest effect on newspaper readership while sex (gender) had no substantial effect on readership. In this study of newspaper readership in Kampala, respondents had higher agreement with age and length of residence statements with the least agreement on the marital status and gender statements.

However, the study contradicts Vara-Miguel (2020) and Elvestad and Blekesaune (2008) study where males tended to be higher users of legacy media. In this study, females accounted for more readership behaviour in Kampala owing in part to constituting most of the respondents. Many respondents didn't agree that their gender and marital status played a part in their newspaper consumption choices.

Finally, the study contents with the Media Dependency Theory that attributes newspaper consumption to an array of factors including demographic such as age. In this study, there was moderate agreement among respondents that they did read newspapers more frequently as they grew older while others agreed that their preference for digital formats was because of their age.

### 5.3.2 The Influence of Socioeconomic Status on Newspaper Readership

The study sought to establish the influence of socioeconomic status on newspaper readership in Kampala, Uganda. Socioeconomic status was studied through the attributes of education status, employment status and household income. There was a moderate to high agreement by respondents regarding socioeconomic influences on newspaper readership. However, there was a weak negative correlation between Socioeconomic Status and newspaper readership. The study didn't find a significant influence of socioeconomic status on newspaper readership.

The study agrees with Chyi and Tenenboim (2019), which found that declines in print newspaper readership had been attributed to newspaper price hikes. Respondents

agreed that they preferred to read free online news instead of buying a preferred newspaper and subscribed to a newspaper based on affordability.

The study also contends with Goyanes (2020) that established a negative correlation between socioeconomic status and incidental news exposure. In the findings, those with a lower socioeconomic status score were more predisposed to incidental news exposure. From the findings of this study, it has been shown that there's a preference for free online news over buying a newspaper.

The study partially contradicts Kipkemboi (2021)'s findings where there was a negative influence of cost on newspaper readership with statistical significance. In the researcher's findings, socioeconomic status although has a negative influence, it's not statistically significant.

### 5.3.3 The Influence of Technological Factors on Newspaper Readership

The study sought to establish the influence of technological factors on newspaper readership in Kampala. Technological factors were constructed through the level of internet access, time spent on the internet and devices used to access the internet. From the findings of the study, only 0.7% of variations in Newspaper Readership were explained by Technological factors. A positive but weak correlation between technological factors and newspaper readership exists. In the descriptive assessment, technological factors had the highest mean score among factors influencing newspaper readership with respondents showing a higher preference for online newspaper over print newspapers.

These findings are consistent with Kipkemboi (2021) where an increase in technology had resulted in a reduction in print newspaper readership. The study however diverges from Kipkemboi (2021) in the sense that newspaper readership was constructed to imply both digital and print readerships. Thus, the findings from this study show that overall, an increase in technological factors results in an increase in newspaper readership.

The study thus coheres with Thurman and Fletcher (2019) findings that although the advent of digital distribution altered readership dynamics, it simply facilitated changes in media consumption. Thus, from the findings of this study, technology has not

disrupted newspaper readership but rather transformed preference from a predominant print readership to online newspaper readerships.

The findings suggest that newspaper readership has not really declined, but readership has shifted from print to online. This also affirms ACME's report findings that traditional media had come under assault by social and digital media sites as alternative sources of news for millions (ACME, 2021).

### 5.3.4 The Influence of Content Perceptions on Newspaper Readership

The study sought to establish the influence of content perceptions on newspaper readership in Kampala, Uganda. From the descriptive assessment, respondents had a moderate to high agreement that content perceptions influenced newspaper readership. Content perceptions also had the strongest positive correlation among factors influencing newspaper readership in Kampala. From the findings, a 1% improvement in content perception leads to a 16.6% change in newspaper readership. Credibility and relevance were some of the highest drivers of content perceptions.

The study converges with UGT. UGT posits that media consumption is driven by the benefits that readers derive from reading a newspaper. From the findings of this study, users derived benefits related to credibility and relevance of information.

The study also agrees with Fletcher and Park (2017). Those with low trust in media were more likely to skew towards online sources, while increases in trust resulted in higher newspaper readerships (Fletcher & Park, 2017). From the current study of newspaper readership in Kampala, there was a moderate to high agreement among respondents that the content in newspapers was more accurate than that on social media.

News readership and consumption rises with level of trust. The more readers perceive a media to be authentic and trustworthy, the higher their consumption of the said media (Kalogeropoulos & Suiter, 2019). A relationship exists between news use and trust in the media that propagates that news.

In finality, the study agrees with Kipkemboi (2021)'s study where content had the largest effect of all variables determining newspaper readership in Kenya. From our

findings, content perception had the strongest correlation among factors influencing newspaper readership in Kampala.

### 5.4 Conclusion

From the findings of the study, it can be concluded that Technological Factors and Content Perceptions have individual significant influence on newspaper readership in Kampala. However, Demographic Factors and Socioeconomic status do not have individual significant influence on newspaper readership. However, when the combined effect of these factors is assessed through a multiple regression, then there's a significant influence on newspaper readership in Kampala.

It can be concluded that content perception has the strongest influence on newspaper readership followed by technological factors and demographic factors. From the study, it can be alluded that digital has not disrupted print readerships, it had simply altered the access formats of newspaper readership

Finally, from this study, content perceptions had the strongest influence on newspaper readership in Kampala.

### 5.5 Implications for Research

The study findings are of significance to a diverse team of stakeholders including and not limited to policy makers, industry players/media owners and scholars.

#### 5.5.1 Contribution to Policy

Newspapers play a fundamental role in nation-building through civics, through the sensitization about government projects, and above all, providing access to information on a range of topics. Newspapers are also a source of employment in the country, helping absorb a sizeable portion of the workforce.

Findings of this research show that newspaper readership is driven mainly by content perceptions and technological factors. The Uganda Communications Commission together with the Media Council, Ministry of Information, Communications Technology and National Guidance should respectively draft policy and regulations that encourage compliance to credible and relevant information, facilitate better journalistic practices and enable access to technology in terms of affordability and availability.

Thus, based on the findings of this research, policy makers should draft and implement policies and frameworks that articulate media content standards, digital access initiatives and journalism training frameworks.

### 5.5.2 Contribution to Media Owners/Industry Players

Newspaper organizations remain critical business enterprises that contribute significantly to the information ecosystem, commercial advertising landscape, and cultural documentation of society. Beyond their contribution to public discourse, newspapers represent substantial investments and continue to employ journalists, editors, designers, distributors, and administrative staff across urban centers like Kampala.

Findings of this research demonstrate that newspaper readership patterns in Kampala are primarily influenced by content quality perceptions, format accessibility, and pricing considerations. Media owners and publishers should therefore prioritize editorial excellence, develop adaptive distribution models, and implement sustainable pricing strategies that balance revenue needs with market realities to maintain and grow their readership base.

Thus, based on the findings of this research, media owners and industry players should invest in content diversification strategies, develop integrated print-digital business models, and establish reader feedback mechanisms that inform editorial decisions. Additionally, industry associations should collaborate on distribution infrastructure improvements, professional development programs for journalists, and collective marketing initiatives that promote newspaper reading culture across demographic segments.

### 5.5.3 Contribution to Knowledge/Scholars

The findings of this study have contrasted earlier findings that placed age, length of residence and income as major predictors of newspaper readership. In contrast, this study has established content perceptions as the strongest predictor of newspaper readership in Kampala.

The findings posit a rethink on factors influencing newspaper readership amidst the digital era. For scholars, it's to conduct further research based on new theoretical anchors (beyond the Uses and Gratifications Theory), but furthermore, to pursue

longitudinal studies of readership in Kampala contrasted against the current study that was cross-sectional.

### 5.6 Suggestions for Further Studies

Recommendations are hereby made for further research on newspaper readership in other districts of Kampala. The study also focused on Kampala district; however, readership should be studied in other key towns and cities of Kampala such as Wakiso, Jinja, Mbarara and Gulu.

The study also recommends a singular study of the influence of digital technology on newspaper readership. This would help better construct the effects of digital disruption on readership in Uganda.

Finally, media owners in Uganda ought to invest in high standards of journalistic acumen to ensure high credibility and relevance to their target audiences. This means, Universities and institutions that train the media workforce ought to re-orient their skilling frameworks to address the content perception and technological challenges.

### 5.7 Limitations

Limitations of time arose from the in-country ethical clearances process. The study was also limited by the scanty related research on readership in Uganda. There hasn't been enough scholarship on newspaper readership in Uganda over the years.

Finally, the study was cross-sectional, it would have been great to conduct a longitudinal study of readership. And finally, the study didn't take into consideration effects of existing media sources such as Television and Radio on newspaper readership.

### 5.8 Chapter Summary

Findings of the research, their impact to the stakeholders, areas for furtherance of these studies and finally the limitations that hampered the research have been discussed.

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## APPENDIX I: RESEARCH ETHICS COMMITTEE APPROVAL


**MAKERERE UNIVERSITY**

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**College of Business and Management Sciences**
**Research Ethics Committee (CoBAMS-REC)**

**06/03/2025**

To: Ian Ortega

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**Type:** Initial Review

**Re: CoBAMS-REC-2025-64: Factors Influencing Newspaper Readership in Kampala, Uganda**

I am pleased to inform you that at the **22** convened meeting on **28/02/2025**, the Makerere University College of Business and Management Sciences REC (CoBAMS-REC) meeting voted to approve the above referenced application.
Approval of the research is for the period of **06/03/2025** to **06/03/2026.**

As Principal Investigator of the research, you are responsible for fulfilling the following requirements of approval:

1. All co-investigators must be kept informed of the status of the research.
2. Changes, amendments, and addenda to the protocol or the consent form must be submitted to the REC for re-review and approval **prior** to the activation of the changes.
3. Reports of unanticipated problems involving risks to participants or any new information which could change the risk benefit: ratio must be submitted to the REC.
4. Only approved consent forms are to be used in the enrollment of participants. All consent forms signed by participants and/or witnesses should be retained on file. The REC may conduct audits of all study records, and consent documentation may be part of such audits.
5. Continuing review application must be submitted to the REC **eight weeks** prior to the expiration date of **06/03/2026** in order to continue the study beyond the approved period. Failure to submit a continuing review application in a timely fashion may result in suspension or termination of the study.
6. The REC application number assigned to the research should be cited in any correspondence with the REC of record.
7. You are required to register the research protocol with the Uganda National Council for Science and Technology (UNCST) for final clearance to undertake the study in Uganda.

The following is the list of all documents approved in this application by Makerere University College of Business and Management Sciences REC (CoBAMS-REC):

| No. | Document Title | Language | Version Number | Version Date |
|---|---|---|---|---|
| 1 | Data collection tools | Luganda Questionnaire | Luganda Questionnaire | 2025-03-19 |
| 2 | Informed Consent forms | Luganda Consent Form | Luganda Consent Form | 2025-03-19 |
| 3 | Data collection tools | Amended Tool | Amended Tool | 2025-03-19 |
| 4 | Protocol | English | Amended Protocol | 2025-03-19 |
| 5 | Revised Workplan | Revised Workplan | Revised Workplan | 2025-03-17 |
| 6 | Informed Consent forms | Revised Consent Form | Revised Consent Form | 2025-03-17 |
| 7 | CVs of the investigators | Ian Ortega CV | Ian Ortega CV | 2025-02-21 |
| 8 | Proof of ethical approval if the protocol originates from outside Uganda/International researchers | Strathmore ethical approval | Strathmore ethical approval | 2025-02-21 |

Yours Sincerely

Assoc. Prof. Eddy Walakira
For: Makerere University College of Business and Management Sciences REC (CoBAMS-REC)

# APPENDIX II: UNCST APPROVAL

Uganda National Council for Science and Technology

*(Established by Act of Parliament of the Republic of Uganda)*

**Our Ref: SS3651ES** **11 April 2025**

Ian Ortega
Strathmore University Business School
**Kampala**

**Re: Research Approval: Factors Influencing Newspaper Readership in Kampala, Uganda**

I am pleased to inform you that on **11/04/2025**, the Uganda National Council for Science and Technology (UNCST) approved the above referenced research project. The Approval of the research project is for the period of **11/04/2025** to **11/04/2026**.

Your research registration number with the UNCST is **SS3651ES**. Please, cite this number in all your future correspondences with UNCST in respect of the above research project. As the Principal Investigator of the research project, you are responsible for fulfilling the following requirements of approval:

1. Keeping all co-investigators informed of the status of the research.
2. Submitting all changes, amendments, and addenda to the research protocol or the consent form (where applicable) to the designated Research Ethics Committee (REC) or Lead Agency for re-review and approval **prior** to the activation of the changes. UNCST must be notified of the approved changes within five working days.
3. For clinical trials, all serious adverse events must be reported promptly to the designated local REC for review with copies to the National Drug Authority and a notification to the UNCST.
4. Unanticipated problems involving risks to research participants or other must be reported promptly to the UNCST. New information that becomes available which could change the risk/benefit ratio must be submitted promptly for UNCST notification after review by the REC.
5. Only approved study procedures are to be implemented. The UNCST may conduct impromptu audits of all study records.
6. An annual progress report and approval letter of continuation from the REC must be submitted electronically to UNCST. Failure to do so may result in termination of the research project.

Please note that this approval includes all study related tools submitted as part of the application as shown below:

| No. | Document Title | Language | Version Number | Version Date |
|---|---|---|---|---|
| 1 | Participant Information and Consent form | English | 1 | 19 March 2025 |
| 2 | Project Proposal | English | 1.0 | |
| 3 | Approval Letter | English | | |
| 3 | Questionnaire | English | 2025-03-19 | 19 March 2025 |
| 4 | Luganda Questionnaire | English | 2025-03-19 | 19 March 2025 |
| 5 | Luganda Consent Form | Luganda | 2025-03-19 | 19 March 2025 |
| 6 | Informed Consent Form | English | 2025-03-19 | 19 March 2025 |

Yours sincerely,

Hellen Opolot
For: Executive Secretary
**UGANDA NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY**


*LOCATION/CORRESPONDENCE*

*Plot 6 Kimera Road, Ntinda*
*P.O. Box 6884*
*KAMPALA, UGANDA*

*COMMUNICATION*

**TEL: (256) 414 705500**
**FAX: (256) 414-234579**
**EMAIL: info@uncst.go.ug**
**WEBSITE: http://www.uncst.go.ug**

## APPENDIX III: SU-ISERC APPROVAL

Strathmore UNIVERSITY

**3rd February 2025**

Mr Ortega Ian,
ian.ortega@strathmore.edu

Dear Mr Ortega,

**RE: Factors Influencing Newspaper Readership in Kampala, Uganda**

This is to inform you that SU-ISERC has reviewed and **approved** your above **SU-masters** proposal. Your application reference number is **SU-ISERC2530/24.** The approval period is from **3rd February 2025 to 2nd February 2026.**

This approval is subject to compliance with the following requirements:

i. Only approved documents including (informed consents, study instruments, MTA) will be used.
ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC.
iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 72 hours of notification.
iv. Any changes anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 72 hours.
v. Clearance for the export of biological specimens must be obtained from relevant institutions.
vi. Submission of a request for renewal of approval at least 60 days prior to the expiry of the approval period. Attach a comprehensive progress report to support the renewal.
vii. Submission of an executive summary report within 90 days of completion of the study to SU-ISERC.

Before commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology, and Innovation (NACOSTI) https://research-portal.nacosti.go.ke/ and obtain other clearances needed.

Yours sincerely,

**Mr Ambrose Rachier,**
**Chairperson; SU-ISERC**

Ole Sangale Rd, Madaraka Estate. PO Box 59857-00200, Nairobi, Kenya. Tel +254 (0)703 034000
Email admissions@strathmore.edu www.strathmore.edu

## APPENDIX IV: LETTER OF INTRODUCTION

Ian Ortega

Email: ian.ortega@strathmore.edu

Phone: +256788551121

Kampala.

Dear Respondent,

**RE: Collection of Survey Data**

I am a post-graduate student at the Strathmore University Business School. In partial fulfilment of the requirements for the master's degree in business administration (MBA), I am undertaking a research project titled: FACTORS INFLUENCING NEWSPAPER READERSHIP IN KAMPALA, UGANDA.

You have been selected to form part of this study. I therefore kindly request your collaboration in filling out this questionnaire. The information provided will be used exclusively for the purpose of this research and will be treated as confidential. A copy of the final report will be availed on the Strathmore University Business School website on request.

Your cooperation is highly appreciated. Please do contact the research on the above address for any concerns.

Yours Sincerely,

Ian Ortega

Ian.ortega@strathmore.edu

+256788551121

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VNVM SINT

## APPENDIX V: QUESTIONNAIRE

Introduction

Thank you for participating in this survey. This questionnaire is a data collection tool for the study: "Factors Influencing Newspaper Readership in Kampala, Uganda."

Please answer the following questions as honestly as possible. Kindly answer the questions by putting a tick (√) in the appropriate box or by writing in the space provided.

All responses are confidential and will only be used for research purposes.

SECTION A: Respondent's Profile

This section focuses on gathering demographic and readership information.

| Question | Options |
|---|---|
| 1. Age Group | ☐ 19-27 ☐ 28-36 ☐ 37-45 ☐ 46-54 ☐ 55-63 |
| 2. Gender | Male ☐ Female |
| 3. Marital Status | Single ☐ Married ☐ Divorced ☐ Widowed ☐ Other (specify) |
| 4. Length of Residence in Kampala | Less than 1 year ☐ 1-3 years ☐ 4-6 years ☐ 7-10 years ☐ More than 10 years ☐ Do not reside here |
| 5. Division of Kampala | Central ☐ Makindye ☐ Lubaga ☐ Nakawa ☐ Kawempe |
| 6. Level of Education | Primary ☐ Secondary ☐ University ☐ Postgraduate ☐ Other (specify) |
| 7. Employment Status | Employed ☐ Unemployed ☐ Student ☐ Self-employed Retired ☐ Other (specify) |

| | |
|---|---|
| 8. Frequency of Newspaper Readership | Daily ☐ Weekly ☐ Monthly ☐ Rarely ☐ Never |
| 9. Preferred Format for Reading Newspapers | Print ☐ Online ☐ Both ☐ Neither |
| 10. Time Spent Reading Newspapers per Session | Less than 10 minutes ☐ 10–30 minutes ☐ 31–60 minutes<br>More than 1 hour |
| 11. Type of Newspaper Reader | Skimmer ☐ Selective ☐ Heavy ☐ Other (specify) |

SECTION B: Factors Influencing Newspaper Readership

The following statements relate to factors that influence newspaper readership. State the extent to which you agree with the following statements with regards to your newspaper readership patterns (where 1-strongly disagree, 2-diasagree, 3-neutral, 4-agree, and 5-strongly agree).

| Statement | SD | D | N | A | SA |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| **Demographic** | | | | | |
| I read newspapers more frequently as I grow older. | | | | | |
| My age influences the type of newspaper content I prefer | | | | | |
| I prefer to read online newspapers over print newspapers because of my age | | | | | |
| My gender influences the kind of newspaper content I am interested in | | | | | |
| My marital status affects the amount of time I spend reading newspapers | | | | | |
| My marital status influences my choice of newspaper | | | | | |
| The longer I have lived in Kampala, the more likely I am to read | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| newspapers | | | | | |
| My familiarity with Kampala makes me more interested in local newspaper content | | | | | |
| | | | | | |
| **Socioeconomic** | | | | | |
| My income influences my choice of newspaper. | | | | | |
| I prefer to read free online news instead of buying a printed newspaper | | | | | |
| I subscribe to a newspaper due to affordability. | | | | | |
| I prioritize spending on newspapers based on my monthly budget. | | | | | |
| My employment status affects how frequently I read newspapers. | | | | | |
| My level of education impacts my choice of newspapers | | | | | |
| **Technological** | | | | | |
| I have easy access to the internet. | | | | | |
| I often read newspapers online. | | | | | |
| I spend more time on online platforms than print newspapers. | | | | | |
| I use my smartphone or other devices to access news frequently. | | | | | |
| I find online newspapers more convenient than print. | | | | | |
| I prefer getting news updates through social media rather than newspapers. | | | | | |
| **Content Perceptions** | | | | | |
| Newspapers in Kampala provide high-quality information. | | | | | |
| I find newspapers credible for news on current events. | | | | | |
| Newspapers in Kampala report stories that are relevant to my daily life. | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| The content in newspapers is more accurate than social media. | | | | | |
| I find investigative journalism in newspapers to be of high quality. | | | | | |
| Newspapers cover a diverse range of topics that interest me. | | | | | |

SECTION C: Newspaper Readership Influences

The statement in this section describes newspaper readership. Please tick (√) any option among the listed options to indicate your preferred answer to the questions. Interpretations of the scales: Strongly Disagree (SD); Disagree (D); Neutral (N); Agree (A) and Strongly Agree (SA).

| Statement | SD | D | N | A | SA |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| My age affects how often I read newspapers and the time I spend reading them. | | | | | |
| My gender influences the frequency with which I read newspapers. | | | | | |
| My marital status impacts the time I dedicate to reading newspapers and whether I complete reading most sections. | | | | | |
| The length of time I have lived in Kampala affects how often I read newspapers and how thoroughly I read them | | | | | |
| My employment status affects how often I read newspapers and whether I complete reading most articles. | | | | | |
| My level of internet access influences how frequently I read newspapers online and the time I spend on them. | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| The amount of time I spend on the internet affects the frequency with which I read newspapers. | | | | | |
| I consider newspapers credible, which encourages me to read them often and thoroughly. | | | | | |
| The relevance of newspaper content to my daily life influences how much time I spend reading and whether I complete the articles. | | | | | |

**THANK YOU**