News Consumption on the Internet by Undergraduate Students of Public Universities in Nigeria

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Abstract - This study investigated the pattern of news consumption on the internet and the influence of performance expectancy, effort expectancy, social influence and facilitating condition on use among undergraduate students in public universities in Nigeria. Both quantitative and qualitative research approaches were used. Respondents were selected from four faculties in two public universities in Lagos State, Nigeria. Findings revealed that mobile phone was the most popular device used, entertainment news was the most popular type of news consumed, while Facebook was the most popular platform used for news consumption. Poor quality of internet connection and high data cost were challenges to news consumption. Generally, all the four UTAUT constructs were found to positively influence the student's intention and actual use of the internet for news consumption. Government and internet service providers should work together to improve the coverage and quality of internet connection, providing more affordable internet subscription rates for users.
Keywords: Internet, News Consumption, Undergraduate Students, UTAUT Model

I. INTRODUCTION

Ever since the inception of the internet and the proliferation of its services, there has been an unremitting decline in the use of other media such as print and broadcast media. This has initiated and sustained a global trend of unrelenting resort to the internet as a means of news and information dissemination (Chukwu, 2014). The internet which is popularly referred to as a network of networks has experienced tremendous growth since its introduction. According to Oyero (2007), the growth of the internet in Africa has been incredibly fast and it is rapidly changing the news industry and the practices of mass media.

Mass media generally refers to a diversified collection of media technologies that reach a large audience via mass communication. The term mass media simply translates to means of transmitting information such as news, opinion, education, entertainment and agenda-setting to a large number of people. The different types of mass media can be broadly classified into print media (newspapers, newsmagazines), broadcast news (radio and television) and more recently the internet (online newspapers, news blogs, social media etc.). News which is also referred to as newly received information about recent events is one of the various forms of information transmitted via mass media.News consumption today is not the same as pre-satellite news when people waited for their morning papers or sat down at an appointed time for the evening news on television. Neither is it the same as pre-internet news when people tune in to events happening around the world through 24-hour television news channels. A growing number of readers, viewers and listeners are going online for their news. Television, newspapers and radio are still here but there is a growing competition from interactive online media (Alejandro, 2010).This evolution in media practice is also unequivocally evident in the developing countries of Africa such as Nigeria. The migration of newspapers and television outfits to the web has been consequently accompanied with that of its readership and viewership respectively (Chukwu, 2014). In Nigeria, almost every print and broadcast media outlets now have official websites, social media handles and video streaming site handles, all these would not have been possible without the internet.

Internet World Stats (2015) reported that 28.6% of Africa's total population are internet users and 51.1% of Nigeria's total population are internet users, making Nigeria the seventh highest user of internet in Africa trailing behind Kenya (69.6%), Morocco (60.6%), Mauritius (60.0%), Egypt (54.6%), Seychelles (54.3%) and Senegal (51.9%). This increase in the rate of internet use can be attributed to the advancement in technology which has led to the availability of affordable smart phones, tablets and personal computers. In a survey carried out by Pearson Education (2014), it was reported that 85% of college students use smart phones, this can also be attributed as one of the reasons for the increase in the rate of internet use by students as these mobile phones are usually used by students to take advantage of various internet resources for education, social interaction, entertainment and so on.

According to the Central Intelligence Agency (CIA) (2017), about 62.5% of Nigerians are between 0 – 24 years and about 30.5% are between of 25 – 54 years while the remaining 7% are either 55 years or above. Most undergraduate students in Nigeria fall within the age group 0 – 24 years which also happens to be the age group with the highest proportion in Nigeria. Over the years, the rate of internet usage has significantly increased across the globe. This increase is also evident in Nigeria with more than half of Nigeria's total population having access to the internet as at 2015 (Internet World Stats, 2015). However, there are several other activities someone can be engaged in while

connected to the internet. The adoption of the internet by media houses and news agencies as a news dissemination medium is also very noticeable from the creation of official websites and the presence of these organizations on social media and video streaming sites. Despite the availability of news on the internet, the acceptance and use of the internet as a medium of news consumption is solely the choice of the individual and this is also dependent on various factors. With the highest proportion of Nigeria's population being the youths and the exponential increase in internet access and usage among Nigerians, the youths can also be said to have the highest fraction of the population of internet users in Nigeria.

This fraction of the population however because of their activeness tend to have a lot of other activities they can engage in when connected to the internet asides from news consumption. The pattern of news consumption on the internet and the factors influencing news consumption on the internet by this fraction of the population is therefore an issue of great interest as this will give an insight into how concerned this fraction of the population is about happenings around them. It will also provide an insight into how they prefer to be informed about recent happenings.

Hence the kernel of this study is to investigate the pattern of news consumption on the internet by undergraduate students in Nigerian public Universities. For the purpose of this study, Lagos State University (LASU) and University of Lagos (UNILAG), two public Universities in Lagos state were selected as the location of the study. While LASU is owned by the State government, UNILAG is controlled by the Federal government of Nigeria. Several models and theories have been developed to determine factors that influence user's acceptance and use of technology. However, no comprehensive instrument to measure the various perceptions of information technology innovations had existed until Venkatesh*et al.* (2003) attempted to review and compare the existing user acceptance models with an ultimate goal to develop a unified theory of technology acceptance by integrating every major parallel aspect of user acceptance determinants from the existing models. The result of this is the unified theory of acceptance and use of technology (UTAUT) which was adapted in this study. UTAUT identified performance expectancy (PE), effort expectancy (EE), social influence (SI) and facilitating conditions (FC) as the four major factors that predict individual's intention to use and actual use of technology (Table I).

TABLE I UTAUT CONSTRUCTS ADOPTED IN THE RESEARCH MODEL

	Item	Definition
Constructs	Performance Expectancy	The extent to which an undergraduate student believes that the internet is helpful or useful for news consumption
	Effort Expectancy	How much effort is required by an undergraduate student to consume news on the internet
	Social Influence	The degree to which an undergraduate student is affected by his/her peer to consume news on the internet
	Facilitating Condition	The degree to which an undergraduate student believes that existing infrastructure supports news consumption on the internet
Behavioral Intention		Behavioral intention measures how much undergraduate students intend to consume news on the internet
Use behavior		Use behavior measures actual frequency of news consumption on the internet by undergraduate students

Therefore, this study answered the following research questions
1. What is the amount of time spent consuming news on the internet by undergraduate students of LASU and UNILAG?
2. What type of news do the undergraduate students of LASU and UNILAG consume on the internet what are the reasons for consuming such type of news?
3. How do undergraduate students of LASU and UNILAG access news on the internet?
4. What are the factors influencing the use of the internet for news consumption by undergraduate students of LASU and UNILAG?
5. What are the challenges faced by undergraduate students of LASU and UNILAG in the use of the internet for news consumption?

In determining factors that influence the intention and actual consumption of news on the internet by undergraduate

students, the following research hypothesis were formulated and shown in Fig. 1.

$H0_1$: Performance expectancy does not significantly influence undergraduate student's intention to consume news on the internet.
$H0_2$: Effort expectancy does not significantly influence undergraduate student's intention to consume news on the internet.
$H0_3$: Social influence does not significantly influence undergraduate student's intention to consume news on the internet.
$H0_4$: Behavioral intention does not significantly influence undergraduate student's actual use of the internet for news consumption.
$H0_5$: Facilitating conditions do not significantly influence undergraduate student's actual use of the internet for news consumption.
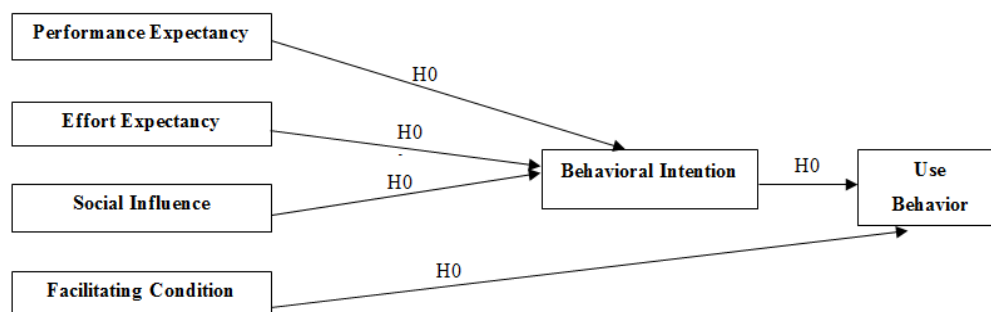
Fig. 1 Research Model (Adapted from Venkatesh*et al*, 2003)

II. PREVIOUS STUDIES

It is presumed that the radical changes brought in the aspect of communication through information and communication technology's revolution has affected immensely the dissemination of news in every nation around the globe. Both the ICT based and print media have brought information closer to their audience. The number of people consuming news via traditional sources (print, television, radio) has declined, while the audience for online news has increased (Caumont, 2013). This evolution in media practice is also unequivocally evident in the developing countries of Africa such as Nigeria. The migration of newspapers and television outfits to the web has been consequently accompanied with that of its readership and viewership respectively (Chukwu, 2014).

Studies have examined the perception and use of online news by college or university students and youths in general, the findings from these studies have also taken various forms. For example, a study by Kang (2009) examined the diffusion of online news use and credibility among undergraduates and graduate students at the University of Nevada, Las Vegas. The study points out how the developments of communication technologies have made it possible for a great variety of individuals to have access to and use the internet. Findings from the study showed that the internet and online news are widely adopted and used by various users particularly those that are young and convenience was identified as the most important factor responsible for the use of online news. Another study carried out by Clark (2010) on the news consumption habits of students at the University of Nebraska revealed that the rate of news consumption by students who participated in the survey for this research was generally low with about 69% of students that participated in the survey either not spending time reading news or spending less than 15 minutes in a day reading news. The internet was identified as the medium mostly used by students that consume news, students in higher level and students in the Journalism department of the school were also seen to consume news more.

Madni*et al.* (2013) investigated the perception of students of University of Sargodha about online newspapers. Based on a sample of 300 students from the university, findings showed that a large number of students read online newspapers to get information and most of them students prefer to read newspapers online. Many of the students pay less attention to news with crime content but much attention to political and sports news. The study of Akosile (2010) on online newspaper consumption among staff and students of University of Ibadan, Nigeria shows that active users of online newspaper are young (below 40 years), and the general perception of online newspaper among respondents is positive and not dependent on external factors. Akosile (2010) also identified irregular power supply and cost of access as the reasons for the irregular news consumption on the internet. These factors were also identified in a study carried out by Patrick (2010) on internet access and use among students of the University of Ilorin, Nigeria as the causes of irregular access to the internet by these students. In another study carried out by Attuquayefio and Addo (2014) on ICT adoption by students of Methodist University College Ghana, effort expectancy and facilitating conditions were seen to be significant predictors of the behavioral intention of students to use ICT while social influence and performance expectancy were insignificant.

The dependence on digital media sources along with the use of social media sites such as Facebook and Twitter for actively exchanging information including news is increasing (Bahk*et al.,* 2010; Bergstrom and Wadbring, 2012). For example, findings from the study of Emil and Fredrik (2015) show that Smartphone is the most popular device used for news consumption by students in Technical University of Mombasa in Kenya. The number of students interested in consuming news was also found out to be more than those that are not interested; the proportion of students that consume news using the internet on their smart phone was higher than those that do not. The use of social networking sites such as Facebook and Twitter was also found to be relatively high among the students. In another study carried out by Howe (2012) it was found out that individuals under the age of 35 years relied heavily on their social networks for tips and alerts on news stories around them; social media sites such as Facebook and Twitter have also helped to expose people to news stories that they would have missed or overlooked. The study found that 61% of the respondents that participated in the survey for the research clicked on at least one shared news article daily on their social media platforms. Of that percentage, 76% were

between the ages of 18 – 34 years. According to Caumont (2013), younger Americans most especially those between the ages of 18 to 29 years cite the internet as their main source of news consumption. Findings from this study also showed that social media has grown as a source of news, smart phones and tablets were also found to be the major ICT tools used for news consumption on the internet while the young people were found to generally get less news than the adults.

III. RESEARCH METHODOLOGY

This study employed both the quantitative and qualitative research approaches with survey design as the strategy of inquiry. This design was most suitable since the study involved collecting information from a relatively large number of respondents. Moreover, while the quantitative approach requires that the research is objective, the qualitative approach recognizes subjectivity in research, relying on opinions, feelings and emotions of respondents (Ratner 2002). The study was carried among undergraduate students of public universities in Lagos state. The population of interest was the undergraduate students in UNILAG and LASU. The multi-stage sampling technique was adopted in the selection of respondents for this study. The first stage of the sampling involved the selection of four (4) similar faculties namely – Arts, Law, Science and Education - from the two universities. A combination of convenience and accidental sampling was used in selection of the respondents since the population of students who consume news on the internet was indeterminate. Data for this study was collected using both structured questionnaire and interview schedule.

A structured questionnaire and interview schedule guide was used in collection of the required data. The questionnaire was divided into six sections. Section 1 collected background information about the respondents. Section 2 to section 6 collected data on the variables used in the study; performance expectancy, effort expectancy, social influence, facilitating condition and behavioral intention. A five-point likert scale ranging from strongly agree to strongly disagree was used for these constructs.

The researchers administered the questionnaire to students in their faculties. Out of the 300 copies of questionnaire administered, 270 (90%) copies of completed questionnaire copies were returned. Twenty one copies of questionnaire were incompletely filled by respondents, leaving 249 usable copies of questionnaire, which were used as the basis for data analysis.

The interview schedule guide was divided into two sections. *Section 1 – Background information:* This section contains the demographic information of the interviewee.
Section 2 – Interview questions: This section contains the interview questions like; what is your opinion about news consumption on the internet, what do your colleagues think of news consumption on the internet and what challenges do you face in the course of using the internet for news consumption. Eight face-to-face interviews were conducted (4 UNILAG students and 4 LASU students) and the interviews were recorded after seeking permission from the participants. Data collected from the questionnaire were coded and analyzed using Statistical Package for Social Sciences (SPSS) software. Descriptive statistics was used to describe the demographic characteristics of the respondents and other variables in the study. Regression analysis was also carried out to test the research hypotheses. Qualitative data from interviews were analysed thematically. The data were transcribed into texts and the transcribed texts were searched to identify recurrent themes conveying similar meanings. Such recurrent themes were illustrated with some quotations from the main text.

IV. RESULTS

A. Demographic Characteristics of Respondents

1. Distribution of Respondents by Universities per Gender

Overall, 58.6% of the respondents were females. Table II presents a distribution of the gender of the respondents in both Universities.

TABLE II GENDER DISTRIBUTION OF RESPONDENTS PER UNIVERSITY

| | | Gender | | Total |
		Male	Female	
University	University of Lagos	59	85	144
		(41.00%)	(59.00%)	(100.00%)
	Lagos State University	44	61	105
		(41.90%)	(58.10%)	(100.00%)
Total		103	146	249
		(41.40%)	(58.60%)	(100.00%)

In both institutions, the percentage of female students that participated in the study was higher than the males.

2. Distribution of Respondents by University per Faculty

Four faculties were selected from both Universities and these are: Art, Education, Law and Science faculties (Table III). Respondents in Faculty of Education have the highest representation with a total of 29.3% while respondents in Faculty of Law had the least participants with a total of 20.5%.

B. Amount of Time Spent Consuming News on the Internet by Undergraduate Students

Table IV shows that 65.9% of the respondents that participated in the study consumed news on the internet several times in a day while 19.3% stated that they consume news on the internet at least once in a day. However, it was observed that the number students that consumed news on

the internet several times a day in UNILAG (69.4%) was more than that of LASU (61.0%), while number of students that consume news once a day in LASU (26.7%) was more than that of UNILAG (13.9%).

TABLE III DISTRIBUTION OF RESPONDENTS BY UNIVERSITY PER FACULTY

		Faculty				Total
		Education	Law	Art	Science	
University	UNILAG	38	31	37	38	144
		26.40%	21.50%	25.70%	26.40%	100.00%
	LASU	35	20	25	25	105
		33.30%	19.00%	23.80%	23.80%	100.00%
Total		73	51	62	63	249
		29.30%	20.50%	24.90%	25.30%	100.00%

TABLE IV AMOUNT OF TIME SPENT CONSUMING NEWS ON THE INTERNET PER UNIVERSITY

		Time Spent Consuming News on the Internet						Total
		Several times a day	Once a day	4-6 days a week	2-3 days a week	At least once a week	Less than once a week	
University	UNILAG	100	20	11	8	2	3	144
		69.40%	13.90%	7.60%	5.60%	1.40%	2.10%	100.00%
	LASU	64	28	2	7	2	2	105
		61.00%	26.70%	1.90%	6.70%	1.90%	1.90%	100.00%
Total		164	48	13	15	4	5	249
		65.90%	19.30%	5.20%	6.00%	1.60%	2.00%	100.00%

Data from interview with respondents showed the reasons for the high level of internet use for news consumption and these include convenience, as well as the speed and cost of access to the news. Some of the comments made by the respondents are illustrated below:

Errrm … I think it's very useful to people nowadays like we don't really get interested when you see newspaper up and down ….it's easy on our phone and on the internet …. you don't have to pay for news, you just use your data and you get it (UNILAG 200 Level, Female, Education).

My view about news consumption on the internet is that it's cheaper, you do not have to buy a TV to get information you don't have to buy newspaper and stuff, you can easily just through your phone just get news … then it is very easy to read, you can multi-task … so it's convenient (LASU, 200 Level, Male, Science).

C. Types of News Consumed on the Internet by Undergraduate Students and the Reasons for Consuming Such Types of News

Table V shows that a high percentage of the students reported consuming mostly entertainment news, about 80% of the students are in this category as shown in both universities. This is followed by National and international news. A common trend was observed in both universities. Surprisingly, about 60% of the respondents did not read about sports news on the internet.

TABLE V CONSUMPTION OF DIFFERENT TYPES OF NEWS PER UNIVERSITY

Type of News		University	
		UNILAG	LASU
National News	No	47. 9%	46.70%
	Yes	52.10%	53.30%
International News	No	50.70%	50.50%
	Yes	49.30%	49.50%
Sports News	No	59.70%	57.10%
	Yes	40.30%	42. 9%
Political News	No	77.10%	77.10%
	Yes	22.90%	22. 9%
Business News	No	75.70%	81. 9%
	Yes	24.30%	18.10%
Entertainment News	No	18.10%	22. 9%
	Yes	81. 9%	77.10%
Technology News	No	61.80%	63.80%
	Yes	38.20%	36.20%

Data from qualitative analysis showed reasons for the different news types consumed on the internet by the undergraduate students. Most of the respondents believe that entertainment news makes them happy and relieves their mind compared to national news.

Entertainment news mostly….yea because I want something that will give me peace of mind, I don't want to be hearing things about Nigeria or the society or the economy (UNILAG, 200 Level, Male, Arts).

I consume happy news, Amebo gist, whatever is trending, celebrity gist and all of that, my reason I don't really consume economy news, national news blah blahblah… I don't intend to go into politics and I don't think I can make any impact in that aspect so I consume my entertainment news mostly because it makes me happy and it's not stressful for me (UNILAG, 300 Level, Female, Law).

Few of the participants stated that the fact that they are sport fans is the reason why sport news appeals to them most.

I am a sport fan so most of the time I actually check out sport sites to see update on soccer and on my team, I am a Manchester United fan…I want to see what's happening on a daily basis so sports and sometimes Nigerian news (LASU, 100 Level, Male, Education).

The news I consume most on the internet is sports. I go more on sports… I am a Chelsea fan so I read more of my club, to know what they are doing, the transfers, players, to check who has injury and stuffs like that, so that maybe when somebody is talking about it I can be bold and say okay this is what is happening (UNILAG, 200 Level, Male, Science).

D. Medium of News Consumption on the Internet by Students

TABLE VI DEVICES USED FOR NEWS CONSUMPTION ON THE INTERNET

		UNILAG	LASU
Phone	Yes	95.8%	94.3%
	No	4.2%	5.7%
Tablet	Yes	7.6%	9.5%
	No	92.4%	90.5%
Laptop	Yes	13.9%	12.4%
	No	86.1%	87.6%
Desktop	Yes	2.8%	2.9%
	No	97.2%	97.1%

Table VI reveals that the most popular device used for news consumption on the internet by the respondents is the mobile phones: 95.8% of respondents from UNILAG use their mobile phones for news consumption, while 94.3% of students from LASU do the same. The device least used for news consumption on the internet is the desktop computer, about 97% of the students that participated in the survey from both schools stated that they do not use desktop computers for news consumption on the internet.

Figure 2 reveals that the most popular platform used for news consumption on the internet by LASU students is Facebook, while UNILAG students would mostly visit the websites of the news agencies. The use of twitter for news consumption is also seen to be the lowest for both UNILAG and LASU.
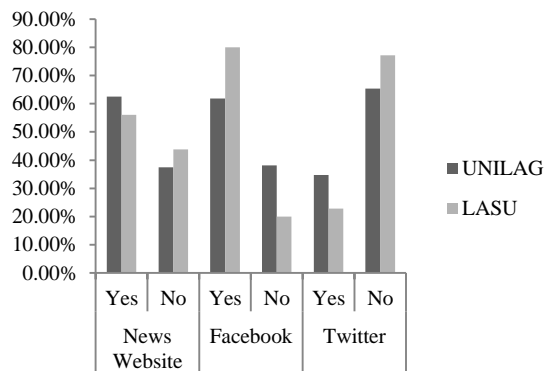

Fig. 2 Platforms used for news consumption on the internet

E. Challenges Faced by Undergraduate Students in the Use of Internet for News Consumption

Qualitative data from interviews conducted revealed the different challenges faced by students in the course of consuming news through the internet.A major challenge reported by most students is the poor coverage by service providers in some locations which causes network failures.

We face network problem… like I am using MTN and AIRTEL so I actually have problem with network when I go on the net and I want to check something, the internet gets slow and it delays what I want to do …. So it gets me pissed off (UNILAG, 200 Level, Male, Science).

Majority of the respondents also stated high cost of internet subscription as a challenge to their consuming news on the internet.You know, data in Nigeria is very expensive… sometimes you will not be able to subscribe so you have to wait till you have money to subscribe before you can access the internet…. I depend on my parents to give me pocket money, out of the pocket money I will take a portion and subscribe to the internet (LASU, 100 Level, Male, Education).

Some students felt that the internet makes it easier to spread false and incredible news. Sometime the news can be false and its makes it easy to jump into conclusion without knowing details (UNILAG, 200 Level, Male, Arts).

F. Test of Hypotheses

This section presents the results of the regression analysis performed in testing the five hypotheses (Table VII). The hypotheses were tested at 0.05 level of significance.

TABLE VII RESULT OF REGRESSION ANALYSIS FOR HYPOTHESES 1-5

Dependent Variable	Independent Variables	B	Beta	Sig	Decision
Behavioural Intention	Performance Expectancy	0.547	0.461	0.000	H_{01} is rejected
Behavioural Intention	Effort Expectancy	0.504	0.421	0.000	H_{02} is rejected
Behavioural Intention	Social Influence	0.273	0.319	0.000	H_{03} is rejected
Actual Use	Behavioural Intention	0.364	0.189	0.003	H_{04} is rejected
Actual Use	Facilitating Conditions	0.304	0.184	0.004	H_{05} is rejected

$H0_1$: *Performance expectancy does not significantly influence undergraduate student's intention to consume news on the internet*

From Table VII, performance expectancy positively influences undergraduate student's intention to consume news on the internet (β = .461, *p* = .000). Since β is not equal to zero and the p-value is less than 0.05, hence, $H0_1$ is rejected. This shows that for every unit increase in performance expectancy, the undergraduates' intention to use the internet for news consumption increases by 0.547.

$H0_2$: *Effort expectancy does not significantly influence undergraduate student's intention to consume news on the internet*

Effort expectancy positively influences undergraduate student's intention to consume news on the internet (β = .421, *p* = .000). Hence, $H0_2$ is rejected and this shows that for every unit increase in effort expectancy, the undergraduates' intention to use the internet for news consumption increases by 0.504.

$H0_3$: *Social Influence does not significantly influence undergraduate student's intention to consume news on the internet.*

Table VII shows that social influence positively influences undergraduate student's intention to consume news on the internet (β = .319, *p* = .000). Since β is not equal to zero and the p-value is less than 0.05, $H0_3$ is thus rejected. The implication of this is that for every unit increase in social influence, an undergraduate student's intention to consume news through the internet increases by 0.273.

$H0_4$: *Behavioral Intention does not significantly influence undergraduate student's actual use of the internet for news consumption.*

Student's actual use of the internet for news consumption is positively influenced by the student's intention to do so (β = .189, *p* = .000). $H0_4$ is thus rejected and for every unit increase in a student's intention to consume news through the internet, the actual use of the internet for news consumption by the student increases by 0.364.

$H0_5$: *Facilitating conditions do not significantly influence undergraduate student's actual use of the internet for news consumption*

As shown in Table VII, at (β = .184, *p* = .004), $H0_5$ is rejected. Facilitating conditions positively influence undergraduate student's actual use of the internet for news consumption. The table shows that for every unit increase in facilitating condition, the actual use of the internet for news consumption by the student increases by 0.304. This study notes that a similar trend was observed in the results of the test of hypotheses in each of UNILAG and LASU. The only exception was in Hypothesis 5 where facilitating conditions did not significantly influence actual use of the internet for news consumption among LASU students.

V. DISCUSSION OF FINDINGS

Results obtained in the study revealed that a relatively high number of students now consume news on the internet several times in a day. The proportion of students that consume news on the internet several times in a day was far more than any other category. This agrees with previous studies that reported a high level of interest in news consumption on the internet among students (Madni*et al.,* 2013; Oliha& Arthur, 2014; Emil & Fredrik, 2015). Most of the students in both UNILAG and LASU cited convenience as the reason for preferring to consume news online.

Entertainment news was the most preferred type of news consumed by the respondents, followed by national and international news. This finding contradicts the study of Madni*et al.* (2013) which revealed that University of Sargodha students read more of news that featured sports and politics. Surprisingly, more than half of the students in UNILAG and LASU did not consume sport news through the internet. One reason that could be responsible for this observation is the fact that females dominated the respondents in this study. Perhaps many of the respondents believed that entertainment news has a calming effect on them compared to other news type. A similar observation was reported by Tewari (2015) where among online news consumers of India, women prefer to read information related to entertainment, development, health, education, and features while men prefer political, sports, crime, business, and defence related news. Hence, in this current study, the respondents who were mostly females paid less emphasis on reading sports or news related to politics online.

Mobile phone was the most popular device used for news consumption on the internet by the respondents. Emil and Fredrik (2015)'s study revealed that smart phones are the

first and foremost device used for news consumption on the internet by students, followed by laptop but the usage was low. This finding is not unexpected as many students today use internet enabled mobile phones. Moreover, Oliha and Arthur (2014) opined that the preference for news consumption on the internet can be attributed to the popularity of internet enabled mobile phones.

Despite both institutions being publicly owned, Facebook was the most popular platform used for news consumption by LASU students, while, UNILAG students preferred to read news through the websites of the news media. Twitter was the least popularly used medium for news consumption in both institutions. Previous study by Howe (2012) reported that individuals under the age of 35 years rely heavily on social media for news tips, alert and general news consumption. According to Mitchell *et al.* (2016), majority of adults in America get news on social media, findings from this study also shows that Facebook and twitter are the top social media sites where users get news. 66% of users of Facebook get news on the site while 59% of twitter users get news on twitter. College students and generally people between of 18-49 years were also found to be the highest consumers of news on these social media sites.

The results presented in this study are consistent with many previous researches that used UTAUT model. The study revealed that performance expectancy, effort expectancy and social influence positively influence undergraduate student's intention to consume news on the internet While, facilitating condition and behavioral intention are significant predictors of undergraduate student's actual use of the internet for news consumption. This result is validated by findings of Akbar (2013) who found that performance expectancy, effort expectancy and facilitating conditions are significant determinants of student's acceptance and use of technology. The findings of Olatunbosun*et al.* (2015) that performance expectancy, effort expectancy and social influence as significant factors of student's attitude and adoption of electronic placement tests and electronic learning technology also corroborates findings of this study. This study however, noted an exception among LASU students where facilitating conditions did not significantly influence students' actual consumption of news through the internet. This implies that among LASU students, support from existing infrastructure do not influence their consumption of news online. Such support could be in form of internet access provided by their institution or internet service provider.

Poor network quality and high data cost were some of the barriers to news consumption through the internet. According to West (2015), factors that make it difficult for millions of people in the developing countries to obtain access to the Internet include high device, data, and telecommunications charges. It is not a surprise that these constitute barriers to students' news consumption as often times students in this institution lack adequate access to

internet connections from the institution. More often than not, students have to personally fund their access to the internet.

VI. CONCLUSION

The results of this study provide empirical evidence on the state of news consumption on the internet among undergraduate students in Nigerian Universities. Even though the students spend most of their time consuming entertainment news, they also show some interest in getting information about recent happenings on national, international and sport issues. The effects of all UTAUT dimensions were generally significant on intention to consume news on the internet and the actual act of consuming news on the internet. News or media agencies need to always put into consideration that most people access the internet using their mobile phones, they should therefore be sure their websites or any platform they choose to use to disseminate news is fully responsive and can work seamlessly on mobile phones. There is also a need for the government and Internet service providers to work together to improve on the quality of internet connection provided to the public, cheaper and affordable internet subscription plans should be considered.

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