

Nweze Samuel and Obasi, Uche Okoro

Department of Mass Communication Ebonyi State University, Abakaliki

ABSTRACT

This study was carried out to determine the newspaper Readership pattern among the students of Ebonyi State University. The study was anchored on uses and gratification theory. Survey methodology was adopted with a constructed questionnaire used to elicit responses from the respondents. From the findings the researcher discovered that male students read more of straight news while their female counterpart-settles for fashion. Since the youths rely on the information gotten from the newspaper for their academic enhancement it is wise that newspaper editors and reporters do thorough research before publishing so as to ensure that what is published will enhance their academic, cultural, political and socio-economic development of the youths.

Keywords: Newspaper, Readership, Pattern, Youths

INTRODUCTION

Communication is as old as man and being what it is, is very vital to the growth and development of the psychological make-up of man [1,2,3]. This in turn equips the total man in fitting into health patterns modeled for definite objectives in national polity. The backgrounds upon which this study is based are issues like literacy level, interest in the role of newspaper (Newspaper Consciousness) for national development and enhancing the life of man, factors that influence choice or preference of news content, sex development variables among the study of age brackets, etc. It is in view of this, that a remote understanding of the history, mechanism and principles of communication is deemed vital to this study. From the beginning of man, many forms of communication have been discovered or invented [4,5,6]. These include inter and intra-personal communication, group, public and mass-communication, with each characterized by peculiar and specific channels of information dissemination. These channels further modified and divided into broadcast and print media such as television, radio, satellite and newspaper. Newspaper being one of the modified channels of information dissemination,

presents the element of research for this study [7]. The important roles which newspapers play in the development of man since its invention have undergone changes in both content and forms. These aspects are worthy of note as they are structural to the readership pattern of the cross section of the society [8]. The mechanics of communication, which include cartoons and literate information, not only become a remote but powerful factor in creating an interest pool from which a semi-pattern consequently emerges [9]. The following are the comparison models employed in this work. Sex oriented comparison models: In this end, sex goes a long way to determine emotional responses to news content. It is in view of this that this study seeks to investigate the determining factors that make a particular sex to be more or less responsive. Equally, the male-female ratio among the students readership will be determined and critically studied [10]. Age oriented comparison model: from an earlier assertion, the age brackets have been defined among which this study is to be undertaken namely: 16 to 26 years age range. The-study will seek to discover the most responsive age group among these

brackets [11]. A birth's view of the problem anticipated under this model is that hypothetically, the upper age bracket appears to be more responsive for reasons that may be stated from the

questionnaire whereas the lower group for other peculiar reasons hypothetically may be less responsive to reading of newspapers [12].

Statement of the Problem

Information is to development what the compass is to a navigator. It acts as the mirror that shows the way. Information in development is as accelerator, as an accelerator it promotes contacts between or among the various groups, that engage in development. Information in development is an energizer. It can act as a catalyst that speeds up reactions, it motivates, it mobilizes and creates awareness on what must be done to bring about development. The Youths are younger generation of the nation who will help in running affairs of the country. Therefore, information and the youths are two sides of the same coin. Despite the truthfulness of the above statements, the youths have been accused of not being conscious of information gathering and

dissemination through newspaper readership. Yet, the importance of information to them cannot be over emphasized. Certain factors have contributed negatively or positively to the development of scientific as well as information consciousness among the youth. It is on this ground that we have to

- a. Determine those things associated with forming good reading habits among the youths.
- b. Evaluate the percentage of the youths that read newspapers and what motivates them to read the contents they read.
- c. Find out if the youths consider picking and reading of newspaper important or not to their economic and intellectual development.

Objectives of the Study

- The aim for embarking on this study is to know if summaries and conclusion of other works are also applicable to youth with high level of educational exposure. The objectives of this study include the following
- To find out if the socio economic status of the females, their new political awareness and orientations have affected their readership pattern.
- To find out if it is only female youths that still read entertainment and family-based materials in newspapers or if the males have been affected by changes in the society and why their sudden interest.
- To find out the percentage of the youths that read newspapers and what difficulties that made them to read the contents they read.

Significance of the Study

The result got from this study will help editors of different dailies to know the demography of their audience. With the results obtained, they will know what materials to retain add or remove from their news contents. According to [13] "in class lecture unpublished the world is bombarded with books of various kinds". However, this statement is true as the society is being entertained with newspaper and magazines to relieve them of stress. The study is very significant as it will help to enlighten the public on the need for good reading patterns of newspapers. This research will also be

useful to researchers and scholars in journalism and mass communication especially those who will specialize in the print media. The study will help to find out the interest or need that lure the youths into buying and reading newspapers. It will also help editors to know how to reach out younger generation so as to create good reading habit in them. This research study will be a kind of guide to publishers since it will guide them to the psychological disposition of the younger audience for effective information dissemination.

Research Questions

- i. Does age affects newspaper readership among the youths?
- ii. Do financial positions affect newspaper readership among the youths?
- iii. Do the students of Ebonyi State University have Pattern in their newspaper readership?

- iv. What impact has the readership pattern of newspaper on EBSU student's lives?
- v. Do female students read newspaper more than the male?

Research Hypotheses

H₁: Age is more likely to affect newspaper readership among the youths.

H₀: Age is not likely to affect newspaper readership among the youths.

H₁: Financial Positions are not likely to affect newspaper readership pattern among the youths.

H₀: Financial positions are not likely to affect newspaper readership among the youths.

H₁: The students of Ebonyi State University have pattern in their newspaper readership. H₀: The students of Ebonyi State University have no newspaper readership pattern.

Readership: Conceptually, readership means position of being a reader, or the

number of persons who read particular article or material.

It also means being in a position to peruse or understand written or printed matter

In the operational term readership pattern means the ratio of time and dedication given to a newspaper as well -as the degree of information got from the publication to total time used or interest shown in other occupations.

This also refers to the amount of money a reader is willing and is able to spend on newspaper or an established pattern of consistency, despite all odds. Readers do not imply people but those who subscribe as well as read the newspaper.

Scope of the Study

This study will focus on the factors that affect newspaper readership pattern among youths and the percentage of the youth that read newspaper and things that motivate them to read the contents they read. This research will cover the four campuses of Ebonyi state university

like College of Health Sciences Fresco, College of Education Ishieke, College of Agricultural sciences CAS, and Permanent Site (College of Social Sciences, Management Sciences and college of Arts and humanity).

Theoretical Framework

Decision to selective exposure depends on the uses of the mass media messages by audience who wants to make meaning from and the benefits that they hope to drive from using the media. The "uses and gratification theory" are determined by the need of the audience, such need might be information, entertainment, self esteem etc. The uses of mass media messages in Nigeria depend on whether they are male or female, Igbo or Yoruba, educated or illiterate etc. This is because the need within the people are determined by who or what they are and

people use mass media for the purpose of gratifying these needs, [14]. For instance, the contents of comic, features and articles of more serious nature or because of the wide range on topic of editorial page content. The, study of perception has revealed that people selectively choose, perceive and retain mass media messages on the basis of their needs. The media according to the uses and gratification theory, media don't do things to people, rather people do things with media.

Review of Related Literature

Newspaper is an important social and economic force in the society. It is a set of large folded sheets of printed papers containing news, articles, pictures advertisement etc which are published

daily, weekly or monthly. Print and electronic media share the same functions of informing, educating and entertaining. Despite the fact that these are functions of the media, there are certain factors that

determine which media people turn to, for maximum enjoyment. Some people prefer the print while others the electronic media. The electronic media include radio, television, satellites etc, while the print media comprise of magazine, newspaper, fictional and non fictional literature. Age, sex, education attainment, economic, social and psychological factors have been known to be major determinants of which media, an individual prefers to be exposed to Department of Taxation and finance [15] said newspaper is a written publication containing news information and advertising usually printed on low cost paper called newsprint. There are general interest newspaper feature articles on political events, crime, business, arts, entertainment, society and sports. Most traditional newspapers also feature an editorial page containing columns which express the personal or corporate opinion of the writers or publisher. Supplementary section may contain advertising, comic's coupons etc. [16] in the study of newspaper readership pattern said that 'teenagers are the greatest consumers of newspaper and other printed media family". To further buttress this claim, university of Illinois

RESEARCH METHODOLOGY

Research Method

The research chooses the survey research methodology as most reliable for this research. [5] defines survey research as the most suitable and commonly used by the behavioral scientists. Survey method involves drawing up a set of questions on various subjects or various aspect of subjects to which selected members of the population are requested to react.

Research Design

According to [3] comprises a series of decisions that provide a master plan for executing a research project. It has been described as the specification of procedures for collecting and analyzing, such that the difference between the cost of the obtaining various levels of literacy and the expected value -of the information associated with each level of accuracy is maximized. In the words of Edeani in a lecture with final year students of mass communication in 2006

Urban said the long-term decline in U.S.A Newspaper circulation has prompted numerous efforts to research, reorganize and restructure the newspaper in order to meet the changing needs of the various audiences. One audience of particular interest is that of the adolescents, for it is the young person who is just developing newspaper usage patterns that may remain with him a good part of his adult. This study is the first of a two-part investigation of adolescent newspaper readership and its evolution as young people grow into adulthood using data from over 1300 eleventh and twelfth graders in Dallas, Texas High schools. The author identifies four deferent types of newspaper readers and attempts to classify them on the basis of a comprehensive set of individual, environmental and stimulus object factors. The findings emphasize the importance of environment variables in explaining differences in adolescent newspaper readership. According to [17] in the study of newspaper readership pattern among individuals between ages 15 and 19 and are least likely to be less readers when other attributes are controlled.

According to [8] "the method is useful in measurement of public opinion attitude and orientation which are usually dormant among a large population of a particular period.

[3] in his own contribution said the survey method is the most suitable in eliciting responses in finding solution to the problem.

on guides to project writing, "Research design is a step-by-step approach or procedures. The researcher adopted to complete the study in this procedure, the researcher conducted interviews with the students of Ebonyi State University and questionnaire was distributed to the students to get their opinion on the subject matter. [5] notes that the questionnaire is frequently and the most conveniently used in communication and social sciences.

Description of Research Population

Population of the study per se is all the elements of concern in a given study. [9] refers to it as all cases or individuals that have certain specification. This research population specifically comprise students from all the four campuses that make up Ebonyi State University with the total

population of (23,437) twenty three thousand four hundred and thirty seven students. It cannot be possible to reach and use all of them hence the researcher Taro Yamine formula for determining the population size of the study. The formula is

$$S = \frac{N}{1 + N(e)^2}$$

Where

- N = Total population
- e = sample error/level of significance
- = 5% or (0.05)

To calculate this = $S = \frac{N}{1 + N(e)^2}$

$$\begin{aligned}
 S &= \frac{23437}{1+23'437(0.05)^2} \\
 &= \frac{23437}{1 + 23437 (0.0025)} \\
 &= \frac{23437}{1+58.5925} \\
 &= \frac{23437}{59.5925} \\
 &= 399.28
 \end{aligned}$$

However for effective and efficient result for the study the researcher administered 200 questionnaires to represent the entire

population of the study in each of the four campuses 50 questionnaires were administered to the respondents.

Sample and Sampling Technique

Sample is a portion of the population, which reasonably reflects the basic features of opinion, attitudes or behaviors of the entire group [9]. In the sample, 200 respondents from above mentioned campuses which include college of Agricultural sciences (CAS), College of Health Sciences (FRESCO), College of education (Ishieke) and college of Arts

and Humanities, Social Sciences and Management Sciences Permanent Site (Izzamgbo). In each of the campuses, simple random sampling was used irrespective of the students (respondents) level or their departments and faculties; they are selected randomly by the researcher and used for the research.

Instrument of Data Collection

In spite of all the various existing types of instruments of data collection the appropriate one will be the questionnaire. Questionnaire according to [6] "is a data collection instrument, whereby respondents are given standardized or uniform question to complete in writing form". [9] agrees that "it is used to elicit information from subjects about what

they have seen or experienced". In the course of that data collection, questionnaire shall be open and close ended, structured and unstructured. Observation and oral interview shall also be used to ensure high and needed data from the respondents (students). For logical, clear and simple presentation and analysis of data, descriptive statistics will

be used. [4] noted that descriptive statistics with tools like percentage average and frequency distribution

formed the basis of this kind of technique.

Techniques of Data Presentation

This is the interpretation of data collected. Coded data were tabulated in raw figures and simple percentage was

used in the research questions. Details are shown in chapter four.

Limitations of Methodology

The study would have taken in more youth in Nigeria but due to time limitation as well as high cost of such project, the study was limited to youth (students) of the Ebonyi State University, Abakaliki. Also, because of the population

of the students in the campus, which run into thousands, only 5% of this number was used as sample size. A greater Percentage should have been used but for reason stated above.

DATA PRESENTATION, INTERPRETATION AND ANALYSIS

Data Presentation

From the questionnaires each question was treated individually with correct information attached. The figures were also converted into simple percentages. Some of the questions were not tabulated since they were open-ended questions. The findings were only written out in

sentences and not in figures. The general or main question which was formed in the research hypothesis as the major sources of data collection for the researcher were tested and analyzed, using simple frequency percentage and the chi-square method using the formular.

Below is the Questionnaire Distribution Table

S/N	Sample Unit	No of Question Distributed	No of Roosting	No of Questionnaire %	% Returned Per Unit
1	CAS	50	7	43	86%
2	Fresco	50	5	45	90%
3	Perm Site	50	0	50	100%
4	Ishieke	50	8	42	84%
	Total	200	20	180	90%

Source: field work 2014

The above table shows the number of the sample units, the specific number of questionnaire administered in each unit, number of the copies lost, number of copies returned and the percentage of returned copies per unit. The percentage

of the retuned questionnaire is 90%, which is the sample when calculated. Thus, 180 returned questionnaire was divided by the original number of the questionnaire being 200 and multiplied byonehundred.

Analysis of Data

The results are put in table below: Question 1. Sex: Table

Sex	Frequency	Percentage
Male	120	66.7%
Female	60	33.3%
Total	180	100%

Source: field work 2014

Out of one hundred and eighty questionnaires returned, the male sex had the highest (120) 66.7% respondents while

the female students made up the remaining respondents, (60) 33.3%

Question 2 Age

Ages	Frequency	Percentage
16-18yrs	25	13.9%
19-21yrs	30	16.7%
22-24yrs	35	19.4%
25~27yrs	40	22.2%
28-30yrs.	50	27.8%
TOTAL	180	100%

Source: field work 2014

From the data, respondents from the ages of 16-18 (25) 13.9% the respondents from the age of 19-21 (30) 16.7% the respondents from the ages of 22-24 had

(35) 19.4% the respondents from the aged of 25-27 had the (40) 22.2%, while the respondents from the ages of 28-30 had (50) 27.8%

QUESTION 3: Educational Qualification

Variables	Frequency	Percentage
WAEC	110	61.1%
OND	70	38.9%
Total	180	100%

Source: field work 2014

Respondents whose questions were analyzed from the above data, the highest educational qualification was West African Examination council certificate

(WAEC) which had 110 61.1% while the lowest were holders of OND: Ordinary National Diploma that had 7038.9%

Question 4

The departments covered across different departments in Ebonyi State University, including mass communication, political science, Economics, Psychology, Public Administration, Accountancy, Banking and finance, English and Literature,

History and International Relations, Philosophy, Education Administration and planning, Guidance and counseling, Human Kinetic, Micro-Biology, Chemistry, Law, Agric and computer sciences.

Question 5: State of origin

Variables	Frequency	Percentage
Ebonyi State	100	55.6%
Other State	80	44.4%
Total	180	100%

Source: field work 2014

The respondents from other states like, Enugu, Delta, Anambra, Edo, Abia, Cross-River, Akwa-Ibom, Benue, Bayelsa, Lagos,

Imo had (80) representing 44.4% while the respondents from Ebonyi State had (100) which represents 55.6%.

Question 6: Do you newspaper

Variables	Frequency	Percentage
Yes	150	83.3%
No	30	16.7%
Total	180	100%

Source: field work 2014

Out of one hundred and eighty questionnaires returned (150) 83.3% read newspapers and (30) 16.7% does not read newspapers.

QUESTION 7: How often do you buy newspaper? (a) Daily (b) Weekly (c) Occasionally

Variables	Frequency	Percentage
Daily	90	50%
Weekly	60	33.3%
Occasionally	30	16.7%
TOTAL	180	100%

Source: field work 2014

Out of one hundred and eighty returned (90) 50% buy newspaper daily (60) 33.3% buy weekly while (30) 16.7% buy occasionally.

Question 8: Do you read newspaper?

Variables	Frequency	Percentage
Yes	147	81.7%
No	33	18.3%
TOTAL	180	100%

Source: field work 2014

(147) 81.7% respondents or students read newspaper while (33) representing 18.3% do not read newspaper.

QUESTION 9: Which newspaper do you mostly read?

Variables	frequency	percentage
The People's Leader	20	11.1%
The Guardian	30	16.7%
The Sun	80	44.4
The Vanguard	50	27.8
Total	180	100%

Source: field work 2014

Representing 11.1% respondents read The People's Leader newspaper, (30) representing 16.7% respondents read The Guardian; (80) 44.4% reads the sun while (50) 27.8% reads The Vanguard newspaper.

Question 10: Why do you read the content you read?

Variables	Frequency	Percentage
Research purpose	50	27.8%
For information gathering	110	61.1%
Knowledge	20	11.1%
Total	180	100%

Out of one hundred and eighty newspaper for information gathering questionnaires returned (50) while (20) representing 11.1 % reads for Research purpose. (110) 61.1% read newspaper for knowledge

Question 11: How do you honestly rate your position financially?

Variables	Frequency	Percentage
Quite rich	35	19.4%
Averagely rich	36	20%
Poor	20	11.1%
As rich as students	89	49.5%
Total	180	100%

Source: field work 2014

From the one hundred and eighty is poor while (89) 49.5% is as rich questionnaires returned (35) representing students 19.4% is Quite rich, (36) representing 20% is averagely rich, (20) representing 11.1%

Question 12: Which season do you enjoy buying newspaper?

Variables	Frequency	Percentage
Christmas	40	22.2%
Easter	20	11.1%
Independence celebration	65	36.1%
Any other time	55	30.6%
Total	180	100%

Source: field work 2014

From the returned one hundred and 36.1% enjoy buying during independence eighty questionnaires (40) 22.2% enjoy celebration while (55) 30.6% buy any other buying newspaper during the Christmas, time. (20) 11.1% buy during Easter and (65)

Question 13: would you give more time to newspaper if you have less academic load than you have now?

Variables	Frequency	Percentage
Yes	165	91.7%
No	15	8.3%
TOTAL	180	100%

Source: field work 2014

From the returned, 180 respondents or students said yes they would give more time to newspaper, if they have less academic load than they have now. From the returned 180 questionnaires (165)

representing 91.7% of students said yes they would give more time to newspaper, if they have less academic load while (15) representing 8.3% says No.

QUESTION 14: What period do you like reading newspaper?

Variables	Frequency	Percentage
At interval between lectures	10	5.6%
Whenever you find convenient	20	11.1%
After super	7	3.9%
Whenever you find one	80	44.4%
When you pass a news stand	50	27.8%
During the holidays	13	7.2%
Total	180	100%

Source: field work 2014

From the one hundred and eighty questionnaires returned (10) representing 5.6% read newspaper at intervals, (20) representing 11.1% whenever they find convenient; (7) 3.9% reads after supper, (80) 44.4% reads whenever they find one.

(50) representing 27.8% of the students read when they pass a news stand while (13) 7.2% reads during the holidays.

Question 15: which content in your favorite newspaper interests you most?

Variables	Frequency	Percentage
Fashion	10	5.5%
Sports	20	11.1%
Education page	15	8.3%
Foreign news	7	3.9%
Local news	6	3.3%
Cartoons . .	9	5%
Business Page	5	2.5%
Adverts	20	11.1%
Polices	60	33.3%
Classified page	2	1.1%
Gossip columns	3	1.7%
Features and articles	10	5.6%
Religion	4	2.2%
The arts	6	3.3%
Puzzles and astronomy	3	1.8%

Source: field work 2014

From the one hundred and eighty questionnaires returned, (10) 5.5% respondents read fashion content of the newspaper (20) 11.1% read sports

contents (15) representing 8.3% reads Educational page (7) 3.9 reads foreign news contents of the newspaper (6) representing 3.3% reads local news (9) 5%

reads cartoons (5) representing 2.8% reads Business page (20) 11% reads classified page (3) 1.7% reads Gossip columns (10) 5.6% reads feature articles (4) 2.2% reads

Religion (6) 3.3% reads the arts while (3) representing 1.8% reads puzzles and astronomy.

Question 16: how long would you read newspaper daily if you have it?

Variables	Frequency	Percentage
1 5 minutes	60	33.3%
30 minutes	45	25. %
45 minutes	50	27.8%
1 hour	25	13.9%
Total	180	100%

Source: field work 2014

From the 180 respondents (60) representing 33.3% (45) representing 25% (50) 27.8% (25) 13.9%

Question 17 Do You Enjoy Reading Even An Old Newspaper When You Find One

Variables	Frequency	Percentage
Yes	169	93.9%
No	11	6.1%
Total	180	100%

Source: field work 2014

(169) representing 93.9% enjoy reading old newspapers while (11) representing 6.1% does not enjoy reading old newspapers.

Question 18: If there are only the under listed five newspapers from A to G which one will you prefer?

VARIABLES	FREQUENCY	PERCENTAGE
The Guardian	15	8.3%
The People's Leader	14	7.8%
The Vanguard	35	19.4%
The Sun	60	33.3%
The National Issue	12	6.7%
The Punch	15	8.4%
This day	29	16.1%
Total	180	100%

Source: field work 2014

From the one hundred and eighty questionnaires returned, (15) respondents representing 8.3% reads the Guardian (14) representing 7.8% reads The People's Leader, (35) 19.4 % reads The Vanguard, (60) 33.3% reads The Sun, (12) 6.7% reads The National Issue, (15) representing 8.4%

reads The Punch, (29) representing 16.1% reads This day newspaper.

Question 19: As male or female what feature would you like to

Variables	Frequency	Percentage
Adverts	35	19.4%
Sports	31	17.3%
News	114	63.3%
Total	180	100%

Source: field work 2014

From the one hundred and eighty questionnaires returned, (35) representing 19.4% likes to appear in adverts, (31) 17.3% likes to appear in sports while 114 representing 63.3% likes to appear in news.

Question 20: Give at least three motivating factors for choosing your daily newspaper

Variables	Frequency	Percentage
Enticing editorials	75	41.7%
Educative and informative stories	77	42.8%
They are entertaining.	28	15.6%
Total	180	100%

Source: field work 2014

From the one hundred and eighty questionnaires returned, (75) representing 41.7% chooses their newspaper because of its enticing editorials, (77) representing 42.8% chooses their newspaper because of its educative and informative stories. While (28) representing 15.6% are enticed by their newspaper for its entertainment.

TABLE 2

$$E = \frac{180}{5} = 36$$

$$X^2 = \frac{(25-36)^2}{36} + \frac{(13-36)^2}{36} = 180$$

$$X^2 = \frac{(-11)^2}{36} + \frac{(-23)^2}{36} = 180$$

$$X^2 = \frac{121}{36} + \frac{529}{36} = 180$$

$$X^2 = 3.4 - 14.7 = -161.9$$

Level of significance - 0.05

Degree of freedom D/F = (R-I)

(5-1) (3-1).

(4X2-8)

D/F "8, so 8 under 0.05 - 15.507

Decision Rule Accepted H₁ if the calculated value is less than the critical

value and rejected it if otherwise

Decision

Since the calculated value is less than critical value, we therefore Accept H₁ which stated that Age is likely to affect Newspaper Readership pattern among the

youths, and reject null hypothesis, which stated that Age is not likely to affect newspaper Readership pattern among the youths.

Statement of Hypothesis

H₁:Financial position is likely to affect the newspaper Readership pattern among the youths.

H₀:Financial positions are not likely to affect newspaper readership pattern amongtheyouths,

TEST STATISTICS

Chi-square (x²) using the formula $x^2 = \frac{\sum(O-E)^2}{N}$ I=L E

Chi-Square statistical test based on response on Table 11:

$$E = \frac{180}{4} = 45$$

$$X^2 = \frac{(35-45)^2}{45} + \frac{(-26)^2}{45} = 180$$

$$X^2 = \frac{100}{45} + \frac{676}{45} = 180$$

$$X^2 = 2.2 + 15 - 180 = 162.8$$

Level of significance = 0.05

$$\text{Degree of frequency } D/F = \frac{(R-1)(C-1)}{3 \times 2} = \frac{(4-1)(3-1)}{3 \times 2}$$

$$= 3 \times 2 = 6$$

D/F is 6, so 6 under 0.05 = 12.592

Decision rule Accept H₁ if the calculated

Value is less than the critical value and reject it otherwise.

Decision

Since the calculated value-123 is less than critical value 12.59%, we therefore accept H₁ which stated that financial positions are likely to affect Readership pattern among the youths. Chi-square (x²) Chi-Where x_i= Chi-square.

square statistical test based on response table 6:

Using the formular $x^2 = \frac{\sum(O-E)^2}{N}$ i = LE

- O = Observed frequency
- E = Expected frequency
- Σ = Summation
- N TOTAL Frequency.
- E $\frac{180}{2} = 90$

$$X^2 = \frac{(60)^2}{90} + \frac{(-7)^2}{90} = 180$$

$$X^2 = \frac{3600}{90} + \frac{49}{90} = 180$$

$$X^2 = 40 + 0.5 = -180 = 134.5$$

Calculated Value = 134.5
Level of significance = 0.05
Degree of significance D/(F) = (R-I) (C-1)

$$= \frac{(3-1)}{2} \times \frac{(3-1)}{2} = 1$$

D/F = 1 so 1 under 0.05 = 90.80
Critical value = 9.488

Decision Rule, Accept Hi if the calculated value is less than the critical value and reject it if otherwise.

Decision:
Since the calculated value is less than the critical value we therefore accept Hi:

which stated that male youth likely to read newspapers.

Statement of Hypothesis 4

Hi:female youths are more likely to read entertainment materials than male youths
Ho:female youths are more likely to read entertainment materials than male youths

Table 19

$$\begin{aligned}
E &= 180 = 60 \\
X^2 &= \frac{(35-60)^2}{60} + \frac{(19-60)^2}{60} = 180 \\
X^2 &= \frac{(-25)^2}{60} + \frac{(-41)^2}{60} = 180 \\
X^2 &= \frac{625}{60} + \frac{1681}{60} = 180 \\
X^2 &= 10.4+28 = -180 = 141.6
\end{aligned}$$

Calculated Value = 141.6
Level of significance = 0.05
Degree of freedom (D/F) - (R-1) (C-1)
= (3-1) (3-1)
= 2 X 2 = 4
DF = 4, so 4 under 0.05
Critical Value.

CONCLUSION

The major findings of this investigation were summarized around the hypothesis formed for the research. It was found out that financial position had a lot with Newspaper Readership habit and pattern among the youths. It was also found out that both sexes and respondents of different ages read Newspapers. It was also found out in addition that almost the same amount of attention was paid to News content by each sexes It has also been discovered that females among the youths pay much attention to entertainment content, gossip, fashion stories, and other family materials. One of the major findings of this study is that

financial position affects Newspaper Readership Pattern among the youths. It was seen earlier on that children with poor economic background were not exposed to the media as against their colleagues that came from rich families and who were exposed to the media at an early age. This study indicated that male and female read Newspaper but female among the youths read more of entertainment materials like Gossip, Fashion Puzzles, Cartoons and Adverts and other family materials than the male youth, it also concluded that almost the same amount of attention was paid to news content by each sex.

RECOMMENDATIONS

Since the youths are part of the political and economic system in the country, it would be of great Advantage if they are encouraged to read other News materials apart from gossip, fashion, comics, adverts etc. It is also important to start at an early age to imbibe into our youths, the value and important of information in achieving any undertaking. There should be subsidized price in Newspapers sold on place near campus, that even the poorest student can afford a newspaper, infact; Newspaper proprietors should engage in campus production to cater just for interest of our youth. Also the reading of Newspaper should become part of educational curriculum in any schools: primary, Secondary and institution of

higher learning. This is to encourage good reading and information seeking habit among the youths. This will help to develop scientifically minded youths who will lead the country in a selfless manner. In this research, students of Ebonyi State University used for the study were not all covered. It would be interesting to carry out a study that will go beyond the institution. Carry out a research on both primary and secondary schools to cover the youths that attend such schools. Also carry out a research on elderly members of the country to find out their newspaper readership patterns is suggested. This would enable to generate outlook and conclusion on the readership pattern of entire Nigerian population.

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