

Adoption of online Newspapers among top management in MUBS

Abstract

By

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The Monitor newspaper, one of Uganda's daily Newspaper, introduced an online edition in 1994 and was one of the first dailies in Africa to do so. Almost 20 years later, the Monitor has approximately 400,000 online views, a dismal performance of these 63% are people outside Uganda. Online newspaper readership has grown very slowly in Uganda and yet from the consumer point of view, an individual with access to internet will spend a fraction of what those who buy the printed copy do. It requires approximately USD .030 per day to access newspapers and to access three of Uganda's leadership dailies yet the physical copies require USD2.5 per day. Despite this cost, few people are using the internet to access newspapers.

The various technological adoption models attribute adoption primarily to the attitude of the user as a key driver of adoption (Venkatesh, 2003) however, the UTAUT (Venkatesh, 2003) model which combines various earlier models attributes adoption attitude to, perceived usefulness and perceived ease of use of the technology to be adopted.

This is paper examined the online reading habits of staff of Makerere University Business School. MUBS spends over 18,000,000shs per month on daily newspapers which are distributed to different members of staff. The study reveals that while all the 100 administrative staff have a computer and internet and the majority of the 400 academic have a laptop and internet, less than 5% of them read newspapers online. The reasoning attributed to non-usage was that they found it easier to go through a physical paper in a short time than a digital one. It was easier to locate what they wanted in a physical newspaper than on a digital paper. They also attributed their usage to slow internet and at times none availability of internet. This confirms Venkatesh's (2003) UTAUT theory that adoption of a technology is determined by the ease of use, usefulness, social influence and facilitating conditions.

The study recommends sensitization of users about the savings and ease of use that emerge of usage of online newspapers.