ADOPTION PATTERNS OF E-NEWSPAPERS BY THE FACULTY OF INSTITUTIONS OF HIGHER LEARNING IN KENYA: A CASE OF UNITED STATES UNIVERSITY - AFRICA, MAIN CAMPUS, NAIROBI

By

SALOME CHEPCHIRCHIR TARUS

A Thesis Submitted to the School of Science and Technology in Partial Fulfilment of the Requirement for the Degree of Master of Arts in Communication Studies

UNITED STATES INTERNATIONAL UNIVERSITY

August 2017
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Summer 2017
Student’s Declaration

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University - Africa in Nairobi for academic credit.

Signed: __________________________  Date: __________________________

Salome Chepchirchir Tarus - 645328
Approval Page

This project has been presented for examination with my approval as the appointed supervisor.

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Abstract

This study investigated the adoption patterns of e-newspapers by institutions of higher learning in Kenya. It focuses on the faculty of United States International University, Main Campus, and Nairobi. The specific objectives of the study were to: examine the relationship between demographic characteristics; cost of e-newspapers in contrast to print newspapers and; ease of access of e-newspapers and adoption of e-newspapers by faculty of institutions of higher learning. The study adopted two theoretical foundations namely: Diffusion of Innovation Theory and Technology Acceptance Model. Based on the descriptive research design, the study obtained data from 119 members of staff of the university drawn from 29 departments (26 academic departments as well as 3 other departments (administration, library services and, sports). Data was collected by use of a structured questionnaire and analysed using descriptive and inferential statistical procedures. The regression model adopted shows that there was overall significant relationship between all the independent variables and the dependent variable of the study. As such, all the variables affected the adoption patterns of e-newspapers. The findings show that demographic characteristics age, income, level of education and the place a person lives (rural or urban areas) are key determinants to the adoption of e-newspapers. All in all, the findings show that cost is a key determinant of adoption of e-newspapers and, that the more newspapers can be afforded, the more universities could adopt them. Furthermore, the support offered by media houses would go a long way in enhancing adoption and vice versa. Evidently, ease of access influenced adoption of e-newspapers. This is more so due to the fact that they can be searched easily, quickly and more comprehensively than the print versions. In the backdrop of the study findings, several recommendations were made based on the study variables. Since the sample size for this study was relatively small, future studies should adopt stratified sampling and incorporate a larger sample size. This is likely to give a more comprehensive overview of adoption of e-newspapers by the faculty of institutions of higher learning. A comparative study in other institutions of learning divided by calibre of the institutions to gauge the strength of the factors influencing adoption of e-newspapers would also give more insight to adoption patterns of e-newspapers. Seeing that ease of access of e-newspapers affected the level of adoption of these newspapers, it is vital for media houses to make these newspapers ease to search and access through most devices that have internet connectivity.
Acknowledgement

Foremost, I would like to express my utmost gratitude to my advisor Dr. Maria A Canudo, whose motivation, patience and immense knowledge greatly helped me throughout this research process. I sincerely could not have imagined having a better advisor and mentor for my study.

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Table of Contents

Student’s Declaration........................................................................................................... iii
Approval Page....................................................................................................................... iv
Copyright ............................................................................................................................. v
Abstract............................................................................................................................... vi
Acknowledgement ........................................................................................................... vii
Table of Contents............................................................................................................... viii
List of Figures ..................................................................................................................... xi
List of Tables ....................................................................................................................... xii
Abbreviations & Acronyms ................................................................................................. xiii

CHAPTER ONE .................................................................................................................. 1
1.1 Introduction.................................................................................................................. 1
1.2 Background of the Problem ......................................................................................... 1
  1.2.1 History and Adoption of E-newspaper ............................................................... 3
  1.2.2 Determinants of the Adoption of E-newspapers ............................................... 5
  1.2.3 United States International University - Africa ............................................... 7
1.3 Problem Statement ...................................................................................................... 8
1.4 Purpose of the Study ................................................................................................... 10
  1.4.1 Specific Objectives .............................................................................................. 10
1.5 Significance of the Study ............................................................................................ 11
1.6 Scope of the Study ..................................................................................................... 11
1.7 Definition of Terms .................................................................................................. 12
1.8 Chapter Summary ..................................................................................................... 13

CHAPTER TWO ............................................................................................................... 15
LITERATURE REVIEW ..................................................................................................... 15
  2.1 Introduction ............................................................................................................... 15
  2.2 Empirical Review ..................................................................................................... 15
    2.2.1 Demographic Characteristics of Users and Adoption of E-Newspapers ....... 15
    2.2.2 Cost and Adoption of E-Newspapers ............................................................. 16
    2.2.3 Ease of Access and Adoption of E-Newspapers .......................................... 17
    2.2.4 Adoption of e-newspaper ................................................................................ 18
  2.3 Theoretical Foundation ............................................................................................. 21
    2.3.1 Diffusion of Innovation Theory ........................................................................ 21
    2.3.2 Technology Acceptance Model ..................................................................... 22
2.4 Conceptual Framework ................................................................. 23
2.5 Research Gap ................................................................. 24
2.6 Research Questions ................................................................. 25
2.7 Chapter Summary ................................................................. 25
CHAPTER THREE ........................................................................... 27
RESEARCH METHODOLOGY ......................................................... 27
3.1 Introduction .............................................................................. 27
3.2 Research Design ....................................................................... 27
3.3 Population and Sampling Design ................................................ 27
3.4 Data Collection Methods .......................................................... 29
3.4.1 Research Instrument ........................................................ 29
3.4.2 Validity of the Research Instrument ...................................... 30
3.4.3 Reliability of the Research Instrument ..................................... 30
3.5 Research Procedures .............................................................. 31
3.6 Implementation Approach .......................................................... 31
3.7 Data Analysis Methods ............................................................ 32
3.8 Summary .................................................................................. 32
CHAPTER FOUR ............................................................................. 34
RESEARCH FINDINGS AND DISCUSSION .................................... 34
4.1 Introduction .............................................................................. 34
4.2 Response Rate .......................................................................... 34
4.3 Results of the Pilot Study ............................................................ 34
4.4 General Information of the Respondents ..................................... 35
4.4.1 Distribution by Sex ............................................................ 35
4.4.2 Distribution by Age ............................................................ 36
4.4.3 Distribution by Highest Academic Qualification ..................... 36
4.4.4 Distribution by Working Duration ......................................... 37
4.5 Descriptive Statistics ............................................................... 37
4.6 Demographic Characteristics .................................................... 37
4.7 Cost of E-Newspaper ............................................................... 39
4.8 Ease of Access ......................................................................... 41
4.9 Level of Adoption of E-Newspaper ............................................ 42
4.10 Regression Analysis ............................................................... 43
CHAPTER FIVE ............................................................................... 46
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .................. 46
5.1 Introduction..........................................................................................................................46
5.2 Summary of Major Findings.................................................................................................46
5.2.1 Demographic Characteristics.........................................................................................46
5.2.2 Ease of Access .................................................................................................................46
5.2.3 Cost of E-Newspapers....................................................................................................47
5.2.4 Adoption of E-Newspapers............................................................................................47
5.3 Conclusions..........................................................................................................................48
5.4 Recommendations ................................................................................................................48
5.4.1 Demographic Characteristics.........................................................................................49
5.4.2 Ease of Access .................................................................................................................49
5.4.3 Cost of E-Newspapers....................................................................................................49
5.5 Limitations and Recommendations for Further Study.......................................................49
APPENDICES ..........................................................................................................................56
APPENDIX I: PARTICIPANT DEBRIEF NOTE.................................................................56
APPENDIX II: INTRODUCTION LETTER..............................................................................57
APPENDIX III: QUESTIONNAIRE ..........................................................................................58
APPENDIX IV: INSTITUTIONAL REVIEW BOARD ............................................................61
APPENDIX V: IRB CONFIDENTIALITY FORM.................................................................63
APPENDIX VI: TIMETABLE....................................................................................................64
APPENDIX VII: BUDGET.........................................................................................................65
List of Figures

Figure 2.1: Conceptual Framework ............................................................... 25
List of Tables

Table 3.1: Sample Size ................................................................. 28
Table 4.1: Reliability Statistics....................................................... 35
Table 4.2: Distribution by Sex....................................................... 35
Table 4.3: Distribution by Age....................................................... 36
Table 4.4: Distribution by Highest Academic Qualification.............. 36
Table 4.5: Distribution by Working Duration .................................. 37
Table 4.6: Demographic Characteristics........................................ 38
Table 4.7: Cost of E-Newspaper ................................................... 39
Table 4.8: Ease of Access .......................................................... 41
Table 4.9 Level of Adoption of E-Newspaper ................................. 42
Table 4.10 Regression Analysis .................................................... 44
### Abbreviations & Acronyms

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASHA</td>
<td>American Schools and Hospitals Abroad</td>
</tr>
<tr>
<td>CAK</td>
<td>Communication Authority of Kenya</td>
</tr>
<tr>
<td>CUE</td>
<td>Commission for University Education</td>
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<tr>
<td>CHE</td>
<td>Commission for Higher Education</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communications Technology</td>
</tr>
<tr>
<td>IRB</td>
<td>Institution Review Board</td>
</tr>
<tr>
<td>JKUAT</td>
<td>Jomo Kenyatta University of Agriculture and Technology</td>
</tr>
<tr>
<td>NACOSTI</td>
<td>National Commission for Science, Technology and Innovation</td>
</tr>
<tr>
<td>PDF</td>
<td>Portable Document Format</td>
</tr>
<tr>
<td>US</td>
<td>United States</td>
</tr>
<tr>
<td>USAID</td>
<td>United States Agency for International Development</td>
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<tr>
<td>USIU-Africa</td>
<td>United States International University - Africa</td>
</tr>
<tr>
<td>UON</td>
<td>University of Nairobi</td>
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<td>WASC</td>
<td>Western Association of Schools and Colleges</td>
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CHAPTER ONE

1.1 Introduction

Undoubtedly, the world is in a digital era. Major business transactions are being done across the cyberspace as people almost unanimously adopt modern digital communication technologies. This has led to increased preference of electronic newspapers as opposed to their print versions. However, there is scanty literature on the factors that influence the adoption of e-newspapers by faculty of institutions of higher learning. Since institutions of learning should have immense information access, failure to understand these factors may thwart the efforts put in place to enhance the adoption of these newspapers. This study investigates the adoption patterns of e-newspapers in institutions of higher learning.

1.2 Background of the Problem

The fact that digital newspapers are now part of our world confirms how well we have embraced digital communication. Although a digital newspaper can be looked at from different angles, the straightforward definition is that it is a newspaper in digital formats. Such a newspaper can be searched easily, quickly and comprehensively (Spil & Suijkerbuijk, 2015). People read such newspapers to gain knowledge and to socialize. The advantage of such newspapers is that they not only share news but also enable interaction with the customer.

Newspapers digital subscription model has been grouped into three segments namely: Metered model; in which part of the article can be accessed for free, but to read the rest of the article, subscription is required. This is the most popular model adopted by digital newspapers worldwide; Freemium Model; where majority of the articles are free, but there are other articles that the newspaper considers of ‘premium’ quality which require subscription; and finally Hard Model; where subscription is required to access majority of the articles – these are in the decline as their adoption rate has
constantly remained low. A research conducted by Williams (2015) confirms that the digital newspapers that have adopted Freemium Model have the highest circulation

Ihlström and Kalling (2007), acknowledge that e-newspaper is a newspaper service that can offer an experience to read high quality news ubiquitously through an e-paper device. The e-newspaper is actually a replica of the printed version accessed using a digital device at a fee. With the rise and rise of digital technology, it can be asserted that e-newspapers should have hit the centre stage in newspaper readership. Regrettably, there is little evidence to show that this is so. Aithal (2016) is of the opinion that transformation of libraries into ‘Universal Resource Centers’ might be helpful in sharing knowledge throughout the world if such information is stored and distributed in e-format. This includes newspapers.

Indeed as the world sees the rise and rise of digital technology, people are responding almost unanimously by adopting such technologies (Zimmer, 2012). This can be exemplified in the enormous acquisition of digital products such as laptops, mobile phones and tablets whose use has been leveraged in the consumption of media. This has created room for the adoption of e-newspapers, which media houses increasingly preferring in comparison to the print versions.

In the same vein, Vanhaverbeke and Cloo (2006) argue that the spread of newspapers has been enhanced by digital innovation. The ability to offer digital news has transformed the way in which newspapers conduct business. Although the demand for print newspapers may reduce with time, there may be increase in the demand of e-newspapers (Ziv, 2005). Although the stage is set for mass adoption of e-newspapers, poor adoption of these newspapers has yet to be systematically studied.

Schaffer (2001), in an article published by the Pew Centre for Civic Journalism posits that although electronic news provides immense opportunities to present
journalism through interactive ways of presenting news, technological limitations hinder some readers from enjoying the wealth of information provided by e-newspapers. The problems are many. Astute readers can however gather a lot of information within a short period of time therefore all underlying reasons for the numerous laggards in the adoption of these newspapers should be serious studied.

Since print newspapers are difficult to preserve and access as a result of their inherent large format, digital newspapers have a seemingly bright future. Print newspapers are often done on cheap paper and are hard to preserve for a long period of time. The fact that print newspapers are often hard to access presents a grave challenge to institutions of higher learning because accessibility information is of utter importance. In Nigerian universities for example, Jagboro (2007) are of the view that accessing valuable information from print newspapers is gruelling task because it is hard to store immense volumes of these newspapers. As more and more editions are printed, a lot of valuable information is buried in the large stack of print newspapers. This challenge can be dealt with through digital newspapers since they are easily readable and accessible. Oyewumi et, al. (2015) in their research to examine Information Communication Technology use in accessing newspapers found a positive correlation between newspaper utilization and electronic access of newspapers.

1.2.1 History and Adoption of E-newspaper

The history of press in Kenya follows the arrival of missionaries who taught Kenyans to read and write. According to Sarati (2012), by 1946, Kenya had more than 17 independent newspapers which were Indian owned, British owned and locally owned- some of these were mostly used by nationalists as avenues to instigate fighting for independence. Some of these newspapers include: The East African Standard,
Kenya Daily Mail, National Guardian, Daily Chronicle, Coast African Express, Nyanza Times, Mumenyereri, Taifa Kenya, Muiguithania, Muthamaki, Sauti ya mwafrika among others. In 1952, the colonial government declared a state of emergency and consequently, all African newspapers were banned. Some of these were reinstated post-independence. The oldest circulating newspaper in Kenya is The Standard which was founded by Alibhai Jeevanjee in 1902, at the time, it was a weekly paper known as the African Standard.

The Daily Nation on the other hand originated from a weekly paper known as Taifa which commenced in 1958 and owned by Charles Hayes. The newspaper is currently under the umbrella of Nation Media Group and has other sister newspapers which are; Taifa Leo, Business Daily, The EastAfrican and the Daily Metro. Other popular newspaper are The Nairobi Star which was launched in 2007 by Radio Africa Group, it is the third largest paper in Kenya which changed its name in 2009 to The Star; and The People newspaper which is owned by Mediamax. All these newspapers currently have a digital presence.

On 1st November 2011, the Standard Group announced the launch of their e-paper, which mimicked the print paper in design and content (Nzioka, 2011). Kenyan youth and the Kenyans in the diaspora were mentioned as target audiences for the e-paper during the launch. Daily Nation already had digital e-newspaper presence at this time. Around this period, State of the News Media Report (Edmonds et, al. 2010) confirmed massive drop in advertising and revenues consequently leading to job losses in the American media industry. Nation Media Group in an effort to increase sales, by use of innovative means restructured and introduced NationMOBILE in 2005, whose purpose was to deliver news alerts by use of text messages (Anonymous, 2005).
The restructuring at Nation Media was a marketing strategy aimed at retaining the existing audience, attracting the lost audience and acquiring new audience. *The Star* equally introduced their e-paper in 2014 (Gathoni, 2014). The above data confirms the decrease of print circulation and increase of digital consumption of news both in the west and in Kenya.

All the media houses in Kenya have greatly subsidized costs of online subscription at more than half of what it costs to purchase a physical copy. According to the Communication Authority of Kenya’s ICT Access Gaps Report (2016) 89.2% of Kenyans have access to mobile phones while more than half of these have smart phones. A big proportion of the Kenyan population (87%) have access to the Internet. This means that many Kenyans are able to access e-newspapers conveniently. It is thus important to investigate the adoption patterns of e-newspapers in Kenya as well as the reasons for adoption or rejection of the e-newspapers.

1.2.2 Determinants of the Adoption of E-newspapers

Although e-newspapers are cheaper and easier to distribute than the printed versions, their adoption has been challenged by numerous attributes. Indeed, and as shown by theories such as the Diffusion of Innovation Theory (Rogers, 2010) as well as the Technology Acceptance Model (Davis, 1989), the diffusion of e-newspapers has not been enhanced by their perceived advantages. This means that one has to investigate the factors that influence such adoption. It is also important to find out whether organizations commit enough resources to promote the adoption of e-newspapers or whether other important tasks inhibits organizations to commit financial resources towards the acquisition of these newspapers.
Indeed, apart from resources, there may be other factors inhibiting the adoption of e-newspapers in Kenya. Indeed, although there is a fertile ground for the adoption of e-newspapers in Kenya, the situation is not so. De Rose (2016) found that the presentation of the newspaper, and the fact that they are designed in such a way as to allow a quick search of items that the reader is interested in attracts more readers as flipping back and forth to find information is cumbersome. The access gaps report by the Communications Authority of Kenya (ICT Access Gaps Report, 2016) shows that there are 37.8 million mobile phone subscribers in Kenya. This is equivalent to 89.2% of the country’s population. Communication Authority of Kenya additionally confirms that more than 87% of the population have access to 3G broadband services, as such; media houses can now report news on their websites. Many more media houses, even those that do not have print newspapers success as Capital Digital Media and Royal Media have been able to offer breaking news services across the cyber space, enhancing their ability to compete with other media houses. This means that many Kenyans can conveniently access the news via the Internet easily. In this regard, it is pertinent to be interested in the determinants of the adoption of e-newspapers in the country.

Other important factors influencing the adoption of e-newspapers are pegged to demographic characteristics (Spil & Suijkerbuijk, 2015; O’Cass & Fenech, 2003 and; Fornerino, 2003) among others. Another important factor determining the adoption of e-newspapers is cost (Thurman & Myllyahti, 2009; Peters, 2011). Existing literature goes on to show that the ease of access e-newspapers could influence the adoption of e-newspapers (Deacon, 2007; Spil & Suijkerbuijk, 2015 and; Shapira et al., 2009) among others.

As shown by the preceding discourse, there is scanty literature on the determinants of the adoption of e-newspapers in Kenya more so in institutions of higher
learning. Omekwu et al (2016) found that University of Nigeria has implemented e-resource where students are able to access materials such as e-newspaper, and because of it is available, students have been able to teach themselves how to access them. Swapna et al (2016) also found that post graduate students of Mysore prefer print newspapers to electronic versions of the same. Majority also prefer to get their news from free online news websites. Majority of scholarship has focused on developed nations. Studies undertaken in Kenya are few or lacking altogether. If existing, such studies are absent from the public domain and may not have been published in visible platforms. This research sets to investigate the adoption patterns of e-newspapers by institutions of higher learning in Kenya. It will focus on United States International University (USIU-Africa).

1.2.3 United States International University - Africa

The United States International University - Africa is an accredited university located in Kasarani, one of the suburban areas of Nairobi City, Kenya and it has close proximity to Thika Road. According to their 2015 strategic plan, USIU-Africa’s mission is to promote the discovery and application of knowledge, the acquisition of valuable skills and the development of intellect and character in a manner that prepares students to not only be innovative and entrepreneurial but to also contribute professionally, effectively and ethically as citizens of a changing and increasingly technological world and the vision of Africa being the premier institution of academic excellence with a global perspective.

USIU-Africa was founded by Dr. William Rust whose mission was to promote global peace through education and was registered in September 1969. The university received US accreditation in 1981 by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC) as part
of USIU-Africa-San Diego and a Kenyan accreditation in 1989 by Kenya Commission for Higher Education (CHE). The university now boasts of four academic schools namely: School of Science and Technology, Chandaria School of Business, School of Pharmacy and Health Sciences and School of Humanities and Social Sciences. In total, USIU-Africa - A serves 6,512 students drawn from 73 different countries (USIU-Africa, 2016) and offers 24 degree programs - undergraduate to doctoral level. There are 302 teaching members of staff and non-teaching members of staff in the university.

USIU-Africa is one of the few universities in Kenya that has subscribed to Daily Nation e-newspaper which students and faculty can access through the university library portal. Daily Nation is the only e-newspaper that the university has subscribed to, however, the library keeps in archive print newspapers from other outlets, which the students can access by physically visiting the library.

1.3 Problem Statement

Major business transactions are being done across the cyberspace as people almost unanimously adopt modern digital communication technologies. Zimmer (2012) points out that the shift to digital communication has created room for the adoption of e-newspapers, which media houses increasingly prefer in comparison to the print versions. Indeed, the advantages of adopting e-newspapers are enormous. They cost less to make and are easy to distribute. However, an assessment of several theories such as the Diffusion of Innovation Theory (Rogers, 2010) as well as the Technology Acceptance Model (Davis, 1989) shows that the diffusion of e-newspapers has not been enhanced by their perceived advantages. This means that one has to investigate the factors that influence such adoption.

The access gaps report by the Communications Authority of Kenya (CAK, 2016) for example shows that there are 37.8 million mobile phone subscribers in Kenya,
the equivalent to 89.2% of the country’s population. Although most these mobile telephone devices can access 3G broadband service and people can use them to access e-newspapers, there is little evidence to show that subscription to such newspapers in Kenya has increased. This could be as a result of unexplained factors that may be hard to unravel without systematic study.

Conversely, existing literature shows that there has been immense adoption of e-newspapers for the last two decades in developed countries (Gunter, 2015; Greer & Mensing, 2006; Boczkowski, 2004). Indeed studies show that there is it is hard to find a newspaper that does not have a digital version in the developed world. In the United States of America for example, Williams (2015) found that out of the 89 newspapers with over 50,000 circulation, 71% of had digital subscription models.

The story is different in African countries. A report by the Communication Authority of Kenya (2016) shows that although there is a steady rise of e-newspapers in Kenya, many people are yet to adopt these newspapers. A study in Nigeria by Oyewumi, Alegbeleye and Onifade (2015) shows that out that all the 15 universities targeted by their study subscribed to print newspapers, indeed only 5 (33%) university libraries subscribed to e-newspapers. This low adoption of e-newspapers in African countries could be as a result of unexplained factors that may be hard to unravel without systematic study.

Most of the extant literature is pegged on desk review of available literature but not primary data as this current study. This means the wealth of knowledge contained in such studies may not relate to this current study which shall use primary data sources. Secondly, the fact that most of the available literature is from developed countries but not Africa or Kenya for that matter, may not cast light on the Kenyan case. Furthermore, most of the former studies just show the adoption trends of e-newspapers but do not
unearth the factors that influence such adoption. It is thus pertinent to investigate the adoption patterns of e-newspapers in institutions of higher learning as promised by this current study.

1.4 Purpose of the Study

To investigate the adoption patterns of e-newspapers in institutions of higher learning in Kenya using USIU-Africa as a case study.

1.4.1 Specific Objectives

(i) Examine the relationship between demographic characteristics of users and adoption of e-newspapers by the faculty of institutions of higher learning a case of United States International University - Africa

(ii) Find out how the cost of e-newspapers in contrast to print newspapers affects their adoption by faculty of institutions of higher learning a case of United States International University - Africa

(iii) Determine how ease of access of e-newspapers influences adoption of e-newspapers by faculty of institutions of higher learning a case of United States International University - Africa
1.5 Significance of the Study

The findings of this study could be important to various stakeholders. They would avail important information on the adoption patterns of e-newspapers. As such, institutions could be able to understand how to enhance the adoption of such newspapers among their members of staff and clients (students in the case of this study). This would enable them reap the cost benefits of such newspapers.

Media houses would understand the determinants of the adoption of e-newspapers and the relative contribution of each determinant to adoption (patterns of adoption) in high educational institutions. This would encourage such houses to put in place measures aimed at enhancing the adoption of e-newspapers by dealing with the bottlenecks to adoption. This could be through strategies aimed at enhancing the digital literacy of the target market on how to use e-newspapers.

The study results obtained could also be important to scholars. This study will contribute to the knowledge in diffusion of innovation theory as well as technology acceptance model which could fuel further research interest among scholars. More studies will expand the said theories thereby benefiting communication scholars and experts.

1.6 Scope of the Study

According to Mugenda and Mugenda (2003), the scope of study is the geographical location of the study. The study took place in the United States International University, Nairobi City County. The study was limited to this university so as to make it tenable in terms of time and cost. Additionally, the university boasts of making technology an integral part of the university life. They have included free internet connection for all faculty and students within the university. Since the researcher has studied in this university, it was easy to collect data.
The study went on to focus on departmental heads and members of staff drawn from the 26 degree programs in the university, employees from library services, sports, and administration departments. These were targeted since it easier to reach them and because they all have access to a university provided computer. Although students could also provide information easily, they were not targeted due to time and cost considerations. The members of staff were targeted since it is expected that they all have access to a computer and Internet connection. It was also hoped that these university the population targeted would be able to significantly contribute to the study subject. Information was collected from these individuals using a questionnaire.

1.7 Definition of Terms

1.7.1 E-Newspaper

E-newspaper is also known as electronic newspaper electronic ink or epaper. Primozac (2015) defines e-newspaper as a technology that mimics the appearance of ordinary ink on paper. This newspaper that can be accessed through a digital device is an exact replica of the print version; in its visibility, paper like readability and crispness.

1.7.2 Adoption Patterns

This relates to the trend of adoption and how this is determined by each of the variables under investigation in this study. According to Trend of Oxford Dictationaries (2015), adoption trend is a general direction with which adoption is developing or changing.

1.7.3 Cost of E-newspapers

This is the subscription fee (cost) of e-newspapers per month. Oxford dictionary (2015) defines cost as payment required before an acquisition of an item or service. The cost of e-newspaper is contrasted with the price of print newspapers for duration of one month.
In Kenya, Standard Group offer a rate of Ksh 30.00 for the daily subscription. The cost for a daily subscription for students is Ksh 9.60. Corporate costs are dependent on the number of employees. A 6 month rate of Ksh. 4,047.00 is offered to corporates with over 500 employees. Nation Media Group offer a rate of Ksh 39.00 for daily subscriptions and extend discounts to bulk orders. The cost referred in this research refers to the cost applied to an individual and not to the corporate.

1.7.4 Demographic Characteristics of Users

These are attributes of users regarding age, sex, income, level of education and dwelling place among others. Encyclopaedia (2003) explains that demographics is an analysis of a population based on age, marital status, sex, race, education and any other factor that groups a certain population together.

1.7.5 Ease of Access of E-newspapers

This is the ease with which one can access an e-newspaper, navigate through the pages and obtain the information being sought without problems. Trend of Oxford dictionary (2015) defines access as the right to use or benefit from something or obtaining information.

1.8 Chapter Summary

This chapter presented the background of the problem related to the adoption of e-newspapers as an innovation by faculty of institutions of higher learning. The chapter started off by giving definition of e-newspaper and has given an overview of the history of print newspapers and their evolution to include innovations such as digital forms of newspapers and news alerts via text messaging as well as partnerships with telecommunication corporations in an effort to adapt to the changing world. The chapter has also mentioned the universities that have subscribed to e-newspapers which
emphasises the need for this study. The chapter went on to present the research problem, herein, the gaps, including the absence of a similar research and empirical data from existing literature which this current study sets to fill are highlighted.

Furthermore, the objectives of the study which are determining the relationship of adoption of e-newspaper to demographics, cost of e-newspaper, digital literacy and ease of access are presented in detail. The significance of the study to various stakeholders such as institutions of higher learning, media houses and scholars has been shown Hypotheses as well as the scope of the study are also presented. Finally, definition of the key terms used in the study was presented.
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature reviewed from various studies in accordance with the study variables. The chapter also presents the theoretical and conceptual foundations guiding the study. Herein, the theories that guide the study namely Diffusion of Innovations Theory and Technology Acceptance Model are presented. A critique of the literature reviewed. This entailed critique of the studies reviewed in view of the study objectives. The research gaps that the study sets to fill are also identified. This is done on the basis of the study objectives, time and geographical scope of the studies reviewed. Lastly, a section on summary is also incorporated.

2.2 Empirical Review

This section presents the empirical Review of studies undertaken in line with the objectives of the study. A section on the dependent variable is also included.

2.2.1 Demographic Characteristics of Users and Adoption of E-Newspapers

Demographic characteristics such as age have been found to affect the probability of leaders to adopt e-newspapers. According to Spil and Suijkerbuijk, (2015), age is a key predicator of who will adopt an e-newspaper and who will not do so. In their paper titled “A business model for the e-newspaper from a customer perspective”, the two scholars found out that in the Netherlands, older readers prefer traditional newspaper while younger ones prefer e-newspapers.

O’Cass and Fenech (2003) published a paper titled “Webretailing adoption: exploring the nature of Internet users Webretailing behaviour” in the United Kingdom. There argued that the adoption of Internet based reading, which includes e-newspapers is influenced by the demographic characteristics of adopters. The findings show that
adopters can be distinguished from non-adopters in that they are likely to be more educated, younger, and having higher incomes.

Fornerino (2003) studied Internet Adoption in France. His findings show that Internet adopters are more likely to be cosmopolitan than non-adopters. This is guided by the fact that urban dwellers have more communication needs than rural dwellers. In addition, urban dwellers are more interested in testing new technologies. As such the place that people live could be a determinant of their propensity to adopt Internet based technologies such as e-newspapers as conceptualized by this current study.

Burke (2002) in a study titled “technology and the customer interface: what consumers want in the physical and virtual store” elicits that the demographic characteristics of shoppers influence their predisposition to buy from online stores or not. To this, the findings obtained show that highly educated customers are more likely to buy from the virtual stores in comparison with their less educated counterparts. The reason given for this is that there is often a positive correlation between and the Internet literacy of an individual. It can be argued that demographic factors such as the level of education could affect the likelihood to adopt e-newspapers and vice versa. This current study sets to establish the veracity of this proposition.

2.2.2 Cost and Adoption of E-Newspapers

Flavián and Gurrea (2009) published an article titled “digital versus traditional newspapers”. They assessed the marketing constraints facing these two versions of newspapers. Their findings show that Internet based information systems speed up the process of news reaching the reader. They also reduce distribution costs and enhance interactivity with readers. Since e-newspapers are distributed at a lower cost than their print versions, they cost less. The former study did not attempt to find out how cost influences adoption rates of e-newspapers. This necessitates this current study.
Thurman and Myllylahti (2009) undertook a case study in Finland titled “taking the paper out of news: a case study of Taloussanomat, Europe's first online-only newspaper”. They found out that e-newspapers cost less than the printed versions since they are not faced with the costs incurred by traditional newspapers such as printing, administration, editing and distribution costs. The former study did not investigate how affordability affects adoption. This current study sets to find out the level to which costs affect adoption of e-newspapers by faculty of institutions of higher learning.

Peters (2011), in a study titled “The Times announces digital subscription plan” points out that in order to reduce printing costs; the New York Times has put in place measures aimed at enhancing the adoption of e-newspapers. This strategy has also been observed in the Netherlands where one of the newspapers has put in place measures aimed at enhancing e-subscription by issuing free IPad to subscribers. The study by Peters (2011) does not focus on an African country or institutions of higher learning for that matter. This necessitates studies in this direction.

Oyewumii et al. (2015) in their article on “Information Communication Technology (ICT) and its effect on Newspaper Utilisation in University Libraries in Nigeria” point out that all the 15 Nigerian universities targeted by their study subscribed to print newspapers. Indeed only 5 (33%) university libraries subscribed to e-newspapers. The remaining 67% did not subscribe to any e-newspaper. Most of these libraries cited lack of financial resources from the university as the main reason for lack of such subscription.

2.2.3 Ease of Access and Adoption of E-Newspapers

Access to a technology could affect the level to which it is adopted by consumers. Deacon (2007) in his definition of e-newspapers posits that one of the most
important attributes of e-newspapers is its ability to be searched comprehensively, quickly and reliably- key aspects of accessibility. In the same light, Spil and Suijkerbuijk (2015) opine that one important attribute of e-newspapers is that they can be searched easily, quickly and comprehensively. These accessibility advantages could determine the level to which such newspapers are adopted as argued by this current study.

Shapira and colleagues (2009) on their study titled “E-Paper: a personalized mobile newspaper” posit that the adoption of e-newspaper is enhanced by its ability to be easily assessed with computers and mobile devices such as e-readers. Though this shows that there is an undeniable nexus between accessibility and the adoption of e-newspaper, there is absence of documented literacy on this trend in the public domain in Kenya.

Smedley (2010) in a study titled “modelling the impact of knowledge management using technology” shows that the adoption of e-learning accords the institutions and learners immense access of knowledge at the click of a mouse. This shows that accessibility of Internet based products influences adoption. The former study does not focus on the adoption of e-newspapers by faculty of institutions of higher learning hence the need for this current study.

2.2.4 Adoption of e-newspaper

Existing literature shows that there has been immense adoption of e-newspapers for the last two decades. According to Gunter (2015) there has been immense adoption of Internet-based news dissemination since early 90s. In 1994, the first online newspaper was published in the United Kingdom (Greer & Mensing, 2006). This was The Electronic Telegraph, a digital version of The Daily Telegraph. This was followed
the same year by Electronic Signpost, the digital version of the Star Tribune. At the end of the year, there were less than 10 newspapers using the digital platform.

The number of electronic newspapers increased to 150 by the end of 1996 and shot to 775 in 1996 (Carlson, 2003). The move to online news was influenced by the decline in readership of print newspapers by the youth as well as decrease in advertisement revenues as companies started embrace online based advertisement (Greer & Mensing, 2006). Notably though, electronic Newspapers did not start proactively. They were born out of reactive action from media houses as sales plummeted (Boczkowski, 2004). At the outset, such newspapers were complementary of print newspapers. Currently, it is almost untenable to find a newspaper that does not have a digital version in the developed world.

In Kenya, the Nation Media House was the first print newspaper an e-newspaper in 2011 followed by The Standard group which launched their e-paper towards the end of 2011. It was followed by The Star which introduced its e-paper the same year in 2014. Currently, all the major media houses in the country run e-papers. They have subsidized the cost of online subscription. Indeed an e-newspaper costs half of what it costs to buy the printed version (Communication Authority of Kenya, 2016).

Numerous studies such as Spil and Suijkerbuijk, (2015); O’Cass and Fenech (2003); Fornerino (2003) and; Burke (2002) show that demographic characteristics influence the adoption of e-newspapers. Some of the most important demographic characteristics identified include age, sex, level of education, residence (urban or rural) and income. However, none of the studies reviewed focus on Africa or on Kenya for that matter. In addition, some of the studies reviewed are quite dated and may not show the current state of events in Kenya.
Regarding the cost of e-newspapers and their adoption, several studies were reviewed. These include: Flavián and Gurrea (2009), Thurman and Myllylahti (2009), Peters (2011) and Oyewumi et al. (2015). These studies show that businesses endeavour to promote e-newspapers since they are cheaper to produce and distribute than print newspapers. The affordability of such newspapers also influences their propensity to be adopted by users. Regrettably, none of the studies reviewed focus on the Kenyan situation. This calls for studies in that direction such as this current one.

Furthermore, extant literature on the influence of ease of access e-newspapers on adoption of e-newspapers was reviewed. Deacon (2007) as well as Spil and Suijkerbuijk (2015) show that accessibility attributes such as the ability to be searched easily, quickly and comprehensively influences the level to which such newspapers are adopted as argued by this current study. This is also affirmed by Shapira and colleagues (2009) as well as Smedley (2010) who focused on the influence of accessibility of Internet based products and the adoption of such products. It is however notable that none of these studies focus on the adoption of e-newspapers by faculty of institutions of higher learning in Kenya. This underlines the need for this current study.

Existing literature goes on to show that there has been immense adoption of e-newspapers for the last two decades. Studies such Gunter (2015), Greer and Mensing (2006), Boczkowski (2004) as well as Communication Authority of Kenya (2016) show the growth trends of e-newspapers. Indeed some of these studies show that there is it is hard to find a newspaper that does not have a digital version in the developed world. These studies just show the adoption trends but do not unearth the factors that influence such adoption. This necessitates studies such as this current one which investigates the adoption patterns of e-newspapers by faculty of institutions of higher learning.
2.3 Theoretical Foundation

This study is grounded on two theoretical foundations: Diffusion of Innovation Theory and Technology Acceptance Model. These two theories complement each other and therefore are necessary to use for this study. The details are presented in the following discourse. The diffusion of innovation theory is adopted since it casts light on how an innovation (e-newspaper) in the case of this study spreads among a given population (faculty of institutions of higher learning in the case of this study). It is complemented by the Technology Acceptance Theory which casts light on how the diffused technology gets acceptance in a particular population (institutions of higher learning in the case of this study).

2.3.1 Diffusion of Innovation Theory

This study is founded on the diffusion of innovation theory. The theory was first put forward by Everret Rogers in 1962. The theory explains how new ideas are communicated within the members. A new idea or concept is the one that potential users perceive as new. Basically, there are some innovations that are adopted faster than others (Rogers, 2010).

There are four elements that influence the diffusion of new ideas. These include the innovation itself, the communication channels used in casting light on it, time in which the innovation diffuses and the social system (context in which the innovation diffuses) (Rogers, 2002).

One of the most important determinants of adoption of innovations is the relative advantage of the innovation to the user. As such, an innovation that provides superior advantages such as cost-effectiveness and enhanced quality of life are prone to being adopted at a faster rate than those that do not have such advantages.
Other important factors that increase the propensity of an innovations to being adopted faster is ease of use and its compatibility with the pre-existing systems (technologies) in the social systems (Rogers, 2010). As such, an e-newspaper (the technology in the case of this study) has to serve fit within the pre-existing technologies such as computers, mobile phones and other hand-held devices that people often use.

The theory of diffusion of innovations is in line with this current study since e-newspapers are a form of innovation. As conceptualized in this study, the adoption patterns of such newspapers could be determined by factors such as ease of use (accessibility), cost in contrast to print newspapers and compatibility with pre-existing systems (its ability to provide information with the ease that readers of print newspapers are used to) among others.

A study by Zoubi et, al (2016), adopting the diffusion of innovations theory to find adoption of e-newspapers in Jordan, found that relative advantage, compatibility, triability and observability of electronics paper had a positive correlation to the adoption of e-newspaper. Interestingly, Neiljens and Voorveld (2016) found that digital innovative readers recalled the same amount of information from when they access the newspapers on a tablet as access to print newspapers. However, on average, readers recall less from digital editions compared to their print counterparts.

### 2.3.2 Technology Acceptance Model

This study is also pegged on the Technology Acceptance Model. The model was developed by Davis (1989) and is based on the *theory of reasoned action*. According to this model, the acceptability of an information system (e-newspapers in the case of this study) is determined by two major factors. These include perceived usefulness as well as the perceived ease of use of such system. Perceived usefulness is the level to which
such a system will enhance performance (enhanced access of e-newspaper in the case of this study) whereas perceived ease of use is the effortlessness with which the system can be used (ease of use due to digital literacy in the case of this study).

Upon validation, it was found out that the most important factor determining the adoption of a system is its perceived usefulness. Ease of use is not a significant determinant (Venkatesh, Morris, Davis & Davis, 2003). This can be explained by the fact that people are ready to go around a system and learn how to use it if it is really useful.

The Technology Acceptance Model (TAM) is based on the assumption that the key constructs that is, perceived ease of use perceived usefulness are able to mediate other variables that underpin IT use behaviour. It is worth noting that users are different and that they have different preferences. As such, they are likely to respond to a given technology differently. Furthermore, other factors such as age and educational level among other factors could affect the propensity of an individual to adopt a particular technology (Venkatesh et al., 2003). This current study investigates some of these external factors such as demographic characteristics (which include age and level of education) and their likelihood to acceptance of e-newspapers (the technology in the case of this study).

Within the scope of this study, it can be argued that the importance that users place on e-newspapers can influence their probability to use adopt it. Such usefulness could be ability to reduce cost of reading a newspapers and ubiquitous accessibility among other factors.

2.4 Conceptual Framework

This study conceptualizes that the adoption patterns of e-newspapers is dependent on the various factors based on the diffusion of innovation theory and
technology acceptance model. These major factors are pegged to the demographic characteristics of the respondents; the cost of e-newspapers in contrast with the print versions and; ease of access of such newspapers. If an e-newspaper is easy to afford by an institution of higher learning, then the institution adopts it and makes it accessible to its members of staff. The personal demographic attributes of these members of staff such as level of education and age could influences the level to which they start using e-newspapers. Furthermore, the ease of use and accessibility of the e-newspaper would affect the level to which it is adopted. The joint interaction and action of these variables determines the level and trends of adoption of e-newspapers. Such adoption could be measured by accessing the level of adoption, the frequency of use and the relative contribution of the variables to adoption. The conceptual framework is presented in

![Conceptual Framework](image)

**Independent Variables**
- Demographic Characteristics
- Cost of E-Newspapers
- Ease of Use

**Dependent Variable**
- Adoption Patterns of E-Newspaper
  - Level of adoption
  - Frequency of use
  - Relative contribution of the various variables to adoption

### 2.5 Research Gap

Numerous studies show that e-newspapers are a present reality the world over. Literature also shows some of the factors, as conceptualized in this study, which influence the adoption of such newspapers. None of the studies reviewed shows the trend in Kenya. Indeed most of the studies reviewed show that study in this direction has not attracted much interest in Kenya or even Africa at large. This is exampled by the absence of published literature on this subject in the public domain. Furthermore,
some of the studies reviewed are quite dated and some do not squarely focus on e-newspapers. This scarcity in extant literature necessitates this current study which sets to systematically study the adoption patterns of e-newspapers in institutions of higher learning in Kenya.

2.6 Research Questions

Based on the above literature review and the objective of the study, the researcher formulated the following research questions:

1. Does demographic characteristics determine the adoption of e-newspapers by faculty of institutions of higher learning?
2. Is cost a factor that determine the adoption of e-newspapers by the faculty of institutions of higher learning?
3. Does ease of use determine adoption of e-newspapers by institutions of higher learning?

2.7 Chapter Summary

The chapter presented the theoretical foundations of the study. The chapter also presented empirical literature review in line with the variables of the study. Studies that have been undertaken related to the variables of the study were presented and their significance to the study assessed. The study adopted the Diffusion of Innovation theory by Everret Rodgers (1962) and technology acceptance theory by Davis (1989.) In this regard, the theoretical foundations of the study are identified and their relationship to the study was captured. The conceptual foundation of the study was also presented where the study hypophyses that adoption patterns of e-newspaper is dependent on Demographics, digital literacy, cost of e-newspaper and ease of access. Herein, the interaction between the aforementioned study variables was presented in detail. Lastly, a critique of the literature reviewed where the research gaps were identified and
research questions drawn. The next chapter presents the research methodology that the study uses.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology guiding the study. Herein, the research design adopted by the study was presented. The target population and sampling design were also presented. In this case, the population from which data would be collected was presented. Furthermore, data collection methods, implementation approach, data analysis methods and a summary are presented.

3.2 Research Design

This study utilized the descriptive research design. In descriptive studies, the researcher is usually interested in establishing the state of affairs in the field as they are, without manipulating any variable (Kothari, 2000). This reinforces the decision to choose this design. The research set to understand the variables under investigation as they are and how they influence the adoption of e-newspapers. The design is vital when collecting information about people's attitudes, opinions or any of the variety of issues- adoption patterns of e-newspapers in the case of this study.

This study is designed using the quantitative approach. It gives insight into of the perception of members of staff on the adoption patterns of e-newspapers. The study sought to explore the trend in such adoption within a period of one year. Data was collected using questionnaires

3.3 Population and Sampling Design

According to Kothari (2000), the target population is the entire group that is of interest to the researcher. The population of the study was the faculty members of United States International University which the study intends to represent the institutions of higher learning in Kenya. The institution was chosen to make it tenable
in terms of time and efforts. The university had about 400 members of staff, give or take, at any point in time in 2014 (Kimokiy, 2014). This number has significantly increased to 718 in 2016 according to USIU-Africa’s strategic plan (Chairman of the Board of Trustees – USIU-Africa, 2016). Purposive sampling was chosen to save time as well as to avoid sampling bias that might have occurred had the researcher used probability sampling methods. The study purposively sampled heads of departments and 3 members of staff from each of the 26 academic departments as well as 5 members of staff from three departments namely library services, sports, and administration departments. This makes a total of 119 individuals (26 heads of departments, 78 members of staff from academic departments and 15 members of staff from library services, sports, and administration departments). Even though a non-probability sampling method is used, the researcher acquired a logical generalization. The sample size comprises of 17% of the accessible study population. This was deemed sufficient for the study in line with Kothari (2004) who points out that 10-30% of accessible population is representative of the whole population.

The sample size is shown in Table 3.1.

Table 3.1: Sample Size

<table>
<thead>
<tr>
<th>Category</th>
<th>Population</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heads of Departments</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Staff from Academic</td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td>Departments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Services Department</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Sports Department</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Administration Department</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>119</td>
<td>119</td>
</tr>
</tbody>
</table>
3.4 Data Collection Methods

The study used the survey method for data collection. Survey has been used by many scholars undertaking research of a similar nature such as Warford (2005) who studied adoption of American Council on the Teaching of Foreign Language (ACTFL), Chaipoopirutana, et al., (2009) who examined the adoption of mobile banking by Indians, Al-Jabri and Sohail (2012) who also studied the adoption of mobile banking in Tunisia, and Chew, Grant and Tote (2004) who examined how family physicians have adopted the Internet in obtaining medical information; all these scholars have used surveys in their research as a method for data collection.

The researcher obtained a research authorization letter from the United States International University to conduct the research. The researcher then contacted the individuals sampled in this study in through their respective departments to administer the questionnaires. This was done within a period of one month. During this period, the researcher endeavoured to reach all the individuals targeted by the study effectively.

3.4.1 Research Instrument

The study employed structured print questionnaire as an instrument for data collection complimented with online questionnaire. The questionnaires had sections related to the objectives of the study and contained closed-ended and open-ended questions. The reason for including open ended question was to obtain rich qualitative data and gain in-depth understanding of the respondent’s opinion and experience relation to adoption of e-newspapers by the faculty of United States International University. This would therefore validate the study regardless of the small sample size. The questionnaire was chosen since data obtained using questionnaires is easy to administer and fast to analyse.
The questionnaires was pretested to assess their validity and reliability. This was through a pilot study in which 15 members of staff from the 12 academic and 3 non-academic departments in the university were asked to respond to the questionnaire. As such, 1 member of staff from the departments sampled participated in the pilot study. The sample of 15 was more than 10% of the study overall study sample and can thus represent the study effectively (Kasomo, 2006). The participants of the pilot study were not be included in the final study.

3.4.2 Validity of the Research Instrument

Validity concerns the ability of a research instrument to measure what it is purported to measure (Mugenda & Mugenda, 2008). The ease with which the respondents answer the research questions was assessed in the pilot study. Any ambiguous questions were amended to make it easy to understand. The respondents in the pilot study confirmed a relationship between variables. The questionnaire was also be subjected to review by the research supervisors and their comments used to improve it.

3.4.3 Reliability of the Research Instrument

Reliability is a measure of the degree to which a research instrument yields consistent results after repeated trials (Mugenda & Mugenda, 2008). The data obtained from the pilot study was used to ascertain the appropriateness and relevancy of the research instrument to the study. Cronbach’s alpha was used to test the reliability of the research instrument. In the social sciences, acceptable reliability estimates range from 0.70 to 0.80 (Malhotra, 2004). Santos (1999) asserts that Cronbach Alpha always elicit consistent and reliable responses even if the questions were replaced with other similar questions.
3.5 Research Procedures

The researcher contacted the departments from which data was collected to gain their support and ask them to participate in the study. Prior to collection of data, the researcher reviewed the questionnaire extensively to check whether any ethical issues were likely to arise as well as any ethical challenges that were likely to be faced by the researcher during data collection. Further, the researcher addressed all USIU-Africa ethical principles related to the anonymity of all respondents as well as the protection of the respondents’ confidentiality and rights protected.

3.6 Implementation Approach

The researcher then administered the questions using print questionnaires. This was done by contacting the respondents through their respective departments. Even though online questionnaires has a wider reach and is cheaper than print questionnaires, they have a low response rate when encountered with unwilling participants asserts Levefer et al. (2007). The researcher visited the respective departments and issues the questionnaires to the departmental heads of such departments. Their assistance in the questionnaire distribution exercise was sought. This is done due to the fact that it is easy to reach the various employees through these departmental heads. It is also easy to reach all respondents in the event that some of them are not present when the questionnaires are being distributed. The respondents were given ample time to respond to the questionnaires. After a period of two weeks, the researcher went back and collected the questionnaires.

The sampling period was from April 12th 2017 to April 26th 2017 which was a total of 42 days. The sampling period was selected because it was the period which the presidential campaign was expected to be gearing speed, and it was expected that USIU-Africa faculty would seek information about the presidential candidates and
their campaigns from the newspapers. It was expected that this decision would result in a high respondent rate.

3.7 Data Analysis Methods

The data collecting using questionnaires was cleaned, coded and, analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were also used to test the data. This included: frequencies, percentages and means. Inferential statistics (Pearson Correlation and Multiple Regression Analysis) was conducted. This was for purposes of establishing the relationship between the study variables of the study. The findings obtained were presented in form of Tables and Figures and conclusions drawn. The regression analysis model adopted by the study was; 

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \]

There was no data from the open-ended questions. The rest of the data was collected, followed by reviewing, categorizing, tabulating, and recombining evidence to ascertain meaning related to the study’s initial objectives, research questions and issues (Miles & Huberman, 1994). The emergent findings were used to support the findings from closed-ended questions.

3.8 Summary

This chapter presented information on the methodology guiding the study. The research adopted surveys as a method for data collection and print questionnaire as an instrument for data collection. The reason for this choice has been highlighted in this chapter. The study has explained that it utilized descriptive research design as it allows for collection of data without manipulation of variables. A total of 119 individuals were approached to fill in the questionnaire from the faculty and other departments such as the library, sport and administration departments. Prior to data collection, a pilot study was done where 15 members of staff were requested to respond to the questionnaire.
and critic the structure and the questions. The chapter went on to present the implementation approach and data analysis methods.
CHAPTER FOUR
RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

In this chapter the findings of the study are presented. The study had sampled 119 employees of USIU-Africa drawn from each of the 26 academic departments and 3 non-academic departments namely library services, sports, and administration departments. Data was collected using questionnaires. The findings obtained are presented in the following section.

4.2 Response Rate

All the 119 questionnaires issued were collected back. The response rate for the questionnaires was 100% and this was considered sufficient for analysis.

4.3 Results of the Pilot Study

A pilot study was undertaken to establish the validity and reliability of the questionnaire. The pilot study targeted 15 members of staff from the 12 academic and 3 non-academic departments in the university. This was guided by Kasomo (2007) who points out that 10% of the total target population is sufficient for pre-testing of questionnaires in descriptive studies.

As far as validity was concerned, the ability of the respondents to answer the research questions with ease was assessed. Since the respondents could easily understand and respond to the questions in the questionnaires, the study instrument was deemed suitable for use in data collection. Expert input from the university supervisors was also used to improve the questionnaire.

Cronbach’s alpha was used to ascertain the reliability of the study instrument. Herein, an average Cronbach’s alpha of 0.87. This is evidence that the questionnaire
was reliable for use in data collection for the study. These findings are shown in Table 4.1.

Table 4.1: Reliability Statistics

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>No of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic Characteristics</td>
<td>0.89</td>
<td>5</td>
</tr>
<tr>
<td>Cost of E-Newspaper</td>
<td>0.98</td>
<td>4</td>
</tr>
<tr>
<td>Ease of Access</td>
<td>0.76</td>
<td>4</td>
</tr>
<tr>
<td>Adoption of E-Newspaper</td>
<td>0.83</td>
<td>7</td>
</tr>
<tr>
<td>Average</td>
<td>0.87</td>
<td>9.2</td>
</tr>
</tbody>
</table>

4.4 General Information of the Respondents

The research sought to establish the respondents’ sex, age, highest, academic qualification, and work duration at USIU-Africa. The findings obtained are presented in the subsequent sections. Based on the study, a USIU-Africa employee is a male, between the age of 46-55, has a Ph.D. and has worked for USIU-Africa an average of 4-10 years.

4.4.1 Distribution by Sex

The majority of the respondents (66%) were male. On their part, female accounted for 54% of the respondents. All in all, none of both sexes accounted for more than two thirds of the respondents. It can thus be deduced that both sexes were well represented in the study and that gender bias was avoided.

Table 4.2: Distribution by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>66</td>
<td>55.5</td>
</tr>
<tr>
<td>Female</td>
<td>54</td>
<td>44.5</td>
</tr>
<tr>
<td>Total</td>
<td>119</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.4.2 Distribution by Age

The majority of the respondents (41.2%) were aged between 46 and 55 years. These were followed by those aged 26 to 35 years (28.6%). The next were those aged more than 55 years (26.1%) and those aged less than 25 years (4.2%). Since all the different age groups were well represented in the study, a diversity of responses could be obtained.

Table 4.3: Distribution by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 years</td>
<td>5</td>
<td>4.2</td>
</tr>
<tr>
<td>26-35 years</td>
<td>34</td>
<td>28.6</td>
</tr>
<tr>
<td>46-55 years</td>
<td>49</td>
<td>41.2</td>
</tr>
<tr>
<td>55+ years</td>
<td>31</td>
<td>26.1</td>
</tr>
<tr>
<td>Total</td>
<td>119</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.4.3 Distribution by Highest Academic Qualification

The findings show that most of the respondents had PhD degrees (46.2%). These were followed by those with Bachelor’s degrees (26.9%) and Master’s degrees (15.1%). Those with other qualifications like Post Graduate Diplomas followed at 10.1%. Only 2 (1.7%) were diploma holders. It can be concluded that the respondents were well qualified to respond to the study subject.

Table 4.4: Distribution by Highest Academic Qualification

<table>
<thead>
<tr>
<th>Highest Academic Qualification</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma</td>
<td>2</td>
<td>1.7</td>
</tr>
<tr>
<td>Degree</td>
<td>32</td>
<td>26.9</td>
</tr>
<tr>
<td>Masters</td>
<td>18</td>
<td>15.1</td>
</tr>
<tr>
<td>PhD</td>
<td>55</td>
<td>46.2</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
<td>10.1</td>
</tr>
<tr>
<td>Total</td>
<td>119</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.4.4 Distribution by Working Duration

The study sought to find out the number of years the respondents had worked at USIU-Africa. The majority of the respondents had worked for 4 to 10 years (36.1%) in this institution. These were followed by those who had worked for more than 10 years (35.3%). Those who had worked for 1 to 3 years and less than 1 year were the least (21.8% and 6.7% respectively). All ranges of working period have been represented in this study.

Table 4.5: Distribution by Working Duration

<table>
<thead>
<tr>
<th>Years of employment at USIU-Africa</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 year</td>
<td>8</td>
<td>6.7</td>
</tr>
<tr>
<td>1-3 years</td>
<td>26</td>
<td>21.8</td>
</tr>
<tr>
<td>4-10 years</td>
<td>43</td>
<td>36.1</td>
</tr>
<tr>
<td>10+ years</td>
<td>42</td>
<td>35.3</td>
</tr>
<tr>
<td>Total</td>
<td>119</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.5 Descriptive Statistics

This section presents descriptive statistics of the study findings. This is done in line with the study variables. The means derived from responses to a number of statements regarding demographic characteristics, ease of access, cost of e-newspapers and adoption of e-newspapers are presented. The responses were captured on Likert-scale type statements where by the means obtained can be rounded up to 1 signify Not at all, 2 signify to a little extent, 3 to a moderate extent, 4 to a great extent and, 5 signify to a very high extent. Thereafter the significance of the findings and their relation to literature reviewed is presented.

4.6 Demographic Characteristics

The researcher assessed the level to which the respondents agreed to a number to selected statement on the regarding the effect of demographic characteristics on the
adoption of e-newspapers. The data was captured in a Likert-type scale of 1 to 5 (1-Not at all, 2-to a little extent, 3-to a moderate extent, 4-to a great extent and, 5-to a very high extent).

Table 4.6: Demographic Characteristics

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The age of readers affects the level of use of an e-newspaper</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.46</td>
<td>.76</td>
</tr>
<tr>
<td>b) Older readers prefer print newspapers as opposed to younger readers who prefer e-newspapers</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.50</td>
<td>.72</td>
</tr>
<tr>
<td>c) More educated people are likely to prefer e-newspapers</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.34</td>
<td>.79</td>
</tr>
<tr>
<td>d) People with higher incomes are more likely to subscribe to e-newspapers</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.21</td>
<td>.94</td>
</tr>
<tr>
<td>e) The place a person lives affects their likelihood to use e-newspaper</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.27</td>
<td>.95</td>
</tr>
<tr>
<td>Average Mean</td>
<td></td>
<td></td>
<td></td>
<td>4.36</td>
<td></td>
</tr>
</tbody>
</table>

An average weighted mean of 4.36 was obtained for all the items. The respondents tend to agree to a great extent that the age of readers affects the level of use of an e-newspaper (mean of 4.36). Evidently, the respondents tend to agree to a very high extent that older readers prefer print newspapers as opposed to younger readers who prefer e-newspapers (mean of 4.50). These findings agree with Spil and Suijkerbuijk, (2015) who found out that age is a key predictor of who will adopt an e-newspaper and who will not do so and that in the Netherlands, older readers prefer traditional newspaper while younger ones prefer e-newspapers.

Similarly, the respondents tend to agree to a very high extent that more educated people are likely to prefer e-newspapers (weighted mean of 4.58). The findings also show that people with higher incomes are more likely to subscribe to e-newspapers (agreement to a great extent). Lastly, the respondents tend to agree to a very high extent that the place a person lives affects their likelihood to use e-newspaper. These findings
buttress the findings of O’Cass and Fenech (2003) who found out that Internet based reading, which includes e-newspapers is influenced by the demographic characteristics of adopters and that adopters can be distinguished from non-adopters in that they are likely to be more educated, younger, and having higher incomes. The findings are also in agreement with Fornerino (2003) whose findings show that Internet adopters are more likely to be cosmopolitan than non-adopters since urban dwellers have more communication needs than rural dwellers and that urban dwellers are more interest in testing new technologies.

These findings show that age, income, level of education and the place a person lives (rural or urban areas) are key determinants to the adoption of e-newspapers. This therefore is in accordance to the diffusion of innovation theory that demographic characteristics are a key predictor of adoption of an innovation, thereby answering our question whether demographic characteristics determine the adoption of e-newspapers by the faculty of institutions of higher learning.

4.7 Cost of E-Newspaper

The effect of the cost on the adoption of e-newspapers was assessed through 4 Likert-type questions. The findings obtained are presented in Table 4.7.

Table 4.7: Cost of E-Newspaper

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) We consider the cost of an e-newspaper before deciding to use it</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.37</td>
<td>.84</td>
</tr>
<tr>
<td>b) We would use an e-newspaper if it costs less than the print edition</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.18</td>
<td>1.02</td>
</tr>
<tr>
<td>c) We prefer an e-newspapers irrespective of cost</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>2.82</td>
<td>1.27</td>
</tr>
<tr>
<td>d) The support offered by media houses to ensure affordability of e-newspapers encourages us to subscribe to such newspapers</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.12</td>
<td>1.08</td>
</tr>
<tr>
<td>Average Mean</td>
<td></td>
<td></td>
<td></td>
<td>3.87</td>
<td></td>
</tr>
</tbody>
</table>
The respondents tend to agree to a great extent, with a mean of 4.37, that they consider the cost of an e-newspaper before deciding to use it and that they would use an e-newspaper if it costs less than the print edition. These findings echo those of Thurman and Myllylahti (2009) who point out that e-newspapers cost less than the printed versions since they are not faced with the costs incurred by traditional newspapers such as printing, administration, editing and distribution costs. This affordability is influences adoption in universities.

The respondents tend to agree to a moderate extent, with a mean of 2.82, that they prefer e-newspapers irrespective of cost. This shows that cost was a real consideration in subscribing for e-newspapers and agrees with Oyewumii et al. (2015) who pointed out that most Nigerian university libraries cited lack of financial resources from the university as the main reason for lack of subscription to e-newspapers.

The respondents tended to agree to a great extent, with a mean of 4.12, that the support offered by media houses to ensure affordability of e-newspapers encouraged them to subscribe to such newspapers. This corroborates the findings of Peters (2011), who shows that media houses often put in place measures aimed at enhancing affordability of e-newspapers. All in all, the findings show that cost is a key determinant of adoption of e-newspapers and that the more newspapers can be afforded, the more universities could adopt them. This also answers our second question that cost is indeed a determining factor in the adoption of e-newspapers by institutions of higher learning. Furthermore, the support offered by media houses would go a long way in enhancing adoption and vice versa. In addition, the respondents opined that the opportunity cost of subscribing to e-newspapers was put into consideration by institutions of higher learning. As such, other conflicting needs where assessed before the respondents decided whether to adopt e-newspapers or not.
4.8 Ease of Access

The researcher went on to find out the effect of ease of access on the adoption of newspapers. To this end, the respondents were presented with 4 Likert-type questions. The responses obtained were presented in Table 4.8.

Table 4.8: Ease of Access

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Ease of access to e-newspapers affects the level to which members of staff use them</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.45</td>
<td>.82</td>
</tr>
<tr>
<td>b) The ability of e-newspapers to be searched comprehensively, quickly and reliably affects my willingness to use them</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.40</td>
<td>.87</td>
</tr>
<tr>
<td>c) I use e-newspaper more since they are easily accessible with computers and mobile devices</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.14</td>
<td>1.08</td>
</tr>
<tr>
<td>d) Since one can access a lot of information from e-newspapers easily, I prefer them that their print versions</td>
<td>119</td>
<td>1.00</td>
<td>5.00</td>
<td>4.50</td>
<td>3.81</td>
</tr>
<tr>
<td>Average Mean</td>
<td>119</td>
<td></td>
<td></td>
<td>4.37</td>
<td></td>
</tr>
</tbody>
</table>

As show by a weighted mean of 4.37, the respondents tended to agree to a great extent to most of the statements presented to them. As such, the respondents tended to agree to a great extent that the ease of access to e-newspapers affected the level to which members of staff use them.

They also tended to agree to a great extent that the ability of e-newspapers to be searched comprehensively, quickly and reliably affects my willingness to use them (mean of 4.39). This directly agrees with Deacon (2007) who points out that one of the most important attributes of e-newspapers is its ability to be searched comprehensively, quickly and reliably- key aspects of accessibility.

Furthermore, most of the respondents agreed to a great extent that they used e-newspaper more since they are easily accessible with computers and mobile devices (mean of 4.1.4). These findings corroborate those of Shapira and colleagues (2009) that found out that the adoption of e-newspaper is enhanced by its ability to be easily assessed with computers and mobile devices such as e-readers.
Lastly, the respondents tended to agree to a great extent that since one can access a lot of information from e-newspapers easily, they preferred them to their print versions. The findings obtained agree with Spil and Suijkerbuijk (2015) who assert that one important attribute of e-newspapers is that they can be searched easily, quickly and comprehensively. This is vital since these attributes can enable one to access a lot of information at the click of a mouse from e-newspapers.

This therefore is in accordance with the diffusion of innovations theory that ease of access which is a relative advantage of e-newspapers over their print version is a contributing factor to the adoption of e-newspapers. This also answers our question three that ease of access is a determinant of adoption of e-newspapers by the faculty of institutions of higher learning. However, this conflicts with technology acceptance model that ease of access is not really a determining factor in using of a technology since users can go around it, if they deem it important enough. Based on the response from table 4.8, ease of access will determine the adoption of e-newspapers by the faculty of USIU-Africa.

4.9 Level of Adoption of E-Newspaper

Lastly, the researcher assessed the level of adoption of e-newspapers. This was done through a set of 7 Likert-type questions. The findings obtained were presented in Table 4.9.

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
</table>

Table 4.9: Level of Adoption of E-Newspaper
Regarding adoption, the respondents tended to agree to a moderate extent that their departments preferred e-newspapers so they have subscriptions to a lot of them.

The respondents went on to agree to a moderate extent that every member of staff in their department read e-newspapers and that that more than half of the members of staff in their departments read e-newspapers. The respondents tended to agree to a great extent that they read e-newspapers since they were affordable and easy to use with a mean of 3.76 to the question ‘I read newspapers since they are affordable and easy to use.’

Further, the respondents tended to agree to a little extent (Mean of 1.80 and 1.95 respectively) to two statements that they don’t read e-newspapers since they can get the information they need from the print newspapers which they have regular access to and, that they can get all the information they need in a newspaper from other online sources so they do not read e-newspapers regularly. Lastly, the respondents tended to agree to a great extent that they frequently read e-newspapers since they can easily access them from their mobile phone or computer any time and whenever they need it with a mean of 4.30.

4.10 Regression Analysis
The purpose of the study was to investigate the adoption patterns of e-newspapers by institutions of higher learning in Kenya through a case study of United States University, Main Campus, Nairobi. Multiple regression analysis was carried to further test the relationship between the variables. The findings obtained are presented in Table 4.10.

Table 4.10: Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.232*</td>
<td>.154</td>
<td>.129</td>
<td>1.44490</td>
</tr>
</tbody>
</table>

ANOVA*

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>13.659</td>
<td>3</td>
<td>4.553</td>
<td>2.181</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>240.089</td>
<td>115</td>
<td>2.088</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>253.748</td>
<td>118</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Coefficients*

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>2.640</td>
<td>.956</td>
</tr>
<tr>
<td>a) Demographic Characteristics</td>
<td>.439</td>
<td>.212</td>
</tr>
<tr>
<td>b) Cost of an E-newspaper</td>
<td>.266</td>
<td>.173</td>
</tr>
<tr>
<td>c) Ease of Access</td>
<td>.307</td>
<td>.189</td>
</tr>
</tbody>
</table>

The regression model adopted by this study can explain 15.4% of the variability in the data. This is indicated by the R Square value of 0.154. The significant F value under the section on Analysis of Variance (ANOVA) (F=2.181, Sig=0.000), shows that there was overall significant relationship between all the independent variables and the dependent variable of the study.
Under the section on coefficients, significant t-test values (P<0.05) for each of the independent variables were obtained. This shows that all the variables can be fitted in the regression model adopted by this study.

The general linear regression model for this study was:

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \]

The fitted model using the unstandardized coefficients was:

Adoption of E-Newspapers = 2.640 + (0.439 * Demographic Characteristics) + (0.266 * Cost of an E-Newspaper) + (0.307 * Ease of Access) + 0.956.

The significant Standardized Beta Coefficients show that increase of *Demographic Characteristics, Cost of an E-Newspaper and, Ease of Access by 0.227, 0.153 and, 0.172 respectively would lead to increase in adoption of e-newspapers by institutions of higher learning in Kenya by 1 unit.
CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The purpose of the study was to investigate the adoption patterns of e-newspapers by institutions of higher learning in Kenya. This was done through a case study of United States University, Main Campus in Nairobi. This chapter presents a summary of the findings, conclusions and recommendations are presented.

5.2 Summary of Major Findings

This section presents a summary of the major study findings in line with the objectives of the study.

5.2.1 Demographic Characteristics

The researcher assessed the level to which the respondents agreed to a number of selected statement on the regarding the effect of demographic characteristics on the adoption of e-newspapers. The respondents tend to agree that the age of readers affects the level of use of an e-newspaper and that older readers prefer print newspapers as opposed to younger readers who prefer e-newspapers.

Seemingly, most of the respondents agree that more educated people are likely to prefer e-newspapers. The findings also show that people with higher incomes are more likely to subscribe to e-newspapers. Evidently most of the respondents tend to agree that the place a person lives affects their likelihood to use e-newspaper.

5.2.2 Ease of Access

The researcher went on to find out the effect of ease of access on the adoption of newspapers. The respondents tended to agree that most of the statements presented to them and that the ease of access to e-newspapers affected the level to which members
of staff use them. They also tended to agree that the ability of e-newspapers to be searched comprehensively, quickly and reliably affects my willingness to use them and that they used e-newspaper more since they are easily accessible with computers and mobile devices. Lastly, the respondents tended to highly agree that since one can access a lot of information from e-newspapers easily, they preferred them that their print versions.

5.2.3 Cost of E-Newspapers

The effect of the cost on the adoption of e-newspapers was also assessed. The respondents tend to agree to a great extent that they consider the cost of an e-newspaper before deciding to use it and that they would use an e-newspaper if it costs less than the print edition. The respondents also tend to agree to a moderate extent that they prefer e-newspapers irrespective of cost. The respondents tended to agree to a great extent that the support offered by media houses to ensure affordability of e-newspapers encouraged them to subscribe to such newspapers.

5.2.4 Adoption of E-Newspapers

The researcher also assessed the level of adoption of e-newspapers. Regarding adoption, the respondents tended to agree to a moderate extent that their departments preferred e-newspapers so they have subscriptions to a lot of them. The respondents went on to agree to a moderate extent that every member of staff in their department read e-newspapers and that that more than half of the members of staff in their departments read e-newspapers. The respondents tended to agree to a great extent that they read e-newspapers since they were affordable and easy to use. Moreover, the respondents also tended to agree to a little extent to two statements that they don’t read e-newspapers since they can get the information they need from the print newspapers.
which they have regular access to and, that they can get all the information they need in a newspaper from other online sources so they do not read e-newspapers regularly.

5.3 Conclusions

Based on the study findings, a number of conclusions can be made. The regression model adopted shows that there was overall significant relationship between all the independent variables and the dependent variable of the study. As such, all the variables affected the adoption patterns of e-newspapers. The findings show that demographic characteristics age, income, level of education and the place a person lives (rural or urban areas) are key determinants to the adoption of e-newspapers.

All in all, the findings show that cost is a key determinant of adoption of e-newspapers and, that the more newspapers can be afforded, the more universities could adopt them. Furthermore, the support offered by media houses would go a long way in enhancing adoption and vice versa.

Evidently, ease of access influenced adoption of e-newspapers. This is more so due to the fact that they can be searched easily, quickly and more comprehensively than the print versions. Since one to access a lot of information at the click of a mouse from e-newspapers, people with access to computers and hand-held devices were very likely to adopt these newspapers. These findings agree with the discussion of innovations theory and technology acceptance model that demographic characteristics, and relative advantage of an innovation determines the adoption.

5.4 Recommendations

In the backdrop of the study findings, the following recommendations are made. These recommendations are made based on the study variables.
5.4.1 Demographic Characteristics

Since demographic characteristics were major determinants of the adoption of e-newspapers, there was need for media houses to understand the influence of these characteristics in the adoption of these newspapers. There should be education campaigns to enable older readers learn how to use these newspapers and adopt them more readily. Effort should also be made to reduce the cost of e-newspapers so that people with less income could also afford them. Effort should also be made to ensure that people in rural areas as well as less educated people could adopt these newspapers since most of Kenyans had mobile phones that had some form of internet connectivity.

5.4.2 Ease of Access

Seeing that ease of access of e-newspapers affected the level of adoption of these newspapers, it is vital for media houses to make these newspapers ease to search and access through most devices that have Internet connectivity. As such, media houses should put in places mechanisms for offering fulltime support to those who had challenges adopting e-newspapers so as to enhance their capacity to readily access these newspapers.

5.4.3 Cost of E-Newspapers

The cost of newspapers was also seen as another factor affecting the adoption of e-newspapers. Institutions of higher learning tended to adopt these newspapers based on their affordability. As such, it is vital for media houses to reduce the cost of e-newspapers so as to enhance their affordability. Subscription durations can also be made flexible so that people can pay on ‘a as you read basis’. This could enable institutions of higher learning to adopt newspapers when need arose and based on the budgets available for subscribing to these newspapers.

5.5 Limitations and Recommendations for Further Study
The purpose of the study was to investigate the adoption patterns of e-newspapers by institutions of higher learning in Kenya. One limitation encountered in this study is the length of time it took respondents to answer the questionnaires. The sample size was also small, a larger sample size would definitely be more informative in regards to adoption of e-newspapers. To this end, we recommend that there should be follow up comparative studies in other institutions of learning divided by calibre of the institutions to gauge the strength of the factors influencing adoption of e-newspapers. Additionally, a better sampling method such as stratified sampling should be adopted in future research to give a more generalizable finding about the adoption of e-newspapers in institutions of higher learning. Each of the study variables could be investigated on its own through in-depth studies and based on other research designs such as exploratory survey designs so as to cast more light on its influence in the adoption of other forms of online based information access. Moderator variables, which were not investigated by this study could also be established and included in subsequent studies.
REFERENCES


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USIU-Africa Chairman of Board of Trustees. (2016) *Corporate Strategic Plan 2016 – 2020*.


**APPENDICES**

**APPENDIX I: PARTICIPANT DEBRIEF NOTE**

Dear Participant:

Thank you for participating in this research study. The purpose of this study is to gain an understanding of the adoption of e-newspaper in institutions of higher learning in Kenya. Your participation will help researchers gain more insight into the current consumption of digital newspapers by Kenyans. This study has used USIU-Africa as a case study.

In the event you have any concerns regarding the questions presented to you in this study, you may want to seek counselling for support or discuss any of them with me or my research assistant. You may contact me at email or phone noted below. Once again thank you for your participation.

Sincerely,

Salome Tarus
sctarus@gmail.com
0721910650
APPENDIX II: INTRODUCTION LETTER

Dear Respondent,

I kindly request you to participate in my study titled “The adoption patterns of e-newspapers in institutions of higher learning: the case of United States International University”. Kindly answer the questions in the attached questionnaire as accurately as possible. Your response will be treated confidentially and anonymously. It shall be used for academic purposes only.

Kind tick in the box [✓] corresponding to whatever your choice is.

Thank you in advance.

Yours

Salome Tarus
APPENDIX III: QUESTIONNAIRE

A: Demographic Information

1. What is your Sex? Male [ ] Female [ ]

2. What is your age?
   25 years [ ] 26-35 [ ] 36-45 years [ ] 46-55 years [ ] 55+ years [ ]

3. What is your highest academic qualification?
   Diploma [ ] Degree [ ] PG Diploma [ ] Masters [ ] PhD [ ] Other [ ]
   Specify……………………

4. For how long have you worked for USIU-Africa?
   <1 yr [ ] 1-3.5 yrs [ ] 4-10 yrs [ ] 10 yrs [ ]

B: Demographic Characteristics of Users

5. To what extent do you agree with the following statements regarding the effect of demographic characteristics on the adoption of e-newspapers? Rate in a scale of 1 to 5 (1-Not at all, 2-to a little extent, 3- to a moderate extent, 4-to a great extent, 5-to a very high extent)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The age of readers affects the level of use of an e-newspaper</td>
<td>1</td>
</tr>
<tr>
<td>b) Older readers prefer print newspapers as opposed to younger readers who prefer e-newspapers.</td>
<td>2</td>
</tr>
<tr>
<td>c) More educated people are likely to prefer e-newspapers</td>
<td>3</td>
</tr>
<tr>
<td>d) People with higher incomes are more likely to subscribe to e-newspapers</td>
<td>4</td>
</tr>
<tr>
<td>e) The place a person lives affects their likelihood to use e-newspaper</td>
<td>5</td>
</tr>
</tbody>
</table>

6. Which other demographic characteristics of users influences the adoption of e-newspapers in your department? Kindly explain……………………………………
C: Cost and Adoption of E-Newspapers

7. To what extent do you agree with the following statements regarding the effect of cost on the adoption of e-newspapers? Rate in a scale of 1 to 5 (1-Not at all, 2-to a little extent, 3- to a moderate extent, 4-to a great extent, 5-to a very high extent)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) We consider the cost of an e-newspaper before deciding to use it</td>
<td></td>
</tr>
<tr>
<td>b) We would use an e-newspaper if it costs less than the print edition</td>
<td></td>
</tr>
<tr>
<td>c) We prefer an e-newspapers irrespective of cost</td>
<td></td>
</tr>
<tr>
<td>d) The support offered by media houses to ensure affordability of e-newspapers encourages us to subscribe to such newspapers</td>
<td></td>
</tr>
</tbody>
</table>

8. In which other ways does cost influence the adoption of e-newspapers in your department? Kindly explain

D. Ease of Access and Adoption of E-Newspapers

9. To what extent do you agree with the following statements regarding the effect of ease of access on the adoption of e-newspapers? Rate in a scale of 1 to 5 (1-Not at all, 2-to a little extent, 3- to a moderate extent, 4-to a great extent, 5-to a very high extent)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Ease of access to e-newspapers affects the level to which members of staff use them</td>
<td></td>
</tr>
<tr>
<td>b) The ability of e-newspapers to be searched comprehensively, quickly and reliably affects my willingness to use them</td>
<td></td>
</tr>
<tr>
<td>c) I use e-newspaper more since they are easily accessible with computers and mobile devices</td>
<td></td>
</tr>
<tr>
<td>d) Since one can access a lot of information from e-newspapers easily, I prefer them that their print versions</td>
<td></td>
</tr>
</tbody>
</table>
10. In which other ways does ease of access influence the adoption of e-newspapers in your department? Kindly explain………………………………………………
……………………………………………………………………………………
……………………………………………………………………………………
F: Adoption of e-newspaper

11. To what extent do you agree with the following statements regarding the adoption of e-newspapers in your department? Rate in a scale of 1 to 5 (1-Not at all, 2-to a little extent, 3- to a moderate extent, 4-to a great extent, 5-to a very high extent)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) my department prefers e-newspapers so we have subscriptions to a lot of them</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>b) Every member of staff in our department reads e-newspapers</td>
<td></td>
</tr>
<tr>
<td>c) More than half of the members of staff in our department read e-newspapers.</td>
<td></td>
</tr>
<tr>
<td>d) I read e-newspapers since they are affordable and easy to use</td>
<td></td>
</tr>
<tr>
<td>e) I don’t read e-newspapers since I can get the information I need from the print newspapers which I have regular access to</td>
<td></td>
</tr>
<tr>
<td>f) I can get all the information I need in a newspaper from other online sources so I do not read e-newspapers regularly.</td>
<td></td>
</tr>
<tr>
<td>g) I frequently read e-newspapers since I can easily access them from my mobile phone or computer any time and whenever I need it.</td>
<td></td>
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</tbody>
</table>

12. Which other factors influence the adoption of e-newspapers in your department?

Kindly explain……………………………………………………………………
……………………………………………………………………………………
……………………………………………………………………………………
THANK YOU
APPENDIX IV: INSTITUTIONAL REVIEW BOARD

Instructions:
1. This submission form should be filled in by the Principal Investigator
2. Only one proposal for IRB review should be made for any research study
3. All the relevant documents listed in this IRB Proposal Submission Form must be submitted
4. Incomplete proposal submissions will not be processed

Part A: Proposal Details
Date: 21/11/2016
Principal Investigators Name | E-mail Address | Telephone Number
-------------------------------|----------------|------------------
Salome Tarus | sciaruss@gmail.com | 0721910650

Other Researchers
<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail Address</th>
<th>Telephone Number</th>
</tr>
</thead>
</table>

Type of Submission:
☐ New proposal ☑ Resubmission of previously submitted proposal

Title of Study: Social Media and Internet consumption in Kenya: Trends and Practices
Expected Study Start Date: 5th January 2017
Expected Study End Date: 30th April 2017

Type of Study:
☐ USIU-Africa Internal Research
☐ USIU Masters’ Student Research
☐ USIU Undergraduate Student Research
☐ USIU Faculty Research
☐ USIU Staff Research

☐ External Research
☐ Organization/Agency Research
☐ Professional/Individual Research
☐ Doctoral Student Research
☐ Masters Student Research
☐ Undergraduate Student Research

*Name and Contact of PI Institution:_____________________________ ________________

This Study Involves:
☐ Human Subjects ☐ Animal Subjects ☐ Plant Subjects

Part B: Submission Checklist
Please ensure that the following items are attached together with this proposal submission form for IRB Review
☐ Research Proposal showing the:
  ☐ Chapter 1: Introduction. This should cover the background to the problem, statement of the problem, objectives of the study, research questions, purpose of the study, justification for the study, limitation of the study, definition of terms and the chapter summary.
  ☐ Chapter 2: Literature Review
  ☐ Chapter 3: Research Methodology. This should include the research design, participant selection with inclusion/exclusion criteria, pre-screening of participants, participant consent, description of risk assessment, participant debrief, data collection, instrumentation, method of data analysis, validity and reliability, ethical considerations.
  ☐ References in compliance with APA or other relevant style of writing and referencing

☐ Principal Investigator(s) Curriculum Vitae
☐ Informed Consent/Assent Form
☐ Debrief Form
☐ PI and Other Researchers Confidentiality Agreement
☐ 4 Hard Copies of all submission documents
☐ 1 Soft Copy of all submission documents

Part C: Principal Investigator Declaration
As the Principal Investigator of this study I hereby declare that I take full responsibility for this proposed study and will conduct it according to the documented proposal and in line with USIU-A IRB ethical guidelines.

By signing this document, I agree that:

61
a) All documents submitted with this application are a true representation of the proposed study and have not been falsified in any way.

b) This study will not commence in any way and no participants will be recruited until a final official approval is received from USIU-A’s IRB.

c) The study will be conducted as stated in the submitted protocol. All participants will be recruited and consented as stated in the submitted protocol.

d) Any protocol deviations or protocol violations to the submitted study must be reported to USIU-A’s IRB in writing by email to irb@usiu.ac.ke immediately. Within five (5) business days of the deviation or violation the Deviation/Violation Report Form must be submitted to the IRB office.

e) Any study-related unexpected or serious adverse event must be reported to the IRB Office by telephone immediately (+254 20 360 6441) and email to irb@usiu.ac.ke within twenty four (24) hours after the PI becomes aware of the event.

<table>
<thead>
<tr>
<th>Principal Investigator Signature</th>
<th>Date</th>
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**Part D: For IRB Office Official Use**

<table>
<thead>
<tr>
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<th>Received Date:</th>
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<table>
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<tr>
<th>Scheduled Date for IRB Meeting:</th>
<th>Date:</th>
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<table>
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<tr>
<th>Assigned Primary IRB Reviewers</th>
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<table>
<thead>
<tr>
<th>Reviewer 1: Name</th>
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<th>Reviewer 2: Name</th>
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<th>Reviewer 3: Name</th>
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<tr>
<th>IRB Review Decision</th>
<th></th>
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| ☐ Approve | |
| Resubmit the full proposal with highlighted corrections by Date: ____________________ | |
| ☐ Defer Decision | |

<table>
<thead>
<tr>
<th>IRB Review Comments</th>
<th></th>
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</table>
APPENDIX V: IRB CONFIDENTIALITY FORM

This confidentiality form is a legal agreement between USIU-A’s IRB and the undersigned Salome Tarus and Dr. Maria Canudo who will have access to individually-identifiable original records (electronic or paper), or any other matters regarding the research process.

IRB Research Number: ______________________________________________________

Other Researcher’s Name: Salome Tarus Date: 21/11/2016

Title of Research: Adoption of E-newspapers by Institutions of Higher Learning in Kenya: Case of USIU-Africa

In conducting this research project, I agree to the following:

1. Keep all the research information shared with me confidential by not discussing or sharing the research information in any form or format.
2. Keep all research information in any form or format securely maintained on a daily basis, during the process of conducting and writing the research.
3. At the conclusion of the research, dispose of any documents that contain identification information, such as participant names or other information that could reveal identity of the human subject; as approved by the principal investigator

Any violation of this agreement would constitute a serious breach of ethical standards, and I pledge not to do so.

Other Researcher:

Salome Tarus ___________________________ Signature ___________________________ Date ___________________________

Witness Name ___________________________ Signature ___________________________ Date ___________________________

This study has been reviewed and approved for human subject participation by USIU-A IRB. If you have questions or concerns about this study, please contact the principal investigator. If you have questions regarding the participant’s rights, contact the IRB Office at +254 20 360 6441.
APPENDIX VI: TIMETABLE

<table>
<thead>
<tr>
<th>Activities</th>
<th>Nov/Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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<tbody>
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<td>Proposal Defense</td>
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## APPENDIX VII: BUDGET

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>COST (KSH)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROPOSAL PHASE</strong></td>
<td></td>
</tr>
<tr>
<td>Proposal Printing</td>
<td>5,000</td>
</tr>
<tr>
<td>Travelling &amp; Subsistence Costs</td>
<td>7,000</td>
</tr>
<tr>
<td><strong>SUB-TOTAL</strong></td>
<td>12,000</td>
</tr>
<tr>
<td><strong>PROJECT PHASE</strong></td>
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</tr>
<tr>
<td>Data Collection</td>
<td>8,500</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>15,000</td>
</tr>
<tr>
<td>Project Printing</td>
<td>10,000</td>
</tr>
<tr>
<td>Stationary and Related Items</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>SUB-TOTAL</strong></td>
<td>36,500</td>
</tr>
<tr>
<td><strong>GRAND-TOTAL</strong></td>
<td>48,500</td>
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