

Newspaper Reports on Made-In-Nigeria: Implications on Gender, Educational and Economic Interests

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Abstract:

The media through their messages, inform, educate, entertain and mobilize their audience for various actions. These functions also determine the various reasons the audience consume media messages. However certain demographics of newspaper readers appear to play some role in determining what kind of news reports the readers pay attention to. This study focused on determining if gender, educational status and economic status influence readers' interest in reports on *Made-in-Nigeria* products. Survey research method was adopted for the research. Findings show that gender has no effect on readers' interest in such newspaper reports. However on educational status, it was evident from the findings that readers with higher academic status, showed most interest in such reports. Findings on economic status also show that readers who are professionals showed most interest in such reports. However the multiple regression analysis revealed that there is no direct correlation between the three demographics and readers' interest in reports on *Made-in-Nigeria* products. It is recommended that news editors should bear these demographics in mind while packaging reports on *Made-in-Nigeria* products for maximum impact.