

*Influence Of Social Networks On The Sales Of Sensor
Newspaper In Ikot Ekpene Local Government Area*

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ABSTRACT

The aim of this work is to examine the influence of social networks on the sales of Sensor Newspapers in Ikot Ekpene Local Government Area with a view to determining the extent to which social networking sites contribute towards the decline experienced in the sales of Sensor Newspaper. The information used was obtained through the survey method. Questionnaires were designed and administered to 385 respondents sampled from the population of Ikot Ekpene residents for this study. This sample size resulted from the adoption of systematic random sampling technique by which 10 major roads/adjoining streets within Ikot Ekpene Local Government Area were considered. Out of the 385 questionnaires administered, 365 were retrieved and found useful for the analysis. Based on the analysis, it was found out that majority of Ikot Ekpene readership prefer reading the Sensor Newspaper online and as such, Social Networking Sites such as Twitter, Facebook, etc influence the sales of the hard copy of Sensor Newspaper. Base on these findings, conclusion was drawn and recommendations made.

Introduction

In today's world, newspapers, corporations, governments and other types of leading organizations simply give out information, and people would consume it by reading or looking at it. But this seemingly tried-and-true method is transforming.

Simply making information available is not enough for today's public. Today's audiences expect to be able to choose what they read, and most believe they should be

able to contribute content and opinions, too. This shift, sometimes called the social network revolution, is not the death of journalism as Nigeria always knew it; it's the birth of a democratic movement that emphasizes some of journalism's key factors: transparency, honesty, and giving a voice to the person who doesn't have one.

Many traditional and non-traditional media outlets report and comment on how the Internet and social network, especially social networking, have begun to seriously affect news organizations and how they operate. Although newspapers currently face a crisis on how to make the news profitable in the digital age, that isn't this report's main focus. How papers will make money has been talked to death. So, instead, this report will focus on how social network, especially social networking sites like Twitter, has begun to affect the news organizations and changed for better or worse. It also affect how journalists perform their jobs every day.

Social Networks and Its Evolution

There has been tremendous increase in the number of Internet users since 1995, the so-called "Year of Internet". Affordable personal computers, at-rate unlimited access and the high speed Internet connection combined with a strong economy in the late 1990s and early 2000s powered the Internet to phenomenal growth in the United States. The time people spent reading online news has more than doubled between 1998 and 2006 Barthelemy, S. et al (2011).

In exploring the distinctions and complementarities between the new media and mainstream mass media, the mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control whereas the new media decentralized, require very low investment, provide greater interactivity and public participation and

are much more difficult to control Yap, B., (2019). The parameters of freedom and space found in the mainstream media are directly or indirectly prescribed by the government. Therefore, traditional media environment also brought about a worrying culture of self-censorship within the journalistic community Mahmud, S. (2019). With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. People are now free and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control Rosenstiel, T., (2015). Anyone with a blog can be a reporter, anyone with a cell phone can be a videographer and anyone on Facebook, Twitter or a thousand other platforms can be a news editor, or at least a curator. Rosenstiel, T., (2015).

Considering the new media to be a fast media, the case of vinodini, an acid attack victim who had lost her vision as Suresh, a 33yr old man, poured sulphuric acid on her face is traumatized and disturbed. The issue was viral on the new media especially on the social network asking the common people to respond to the incident by donating to the innocent girl for her loss. Unlike a normal picture or a status which gets 'likes' and 'comments', this viral share on Facebook, Twitter and online news have been ended up with a 1lakh deposits as of now. A media to share news and Information have also become the media to save life (Michael Opgenhaffen and Leen d'Haenens 2011)

Overview of Social Network and Newspaper

The Social network and the online news have become the inherent part of modern society. The presence of new media and the Social network in particular, has posed a challenge to the printed newspaper. Readership habits seem to be changing as users turn to the Internet for free news and information. The alternate source of news and

information is not only free but also acts fast. The ‘instant’ feature of the social network and the online news were one of the smart options for the consumers to accept it globally. Moreover, the ample amount of information and news provided by the internet which is updated every few minutes is never expected to be enjoyed by the newspaper that is received only once in a day. One can get back to the same news or any piece of Information without any struggle of storing the stack of newspapers on a rack which sounds very much tiring.

Alternatively, the Internet could be used at anytime and anywhere without taking long time to search for a piece of Information. Over a decade almost 90% of daily newspapers in Nigeria have been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets
Mahmud, S. (2019)

When the first social networking site (Six Degree) was launched in 1997, little did people envisage that it would usher in an era of more networking sites to come. This first networking site was based on the idea that everybody is linked with everybody else. It was referred to as “small world problem”. Then in 2004, Facebook was established and was closely followed by other networking sites. Since then social networking sites have been on the increase as people keep on establishing one social network or the other. Kuss and Griffiths, (2011) defines social networking sites (SNSs) as virtual communities where users create individual public profiles, interact with real-life friends and meet other people based on shared interest. Also, McQuail, (2010) as cited in Okunna and Omenugha (2012) states that;

“Social networking sites often known as ‘social media’ comprises of a number of internet websites that have been set up to enable and encourage users to create networks

of acquaintances and also to share messages and audiovisual material, often available to a wider public. The current examples of internationally very popular social media are Facebook, Myspace, Youtube. They have become valuable commercial properties, especially for related advertising, cross-media publicity and generating content from users”.

Moreover, it is observed that social networking sites are interactive, encourage interconnectivity among people of like minds and equally facilitate the sharing of pictures, audio and video among peers. However Facebook, Twitter, BBM and Youtube have generally remained the most popular social networking sites despite the fact that other sites are being launched too.

The evolutionary changes to news publishing on the internet invoke a different kind of response from readers. News consumers are encouraged by the internet to become interactive consumers who are more demanding of the news provider. News consumers are empowered by electronic publishing (Panda and Swain, 2011). Furthermore, with the increase in the use of the internet, interactivity is the order of the day. People can use different forum to air their opinion. We are now in tune with words like “blog posts”, “citizen journalism”, “Independent newspaper sites” and “social networking sites”.

Various researches have also been conducted to define the roles of the modern journalism and gauge the impact social media have on them. In a recent study by Poeli and Borra (2010) titled “Twitter, Youtube, and Flickr as platforms of alternative journalism: The social media account of the 2010 Toronto G20 protests”, the authors wanted to find out the particular use of social media in the light of the history and theory of alternative journalism, using the G20 protest. They discovered that “as with many previous alternative journalism efforts, reporting was dominated by a relatively small

number of users. In turn, the resulting account itself has a strong event-oriented focus, mirroring often-criticized mainstream protest reporting practices”. Another researcher, Nobil (2010) conducted a study titled “Is twitter a useful tool for journalists?” based his study on close observation of the Guardian’s coverage of the G20 protests and other activities in 2009. He came to the conclusion that “Twitter is a useful marketing and research tool for newspaper websites-one that supplements the traditional role of journalist as investigators and producers of timely news”.

Consequently, it can be seen that the social media offers opportunities for creating friendship and social connection globally. People can now make friends in other countries around the world, share pictures and videos, meet their life partners or even their friends for life. With the successes of the major social networking sites (Facebook, twitter, MySpace, Youtube, etc), there arose the need to create more networking sites by individuals who want to attract people of like minds to discuss and relate with their peers. Anybody can launch a social networking site anywhere around the world without much stress. All you need is a computer and internet access.

Causes of Newspaper Declined

The newspaper industry has always been cyclical, and the industry has weathered previous troughs. But while television's arrival in the 1950s presaged the decline of newspapers' importance as most people's source of daily news, the explosion of the internet in the 1990s and the first decade of the 21st century increased the panoply of media choices available to the average reader while further cutting into newspapers' hegemony as the source of news. Both television and the Internet bring news to the consumer faster and in a more visual style than newspapers, which are constrained by their physical form and the need to be physically manufactured and distributed. The competing mediums also offer advertisers the opportunity to use moving images and

sound. And the internet search function allows advertisers to tailor their pitch to readers who have revealed what information they are seeking—an enormous advantage.

The Internet has also gone a step further than television in eroding the advertising income of newspapers, as – unlike broadcast media – it proves a convenient vehicle for classified advertising, particularly in categories such as jobs, vehicles, and real estate. Press Baron Rupert Murdoch once described the profits flowing from his stable of newspapers as "rivers of gold." But, said Murdoch several years later, "sometimes rivers dry up". Plunkett J. (November 24, 2005). "Simply put," wrote Buffalo News owner Warren Buffett, "if cable and satellite broadcasting, as well as the internet, had come along first, newspapers as we know them probably would never have existed." Morton J. (October–November 2017)

As their revenues have been squeezed, newspapers have also been increasingly assailed by other media taking away not only their readers, but their principal sources of profit. Many of these 'new media' are not saddled with expensive union contracts, printing presses, delivery fleets and overhead built over decades. Many of these competitors are simply 'aggregators' of news, often derived from print sources, but without print media's capital-intensive overhead. One estimate put the percentage of online news derived from newspapers at 80% Baker R. (August 16, 2007).

"Newspapers are doing the reporting in this country," observed John S. Carroll, former editor of The Los Angeles Times for five years. "Google and Yahoo aren't those people putting reporters on the street in any number. Blogs cannot afford it." Baker R. (August 16, 2017) Many newspapers also suffer from the broad trend toward "fragmentation" of all media – in which small numbers of large media outlets attempting to serve substantial portions of the population are replaced by an abundance of smaller and more

specialized organizations, often aiming only to serve specific interest groups. So-called narrowcasting has splintered audiences into smaller and smaller slivers. But newspapers have not been alone in this: the rise of cable television and satellite television at the expense of network television in countries such as the United States and United Kingdom is another example of this fragmentation.

With social network sites overtaking TV as a source for news for young people, news organisations have become increasingly reliant on social network platforms for generating traffic. A report by Reuters Institute for the Study of Journalism described how a 'second wave of disruption' had hit news organizations, Richard Campbell, Christopher R. Martin, Bettina G. Fabos (2018) with publishers such as The Economist having to employ large social network teams to optimize their posts and maximize traffic.

Influence of Internet on Newspaper Business

With the invention of the telegraph, radio and television, print newspapers have faced challenges over the decades, yet publishers have always adapted and persevered. However, the Internet is proving to be a far more dangerous foe to the traditional newspaper model. Faced with such an adversary, small and large newspapers alike may have no choice but to abandon their traditional methods for a more innovative approach. Advertising Revenues: According to the Congressional Research Service, advertising revenue accounts for 80 percent of newspaper income. Unfortunately for newspapers, corporate advertisers are relying more heavily on cheaper and more dynamic online advertising space. Likewise, print classified ad sections are being out-competed by websites specializing in classified ads, social networking and help-wanted listings. As a result of this trend and a weakening economy, revenues from daily newspaper

advertising dropped 44 percent from 2005 to 2009. In fact, the only advertising medium to experience an increase in advertising revenue during 2009 was the Internet.

Newspaper Staffing: With such dramatic decreases in advertising revenue, newspapers have been forced to cut costs. With labor costs constituting 50 percent of newspaper expenses, staffing was the first to go. Between 2001 and 2009, daily newspapers reduced overall newsroom staff by 25 percent. Although undesirable from an economic position, this has also restricted the newspapers' breadth of coverage, potentially leading to an under-reporting of important news. With radio and television news broadcasts piggybacking on newspaper reporting, this affects nonprint news media as well.

News Sources: Until recently, major newspaper sources constituted the strong right arm of the news world, but with a reduction of staffing, the resulting slack must be made up elsewhere. Both commercial and nonprofit investigative news agencies, such as The Nation and Tell, have arisen. Likewise, local news reporting agencies, such as Sensor and Akwapoly Express have contributed to the mix. Coupling those organized agencies with numerous reporters now working on a freelance basis, and news coverage has expanded beyond that of traditional newspaper media. However, none of these supplemental contributors can match big newspapers for their previously available resources. Therefore, even if coverage is broadened, the comprehensiveness of the coverage may still be lacking.

Adaptation: Faced with such challenges, newspapers have no choice but to adapt. Readers demand instant access to news, so newspapers have created online editions. Some of these editions are free, whereas others are offered at a reduced rate or licensed through digital media, such as the Kindle, Nook or iPhone. Such formats virtually eliminate print and distribution costs, so the newspaper feeds the news more quickly and

efficiently. At the present time, these formats only supplement the traditional print format, but given time, they may prevail as the only available option.

Small Newspaper Opportunities: The lower costs associated with an online-only format creates opportunities for small news businesses. No longer are these publishers drowned in a sea of printing equipment, paper and distribution routes. For a modest investment, start-up news sites have the opportunity to emerge and have their voices heard. Even a single reporter operating by himself has a viable medium to publish internationally. This opportunity was virtually unheard of before the Internet.

Theoretical Framework

This study is guided by the Technological Determinism Theory. This theory was propounded by Marshal McLuhan in 1964. Chandler, (2000) explained this theory as;

...the idea that technology shapes and alters basic things about behavior and society like the way we think and act, the way we conduct our interpersonal relationships, our values, and the way we learn. "Technology" includes such things as basic tools, codes and structures for interpersonal behaviors and social institutions, and modern computer and Internet technologies. In essence, it "includes the whole of our material culture.

The theory sees media technology as having the power to influence how individuals in a society think, feel, act and how society operates as we transit from one technological age to another. It argues that characteristics inherent in a new technology govern the direction of its development and set the conditions for social change and that technology such as writing or print or television or the computer changes society. The rise in social networking sites is a technological invention and as such, has changed how society communicates and receives information. Since the launching of the first networking site, people's need to interact and make new friends has caused more sites to spring up. This

change has also affected the newspaper industry as they are struggling to cope with this particular innovation. This theory is seen as a cause-and-effect relationship between technology and its effect on society.

Research Design

This work was designed in accordance with the aim and objectives of the study. The researcher adopted the survey method in collecting information needed for the study. In line with the survey method, questionnaires were designed and sent to about 385 respondents which is the sample size used in this study selected through the adoption of a systematic sampling technique. The information obtained were analyzed using simple percentages. Based on the results, conclusion was drawn and recommendation made.

Population of the Study

This work seeks to examine the Influence of Social Networks on the sales of Sensor Newspaper in Ikot Ekpene Local Government Area. Therefore, the population of this study consists of the residents of Ikot Ekpene Local Government Area. Records from Nigeria Population commission (N.P.C.) showed that the projected population of Ikot Ekpene residents as at July 2020 was 383,000. This Number therefore forms the population of this study.

Sample and Sampling Procedure

A sample of 385 was drawn from the population of study, through a systematic sampling procedure. In using the sampling procedure for the study, subjects were selected at an interval of 5 houses from 10 major roads and adjoining streets in Ikot Ekpene Local Government Area.

Consequently, in using this procedure the subjects were drawn for the study as follows

Roads	No of houses/shops	Percent
Aba road	330	66
Abak road	292	53
Dibue/ Ikono road	170	34
Uyo road	300	60
Market road/Abiakpo	168	34
Essien/Aya road	130	26
Old Itam road	70	14
Aldertor/umohobot road	90	18
Vanalia road/ lutherer	266	53
Ibong road	110	22
Total	1926	385

Thereafter, 385 copies of questionnaires were administered. Out of this number, 365 copies were retrieved and found suitable for analysis.

3.4 Instrument of Data Collection

The major instrument used for data collection in this study was the questionnaire. The questionnaire was designed such that the question asked was inline with the research questions. The close ended questions style was adopted to enable the respondents choose from the available options.

3.5 Validity and Reliability of Instrument

The validity of the research instrument was determined through the design of questions. The questionnaire being the Instrument for the data collection was design through the research question and was carefully examined by the supervisor to ensure the

correctness of the items. The validity was further determined by scrutinizing the instrument based on its relevance to the research questions and the objectives of the study. For reliability, the researcher conducted a pre-test of 50 copies of questionnaire on some respondents outside the study group, the result obtained from the pre-test helped to ensure that the instrument was reliable, simple, clear and appropriate in eliciting right response form the respondents.

3.6 Method of Data Presentation and Analysis

To ensure accurate presentation and analysis of data gathered from the field, the method of data presentation and analysis was the use of a frequency distribution table formed by obtaining the percentage of options that said “YES” or “NO”. In calculating the percentages, the formular used was; C/N

Where C= number of respondents in each category

N=Total number of respondents.

Findings were discussed and interpreted based on the research questions of the study

Data Presentation and Analysis

Table 1: Responses on Sex Distribution

Responses	No. of Respondents	Percentage %
Male	235	65%
Female	130	35%
Total	365	100%

Source: Field Survey, 2021

The table above shows that 235 respondents were male representing 65% and 130 (35%) respondents were female. It shows that male do read newspaper more their female counterpart.

Table 2: Distribution of Respondents by Age

Age Group	No of respondents	Percentage (%)
18-24	70	19
25-34	60	16
35-44	105	29
45+	130	36
Total	365	100

Source: Field Survey 2021

The table 2 above shows that 70 respondents representing 19% of the total respondents are in the age group 18 – 24, 60 of them representing 16% are in the age groups of 25-34. 105 respondents or 29% of the respondents and 130 respondents or 36% of the respondents are of the age groups 35-44 and 45 or above age group respectively.

Table 3: Distribution of Respondents level of Education

Level of Education	No of respondents	Percentage (%)
SSCE	10	3
ND/NCE	60	16
HND/B.SC	105	29
M.SC and above	190	52
Total	365	100

Source: Field Survey 2021

From the table above, It is seen that 10 respondents representing 3% were within the level of primary school, 60 respondents representing 16 % were within secondary level, 105 respondents representing 29% are HND/B.SC holder while 190 respondents out of the total of 365 are M.SC degree holder.

Table4: Distribution of Responses on Awareness of the Existence of Sensor Newspaper

Category	Respondents	Percentage (%)
Yes	365	100
No	0	0
Total	365	100

Source: Field Survey 2021

From the table above, it is seen that all respondents agreed to the question on whether they are aware of the existence of Sensor Newspaper. This shows that every respondents, who responded to this question on the questionnaire are aware of the existence of Sensor Newspaper.

Table 5: Distribution of responses on Form of News respondents are exposed to.

Category	Respondents	Percentage (%)
Newspaper	190	52
Social Media	100	27
All of the above	75	21
Total	365	100

Source: Field Survey 2021

From table 5 above, it is seen that 52% representing 190 respondents are exposed to newspaper form of news, 27% representing 100 respondent are exposed to social media form of news whereas only 21% representing 75 respondents said they are exposed to newspaper and social media form of news.

Table 6: Distribution of responses on medium respondent do read Sensor news from.

Category	Respondents	Percentage (%)
Print Media	190	52
Social Media	100	27
Both	75	21
Total	365	100

Source: Field Survey 2021

From table 6 above, it is seen that 52% representing 190 respondents do read newspaper from Print Media, 27% representing 100 respondent do read news from social media, whereas only 21% representing 75 respondents said they do read newspaper from both print media and social media.

Table 7: Respondents Frequency of Exposure to Newspaper Reading

Variable	No of Respondents	Percentage (%)
Often	220	60.27
Very often	120	32.88
Not often	20	5.48
Not Very often	5	1.37
Total	365	100

Source: Field Survey, 2021

From the table above, 220 respondents (60.27%) read Newspaper often, 120 respondents (32.88%) read Newspaper very often, 20 respondents (5.48%) respondents do read Newspaper but not often while 5 respondents (1.37%) said that they read Newspaper but not very often.

Table 8: Respondents Frequency of Exposure to Sensor News Reading on social media

Variable	No of Respondents	Percentage (%)
Often	220	60.27
Very often	120	32.88
Not often	20	5.48
Not Very often	5	1.37
Total	365	100

Source: Field Survey, 2021

From the table above, 220 respondents (60.27%) read social media Sensor News often, 120 respondents (32.88%) read social media Sensor News very often, 20 respondents (5.48%) respondents do read social media Sensor News but not often while 5 respondents (1.37%) said that they read social media Sensor News but not very often.

Table 9: Distribution of respondents on whether reading the Sensor News online is cheaper than reading the newspaper.

Category	Respondents	Percentage (%)
Yes	288	79
No	77	21
Total	365	100

Source: Field Survey 2021

From table 9 above, 288 respondents representing 79% of the total respondents believed that Sensor online news is cheaper than offline news (newspaper) whereas 77 respondents representing 21% of the total respondents believed otherwise.

Table 10: Distribution of responses on method of Sensor News medium the respondents would advice Sensor to really invest on

Category	Respondents	Percentage (%)
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Social Network	290	79
Newspaper	75	21
Total	365	100

Source: Field Survey 2021

From the table above 290 out of 365 respondents representing 76% of the respondents say that Sensor newspaper Management should really invest on Social Network news medium, while only 21% representing 75 respondents say they would advice sensor newspaper Management to really invest on Newspaper news medium.

Table 11: Distribution of responses on whether social media affect the Sales of Sensor newspaper.

Category	Respondents	Percentage (%)
Yes	303	83
No	62	17
Total	365	100

Source: Field Survey 2021

From the table above, it is seen that 303 respondents out of the total of 365 agreed that Social Media affect the sales of Sensor newspaper whereas 62 respondents only say that the interest in social media do not affect the sales of sensor newspaper.

Table 8: Response on the effect(s) of social networks on sensor newspaper.

Variable	No of Respondents	Percentage (%)
Makes sensor newspaper an incredible source of information	73	20
Decrease the rate of reading the paper	51	14

Decrease the rate of buying the papers	21	6
Can makes sensor newspaper go into extinction.	15	4
All of the above	205	56
Total	365	100

Source: Field Survey 2021

From the table above, 73 respondents (20%) said that the effect of social network on sensor newspaper is that it can makes sensor newspaper an incredible source of information, 51 respondents (14%) were of opinion that the effect of social network on sensor newspaper is that it decrease the rate of reading the paper, 21 respondents (6%) believed that the effect of social network on sensor newspaper is that it can decrease the rate of buying the papers, 15 respondents (4%) said that the effect of social network on sensor newspaper is that it can makes sensor newspaper go into extinction, while overwhelming 205 respondents (56%) said that the effect of social network on sensor newspaper is that it can makes sensor newspaper an incredible source of information, decrease the rate of reading the paper, decrease the rate of buying the papers and can make sensor newspaper go into extinction.

4.2 Discussion of Findings

Research Question 1: Do the people of Ikot Ekpene read Sensor Newspaper?

The aim of this research question was to find out whether the Ikot Ekpene read Sensor Newspaper. The data on table 4,5 and 6 was used to answer this research question.

From the analysis of respondent's responses in table 4 it was observed that 100% of the respondents agreed that they read the sensor newspaper. This shows that the people of Ikot Ekpene have interest in reading the sensor newspaper.

However, in table 5, responses to the question on form of news respondent are exposed to shows that only 27% of the respondents prefer reading the new from Newspaper whereas 52% said they do not prefer sensor news on newspaper. This is because of the better alternative they have in reading these news from the social networks such as Twitter, Facebook etc.

Table 6 further prove that the people of Ikot Ikpene prefer reading sensor News from social media to the newspaper as only 27% of the respondents prefer reading the new from Print madia whereas 52% said they do prefer sensor news on social media.

The above scenario agrees with the Technological Determinism theory, which states in part that; Media Technology has the power to influence how individuals in the society think, act, and how the society operates as we transit from one technological age to another.

Research Question 2: To what extent do the residents of Ikot Ekpene read the online Sensor News?

The aim of this research question was to find out whether the residents of Ikot Ekpene read the online Sensor News. The data on table 7 and 8 was used to answer this research question.

The respondent's responses to the question on frequency of their exposure to newspaper reading and social network news reading answered on table 7 and 8 showed that, 60.27% of the respondents do read sensor newspaper and social network news often, 32.88% read very often, 5.48% read but not often while only 1.37% read but not very often.

The findings show that the extent residents of Ikot Ekpene do read the online Sensor News is great. This is in accordance with the ideology behind the Technological Determinism theory. This theory posits that the rise in social networking sites as a technological invention has changed how the society communicates and receives information. This change as it is evidenced in people's increasing desire to interact and make new (online) friends has caused more social networking sites to spring up.

Research Question 3: What are the readers perception about sensor newspaper?

The aim of this research question was to find out the readers perception about sensor newspaper. The data on table 9 and 10 was used to answer this research question.

The responses gathered from the question on whether on whether reading the sensor news online is cheaper than reading the newspaper presented on table 9, revealed that only 79% of the respondents said reading the sensor news online is cheaper than reading the newspaper. Findings revealed the reason we have more newspaper readers particularly in Ikot Ekpene Local Government Area shifting their attention toward the online news is because the online sensor copy is cheaper than the newspaper and that sensor news medium that Sensor management should invest more on social network news than the newspaper.

Research Question 4: What are the effects of social networks on the sales of sensor newspaper in Ikot Ekpene?

The aim of this research question was to find out the effects of social networks on the sales of sensor newspaper in Ikot Ekpene. The data on table 11 and 12 was used to answer this research question.

On table 11, the respondents responses on whether the social media affects the sales of sensor newspaper showed that about 303 respondents out of the total of 365, representing 83% of the respondent agreed that social network affect the sales of Sensor newspaper. On table 12, response shows that effect of social network on sensor newspaper are that it can makes sensor newspaper an incredible source of information, decrease the rate of reading the paper, decrease the rate of buying the papers and can make sensor newspaper go into extinction. The Technology Determinism theory argues that the characteristics inherent in the new technology governs the direction of its development. This means that the composition of the new media technology is attractive and has the power to change reader's perception towards its patronage and subsequent development. This is evidenced in the percentage of Ikot Ekpene readers in particular, that believed that social media has effect on the sale of sensor news.

Conclusion

This work aimed at examining the influence of social networks on the sales of sensor newspapers. The findings revealed that Ikot Ekpene readership are aware of the social networking sites and also use them. From the survey conducted, it was discovered that the majority of the respondents prefer reading the sensor news on social networks like Twitter, Facebook and so on. Their preference of the social networking sites are due to their lower costs, wider coverage, feedback capabilities and ability to interact and read the views of others about the news contents among others. Based on this findings, it was concluded that, reading the sensor news on social networks (online) causes decline in the sales of the sensor newspaper in Ikot Ekpene Local Government Area.

Recommendations

Based on the findings of this study, the following recommendations were made:

- The Sensor Newspaper Industry should invest more on Social media news than the newspaper.
- The Sensor Newspaper Industry should review the price for the newspaper sales.
- The Sensor newspaper Industry should endeavor to supply their newspapers to Ikot Ekpene stands on time.

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