Online News Media versus Printed Newspaper: A Comparative Study on University Students' Reading Preference

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Sub: Application for thesis paper approval

Dear Sir,

I have carried out a project named "A comparative Study on the Coverage of Newspaper in recent drive against Drug": a study on newspapers coverage on drugs as a course requirement in post-graduation.

I have tried to give my full effort to cover all the aspects regarding this topic which I have been assigned.

I believe that this report help me to enrich my knowledge as well as experience. Still there have some limitations, hope you will access my report considering the limitation of the study. I will be delighted if you kindly accept my project. Your kind approval in needed.

Sincerely yours

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Acknowledgement

Project is an academic process which helps the students to relate theoretical knowledge with practical work or research. As an Honours student of Journalism and Mass Communication, I think myself fortunate enough to undergo the process of fulfilling the requirements of my course curricula as per the provision of the Daffodil International University.

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Certificate of Approval

This is to certify that Shuvo Roy ID: 182-28-278 has done his post graduate's thesis titled "Online News Media versus Printed Newspaper: A Comparative Study on University Students' Reading Preference"

The study has been undertaken as a part of requirements of Masters of Social Science (MSS) Degree in the Journalism and Mass Communication (JMC).

The Project is expected to contribute in the field of Journalism and Mass Communication as well as in further study about Coverage Newspaper Versus Online News Media: A Quantitative Study on Young Generation Preference.

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Abstract

An indication of downturn in print newspapers is surfaced in these recent years. Due to the advancement technology has influenced in the reading habit of newspapers that caused it to transcend from print newspapers to online news.

This comparative study has been conducted to examine the preferences between print newspapers and online news among university students. 60 university students from the Dhaka City, aged from 18 to 30 participated in this research.

The findings show that the readership towards print newspapers in Dhaka media landscape is shrinking and it has shown an indication of the preferences is shifting towards the online news. In comparative, the gratifications obtained from online news media were relatively higher than the print newspapers. The present study has been aided by the uses and gratification approach concluding that audiences are actively seeking for the interactive media in order to obtain gratification.

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1.0 Introduction

Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print. What constitutes 'digital journalism' is debated by scholars. However the primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms, and disseminated through media platforms (Herbert&John, 2000).

Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. Digital journalism has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television. Herbert and John (2000)have asserted that greater degree of creativity can be exercised with digital journalism when compared to traditional journalism and traditional media.

There is no absolute agreement as to what constitutes digital journalism. In 2014, Mu Lin argued that "Web and mobile platforms demand us to adopt a platform-free mindset for an all-inclusive production approach – create the (digital) contents first, then distribute via appropriate platforms. "The repurposing of print content for an online audience is sufficient for some (those who are okay with text only), while others require content created with the digital medium's unique features like hypertextuality, images, videos and sound. Gascón (2010), argues that multimedia and interactivity constitutes digital journalism.

Deuze (2003), online journalism can be functionally differentiated from other kinds of journalism by its technological component which journalists have to consider when creating or displaying content.The difference of digital journalism from traditional journalism may be in its role of the reporter in relation to audiences and news organizations. The expectations of society for instant information were important for the evolution of digital journalism.

The first type of digital journalism, called <u>teletext</u>, was invented in Great Britain in 1970. Teletext is a system allowing viewers to choose which stories they wish to read and see it immediately

After the invention of teletext was the invention of <u>videotex</u>, of which <u>Prestel</u> was the world's first system, launching commercially in 1979 with various British newspapers like the <u>Financial Times</u> lining up to deliver newspaper stories online through it. Videotex closed down in 1986 due to failing to meet end-user demand (Carlson & David, 2003).

1.1 STATEMENT OF THE PROBLEM

With the ever sprouting sources of news on the online platform, journalistic principles that have since time immemorial held the profession intact, are continuously being thrown out of the window. With an increasing access to digital services through cheap connectivity to the internet, individuals who are amateurs in the collection and dissemination of news have taken over the information space with a bang. It is worth noting that the massive subscription of individuals to social interaction sites such as Facebook and Twitter has to some extent made mainstream media irrelevant.

This trust on news provided on online media from untrained news disseminators and the developing mistrust on mainstream media, equipped with trained and experienced journalists who have repeatedly been reported to accept handouts and bribes from influential people to conceal critical information or do away with the same information altogether and/or publish half-baked news stories has led to the popularity of online media.

This form of journalism has pushed journalists to reform and evolve. Older journalists who are not tech savvy have felt the blunt force of this. Critics believe digital journalism has made it easier for individuals who are not qualified journalists to misinform the general public. Many believe that this form of journalism has created a number of sites that do not have credible information. In as much as digital journalism has several advantages, it should not be used to promote propaganda or promote moral degradation. The digital platform should be used in a responsible way such as promoting development and raising key issues that affect the society. Since several people use digital media, misleading them is quite easy therefore caution should take.

1.2 Problems facing print media

According to Paul (2012), the following are problems facing print media:

Changing lifestyle - People are working longer hours and the demands of today lifestyles are causing people to get what they need quickly, whether it be food to the news. People will look up anything they need and will get what they want without having to leave their computer.

Advertising elsewhere - With the print media in total decline and fewer people picking up a newspaper, this is causing many advertising companies to look elsewhere to take their products or jobs to be broadcast. This as a result is casing newspaper companies to lose money and as a back lash have to increase their prices for advertisement, which is doing nothing good but only making less companies use print media.

Technology - People do not need to leave their house or office to find out instant news. With today technology such as the computer, iPad, Facebook, twitter, phones etc. People can easily find out whatever they want and with little trouble. Many thing people do nowadays such as communicate; apply for work is made much easier allowing people to broaden their communication.

The digital media is also cheaper to consume and less bulky compared to buying newspapers daily. This study therefore seeks to understand the impact of online news to the traditional printed newspapers.

1.3 RESEARCH OBJECTIVES

1. To find out what the audience prefers, getting news online or buying newspapers.
2. To analyze the impact of online journalism to the traditional printed newspapers.
3. To understand the diversity of online journalism compared to traditional printed newspapers.

1.4 RESEARCH QUESTIONS

1. What is the impact of online journalism to the traditional printed newspapers?
2. What does the audience prefer reading in regards to online newspapers or traditional printed newspapers?

1.5 JUSTIFICATION OF THE STUDY

Here comes 'We Media" by Dan Gillmor, Online Journalism has greatly influenced the traditional printed newspapers. Blogs, Facebook accounts/pages and twitter accounts have been opened in order to enhance interactivity among the audience. Most of these discussions result from the online trending topics (Ward, M. 2002). The study is therefore geared towards knowing the impact of the online media to the traditional printed newspapers. In 2013, the Reuters Institute commissioned a cross-country survey on news consumption, and gathered data related to online newspaper use that emphasize the lack of use of paid online newspaper services. All samples within each country were nationally representative.

Half of the sample reportedly paid for a print newspaper in the past 7 days, and only one-twentieth of the sample paid for online news in the past 7 days. That only 5% of the sample had recently paid for online newspaper access is likely because most people access news that is free. People with portable devices, like tablets or smartphones, were significantly more likely to subscribe to digital news content. Additionally, younger people—20-30 year olds—are more willing to pay for digital news than older people across all countries.

1.7 SIGNIFICANCE OF THE STUDY

The result of this study will guide the Government and the Communication Authority in Bangladesh formulating future policies regarding online journalism, with a view of improving their services and in line with audience expectations. It will greatly enhance the formation of new guidelines, and recommendations for online media.

The findings from this research will add significantly to the bulk of existing scholarly knowledge in this domain and will be eminent in Bangladesh where little has been said about online journalism and the traditional newspapers.

1.8 SCOPE AND LIMITATION OF THE STUDY

The study stem from the fact that data for the study is to be collected from online and traditional media audience of Dhaka in Bangladesh only.

The study is meant to realize the impact of this ever changing and growing social media towards the printed traditional newspaper. A sample population of 60 respondent of Daffodil International University, Stamford University and United International University students will be used for the study to generalize the result obtained to the Dhaka city in Bangladesh.

2.0 Literature Review and Theoretical Framework

First and foremost, the first assumption fall on the audience is actively seeking for the media, and goal oriented media use. Following by the second assumption which suggested that it links the need gratification to a specific medium choice that rest with the audience member. The third assumption is that media compete with other sources for need satisfaction. This assumption holds that relationship between media and audiences is influenced by the society. The forth assumption explains that people are aware of their media use, interest and motives to be able to provide an accurate picture for researchers of that use. And the fifth assumption holds that value of media content can be assessed only by the audience (West, R., Turner, L .H. 2011).

The emergence of the Internet has changed the media environment dramatically, and this has later brought forth challenges for the traditional news. The main characteristics - immediacy and interactivity of online news has somehow succeeded in grabbing the attention of the readers. Therefore, the study has appeared for developing 3 strategies on how immediacy and interactivity shape online news stories by comparing the online news stories in The Guardian (British newspapers) .The results have answered the 3 proposed strategies:

(a) In comparing to both of online version of newspapers, apparently the news relatively presented in a higher degree of immediacy and interactivity, as the news stories has keep updated and improvised over time, and too provided a platform for the readers to interact.

(b) Secondly, the information is keep to date, and once it was updated, the previous information will be displaced at the front page. Immediacy measuring the pace with which online news media change what news stories is assigned the most important placement on the front pages.

(c) Lastly, the results have shown 13 news stories during the day, and relatively has a higher degree of immediacy compared to Guardian.co.uk .

Online news consumption was claimed as an 'inferior goods' in the economics concept. In terms of inferior goods, it refers to the increase of income, leads to the decrease in demand. The convenience and high accessibility of portals news contents has make user's perform tasks without a hitch, and it is not surprising that users take it as an inferior good, because it is convenient. The study has inferred that even though online news was claimed as inferior goods in the study, while it does not relate to the quality of it.

On the other hand, a research on the newspaper and its credibility, as it has shown the sign of death spiral in both credibility and readership. An untested assumptions has claimed by Knight Ridder century ago, he said, 'a newspaper's product was neither information nor news, instead an influencing business. The result has shown a positive relationship between the quality and circulation of the newspapers, the higher of the perceived quality, the higher circulation is. .

2.1 Diversity of online journalism

As growing numbers of people discover the potential of the World Wide Web, become active parts of it and as technology becomes even more advanced, expanded, accessible and sophisticated, current forms of communication will transform, taking advantage of the crowd sourcing phenomenon.

The internet speed has changed the way people receive information (Instant news). It combines the immediacy of broadcast with the in-depth coverage of newspapers making it perfect sources

for news and weather information. Introduction of social media networking sites has facilitated communication.

2.2 Impact of online media on Traditional News

The revolution brought about by online media on the traditional newspaper cannot be underestimated. The cost of smartphones and even ordinary phones has come down drastically. The part of news disseminators to ensure that they make a kill for a profit even in the provision of news online because though this may not be true in a few years to come, but in the long run, with people fancying smart phones, iPads and tablets, carrying a newspaper around will be bulky for the Y-generation when they finally become of age.

2.3 Uses and Gratification Theory

Elihu Katz first introduced the Uses and Gratification Approach, when he came up with the notion that people use the media to their benefit. The perspective emerged in the early 1970's as Katz and his two colleagues, Jay Blumler and Michael Gurevitch continued to expand the idea. This theory was contemporary because it contradicted older views that assumed the audience was a passive group. The Uses and Gratifications Approach views the audience as active, meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs.

Online news media offers the audience more choice in terms of the content they can consume.A person interested on fashion matters for example can simply go to a fashion-dedicated news website. This is true for an entertainment, sports and religious fanatic.

Daily Nation for instance has a particular editorial style, which often involves hard news at the beginning often political in nature or major event news followed by commentaries, columns, letters to the editor at the middle, then County news, advertising features and finally sports news at be back.

Online media is endowed with as much information as one may want, which is there to stay forever. Due to online media, the audience has more flexibility on the news items/stories that they can read or consume to meet their own needs of belonging, love, passion, entertainment et cetera.

2.5 CONCEPTUAL FRAMEWORK

Independent Variable   **Dependent Variable**

| ONLINE NEWS | ⟶ | TRADITIONAL NEWS |
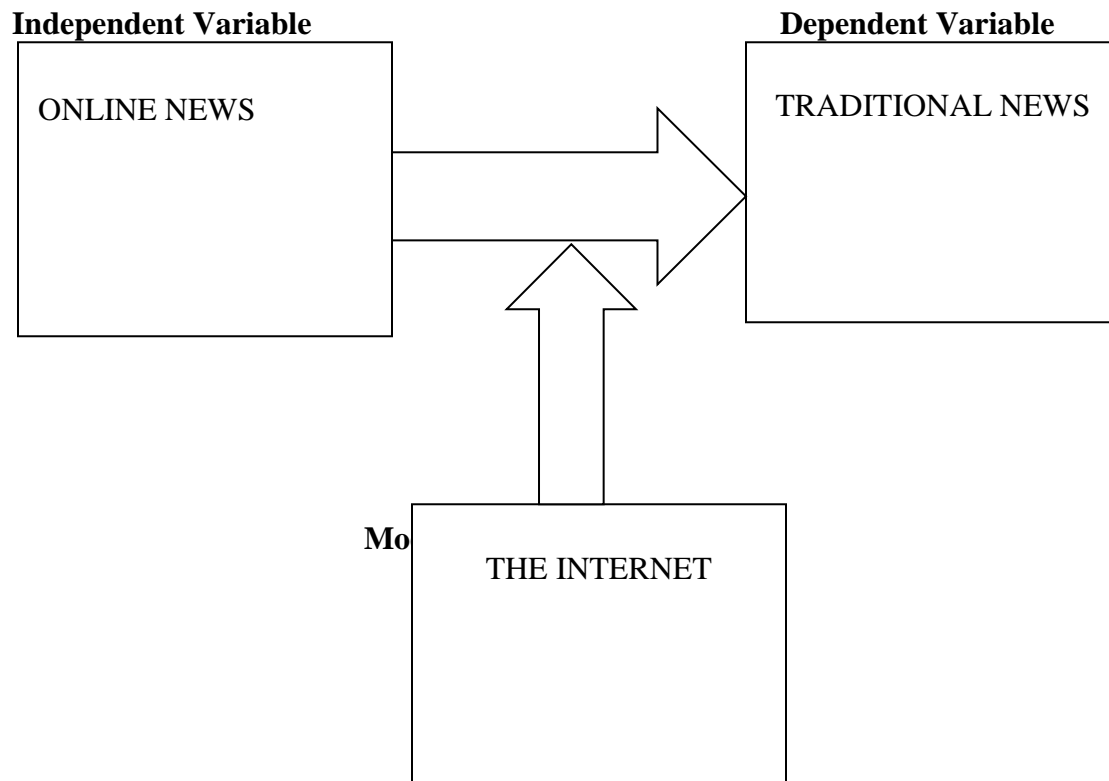
Mo   THE INTERNET

Figure 2: Conceptual Framework
Source: Author 2015

Before the emergence of the internet people got their news traditionally via radio, television or newspapers. During that time communication was one way therefore feedback was lacking. After the emergence of the internet, media houses saw the need of creating a platform when the audience can give their feedback about a certain issue. This traditional news and the need for feedback brought about the online media where interactivity between a media house and the audience is possible. Without internet connection, getting news online is not possible therefore; one needs internet connection if you need to get information online.

Online media is somewhat the driver of traditional news. Without the online system chances of missing out on news on various parts of the country is very high. Pictures and information can be transmitted very fast via the online media therefore without that channel; some information cannot make it to the printed media for the following day's issue.

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CHAPTER THREE

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3.0 RESEARCH METHODOLOGY

This chapter discusses research design, target population, sampling frame, sampling procedure, sample size, data collection procedure, data presentation and analysis and ethical considerations that will be used by the researcher to collect data.

3.1 RESEARCH DESIGN

The study will adopt a descriptive research design. Descriptive studies describe characteristics associated with the subject population depicting an accurate profile of persons, actions or situations. This methodology allows the researcher to gather sufficient information about the population being studied.

Descriptive research is usually used when the researcher has defined the problem clearly and specifically and there are specific issues that are to be established. It provides insights into research problems by describing the variables of interest with a view of defining, estimating, predicting, and examining associated variables. This design has been chosen because it will help to gather more information on dependent and independent variables. The data that will be collected will seek to establish the effect online media has on traditional news.

3.2 TARGET POPULATION

A target population refers to a specific group of study participant who share similar characteristic or have a similar experience. The target population of this study is 60 respondents from Daffodil International University, Stamford University and United International University of Dhaka in Bangladesh will be selected for the study to generalize the result obtain.

3.3 SAMPLING FRAME

Basically a sampling frame is a complete list of all the members of the population that we wish to study. As per my research I intend to include University Students.

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3.4 SAMPLE SIZE

The sample size is population, 60.

3.5 DATA COLLECTION PROCEDURES

There are two categories of data collection; primary data and secondary data. Primary data is collected for a specific purpose by the researcher and it is mainly gathered through interviews, questionnaires or observations. This study will use structured questionnaire as its survey instrument. Self-administered questionnaire will be used to enhance frank response from respondent. Self-administered questionnaires ensure that the respondents are free from pressure of impressing the researcher. Questionnaires help to save researcher's time and cost. Moreover, questionnaires are adaptable and have the ability to minimize bias (Powell, 1999).Questionnaire will be structured in to two main parts. Part I will collect data on general information; part II on news consumption either via print media or online media.

3.6 DATA PRESENTATION AND ANALYSIS

Data analysis is the process of systematically searching and arranging data and other materials from the field with the aim of obtaining answers to research questions. Data analysis will involve checking the research instrument to ensure completeness and error free. Data will then be categorized according to research questions. Data will be organized into themes, by organizing all the data as per objectives of the instruments used. Data obtained from questionnaires will be keenly examined to find out if the data collected has answered the research questions.

This study will have only quantitative data which is the measure of values or counts and are expressed as numbers in terms of how much or how often. Quantitative data will be analyzed using measures of tendency, frequency tables and percentages. Pre-charts and bar graphs will be used to present and summarize the information obtained

CHAPTER FOUR

4.0 DATA ANALYSIS AND PRESENTATION

This chapter provides data analysis and presentation of the results of the study as set out in the

research methodology. The overall objective of this study was to investigate the impact of online

media on traditional news. The findings of this study are presented in tables and figures.

4.1Response rate

Data collection instrument used were questionnaires which were given to 60 respondents.

4.2 Age of the respondent

In the questionnaires given the respondents were asked to indicate their age. The data finding are

represented in the table below.

Table 1: Age of the respondent

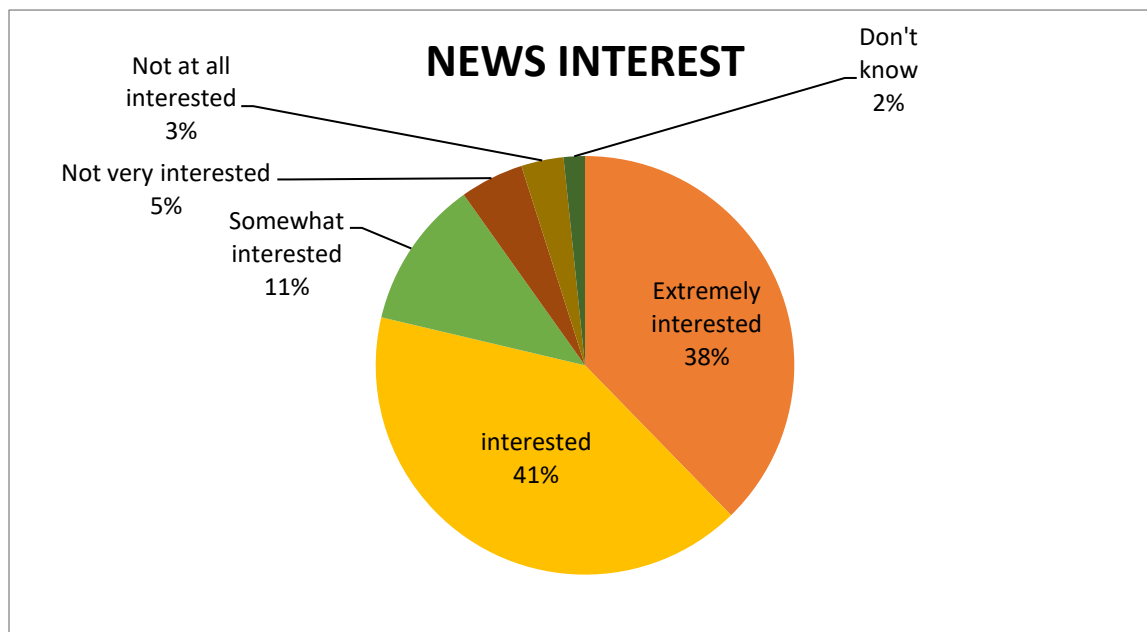| Age	Percentage N-60
18-20	1
20-22	4
22-24	16
24-26	24
26-28	14
28-30	1
Total	**60**

4.3 Level of Education

In the questionnaires given the respondents were asked to indicate their level of education all are

University students.

4.4 News consumption

Figure 1: News interest

The respondent was to indicate how he/she is interested in news.

38%% of the respondents acknowledged that they are extremely interested in news coverage. They acknowledged that it is important to be up to date with current affairs and what is happening all over the world. 41% of the respondents were very interested with news. This is not far from the respondents who claim to be extremely interested in news. 11% of the respondents said that they are somewhat interested in news. Breaking news is more important to them. 5% however claimed that they are not interested in news and another 3% claimed they do not know whether they are interested in news or not.

Figure 2: Frequency of news access

The respondent was to indicate how often he/she access news.
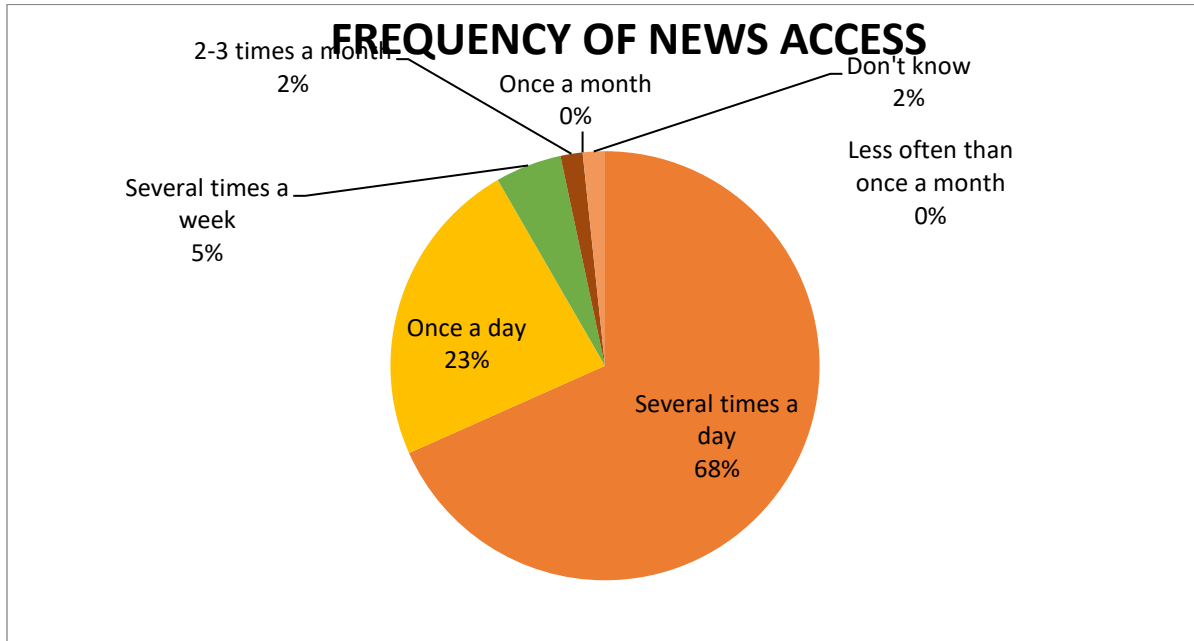
Clearly most of the respondents (68%) access news several times a day. Most of them claimed that due to their frequent use of social media they tend to get informed about current affairs and this keeps them up to date with issues that are important. They not only use social media for information but they also visit news websites to get more information on a certain news piece. 23% stated that they accesses news once a day, 2% stated they accesses news 2-3 times a month, 0% said they access news once a month and 0% less often than once a month. 2% claimed that they have do not know about access time of news. They only hear about current affairs when they hear their friends talk about it.

Figure 3: Source of news

The respondent was to indicate where he/she gets news or information

SOURCES OF NEWS

Both 33%
Online media 59%
print media 8%
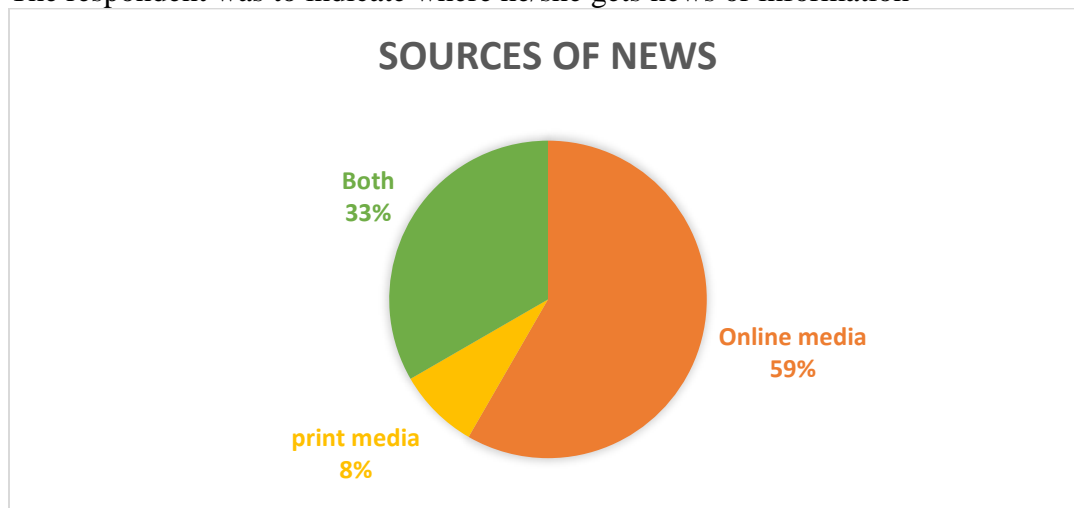
59% of the respondents stated that they get their news online mostly because it is the cheapest means of accessing news rather than buying newspapers every day. Online news is cheaper in that you can access it at the comfort zone of your mobile phone. You can buy internet bundles and access the online platform for house, get developing stories and even participate in news coverage unlike traditional media where when you buy a newspaper today for 60 shilling you'll have to wait till the next day to buy another newspaper to see how a story has developed. However, 8% claimed that they get their news via traditional media due to several reasons such as internet access is somewhat impossible and needs one to be tech savvy. 33% said that they get their news both via the online and traditional media. These people prefer to get news both online and traditionally just to satisfy their psychological needs. They claimed that when they buy that newspaper there is some sort of prestige value they are satisfying in them, however they still access news online especially on a fast moving story.

Figure 4: News source preference

NEWS SOURCE PREFERENCE

print media
7%
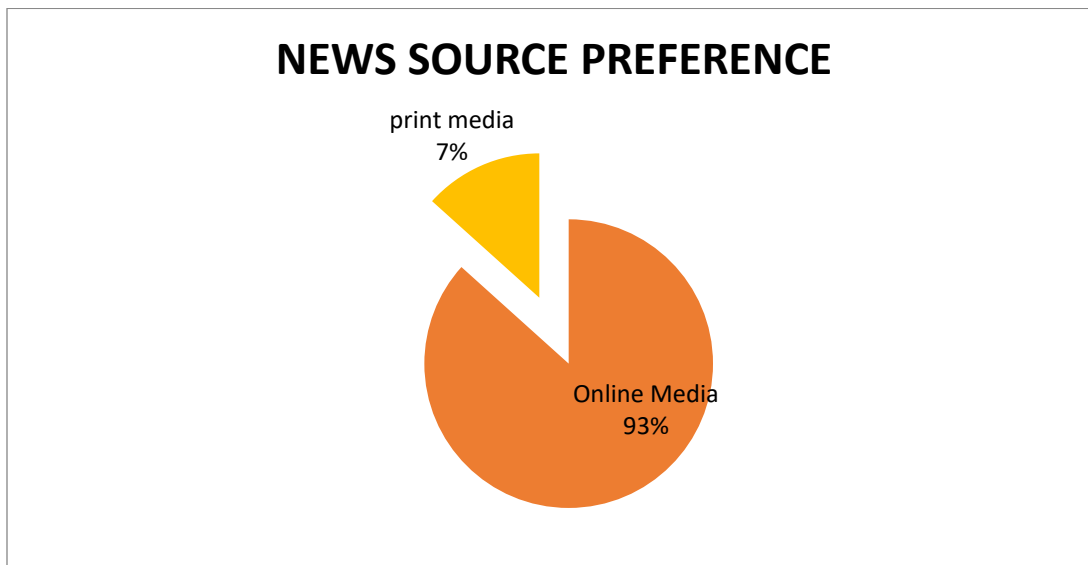
Online Media
93%

93% of the respondents prefer online news sources while 7% preferred traditional media. Those who prefer online media stated that the online version has the advantage of convergence thus cutting costs compared to traditional media which is expensive. One can just pay for WIFI connection or better yet buy internet bundles and that will enable you to get in news websites to access news or even stream live. The online platform is also exciting. You can start discussions and get immediate feedback on an issue. That is very difficult to achieve on newspapers.

Figure 5: Satisfaction of online news

The respondent was to indicate how he/she satisfied of online news.

Satisfied online news
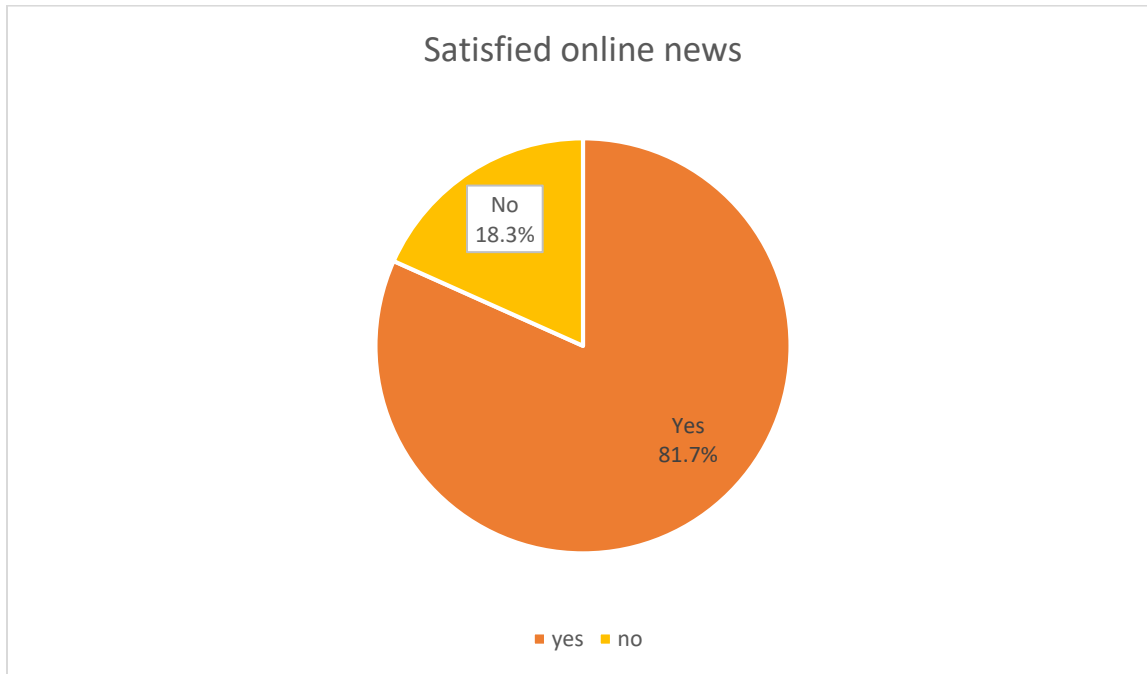
81% of respondents said that they are satisfied with online news because they can access news when they are on mobile or through the internet. 18.3% of respondents said that they are not satisfied because they say that because of many news portals, a confusion has been created among them which news is true or false.

Figure 6: Very latest information on a fast moving story

VERY LATEST INFORMATION

Traditional Media
14%
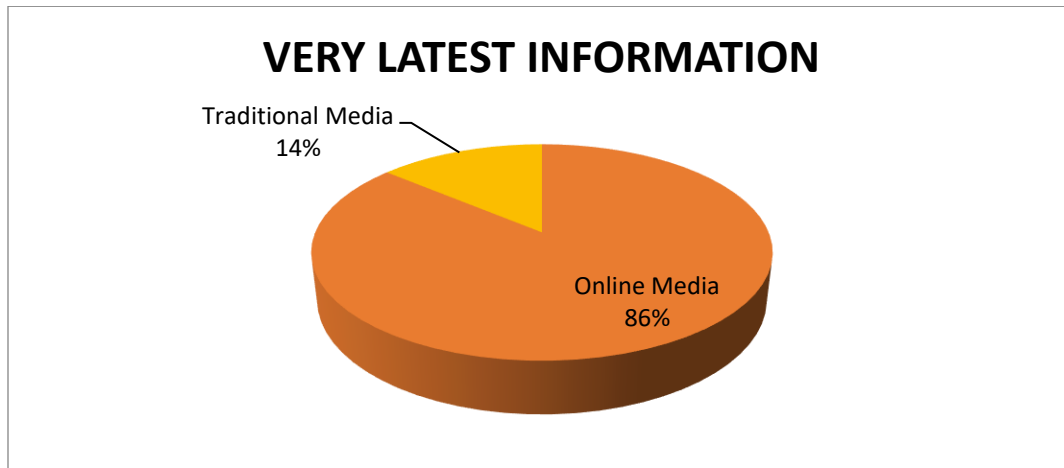
Online Media
86%

86% of the respondents said that they prefer online media in regards to a fast moving story. News websites update their news from time to time so it is easy to get the information compared to traditional media. 14% of the respondents said that they prefer traditional media since internet access can be a problem in some areas and also the level of education matter.

Figure 7: Reading Newspaper

The respondent was to indicate how often he/she read print media news.

Newspaper access
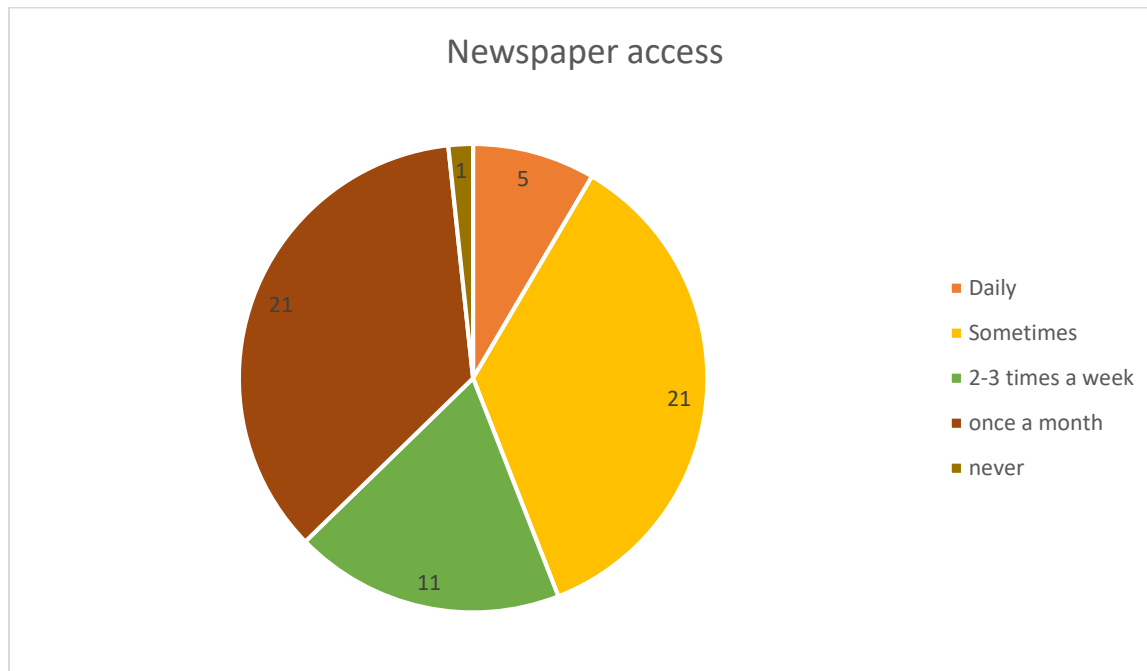
Respondents stated that 5% read news on daily basis, 21% falls on occasion, 11%   access news 2-3 times a week, 21% monthly once, and 1% is never later.We have taken respondent for this research, all are young generation is not so interested in getting their in print media, they are interested in online sources news.

Figure 8: Barriers of reading newspaper

The respondent was to indicate how he/she faces barriers while reading newspapers.
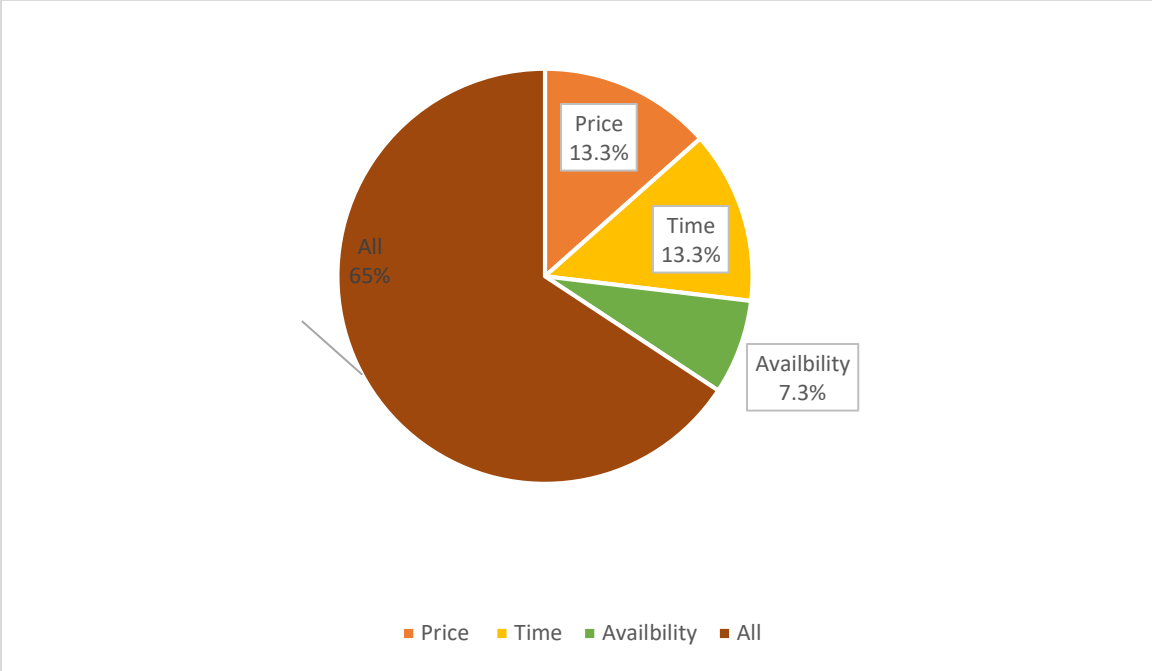
65% of respondents said they were stuck in time, readily available, and read newspapers for money. Now online news is available, they are interested in online news. 13.3% of respondents say it is not readable for money, 13.3% of respondents say that due to time lastly, there are fewer than 7.3% respondents who have got the newspaper.

Figure 9: Reasons of choosing online media over print media

The respondent was to indicate why he/she choose online media over print media.
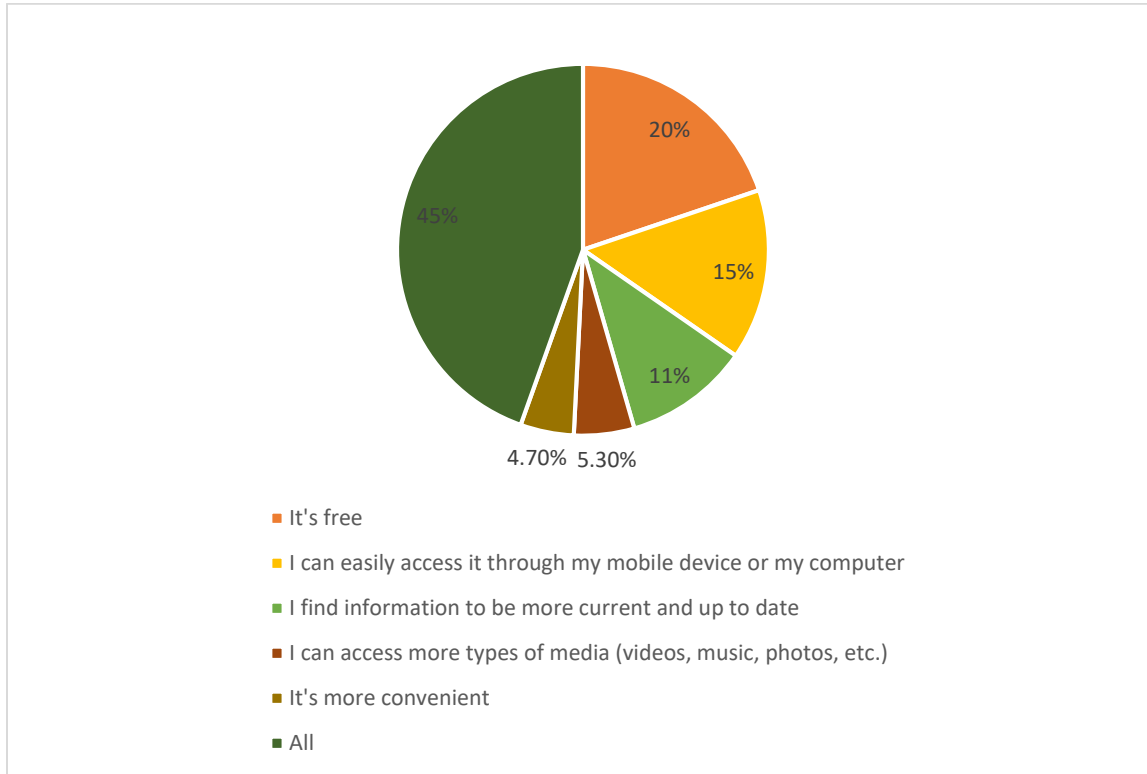
20% of respondents said it's free.15% of respondents easily access it via mobile device or computer.11% of respondents stated that online information is more current and up to date.5.30% of respondents access various types of media (video, music, photos etc), and 4,70% of respondent said that's a lot of convenient. For these reasons respondent choose online media over print media.

Figure 10: Friendly Environment

The respondent was to indicate which environment more friendly online media over print media.
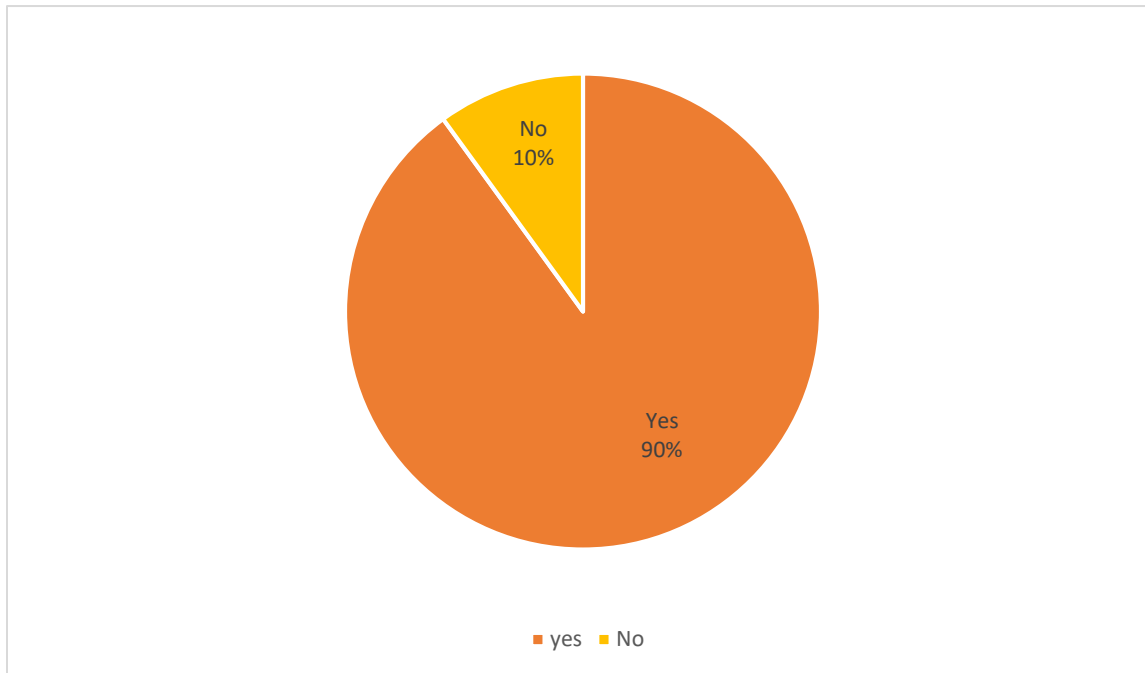
The respondents stated environment of online media 90% friendly because they get news easily and quickly when they need and 10% respondent said no.

CHAPTER FIVE

5.0 SUMMARY OF FINDINGS, CONLUSIONS AND RECOMMENDATIONS

In this chapter, summary of research findings, conclusions, recommendations and suggestions for further study based on the analysis of findings.

5.1 Recommendations

The study recommends that even though the internet is more popular compared to traditional media, there is still more to be done to realize the strengths in using traditional media in getting information.

Secondly, the study also recommends that systems should be put in place in regulating news websites or information so that the audience is able to know which news is credible and which one isn't.

5.1 Conclusion

The study concludes that online media is better and cheaper than traditional media and that most people prefer it. There's more that one can do compared to traditional media where there are restrictions. The internet keeps on evolving time after time, new features or improvements are made from time to time to make the experience better.

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Appendix
QUESTIONNAIRE

PART A: DEMOGRAPHICS

1. NAME: …………………………………………………………………………….

2. GENDER: M ☐   F   ☐

3. AGE BRACKET

☐ 18 to 20 years

☐ 20 to 22years

☐ 22 to 26 years

☐ 26 to 28 years

☐ 28 to 30 years

4. LEVEL OF EDUCATION:

- University   ☐

PART B: NEWS CONSUMPTION

1. Are you interested in reading news?
   - o Extremely interested
   - o Interested
   - o Somewhat interested
   - o Not very interested
   - o Not at all interested
   - o Don't know

2. What is the source of reading the News?
   o Print media
   o Online media
   o Both

3. Which is your preferable news media?
   o Print media
   o Online media

4. From which you get news sometimes?
   o Online
   o Print media
   o Both

5. From which you get news daily?
   o Online
   o Print media
   o Both

6. Do You read Newspapers frequently?

   o Daily
   o Sometimes
   o 2-3 times week
   o Once a month
   o Never

7. Are you satisfied with the Online Newspapers?
   o Yes
   o No

8. What kind of barriers you face while reading the news?
   o Price

- o Time
- o Availability
- o All

9. Why would you choose online media over print media?
   - o It's free
   - o I can easily access it through my mobile device or my computer
   - o I find information to be more current and up to date
   - o I find information to be more current and up to date
   - o I can access more types of media (videos, music, photos, etc.)
   - o It's more convenient
   - o All

10. Do you think being environmentally friendly is a factor for you in choosing digital over print?
    - o Yes
    - o No

11. Do you think you can vary latest information more when reading print than digital?
    - o Print media
    - o Online media