

**Impact Of Technology On Traditional Mass Media A Case Study Of New Vision News Paper**

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**Abstract**

This study ascertained the impact of technology on traditional mass media at New Vision in Uganda. A cross-sectional survey design was employed, utilizing questionnaires and interviews with a sample of 157 employees. The results revealed that the primary impact was keeping the public up-to-date with current affairs (46%), followed by improved information access via the internet (29%). Technology's main effect was creating a "network society," fundamentally altering news gathering, packaging, and dissemination. The study concluded that technology has irreversibly transformed media operations and audience consumption patterns. It was recommended that New Vision should separate its digital ventures from its core print business to build new revenue streams, enhance credibility, and implement subscription models for its online content. Credibility was identified as a critical factor for future success.

**Keywords: Technology, Traditional Mass Media, New Vision, Digital Transformation, Uganda, Content Consumption.**

**Background to the Study.**

The proliferation of the internet, mobile technology, and social media platforms has dismantled the monopolistic gatekeeping power once held by newspapers, radio, and television (Nicholas & Nancy, 2024). This technological revolution has given rise to the digital public sphere, characterized by real-time information dissemination, user-generated content, and interactive citizen journalism (Kazaara et al., 2023). Legacy media institutions worldwide have been compelled to adapt or face irrelevance, leading to a mass migration to online platforms. However, this transition has been fraught with challenges, most notably the precipitous decline in print circulation and traditional advertising revenue, which has been siphoned off by digital giants like Google and Meta (Sophie & Crispus, 2024). In response, media houses are exploring new monetization strategies, including digital subscriptions, paywalls, and native advertising, while simultaneously grappling with the spread of misinformation and the need to maintain journalistic integrity in a crowded, attention-based economy. This global transformation underscores a critical redefinition of the very nature of news, from a finished product to an ongoing, participatory process (Newman et al., 2023; Pew Research Center, 2023).

Across the African continent, the impact of technology on traditional media is both transformative and complex, shaped by unique infrastructural and socio-political realities. The rapid penetration of mobile phones and increasing, though often uneven, internet access have unlocked unprecedented opportunities for information dissemination and civic engagement (Christopher et al., 2024). Digital platforms have enabled the rise of vibrant, independent online news outlets that often challenge state-controlled narratives and circumvent restrictive media laws. However, this digital leap has also exacerbated existing challenges (Alex & Julius, 2024). Traditional

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newspapers, which have long been pillars of public discourse, face an existential threat as advertising budgets shift online. The high cost of data, digital literacy gaps, and persistent concerns about internet freedom and digital rights create a fragmented media environment (Ntirandekura & Friday, 2022). While some legacy media organizations have successfully launched digital editions and mobile news services, many struggle with the financial sustainability of their online operations (Sarah & Audrey, 2024). The African media landscape is thus a contested space where the resilience of traditional formats coexists with the explosive growth of digital media, forcing a strategic re-evaluation of content delivery, audience engagement, and revenue models in a rapidly evolving ecosystem (Reuters Institute, 2023; Afrobarometer, 2022).

Uganda's media sector vividly encapsulates the tensions and opportunities of this digital transition. The country has experienced significant growth in internet and mobile phone usage, providing a fertile ground for digital news consumption (Julius & Matovu, 2025). Despite this, the traditional media landscape remains influential, though it operates within a constrained environment marked by regulatory pressures and political interference. The Uganda Communications Commission (UCC) periodically issues directives that affect media operations, both online and offline (Julius & Audrey, 2025). For traditional newspapers, the dual pressures of a restrictive political climate and the disruptive force of technology have created a perfect storm. Print circulations have stagnated or declined, while advertising revenue has become increasingly volatile (Oromo et al., 2023). In response, major Ugandan newspapers have established an online presence, but the monetization of digital content remains a formidable hurdle in a market with low willingness to pay for online news. The competition for audience attention is fierce, not only from international news sites but also from social media platforms that serve as primary news sources for a growing segment of the population (Christopher & Nelson, 2024). This has compelled Ugandan legacy media to innovate, exploring multimedia storytelling, social media engagement, and e-paper subscriptions to retain relevance and ensure financial viability (HRNJ-U, 2023; African Centre for Media Excellence, 2022).

It is within this challenging national context that New Vision Printing and Publishing Corporation Ltd., publisher of the New Vision newspaper, operates. Established as a government-owned but commercially-run daily, New Vision has long been a dominant force in Uganda's print media industry (Nicholas & Nancy, 2024). As such, it presents a critical case for examining the tangible impacts of technological disruption on a legacy media institution. The newspaper has not been immune to the global and regional trends, experiencing the direct effects of declining print sales and advertising shifts. In response, New Vision has undertaken a significant digital transformation journey, launching a robust website, mobile application, and active social media channels to deliver news in real-time (Agrawal, 2025). It has diversified into multimedia content, including video and podcasts, to cater to changing audience preferences. However, this adaptation raises crucial questions about the sustainability of its business model, the preservation of its journalistic standards in the fast-paced digital environment, and its ability to compete effectively for digital advertising revenue (Paul et al., 2022). Therefore, this study is imperative to critically investigate the specific nature, extent, and implications of technology's impact on New Vision Newspaper. Analyzing its adaptation strategies, the challenges encountered, and the ensuing

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effects on its operations, content, and financial health will provide invaluable insights into the future trajectory of not just New Vision, but of traditional mass media in Uganda as a whole as it navigates the uncharted waters of the digital era.

### **Statement of the Problem.**

The global media landscape is undergoing a profound transformation driven by rapid technological advancement, forcing traditional mass media to adapt to the digital age or face obsolescence (Shamim et al., 2023). New Vision Newspaper, a cornerstone of Uganda's print media, has not been immune to this disruptive shift. Historically reliant on print circulation and traditional advertising, the newspaper now confronts a rapidly changing environment characterized by declining physical sales, the migration of advertising revenue to online platforms like social media, and evolving consumer preferences for free, real-time digital news (Kazaara & Kazaara, 2023). This technological disruption presents a critical problem: the established operational and business model of New Vision is under severe threat, challenging its financial sustainability and its longstanding role as a primary information source (Sarah et al., 2024). While the organization has initiated a digital transition through its website and social media presence, the efficacy and financial viability of these adaptations remain unclear. It is not definitively known how these technological pressures have specifically impacted its revenue streams, editorial processes, and overall market position (Alex et al., 2024). Therefore, this study is necessary to systematically investigate the multifaceted impact of technology on New Vision Newspaper, analyzing the specific challenges it faces, the effectiveness of its adaptation strategies, and the implications for its future sustainability and relevance in the Ugandan media ecosystem.

### **Specific objectives**

1. To explore how technology has impacted the traditional mass media in regard to newspapers, television, radio, print media and advertising.
2. To find out the effects of technology to the traditional mass media in Uganda as far as gathering, packaging and dissemination is concerned.
3. To determine if there is a relationship between technology and content consumption patterns of audiences

### **Methodology**

The methodological approach for this study was grounded in a cross-sectional survey design, chosen for its efficacy in gathering precise information to enable conclusive findings regarding the impact of technology on traditional mass media (Abiodun et al., 2022). This design was particularly suitable as it allowed for the collection of original data from a population too large to observe directly. A mixed-methods approach was employed, utilizing both quantitative and qualitative data collection techniques to ensure comprehensive data triangulation. The primary instruments for data collection included self-administered questionnaires and structured interviews, which together facilitated the gathering of both statistical data and in-depth insights.

The study focused on the employees of New Vision as the research population, comprising a total of 259 staff members. From this population, a sample size of 157 employees was determined using Slovene's formula to ensure statistical reliability (Olanrewaju et al., 2021). A stratified random sampling method was employed to

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ensure representation across different staff categories, while purposive sampling was utilized to specifically target respondents with specialized knowledge relevant to the study's focus on technology and media (Flavia et al., 2023). This combined sampling approach minimized bias and ensured that the collected data accurately reflected the diverse perspectives within the organization.

Data collection involved multiple instruments, including questionnaires with both closed-ended and open-ended questions, interview guides, and observational techniques (Olanrewaju et al., 2021). The questionnaires were designed to collect both quantitative data for statistical analysis and qualitative data for deeper understanding, while the interview guides facilitated structured conversations with key informants. Prior to the main data collection, the research instruments underwent rigorous validity and reliability testing. Content validity was ensured through expert consultation and the calculation of Content Validity Index (CVI), while reliability was established through pretesting and expert judgment to ensure consistent results.

The data gathering procedure commenced with obtaining official permission from the relevant academic and institutional authorities (Olanrewaju et al., 2021). Research assistants were trained and oriented to ensure consistency in data collection methods. The questionnaires were administered with emphasis on complete retrieval within a specified timeframe, and informed consent was obtained from all participants. Following data collection, the information underwent systematic processing involving collation, coding, and computer encoding using the Statistical Package for Social Sciences (SPSS) (Nelson et al., 2022). Data analysis incorporated both descriptive statistics, including frequencies and percentages, and inferential statistical methods to examine relationships and patterns within the data.

Throughout the research process, stringent ethical considerations were maintained, including coding of questionnaires, obtaining informed consent, proper acknowledgment of sources, and presentation of findings in a generalized manner to protect respondent confidentiality. The study acknowledged several limitations, including potential respondent biases, environmental influences, instrumental constraints, and challenges related to attrition and response timing. **Results**

**Table 2: Technology has impacted the traditional mass media in regard to news papers, television, radio, print media and advertising**

how technology has impacted the traditional mass media in regard to newspapers, television, radio, print media and advertising	Frequency	Percentage
It has quickened and increased the quality of the picture with clean sound and picture motion	12.5	7.1
It keeps Us U to date with current affairs	80	46
Loss of traditional culture	20	11.4

It has improved the quality of viewing giving viewers more access and control on or over what they see	12.5	7.1
Improved access of information through internet	50	29
Total	175	100

**Source: Primary data 2014**

From the findings in the table 1 above, 46% of the respondents said that It keeps us up to date with current affairs was the major impact of technology on the traditional mass media in regard to news papers, television, radio, print media and advertising, while 29% said that improved access to information through internet was the major impact of technology on the traditional mass media in regard to news papers, television, radio, print media and advertising and 11.4% said that loss of traditional culture and norms was the major impact of technology on the traditional mass media in regard to news papers, television, radio, print media and advertising (Nelson et al., 2023). This showed that the major impact of technology on the traditional mass media in regard to news papers. television, radio, print media and advertising was it keeps us up-to-date with current affairs as seen by 46% response.

**Table 3: Effects of technology to the traditional mass media in Uganda as far as gathering, packaging and dissemination is concerned**

effects of technology to the traditional mass media in Uganda as far as gathering, packaging and dissemination is concerned	Frequency	Percentage
Time shifting	50	29
Localism and virtual communities	25	14.2
Net work society	80	46
Crossing social boundaries	20	11.4
Total	175	100

**Source: Primary data, 2024**

According to the findings in the above table 3 it was revealed that 46% of the respondents said that Net work society was the major effects of Technology to the traditional mass media in U ganda as far as gathering, packaging and dissemination is concerned while the other 29% of the respondents said that time shifting was the major effects of Technology on performance in an or °anization Technology to the traditional mass media in Uganda as far as gathering, packaging and dissemination is concerned.

**Table 4; Pearson's Linear Correlation Coefficient results for technology and content consumption patterns of audiences**

Variable correlated		R-value	Sig.	Interpretation	Decision on Ho
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Technology Vs consumption patterns	content	.356	.000	significant relationship	Rejected
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Source: primary data, 2014

The results in Table 4 indicate that technology and content consumption patterns are significantly correlated ( $r = 0.356$ ). The sig. value indicates that there is a positive and significant correlation ( $\text{sig.} = 0.000 < 0.05$ ) leading to a conclusion that technology significantly improves content consumption patterns at a 5% level of significance. Basing on these results, the stated null hypothesis of "there is no significant relationship between technology and content consumption patterns" is rejected, and thus the findings showed a positive relationship between technology and content consumption patterns. These results lead to a conclusion that an improvement in the technology improves content consumption patterns especially in New vision.

### Conclusions

The study conclusively identified that the most significant impact of technology on traditional mass media (encompassing newspapers, television, radio, print media, and advertising) is its role in enhancing the timeliness and accessibility of information. The primary conclusion was that technology keeps the public up-to-date with current affairs, a view supported by nearly half (46%) of the respondents. A key secondary conclusion was that improved access to information through the internet constitutes a major impact, as cited by 29% of the study's participants.

These findings led to the broader conclusion that technology has fundamentally transformed the media consumption landscape. The research affirmed that new media platforms, including mobile phones with WAP technology and message alerts, have made information profoundly more accessible, integrating news and media into the daily fabric of life. It was further concluded that the dynamic nature of technological innovation continuously influences media, with constant improvements to existing technologies and the introduction of new platforms like IPTV and mobile television. These developments, the study concluded, are not only changing the technical delivery of media but are also reshaping audience behavior and expectations, forcing content to become quicker and more focused to accommodate shorter attention spans in an era of abundant choice.

### Recommendations

To navigate the transformative and disruptive impact of technology, traditional mass media institutions must undertake a strategic and proactive evolution, moving beyond mere adaptation to a position of leadership in the new information ecosystem. The primary conclusion that technology's core value lies in keeping audiences up-to-date mandates a fundamental shift in operational strategy. Media houses must prioritize real-time, multi-platform news dissemination above all else. This requires a "digital-first" publishing model where breaking news and critical updates are immediately released through digital channels such as mobile news alerts, social media platforms, and website push notifications with the print or broadcast versions serving as more analytical, in-depth follow-ups. Investing in robust digital newsrooms and empowering journalists to produce and distribute content directly for these platforms is no longer optional but essential for survival and relevance. The goal must be to meet

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the audience where they are, with the speed they now expect, thereby solidifying the role of traditional media as the most reliable source for current affairs in a crowded and often chaotic digital landscape.

Furthermore, the finding that improved internet access is a major impact necessitates a dedicated strategy to enhance the depth, quality, and user experience of digital offerings. Simply having an online presence is insufficient. Media organizations should invest significantly in developing intuitive, mobile-optimized websites and feature-rich applications that offer personalized content feeds, offline reading capabilities, and seamless integration of multimedia elements like podcasts, short-form videos, and interactive data visualizations. To address the issue of shrinking attention spans identified in the study, content must be repackaged for different platforms and consumption habits. This involves creating "snackable" video summaries for social media, comprehensive long-form articles for the website, and audio briefs for podcast platforms, all derived from the same core investigative journalism. By curating and contextualizing information rather than just aggregating it, traditional media can leverage its brand authority to become a trusted guide in the vast digital information space, justifying its value to the public.

To ensure the sustainability of these initiatives, media management must radically overhaul its revenue and engagement models. The reliance on traditional advertising is untenable; therefore, a diversified approach is critical. This includes the implementation and refinement of paywalls and subscription models for premium digital content, emphasizing the unique value of high-quality, original reporting that cannot be found elsewhere. Simultaneously, media houses should explore innovative revenue streams such as sponsored content that aligns with journalistic standards, membership programs offering exclusive access or events, and niche digital products targeting specific audience segments. Leadership must also foster a culture of continuous innovation and data literacy within the organization, where audience analytics are used to inform content strategy and product development.

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