READERS' CHOICES AMONG PRINT AND E-NEWSPAPERS

Rusha Mudgal

Research Scholar, Amity University Haryana, India

Dr. Pooja Rana

Professor of Media Studies, Amity University Haryana, India

ABSTRACT

The far-reaching scope of internet has stemmed the upcoming of an age of readers who like to know news with just a click. Due to a renovation in news consumers from reading print newspapers to online news it is necessary to gauge the prospect of print newspapers. Print newspapers are now taking on advanced new media technologies to improvise their industrial presence and to keep up with emerging news distribution structures. In view of the above, alteration from customary print media to the online initiatives, this study focuses on the working professionals, who are major contributors in the development of Indian economy, it is essential to understand the inclinations of educated and an important section of news consumers. An important outcome of the study is that in spite of major internet revolution, print media along with online news is growing in circulation. Contrasting with the trend in Western countries, where the online news impact has been notable, with maximum people preferring to read print newspapers and online news, it is an altered situation here.

Keywords: New media, print media, online news, e-newspapers, internet penetration.

Cite this Article: Rusha Mudgal, Dr. Pooja Rana, Readers' Choices among Print and E-Newspapers, *Journal of Management (JOM)*, 6 (4), 2019, pp. 17-22.

<http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=6&IType=4>

1. INTRODUCTION

The in-depth internet penetration has given rise to a new form of netizens, who want to consume news instantly. The undertaken study lays emphasis on the inadequacies in print and online media, moreover inclinations in news consumption by working professionals.

After understanding the remarkable prospective of digital medium in distribution of news, many newspaper organizations released their digital variants. Besides the e-papers and smartphones apps, the rising practice of social media platforms like Facebook, Twitter, Instagram, WhatsApp, blogs etc. have also begun pose challenges for the print newspaper, which has initiated various advanced ways to grow its readership. News organizations use social media to be able reach more audience, which is otherwise challenging to reach.

Trends show that there has been an increase in the circulation of print newspapers. This growth is also joined by the digital variants of print newspapers for which the consumers are growing in numbers. There are numerous benefits for a news consumer moving from the print newspaper into a digital format as these provide quick access and instant updates.

Readers enjoy more choice as they can filter news according to their choices and also get opportunity to give feedback. In spite of all these factors, we must remember the fact that print newspapers still dominate readership in India. Presently, a large number of people rely on the print newspapers to read news.

In view of the scenario in many western countries, where the print newspapers are dropping out, the Indian scenario displays rising circulation figures. The Indian newspapers recorded growth while their equivalents in the West displayed abrupt drop.

Table 1 Circulation Figures of top English Newspapers Published from India

Paper	2018	2008
The Times of India	13047	2,951
Hindustan Times	6847	1,251
The Hindu	5300	1,453

While most of the cosmopolitans have an easy access to digital media, the researcher aimed to understand the inclinations of working professionals, who have a regular access to internet enabled platforms and easily enjoy reading print newspapers. In a cosmopolitan city like Delhi, residents represent different cultural backgrounds and ethnicities. Therefore, a representative sample was reflective of the variety of preferences of news consumers.

2. REVIEW OF LITERATURE

The conception of e-newspapers has gained momentum with rise in internet penetration in the society. In different countries, due to significant penetration of the internet, people have been able to swiftly adapt to innovative techniques to ingest news in comparison to India, where many people continue to depend on print media for dependable information.

Shawn P Kildea (2009) highlights the growing awareness of e-newspapers by explaining that the student's ease with computer interfaces as possible causes for denying the print newspaper and choosing online format that simulated the print newspaper reading practice. A parallel study by the Sri Lanka Institute of Information Technology and University of Rajarata (2012) expounds on the communication uprising ongoing in the island nation due to the rising cost of print newspapers, which has commonly convinced the youth to change positively towards e-newspapers.

Mohamed Haneefa K (2010) recommended that online newspapers must explore the upcoming internet and smartphone enabled platforms particularly the Web 2.0 technologies to appeal and surge readers. Whereas, the study of KC Panda and Dillip K Swain (2011) discovered that however e-news services deliver vast options to the readers and instantaneous access to endless links and reading at one's ease, yet a limited barriers like, navigational maintenance, hyper linking, and overall layout of e-newspapers requires more attention and clarity to be received well in India.

Kalling Thomas (2007) of Lund University suggested that the media houses must partake 24/7 assurance in publishing and innovate ideas to combat challenges. To gain more online readers Jessica E. Smith (2005) made a robust recommendation to shun replication of news in online and print newspapers. Singer (2001) and Blake (2004) specified that half to three-quarters of news stories in print were replicated on the news site.

Hans-Jürgen Bucher, Steffen Büffel, Jörg Wollscheid (2003) has again stressed on providing e-paper into smartphones with a similarity to print newspapers to withstand the competition in media industry. Steen Steensen (2009) of Oslo University College asserted for application of new genres in online journalism that may minimize the significance of immediacy and increase invention.

Zaufishan Sajjad (2013) showed that news consumers can be influenced by technology for their utility, value, satisfaction, ease-of-access and miscellaneous facilities. Sara Leckner and Ester Appelgren (2007) defined the accomplishment of an e-paper edition to be subject to three key aspects in the publishing policies: adequate device technology, a target audience, and timing.

The Cambridge University Press (2000) discussed factors for the deteriorating print newspaper readership by deliberating its contributing factors like decreasing revenues, waning of traditional journalistic standards and the collectiveness of newspaper readership amongst the more literate and well-off sections of society, with a predominantly marked depletion of print newspaper readers among the youth. Dr. O. Peters (2008) highlighted that paid print newspapers are losing their charm particularly among young readers with the emergence of free e-newspapers.

3. RESEARCH METHODOLOGY

The undertaken study on the choices of working professionals in choosing print or e-newspapers aims to understand the kind of news consumption variance among professionals keeping in mind the diversity and demography, the researchers selected gender, educational qualification and age of the respondents as independent variables and a) print newspapers and b) e-newspapers are dependent variables. To understand what do the professionals prefer and who among them prefer which medium, some research questions were formed as following.

1. Do male and female professionals vary in preferring print newspapers and e-newspapers
2. Is there any difference according to different age groups of working professionals in preferences of print newspapers and e-newspapers?
3. Is there any difference in liking the print newspapers?
4. Is there any difference in liking the e-newspapers?
5. Who among the sample favor which medium with their reason?

To examine these research questions, the researchers established an instrument with conforming items to test the questions. Pilot study among 60 respondents was carried out. Correlation applying Spearman Brown prophecy formula generated a good correlation of 0.596 approving the reliability. In order to meet the objectives, respondents in Delhi were approached and total sample of 205 respondents was collected from different zones.

4. RESULTS AND DISCUSSION

To analyses the respondents' profile according to demographics, the age of the respondents was cross tabulated against gender and education.

Table 2 Age vs. Gender Cross-Tabulation

Age Group	Male	Female	Total
20-29	95	48	143
30-39	16	15	31
40 and above	8	03	11
Total	119	066	185

It was noted that the large section of the respondents (n=185) from to the age group of 20 to 29 years with 143 respondents (79.8%) were men and 48 (72.7%) were women. However, in the age group of 30 to 49, 16 of respondents were men (13.4%) and 15 (22.7) of them were women. In the section of age 40 and above, 08 (6.7%) are men and 03 (4.5%) are women.

The sample represents the young age professionals, along with sufficient representation for others. Most of the respondents 79.5 % approved that print newspaper provides detailed coverage of stories. Major part of the respondents 68.6 % affirmed that e-newspapers are portable and can be accessed mostly everywhere. Some of them, 56.2 % of the respondents revealed that print newspapers were more precise than their digital variants.

Almost 67 % of the respondents have reported that readers of e-newspapers have benefit of following media updates. In the responses it was found that 68.1 % agreed that that print newspapers were read for longer time than e-newspapers. Interestingly, about 66.5 % of the respondents consider that interactivity is immediate in the e-newspapers and found reading print newspaper to be more time taking.

Nearly 67 % of the respondents felt that print newspaper readers were limited to a particular source. About 61 % of the respondents have believed that reader's feedback depends upon to analysis in print newspaper which is nothing like e-newspaper that provides liberty to express.

Major chunk of 73.5 % of readers assert that e-newspapers had more interactive feature. Over 70% of the respondents were positive about the fact that e-newspapers can more often accessed free and nearly 76 % believed that e-newspapers continually updated news. Regarding layout 66.5% of the respondents approved that e-newspapers publish small articles and save time for readers. Almost 74.1 % of the respondents said that search engine and links were resourceful but there were disruptions in the form of advertisements.

Discussing about accuracy, about 61 % of respondents believed that news stories in e-newspapers consisted of more errors and lacked accuracy. Above 67 % of respondents felt that it was uneasy to read online for hours.

The application of ANOVA showed that the age of the respondents in terms of reading print newspaper is not significant; however it is evident that the higher the age, the higher inclination towards reading print newspaper is noticed.

Table 3 ANOVA for e-newspaper

	Sum of Squares	Df	Mean Sq	F	Sig
Between groups	25.089	2	12.545	3.213	
Within Groups	710.565	182	3.904		
Total	735.654	184			
e-newspaper			Mean	SD	No.
Age	20-29 yrs		8.27	1.97	143
	30-39yrs		9.26	1.98	31
	40 yrs. and above		8.45	2.07	11
Total			8.44	2.00	185

The findings of ANOVA reveal that the age of the respondents with respect to reading e-newspaper was significant. Specifically, in the age group of 30 to 39 showed inclination towards reading e-newspapers rather than those in the age group of 20-29 and above 40.

Table 4 ANOVA for both Print and e-newspapers

Total Score			Mean	SD	No.
	20-29 yrs		15.67	2.36	143
Age	30-39 yrs		17.61	2.39	31
	40 yrs and above		17.46	2.50	11
Total			16.90	2.43	185
	Sum of Sq	df	Mean Square	F	Sig.
Between Grps	35.667	2	17.886	3.103	
Within Grps	1056.271	182	7.565		
Total	1085.46	184			

*Significant at the 0.05 level

It was observed that the age of respondents with respect to reading both print and e-newspaper was significant. Respondents in the age group of 30 to 39 prefer reading both print and e-newspapers. The findings also depict co-relation at a significant level of positive relationship among the total uses of both the media.

REFERENCES

- [1] Agarwal, R., Prasad, J. (1998). "A conceptual and operational definition of personal innovativeness in the domain of information technology", Information Systems Research.
- [2] Arena Partners (2005). <http://www.arenapartners.fi>.
- [3] Christoph Neuberger, Jan Tonnemacher, Matthias Biebl and André Duck. Online–The Future of Newspapers? Germany's Dailies on the World Wide Web (<http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.1998.tb00087.x/full>)
- [4] Chyi, H.I. &Lasorsa, D. Access (1999), Use and preferences for online newspapers. Newspaper Research Journal.
- [5] Hans-Jürgen Bucher, Steffen Büffel, JörgWollscheid (2013), Digital newspaper as E-Paper (www.wan-ifra.org/reports/2005/07/06/digital-newspaper-as-e-paper)
- [6] Ihlstrom, Carina &Henfridsson, Ola (2005). Online newspapers in Scandinavia: A longitudinal study of genre change and interdependency. Inf. Technol. People.
- [7] Johan Danckwardt Survey of Newspaper Production Flow for E-paper.
- [8] Karlsson. M. (2006) Nätjournalistik : Net journalism – an exploratory case study of characteristics of digital media of four Swedish news sites Lund University: Media and Communication Science, (Dr.Diss)
- [9] Markus Zinnbauer, Ludwig-Maximilians from University of Munich,Germany (2003), e-Newspaper: Consumer Demands on Attributes and Features (www.mediajournal.org)
- [10] Martin Langeveld (2009), Print is still king: Only 3 percent of newspaper reading happens online(<http://www.niemanlab.org/2009/04/print-is-still-king-only-3-percent-ofnewspaper-reading-actually-happens-online/>)

- [11] Mohammed Haneefa K and Shyma Nellikka , Content Analysis of Online English Newspapers in India, Department of Library and Information Science, University of Calicut.
- [12] Moon, J.W. and Kim, Y.G. (2001). "Extending the TAM for a world wide web context", Information & Management
- [13] Nicholas, D.; Huntington, P.; Lievesley, N. & Wasti, A (2000). Evaluating consumer website logs: Case study of The Times/Sunday Times web site. J. Inf. Sci.
- [14] Olivia Halme (2011) Ihlstrom, C. and Kalling, Thomas, E-reading Devices as a New Medium for Newspaper Reading "Proposing a Business Model Framework for the ENewspaper Introduction". (<http://aisel.aisnet.org/ecis2007/58>).
- [15] Panda, KC and Swain Dillip , E-newspapers and e-news services in the electronic age: an appraisal (<http://nopr.niscair.res.in/handle/123456789/11558>)
- [16] Preece, J., Sharp, H., & Rogers, Y. (2002). Interaction Design: Beyond Human-Computer Interaction. New York: John Wiley & Sons, Ltd.
- [17] Shawn P Kildea (2009), A comparative analysis of student use of The New York times print and digital formats by (<http://rucore.libraries.rutgers.edu/rutgers-lib/26304/>)
- [18] Smith, Jessica E Graduate School Theses and Dissertations (2005), "Content differences between print and online newspapers".<http://scholarcommons.usf.edu/etd/868>.
- [19] Steen Steensen (2010) Online Journalism and the Promises of New Technology from Oslo University (<http://steenyo.wordpress.com/2010/05/05/online-journalims-and-the-promises-of-new-technology-part-1-the-revolution-that-never-happened/>)
- [20] Wijayaratne WAMC, Marikar FMMT (2012), Communication Revolution: Online Newspaper Media in Sri Lanka (<http://www.omicsgroup.org/journals/2165-7912/2165-7912-2128.php?aid=9447>)
- [21] The Paradox of Popularity (2006). How Young People Experience the News by Irene Costera Meijer.