



## INFLUENCE OF MOBILE NEWS APP ON NEWS CONSUMPTION

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**Keywords:**

Mobile news app, news consumption, mobile devices, Personalisation, engagement, technological innovations.

**Abstract:** *Mobile news apps have changed how consumers consume, connect with, and interact with news information in the ever-changing world of news consumption. This study examined the complex effects of mobile news apps on news consumption, including access to information, customisation, user interaction, media sector dynamics, social effects, and future developments. It conducted a thorough examination of current literature, employing a quantitative research technique of survey while the study was driven by Uses and Gratification Theory and Technological Acceptance Model, which provides a foundation for understanding the various ways in which mobile news apps influence news consumption patterns. Findings showed that Mobile news apps have to a very high extent contributed to changes in news consumption behaviour compared to traditional media sources and that convenience of use and timely access are the key motivations driving users to consume news through mobile apps. It concluded that mobile news apps have transformed media business models, content strategies, and audience engagement and recommended that Mobile news app developers should continue to improve their algorithms and technological features to enhance the personalized and relevant news experience for users.*

### Introduction

The transformative process of digitization in the news sector is radically restructuring its landscape. The emergence of mobile news applications has brought about a significant transformation in the manner in which individuals engage with news content. The prevalence of smartphones and the widespread access to high-speed internet have led to a notable shift in news consumption patterns, wherein individuals are increasingly turning to mobile news applications as opposed to traditional sources like newspapers and television. These applications allow users with

expeditious and effortless means to access an extensive array of news outlets, thereby facilitating their ability to remain well-informed regarding contemporary occurrences. According to Athey, Calvano, and Gans (2013) there was a significant decline of 47% in newspaper advertising income in the United States between 2005 and 2009. This decline coincided with a substantial increase in online advertising spending, which reached \$100 billion in 2012 (eMarketer, 2013). Over the past few years, there has been a significant increase in the consumption of internet news. The proliferation and integration of online news viewers into

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mainstream society has correspondingly led to the growth and advancement of scholarly research in this domain. In his work, Westlund (2012) presents a comprehensive examination of the transformation of mobile devices from their initial use as telephones to their current state as versatile tools that enable extensive internet access, as well as serve as music players, cameras, and GPS devices. With the advancement of mobile technology, including the introduction of touch screens and more advanced operating systems, news organisations, especially newspapers, recognised the need of attracting mobile news consumers in order to sustain their commercial operations.

In recent years, there has been a significant upheaval in the modern digital landscape, resulting in changes to the methods through which users obtain and engage with news material. At the heart of this paradigm shift lies the rise and pervasive utilisation of mobile news applications (apps), which have become indispensable instruments in the consumption of news. The widespread presence of cell phones and their inherent ease have brought about a significant transformation in the way news is shared, leading to a gradual decline in the relevance of traditional news consuming habits. The rise of mobile news applications coincides with the widespread adoption of smartphones among populations worldwide. These applications have effectively narrowed the divide between news suppliers and consumers by enabling immediate access to news articles from a diverse range of sources. The Pew Research Centre (2019) found that a majority of adults in the United States obtain their news from mobile sources, highlighting the significant influence of mobile news applications in influencing the current media environment. The expeditious

accessibility facilitated by these applications, in conjunction with the contemporaneous updates they offer, signifies a notable deviation from conventional news platforms.

Pariser (2011) emphasises a crucial aspect of this paradigm shift: the customisation and personalisation of news information. Mobile news applications utilise advanced algorithms to generate news feeds that are customised to suit individual preferences and behaviours, thereby establishing personalised information ecosystems. The implementation of personalisation features in digital platforms has undoubtedly improved the overall user experience. However, this advancement also brings to light significant concerns regarding the emergence of filter bubbles and echo chambers. These phenomena refer to situations where users are predominantly exposed to information that reinforces their pre-existing beliefs and perspectives.

Furthermore, the manner in which individuals interact with news content has undergone significant transformation due to the advent of mobile news applications. The study conducted by Constantinides et al. (2015), highlights the significance of using multimedia elements to improve the understanding of news content. Additionally, the deliberate utilisation of push notifications effectively engages people with news articles immediately. These characteristics not only alter the manner in which news is received but also redefine the fundamental essence of news participation, promoting interactivity and immediacy.

Concurrently, the pervasive impact of mobile news applications extends to the media business as a whole. News organisations have been compelled to adjust to the digital age, reassessing their business structures and content initiatives

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in order to accommodate the changing behaviours of consumers. The study conducted by Nielsen (2020) highlights the increasing prevalence of online platforms in the consumption of news, as well as the difficulties encountered by news organisations in generating revenue from their digital endeavours.

In Nigeria, the print media has encountered significant challenges in terms of readership and patronage since the emergence of online news sources. Previous research has mostly concentrated on examining the influence of technology on the field of journalism. Several additional researchers have conducted studies on the reliability and trustworthiness of internet news sources. Only a limited number of previous studies have examined the impact of mobile news applications on news consumption. Hence, this work aims to address the existing disparity. This research seeks to conduct a thorough examination of the multidimensional impact of mobile news apps on news consuming habits. The issue at hand has been exacerbated by the widespread emergence of novel digital media platforms, resulting in a higher proportion of individuals who obtain their news from various sources (Mittal, Aggarwal & Mittal, 2020). Mobile applications and mobile websites are two unique methods via which users can access digital content on mobile devices, including smartphones and tablet computers. Through an in-depth exploration of several aspects including information accessibility, customization, user involvement, dynamics within the media industry, societal consequences, and developing patterns, our objective is to provide insight into the significant impact of mobile news applications on the evolution of news consumption in the 21st century.

## Objectives of the study

1. To know the extent that mobile news apps contribute to changes in news consumption behaviour compared to traditional media sources.
2. To understand User Motivations: Explore the motivations driving users to consume news through mobile apps, such as convenience, personalization, and timely access.
3. Identifying Impact Factors: Identify the technological, design, and algorithmic elements of mobile news apps that influence user preferences and consumption habits.

## Literature review

Mobile news apps have changed how people obtain, connect with, and interpret news. This section explores the literature to understand how mobile news applications affect news consumption behaviours in terms of information availability, personalisation, engagement, media market dynamics, and societal ramifications.

New media, a by-product of information technology, provide information and education alongside mass media. New Media is a broad media studies phrase from the late 20th century. It allows on-demand material access on any digital device, interactive user input, creative involvement, and community creation around media content. The "democratisation" of media creation, publishing, distribution, and consumption is another New Media promise. Newspapers are struggling to compete in a fast-paced, information-rich society (Cheng et al. 2020).

Imagining a new revolution has haunted print media since the early 1990s. The Information Revolution or Information and Communication Technology (ICT) revolution involves a major change in production processes and relations, a new knowledge-based economy, and a quantum

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leap from an industrial society to an information society. Ye et al. (2019), contend that the Internet, a primary driver driving information technology, has changed the media market the most in recent decades. The Internet is dominating information aggregation, storage, search, and retrieval. Cheng et al. (2020) have stated that the Internet is enabling the convergence of media forms, which integrates old and new media via personal computers and high-speed satellite or cable lines. Westlund, (2012) claimed newspapers are more portable than the Internet. Read it in the restroom, breakfast room, backyard or bus. However, computers are becoming smaller and more portable and no longer need Internet hardwiring. Online platforms showcase news material on desktop and laptop displays where users use keyboards/touchpads to navigate and pick content. Mobile web devices lack the storage capacity of desktop or laptop computers, limiting the quantity of news they can access. However, laptop/desktop websites can take advantage of the Internet's near-limitless storage capacity. Mobile and online platforms can supplement or replace print news reading (Haim, Graefe & Brosius, 2018).

With the rise of disruptive channels, marketers must monitor customer behaviour and comprehend its effects on marketing strategy. Advertisers may need to alter their cross-channel advertising tactics to reach their target demographic more efficiently. The most fundamental and crucial question is whether a new media complements or replaces old channels. Following prior economic literature, two products or services are complements when their combined utility is greater than their combined utilities of consuming them separately, and they are substitutes when their

combined utility is less (Mittal, Aggarwal & Mittal, 2020).

## News and mobile devices

Mobile devices are referred to as smartphones and tablets with wireless data and app-compatible OS systems. Smartphones have large screens (4–6 inches diagonally) and can run complicated applications utilising software similar to a computer operating system (Guo et al. 2022). Due to their size and mobile-specific operating systems and CPUs, they cannot run full-featured desktop software like laptops and desktops. A quarter of the world's population uses a smartphone monthly in 2014 (eMarketer 2014), and over two-thirds of American adults had one (Smith 2015; Anderson 2015). Only 45% of American adults own tablets (Anderson 2015). These devices often display news. Smartphone users consume news in excess of two thirds (Smith 2015). People check news throughout the day since they always have their smartphone with them Ruston (2012) names this affordance “ubiquity”. People may eventually check in automatically without thinking or a goal (Bayer and Campbell 2012). This may increase inadvertent use. Alerts and notifications from breaking news apps encourage unplanned, inadvertent, and quick news checks. This shows that mobile news consumption may differ from other platforms. Smartphone users should be more likely to adopt “staccato” rather than “legato” consumption patterns because mobile phones and their mobile internet connections allow users to control time (when to consume content) and space (where to consume content). This consuming pattern appears in news consumption. According to a media diary study (Lai 2014), consumers consumed mobile news during “interstices” (Dimmick, Feaster, and Hoplamazian 2011). Mobile news use involves

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frequent, quick checks for updates (Van Damme et al. 2015).

Mobile devices are now considered part of media consumption by some scholars (Yuan 2011). Yuan discovers that news users prefer different media outlets based on their news gratifications. Mobile may serve multiple user niches and responsibilities in this mix (Van Damme et al. 2015). News interest increases the number of platforms where individuals acquire news. Thus, mobile devices' role in news media consumption must be considered.

## **Mobile news app: Personalization and Filter Bubbles**

Personalised news delivery via mobile apps has prompted concerns about information diversity and filter bubbles. Pariser's 2011 "filter bubble" study warns against automated curation, which exposes consumers to content that matches their opinions. Personalization improves user experience, but echo chambers may reinforce pre-existing views.

The Internet has a lot of excellent, terrible, and irrelevant information. Getting through the noise and obtaining the information you need is a priority for many online businesses. Most solutions use content filtering and personalisation algorithms. Websites, online retailers, and search engines track user behaviour to provide relevant content. They employ algorithms to remove extraneous stuff from a user's activity. Eli Pariser's 2010 book, *The Filter Bubble: How the New Personalised Web Is Changing What We Read and How We Think*, and his TED talk popularised the term. Pariser calls the filter bubble a personal place for everyone. This private zone contains objects and concepts we like and know. It also contains Web entities' variations of familiar and expected items.

The fantastic book "The Filter Bubble" by Eli Pariser explores how personalisation is affecting what we see online and how it might affect our worldview. He narrates an experiment he ran with a group of people with very different web surfing patterns where they searched on a news issue of the day and obtained distinct Google results. Google recalled their browsing behaviour changed how they learned about a major news story. Without knowing about the others in the experiment, they would think their experience was the "only one." They were seeing the world through the lens of what they liked, not what was happening.

We are unaware of these filter bubbles, making them harmful. Social media networks automatically personalise material to be most relevant to users without their knowledge. The cognitive bias known as "what you see is all there is" (Ruston, 2012) causes humans to judge and decide based entirely on the information they have. Filter bubbles cause all content to match our views, which can lead to cognitive bias and false reality.

Early filter bubble resolution is essential. As social media becomes more popular for news and information and data analytics improve, this problem will likely intensify. Filter bubbles can spread misinformation in online communities, threatening democracy and further polarising a global society.

Personalization and filter bubbles have garnered attention in social science, computer science, information systems, and law from technical, regulatory, and societal perspectives in recent years (Matt et al. 2014 ; & Haim et al. 2018). Many studies have shown the importance of filter bubbles in opinion formation and social processes, and many have suggested ways to raise awareness of unbalanced content

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consumption or avoid filter bubbles (Resnick et al., 2013).

Several methods can prevent filter bubbles. Giving users control over algorithmic settings prevents filter bubbles, according to Ekstrand et al. (2015). This includes choosing algorithms or combining them. They also suggest employing customizable variables to let users customise the diversity of user profile information (Ekstrand et al. 2015). According to di Sciascio et al. (2016), Interactive Recommender Systems allow users more control and transparency over the suggestion process. Additionally, Resnick et al. (2013) noted that one can “burst the filter bubble” by highlighting imbalanced consumption.

## **Mobile news app: Engagement and Interaction**

Engagement and interaction have been significantly enhanced by the emergence of mobile news applications. These platforms have introduced innovative means through which users can engage with and interact with news content. Notably, the integration of multimedia components, including images, videos, and interactive graphics, has facilitated a more profound understanding of news stories and increased user engagement (Smith, 2015). Furthermore, the utilisation of push notifications, a distinctive feature of mobile news apps, establishes immediate connections with breaking news stories, thereby immersing users in real-time events as they unfold.

## **Dynamism of the Media Industry: then now and the future**

Mobile news apps are changing media business models and strategy. Nielsen's complete analysis (2020) highlights the change to digital news consumption and news organisations' digital monetization problems. The rise of mobile news

apps requires changes to business models, content generation, and audience engagement to reflect changing consumer habits.

The media industry is transitioning from print and audio-visual to digital, with smartphones driving innovation, creativity, and fast communication. Mobile phones have helped spread digital apps in metros and rural communities. New media is the chosen name for media practises that use digital technologies and computers. New media is also becoming important in education and culture (Ekstrand et al. 2015).

The media sector is undergoing rapid change and dramatic disruption. It has a major impact on Media Company and industry management plans and practises. Divergent aspects of media industries suggest practises and tactics for responding to the specificities of varied media organisations and goods. Management competencies for important media practises and strategies vary by type of company: regional newspaper, international television, or national telecommunications (Nielsen, 2020).

Previous media economic sectors operated in distinct marketplaces and had little interaction. Newspapers did not compete with broadcasting, and telecommunications did not affect content. The current tendency favours convergent firms. Computing power and the growing importance of communications and content production have driven convergence due to their outputs. The Internet and globalisation have forced the media sector (broadly defined) to overcome difficult infrastructure problems and develop new solutions. Solution focus has shifted to dematerializing content. Since all material and services are available online, physical books, newspapers, music CDs, etc. are less viable. Media firms are developing their ability to

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articulate with information technologies and across communication sectors, creating a macro-sector called IT, media, and telecoms [TMT] (Van Damme et al. 2015).

Emerging technologies affect mobile news apps. AI, VR, and AR could change user experiences and narrative (Nielsen, 2020). Integration of such technology could create more immersive and interactive news environments. AI is a group of technologies that can do jobs independently that would require intellect with a human. AI and data have advanced news creation and delivery automation (Carlson 2015, p. 417). Many internet platforms and news organisations use such methods. A growing number of digital news organisations utilise AI for content processing and recommendation (Leppänen et al. 2017b, p. 188). Due to rising content demands and limited resources, major media outlets use these systems (Leppänen et al. 2017b, p. 189).

AI also creates prejudice concerns. Statistically biased AI models or algorithms can lead to unintended, unequal, or unfair outcomes. Before deployment, AI systems undergo ‘training’ and ‘testing’ in controlled situations. AI developers establish rules and requirements to make an AI system work well and behave as planned at these stages. AI system biases result from ‘reality gaps’ between the system's specifications or training inputs and its real-world environment (Amodei et al. 2016, p. 2).

## Effects of mobile news apps on Society

Mobile news apps affect society beyond individual behaviours. Personalised news transmission can polarise politics and limit diversity (Pariser, 2011). Real-time interactions with news content may boost civic involvement, suggesting a complex link between mobile news apps and civic participation.

Mobile news apps transmit news on cell phones. Smartphones are more convenient and portable than PCs or laptops, therefore people use them to acquire information and news. However, Online Messenger and Social Media inform more individuals. The Pew Research Centre (2012) found that 62% of the world uses cell phones to access news online. Meanwhile, 54% of people worry about internet hoaxes, especially on social media. Smartphones used to hunt for news or information from 5.5%-credible media is another issue (Pew Research Centre 2019). A lack of interest in reading news through media like mobile news apps makes consumers susceptible to hoaxes.

Several people use the Mobile News App to acquire the newest news. Newspapers, tabloids, and radio seem out-dated as technology advances. Today, many news organisations do not need advertisers' clearance to provide bias-free reporting. To avoid fake news, Mobile News App uses reputable sources. Mobile News App challenges developers to offer up-to-date, multi-device news services. Many people have heard of mobile news apps, but not everyone uses them for various reasons. Their unfamiliarity with mobile news apps is one reason (Schoneville, 2007).

Mobile apps have transformed media and information consumption. Online streaming services like Netflix and Hulu have impacted broadcast media, changing how we consume news and entertainment. Mobile news apps offer fast access to breaking news and personalised news feeds, making it easier to keep current. Many individuals get their news and information via social media apps, where users share and consume news articles, videos, and other stuff. Mobile apps have transformed media and

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information consumption, giving us more options and access to content than ever before.

## Theoretical Framework

To comprehend the complex mechanisms underlying the impact of mobile news applications on news consuming behaviours, it is necessary to incorporate various well-established theoretical frameworks that delve into media usage, technology acceptability, and the influence of media on moulding public discourse. This research article incorporates a selection of significant theories in order to present a thorough framework for analysing the phenomenon, they are Uses and Gratification Theory and Technology Acceptance Model.

### 1. Uses and Gratification Theory

The theoretical framework that underlies the majority of contemporary media choice theories is known as Uses and Gratifications (U&G) (Blumler & Katz, 1974; Levy & Windahl, 1984; Ruggiero, 2000). The proposition posits that individuals possess communication requirements, which they address by utilising a certain channel or device, persisting in this decision until they encounter an alternative medium that more effectively satisfies their specific communication need. According to the most basic interpretation, the idea posits that the introduction and adoption of a novel communication technology is likely to supplant or "displace" existing media platforms. The concept of displacement pertains to the extent to which the utilisation of one medium diminishes the utilisation of another, perhaps leading to its complete substitution (Waldfoegel, 2002; Westlund & Weibull, 2013).

### 2. Technology Acceptance Model

The technology acceptance model (TAM) is a theoretical framework within the field of information systems that aims to explain the

process by which consumers adopt and utilise a particular technology.

The use of the system occurs at the end-point, when individuals engage with the technology. Behavioural intention is a determinant that motivates individuals to engage in the utilisation of technology. The behavioural intention (BI) is contingent upon the attitude (A), which represents an individual's overall perception of the technology.

The proposed model posits that users' decision-making process regarding the adoption and utilisation of a novel technology is influenced by various aspects. These factors, of particular significance, include: (Marangunić, & Granić, 2015)

- a. The construct of perceived usefulness (PU) was originally conceptualised by Fred Davis as the extent to which an individual believes that utilising a specific technology would improve their job performance. It refers to an individual's perception of the usefulness of technology in relation to their desired activities.
- b. Perceived ease-of-use (PEOU) refers to the extent to which an individual believes that utilising a specific system would require minimal effort, as stated by If the ease of use of a technology is high, then the obstacles are overcome. When the usability of a system is challenging and its interface is complex, individuals tend to exhibit a negative disposition towards it.

External influences, such as social influence, have a significant role in shaping attitudes. When the elements of Technology Acceptance Model (TAM) are effectively implemented, individuals are more likely to develop a positive disposition and inclination towards utilising the technology.



However, the perception may vary based on age and gender due to individual differences.

The Technology Acceptance Model (TAM) has undergone consistent examination and development, with two significant advancements being the TAM 2 and the Unified Theory of Acceptance and Use of Technology (UTAUT) have recommended the inclusion of trust and perceived risk impacts on system use in the context of e-commerce, suggesting the introduction of a TAM 3 (Marangunić, & Granić, 2015; Surendran, 2012).

**Methodology**

Given the nature of this study, and in order to successfully evaluate all of the variables, the survey research method was used, with the questionnaire serving as the only measuring instrument. The researcher purposively chose

Table 1: Extent that mobile news apps contribute to changes in news consumption behaviour compared to traditional media sources.

	Frequency	Percentage %
Very high	142	37.3
High	151	39.6
Moderate	62	16.3
Low	12	3.1
Very low	14	3.7
Total	381	100

On the Extent that mobile news apps contribute to changes in news consumption behaviour compared to traditional media sources. Majority of the respondents said to a very high extent. Therefore, their responses will be relevant to the subject matter under investigation.

Table 2: The motivations driving users to consume news through mobile apps,

	A	SA	U	D	SD
Convenience to use	147 (38.6%)	169 (44.4%)	44 (11.5%)	12 (3.1%)	9 (2.4%)
timely access	165 (43.3%)	174 (45.6%)	31 (8.1%)	9 (2.4%)	2 (0.5%)
personalization	159 (41.7%)	163 (42.8%)	39 (10.2%)	15 (3.9%)	5 (1.3%)
credibility	133 (34.9%)	159 (41.7%)	54 (14.2%)	21 (5.5%)	14 (3.7%)



Table two, showed responses on the motivations driving users to consume news through mobile apps. Majority of the respondents strongly agree with all the statements. That implies that convenience of use, timely access, personalisation and credibility are the driving motivation for users to consume news through mobile apps.

**Table 3: The important factors that influence user preferences and consumption habits**

	A	SA	U	D	SD
Technological advancements	157 (41.2%)	179 (46.9%)	24 (6.3%)	12 (3.1%)	9 (2.4%)
user-friendly design,	171 (44.9%)	188 (49.3%)	30 (7.9%)	9 (2.4%)	3 (0.5%)
algorithmic features	168 (44.1%)	183 (48%)	14 (3.7%)	11 (2.9%)	5 (1.3%)
News content related to current events, politics, and entertainment	141 (37%)	199 (42.2%)	24 (6.3%)	11 (2.9%)	6 (1.8%)

On the important factors that influence user preferences and consumption habits. Majority of the respondents strongly agreed. This implies that Technological advancements, user-friendly design, algorithmic features and News content related to current events, politics, and entertainment are the important factors that influence user preferences and consumption habits.

**Discussion of findings**

The first research objective sought to know the extent that mobile news apps contribute to changes in news consumption behaviour compared to traditional media sources. Findings showed that Mobile news apps have to a very high extent contributed to changes in news consumption behaviour compared to traditional media sources. This implies that users are increasingly relying on mobile news apps for their daily dose of news, and this trend is expected to continue in the future. This is in agreement with existing literature and findings that mobile news apps have significantly

contributed to changes in news consumption behaviour, with users increasingly relying on these platforms for their daily dose of news. This is due to timely access offered by mobile news apps, which have led to a shift away from traditional media sources (Mittal, Aggarwal & Mittal, 2020).

The second research objective sought to understand User Motivations: Explore the motivations driving users to consume news through mobile apps, such as convenience, personalization, and timely access. Findings showed that convenience of use, timely access, personalisation and credibility are the key motivations driving users to consume news through mobile apps. This agree with findings of previous studies that the ease of accessing news anytime and anywhere, the ability to customize news content according to individual interests, and the timely delivery of news updates are the top factors that attract users to mobile news apps (Guo et al 2022). The level of trust and credibility placed on news obtained through mobile apps is

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comparable to traditional media sources. However, users may have different levels of trust for news obtained from social media platforms through mobile news apps. This highlights the need for mobile news apps to prioritize fact-checking and source verification to maintain trust and credibility among users (Mittal, Aggarwal & Mittal, 2020).

The last research objective sought to identify Impact Factors: Identify the technological, design, and algorithmic elements of mobile news apps that influence user preferences and consumption habits. Findings showed that technological advancements, user-friendly design, algorithmic features and News content related to current events, politics, and entertainment are the most popular and engaging on mobile news apps are the key impact factors influencing user preferences and consumption habits on mobile news apps. This is in agreement with previous studies that noted that features like push notifications, personalized content recommendations, and user-friendly interfaces have made mobile news apps more appealing to users. The use of algorithms to curate news content has also led to a more personalized and relevant news experience for users (Guo et al 2022). The fast-paced nature of mobile news apps makes them more suitable for breaking news and trending topics, while traditional media sources may focus more on in-depth analysis and investigative reporting (Mittal, Aggarwal & Mittal, 2020).

## Conclusion and recommendations

Based on the findings, this study has shown that mobile news apps have significantly contributed to changes in news consumption behaviour. The convenience, personalization, and timely access offered by these platforms have led to a shift away from traditional media sources. This is

mainly due to the use of algorithms to curate news content, resulting in a more personalized and relevant news experience for users. Additionally, the popularity and engagement with news content on mobile news apps differ from traditional media sources, with a stronger focus on current events, politics, and entertainment. This has also led to a change in the demographic profile of news consumers, with a growing trend of older adults and lower-income individuals using mobile news apps.

Based on the findings of this study, the following recommendations are suggested:

1. Traditional media sources should adapt and incorporate elements of convenience, personalization, and timely access in their platforms to remain competitive in the changing landscape of news consumption.
2. Mobile news app developers should continue to improve their algorithms and technological features to enhance the personalized and relevant news experience for users.
3. There is a need for further research on the impact of mobile news apps on society and democracy, as well as potential ethical concerns surrounding the use of algorithms in curating news content.
4. News organizations should prioritize creating quality and engaging content for mobile news apps, as this platform has proven to be highly influential in shaping news consumption behaviour.
5. Further studies should be conducted to understand the motivations driving users to consume news through mobile apps, as this can provide valuable insights for news organizations and app developers.

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