## CHAPTER-I

## INTRODUCTION

A newspaper plays an important role in disseminating current information and events and keeps its readers up-to-date. The electronic newspaper or E-newspaper is a self - contained, reusable and refreshable version of a traditional newspaper that acquires and holds information electronically. Moreover, electronic newspapers retrieve information electronically from online databases, process it electronically with word processors, desktop publishing packages and a variety of more technical hardware and software, and transmit it electronically to the end users. Broadly speaking-news items which evolve “online newspaper”, ”PDF newspaper”, and “E news via E devices” may not be taken synonymously since they are different from each other in terms of developments and use.

By the late 1990s the availability of news via 24 hour television channels and then the internet posed and ongoing challenge to the business model of most newspapers in developed countries. Paid circulation has declined, while advertising revenue-which makes up the bulk of most newspapers income, has been shifting from print to the new media, resulting in a general decline in profits .Many newspapers around the world launched online editions in an attempt to follow or stay ahead of their audience. However, in the rest of the world, cheaper printing and distribution, increased literacy, the growing middle class and other factors have more than compensated for the emergence of electronic media and newspapers continue to grow.

With the advent of the internet, web based “newspapers “have also started as online- only publications. Moreover, the introduction of online edition of newspaper has considerably affected the circulation of newspapers in their hard forms.

The study on socio economic impact of E newspaper as a substitute to printed media thus assumes a greater significance in the current world because of introducing a new form and style which combines many of the qualities of printed paper with the advantages of electronic media –the ability to deliver new edition instantly and without the need to print copies and transport them over distances to thousands of retail outlets and millions of subscribers.

## SIGNIFICANCE OF THE STUDY

As in the fastest growing economy people are getting busier, at the same time they find difficult to read the printed newspaper daily. Thus the introduction of digital newspaper helps them in this regard with the advantage of time saving, and easy accessibility of news etc. Thus the study plays a significant role to determine the socio economic impact of e newspaper as a substitute to printed media, to find out the relevance and readers perception also.

## STATEMENT OF THE PROBLEM

Over the past century print newspaper have played a dominant role in public communication and are now struggling to adapt to the information age that has shrunk the business model foundation that has proven so successful in the past which led to the rise of online newspaper. Most consumers no longer purchase the printed version but prefer online version of newspaper hence it is cheaper and accessible. Faced with such an adversary, small and large newspaper alike may have no choice but not to abandon their traditional methods but to go for an innovative approach which is going online.

## OBJECTIVES OF THE STUDY

* + - To identify the socio economic impact of electronic newspaper
    - To find out the relevance of electronic newspaper
    - To know the readers perception towards electronic newspaper
    - To provide information to the citizens related to the happenings

## SCOPE OF THE STUDY

The study focuses on socio economic impact of electronic newspapers. Scope of the study limited to readers in Kannur Corporation only. The findings and conclusion drawn based on the analysis of information collected through questionnaire. In short the study has been conducted with in stipulated frame work

## RESEARCH METHODOLOGY

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problem. This study is designed as an empirical one based on the survey method

**SOURCES OF DATA**

* **Primary Data:** Primary data are those which are collected for the first time, and they are original. For collecting primary data a field survey has conducted through proper questionnaire.
* **Secondary Data:** The secondary data are those, which are already collected by someone for some purpose. These data are collected from websites, journals and books.

**SAMPLING DATA**

Sampling technique/method Non probability and convenient sampling technique was used for the purpose of this survey to identify responses.

**Sample size**

It was not possible to cover the whole universe with the limited time of period. In this project consist of 50 respondents.

**DATA COLLECTION INSTRUMENT**

**Questionnaire**

A questionnaire is a research instrument consisting of series of questions for the purpose of gathering information from respondents

## TOOLS FOR DATA ANALYSIS

The study is basically analyzed using percentage method. The tabulated data is furnished with the help of bar diagrams and pie chart for quick and easy understanding.

## LIMITATIONS OF THE STUDY

* + - Reliability of data provided by E-newspaper readers is not accurate.
    - The results are got time bound. So opinion may differ from time to time depend on circumstances
    - Older audience may not access digital platform
    - Study was confined only to the people of Kannur Corporation. So study may not justify for all.

**CHAPTER-II**

**REVIEW OF LITERATURE**

Fredin (1997) conceptualized online news stories as being truly non-linear documents that "through their invitational structure may bring a more flexible and profound understanding of issues than many people are currently able to get as a practical matter from existing media". He contended that simply offering external links in stories was insufficient to satisfy the needs of online news consumers. He envisioned narratives built in sections and associated via hypertext that blurred the distinction between traditional, stand-alone stories offered by news outlets. These narratives, he called "metastories," would include features such as on-demand glossaries of frequently referenced names and topics, and also functions that would allow users to apply their own summaries to specific story elements. The goal was to allow users to construct their own stories by choosing the story elements that interested them.

Ketterer (2001) found that news consumers want more from their online publications than they can get from printed newspapers. His study found they drew significant value from being able to follow links in a news story according to their interest. He concluded that, "participants who had links [in the version of the story they were exposed to] "spent more time reading and were better informed than those who did not". He believed this supported a story model of layered information, where "links provide more information to those who want it".

Nielsen found that online readers disliked scrolling and instead preferred background information relegated to secondary pages. He recommended authors "make text short without sacrificing depth of content by splitting the information up into multiple nodes connected by hypertext links"

Van Oosendorp and Nimwegen argued that news consumers had a limited capacity to absorb linked information. They found that news readers had lower levels of recall for information they had to scroll to find a link to.

Nielsen's research led him to conclude people should author web pages in a format that is scan able and concise. He recommended generous use of story summaries, highlighted keywords and bullet lists. One of his main conclusions was support for a story model long used in print journalism -- the inverted pyramid, whereby reporters start their story off with a general summary and then proceed to add increasingly more specific details. The arguments for this story structure online have resulted in features common on many web stories -- autographs, or sub headlines, that provide a level of story summary secondary to the headline, and bolded subheads sprinkled throughout the story that aim to offer the reader further snapshots of the story.

Online journalism textbook authors have concluded from this research that online journalists should create stories layers or tiers. They argue this format is especially useful when authors add sidebar information, background details or multimedia elements. Ward (2002) argues, "separating the story into chunks.. increases the number of entry points for the distinctive elements of online" . De Wolk (2001) says, "The journalist can add as much information and as many layers as necessary to tell the story well"

De Wolk (2001), contends that multimedia provides the news consumer with a richer experience than text, arguing, "Multimedia is a hallmark of what will distinguish the news and information of the future. The ability to click to see, hear and read more or to send a message to someone in the story provides the audience with an enormous amount of power".

[Zerba (2003)](http://list.msu.edu/cgi-bin/wa?A2=ind0309E&L=AEJMC&P=R22731&D=0&I=-3) found that the primary reason online news consumers clicked on multimedia packages was because they were interested in finding out more about the story -- not because they were intrigued by the gimmickry of the technology.

The first fully web based newspaper, The Palo Alto Weekly, appeared in 1994 (Carlson, 2003) and already 18 months later most American newspapers had their own web sites (Hall, 2001). This short period involved a set of new challenges for the newspapers with regard to: design (layout) of the online newspaper, organizational factors at the publisher side, and changes in audience demographics and preferences (cf. McAdams, 1995).

Boczkowski (2004) has conducted a longitudinal study at three online newspapers and concluded that three factors have shaped their innovation paths and media artifacts: relationship between the print and online newsrooms, user views and news production. Print newsrooms have the advantage over online newsrooms in that they have been around for a long time, have standardized procedures and most online newspapers have to a large extent been financed by the revenue from the print edition (Boczkowski, 2004). However, in the initial years the traditional newsroom production in the print and online newsroom remained relatively unchanged. The primary work task in the online newsroom was to select and re-format stories from the print edition (Martin, 1998). In 1999, almost half of the respondents expressed that their online edition differed from their print edition due to either taking advantage of the unlimited space for in-depth coverage or to limit the length and number of stories presented (Peng et al., 1999). According to Tankard and Ban (1998), the average percentage of original content in online newspapers was 13 percent in 1998, suggesting a heavy recycling of material from the print edition. However, the 1999 survey of Chyi and Sylvie (2001), with a mean of 22% of online newspapers providing unique content and 40% in the Börjesson (2002) study, suggest an increase in this area.

Based on a longitudinal study of three newspapers, Ihlström and Henfridsson (2005) discuss the online newspaper evolution regarding e.g. internal organization, view on organization, in-house attitude, dedicated employees, strategy and profitability. They argue that online newspapers have established a number of communicative practices significant for recognizing them as a distinct digital genre, but at the same time demonstrate the emergence of sequential interdependencies between online and printed news. The online newspapers are now considered a valuable part of the media houses.

**CHAPTER-III**

**THEORETICAL FRAMEWORK**

## INTRODUCTION

A newspaper is a periodical publication containing written information about current events and is often typed in black ink with a white or gray background.

Newspapers can cover a wide variety of fields such as politics, business, sports and art, and often include materials such as opinion columns, weather forecasts, reviews of local services, obituaries, birth notices, crosswords, editorial cartoons comic strips, and advice columns.

Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and advertising revenue. The journalism organizations that publish newspapers are themselves often metonymically called newspapers.

Newspapers have traditionally been published in print. However, today most newspapers are also published on websites as online newspapers, and some have even abandoned their print versions entirely.

Newspapers developed in the 17th century, as information sheets for merchants. By the early 19th century, many cities in Europe, as well as North and South America, published newspapers.

Some newspapers with high editorial independence, high journalism quality, and large circulation are viewed as newspapers of record.

## OVERVIEW OF E-NEWSPAPER

Newspapers are typically published daily or weekly. News magazines are also weekly, but they have a magazine format. General-interest newspapers typically publish news articles and feature articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, weather and natural disasters; health and medicine, science, and computers and technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts.

Usually the paper id divided into sections for each of those major groupings. Most traditional papers also feature an editorial page containing editorials written by an editor(or by the paper’s editorial board)and expressing an opinion on a public issue, opinion articles called “op-eds” written by guest writers(which are typically in the same section as the editorial),and columns that express the personal opinions of columnists, usually offering analysis and synthesis that attempts to translate the raw data of the news into information telling the reader “what it all means “and persuading them to concur. Papers also include articles which have no byline; these articles are written by staff writers.

A wide variety of material has been published in newspapers. Besides the aforementioned news, information and opinions, they include weather forecast; criticism and reviews of the arts and of local services such as restaurants Obituaries, birth notices and graduation announcements; entertainment features such as crosswords, horoscopes. Editorial cartoons gag cartoons, and comic stories and radio and television listings. As of 2017, newspapers may also provide information about new movies and TV shows available on streaming video services like Netflix. Newspapers have classified ad sections where people and businesses can buy small advertisements to sell goods or services; as of 2013 the huge increases in internet websites for selling goods, such as craigslist and eBay has led to significantly less classified ad sales for newspapers.Most newspapers are businesses, and they pay their expenses are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and advertising revenue(other businesses or individuals pay to place advertisements in the pages, including display ads, classified ads, and their online equivalents).Some newspapers are government-run or at least government- funded; their reliance on advertising revenue and on profitability is less critical to their survival. The editorial independence of a newspaper is thus always subject to the interests of someone, whether owners advertisers or a government, Some newspapers with high editorial independence high journalism quality, and large circulation are viewed as newspapers of record.

Many newspapers besides employing journalists on their own payrolls also sbscribes to news agencies, which employ journalists to find, assemble and report the news then sell the content to the various newspapers. This is a way to avoid duplicating the expenses of reporting from around the world. The decline in advertising revenues affected both the print and online edia as well as all other mediums print advertising was once lucrative but has greatly declined, and the prices of online advertising are often lower than those of their print precursors .Besides remodeling advertising ,the internet has also challenged the business models of the print-only era by crowdsourcing both publishing in general(sharing information with others)and, more specifically, journalism(the work of findings, assembling ,and reporting the news).In addition, the rise of news aggregators, which bundle linked articles from many online newspapers and other sources, influences the flow of web traffic. Increasing pay walling of online newspapers may be counteracting those effects. The oldest newspaper still published is the Ordinary Post, which was established in Stockholm in 1645.

## NEWSPAPER INDUSTRY IN INDIA

Tara s Nair in her article “Growth and Structural Transformation of Newspaper Industry in India: An Empirical Investigation” investigates the transition of the Indian newspaper since 1960’s.Nair speaks about change of ownership of newspapers from ideology oriented owners to be magnates and introduction of managing editors as two main changes. She points out that this was the period when the objective of running newspapers started shifting towards power from the press and achieving other business objectives through the media platform. Nair also mentions that too much commercialization of Journalism leads to de politicization or popularization of messages. Thus commercialized newspapers will tend to just report news and not write against any issue.

The commercialization of newspapers is indeed happening and newspapers are becoming more and more advertiser focused .Although it still remains a point of debate whether this commercialization is hampering the editorial sanctity of newspapers. While some argue that this does compromise the editorial content, only newspapers which are political mouthpieces have consistently been delivering biased content.

## ISSUES IN THE NEWSPAPER INDUSTRY

The authors in their book changing essence say that the organizations should move into the learning mode if they want to change and that the change effort should be vision driven. The researcher is of the opinion that the authors imply two Things from this. One, the complete organization should be ready to learn and accept new things to implement change and two the change that the organizations want to implement should not have short term goals, but goals that are driven with a long term vision so that it helps the organization sustain the success.

A case study on the newspaper, the pioneer by priya sahai discusses what went wrong with the newspaper. The case states that the strongest point of the newspaper was its heritage, the editor and the content. The case also states that the top management was very liberal and gave a free hand to the people working at pioneer. However the problems stated when the priorities of the General Manager clashed with the editor. The editor then left and then the content started deteriorating.

Simultaneously the top management had problems in their core be which further instigated the rumors about whether the paper will survive .The case study reports that the pioneer was launched in Mumbai; however the year is not mentioned. The strategy was low pricing which did not work as vendors did not want to sell a newspaper with lesser margins and the readers did not want to buy a newspaper which was priced just at one rupee. The pioneer had to close down the Mumbai edition within one year of its launch. It is interesting to note that the low price strategy was not accepted by the readers before 1998 but now the same low pricing strategy works. It should also be noted that just delivering good content will not help the newspaper survive; the newspaper has to be supported strongly by the top management to also see that there is harmony among the people working there

**CATEGORIES OF NEWSPAPER**

While most newspapers are aimed at a broad spectrum of readers, usually geographically defined, some focus on groups of readers defined more by their interests than their location: for example, there are daily and weekly business newspapers and sports newspapers. More specialist still are some weekly newspapers, usually free and distributed within limited regional areas; these may serve communities as specific as certain immigrant populations, the local community riddles rock enthusiasts within a city or region.

**FREQUENCY**

**Daily**

A daily newspaper is printed every day, sometimes with the exception of Sundays and occasionally Saturdays,(and some major holidays) and often of some national holidays. Saturday and, where they exist, Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more .Typically, the majority of these newspapers staff members work Monday to Friday, so the Sunday and Monday editions largely depend on content done in advance or content that is syndicated. Most daily newspapers are sold in the morning.

Afternoon or evening papers, once common but now scarce, are aimed more at commuters and office workers. In practice( though this may vary according to country),a morning newspapers available in early editions from before midnight on the night before its cover date, further editions being printed and distributed during the night. The later editions can include breaking news which was first revealed that day, after the morning edition was already printed. Previews of tomorrow’s newspapers are often a feature of late night news programs, such as News night in the United Kingdom. In 1650, the first daily newspaper appeared, Einkommende Zeitung, published by Timotheus Ritzsch in Leipzig Germany.

In the United Kingdom, unlike most other countries, “daily” newspapers do not publish on Sundays. In the past there were independent Sunday newspapers; now a days the same publisher often produces a Sunday newspaper, distinct in many ways from the daily, usually with a related name; e.g., The Times and The Sunday Times are distinct newspapers owned by the same company, and an article published in the latter would never be credited to The Times.

In some cases a Sunday edition is an expanded version of a newspaper from the same publisher; in other cases, particularly in Britain, it may be a separate enterprise e.g. The Observer, not affiliated with a daily newspapers from its founding in 1791 until it was acquired by The Guardian in 1993.Usually,it is a specially expanded edition, often several times the thickness and weight of the weekday editions and contain generally special sections not found in the weekday editions, such as Sunday comics, Sunday magazines(such as The New York Times Magazines and The Sunday Times Magazines)

In some countries daily newspaper are not published on Christmas Day, but weekly newspapers would change their day e.g. Sunday newspapers are published on Saturday December 24, Christmas Eve when Christmas Day is falling on Sunday**.**

## GEOGRAPHICAL SCOPE AND DISTRIBUTION

### Local or Regional

A local newspaper serves a region such as a city, or part of a large city. Almost every market has one or two newspapers that dominate the area. Large metropolitan newspapers often have large distribution networks, and can be found outside their normal area widely sometimes from fewer sources.

### National

Most nations have at least one newspaper that circulates throughout the whole country; a national newspaper. Some national newspapers, such as the Financial Times and the Wall Street Journal, are specialized. There are many national newspapers in the United Kingdom, but only a few in the United States and Canada. In Canada the Globe and Mail is sold throughout the country.in the United States, in addition to national newspapers as such, The New York Times is available throughout the country.

There is also a small group of newspapers which may be characterized as international newspapers. Some, such as The New York Times International Edition, have always had that focus, while others are repackaged national newspapers or international editions of national or large metropolitan newspapers, in some cases, articles that might not interest the wider range of readers are omitted from international editions; in others, of interest to expatriates significant national news is retained. As English became the international language of business and technology, many newspapers formally published only in non-English languages have also developed English –language editions. In places as varied as Jerusalem and Mumbai, newspapers are printed for a local and international English speaking public, and for tourists. The advent of the internet has also allowed non-English language newspapers to put out a scaled-down English version to give their newspaper a global outreach. Similarly, in many countries with a large foreign-languages-speaking population or many tourists, newspapers in languages other than the national language are both published locally and imported.

## TECHNOLOGY OF NEWSPAPER

### Print

For centuries newspapers were printed on paper and supplied physically to readers either by local distribution, or in some cases by mail, for example for British expatriates living in India or Hong Kong who subscribed to British newspapers. Newspapers can be delivered to subscribers homes and/or business by a papers own delivery people, sent via the mail, sold at newsstands, grocery stores and convenience stories, and delivered to libraries and bookstores. Newspaper organizations need a large distribution system to deliver their papers to these different distributors, which typically involves delivery trucks and delivery people. In recent years, newspaper and other media have adapted to the changing technology environment by starting to offer online editions to cater to the needs of the public. In the future, the trend towards more electronic delivery of the news will continue with more emphasis on the internet, social media and other electronic delivery methods. However, while the method of deliveries changing, the newspaper and the industry still has a niche in the world.

### Online

As of 2007, virtually all major printed newspapers have online editions distributed over the internet which, depending on the country may be regulated by journalism organizations such as the Press Complaints commission in the UK. But as some publishers find their print-based models increasingly unsustainable, web-based “newspapers” have also started to appear such as the Southport Reporter in the UK and the Seattle post-Intelligencer, which stopped publishing in print after 149 years in 2009 and became an online-only paper.

A new trend in newspaper publishing is the introduction of personalization through on demand printing technologies or with online news aggregator websites like Google news. Customized newspapers allow the reader to create their individual newspaper through the selection of individual pages from multiple publications. This “Best of” approach allows revival of the print-based model and opens up a new distribution channel to increase coverage beneath the usual boundaries of distribution .customized newspapers online have been offered by My Yahoo, I- Google, CRAYON, Current.com, Kibboko.com, Twitter times and many others. With these online newspapers, the reader can select how much of each section (politics, sports, arts, etc.)They wish to seen in their too see in their news.

Since 2005 in the UK more than 200 regional newspapers have closed down resulting in 50% decline in the number of regional journalists. A 2016 study done by Kings College London found that the towns which lost their local newspapers receded from the democratic values and experienced the loss of public faith in the authorities.\

**ADVANTAGES OF READING NEWSPAPER**

There are a lot of advantages of reading newspaper on daily basis. Reading newspaper is really a good habit for all that provides a really good sense and very importance for educational value. Many people have habits of reading daily newspapers that their days seem incomplete without taking hold of early morning newspapers. It carries lot of information about, entertainment, sports, education etc.

### Advantages for Teachers:

Not only for students, has newspaper had many advantages also for teachers. News develops every day and reaches can use this news to develop their student’s minds in a really positive way. By reading newspaper daily in class room you as a teacher can share a lot of relative and genuine information to your students based on media, technology or sports. You can also share detail with them which may help them in their future. When we talk about the newspaper reading there is no good record of the world’s happening than a newspaper. You can also teach them how to get the main ideas from the newspapers to increase their knowledge and vocabulary. Critical thinking might also be enhanced among students by their reaches with the help of newspapers.

### Newspaper as Business partner:

Reading newspaper daily has its equal benefits and advantages for both the students and businessman as well. Business means can get the information about the economy of their country from the newspapers. They can also get know how about the imports and exports and about the tax percentages on them. This is really helpful for the business mans to put their money in the right direction to grab the handsome profit from it.

### Providing job opportunities:

Finding jobs in earlier days was a big task to deal with. But newspapers made it so easy for our generation. Newspapers in now a days have special sections where you can find jobs according to your interest and qualification. Now working on this channel the newspaper to advertise their jobs because this is considered as the most powerful source to spread something on now days.

### News of the World:

The fifth “advantages of Reading newspapers” is providing the great sense and all the information from all over the world. All the things that are happening in the world come to you in just a single newspaper. Any news about the politics, sports ,education or media industry all the things and their news are now on your fingertips .As the newspapers carrying all the news from the world and everyone must be aware from it because this is the necessary thing that everyone must be aware from it because this is the necessary thing that everyone must know that what is happening around the globe .If you have no interest in the world news must make it as your habit and you will feel its benefits as soon as you start the newspapers.

### Sections pros:

There are different sections in the newspapers as per the interests of the people. People who love to get the update about the entertainment industry read it. In the newspapers all the entertainment industry being discussed with detail whether it is from your country or around the globe. Like entertainment section sports sections is lovers .In short there is everything for all whether a businessman, student, teacher or a sportsman is reading the newspaper.

### Say you’re Words:

Now day’s newspapers are becoming one of the best sources to express your words .You can express your words in the form of articles that you want to share .You can share any information about anything that you want to share with the world. This information could be of about sports politics or on any other stuff that you really like the most. You can generate your passions of writing in the newspapers by reading the newspapers daily so you can get the things happening around the world.

### Knowledge in no price:

The most interesting thing about the newspapers are that you can get the all the information and updated knowledge in no price. Newspapers are in really cheap price because the real information needs no value. On the other hand now you can get these newspapers online through their relative portals. This also made the information to be accesses as easily as this is the era of internet and smart technologies so you can access all these online to get benefited and advantages there are lot of mobile applications that are providing all the authentic information without any charges. There first priority is to provide authentic information no to increase their balance.

### Weekly Editions:

Newspapers weekly editions are also really interactive and interesting for all the people especially for the ladies and housewives. These weekly newspapers editions are really helpful for those who really want to get the benefits and advantages from it. These editions help these ladies to learn cooking and many other tips that might be used by them in their houses. These editions are also help child learners to get a lot form it .They get a lot about news scientific and interesting information. If you build some interest in the children to read newspapers daily this will surely benefit them when they get young.

### All in all:

This is the last point the advantages of reading newspaper daily. In short reading newspapers daily is the best habit that you can develop in yourself and in your children, friends or family members. These are the benefits that we just discussed above. Apart from that you can also make your life interesting because the most important thing is the awareness and you can get it from reading newspapers daily.

In short:

* + Newspaper carries the news of the world. By reading it, you will become updated with current events not only in our nation but news about other countries as well.
  + Newspaper provides information and general knowledge. Reading it will widen the scope of your knowledge which is an integral part of education and very useful especial for student. Newspapers can provide interesting things and ideas which can assist students in their learning process at school. Not only the news itself that are beneficial for students, but also develop their language skills and increases their word vocabulary.
  + Reading newspaper makes a good habits and it is already part of the modern life. This habit will widen your outlook and will enrich your knowledge.

## LIMITATIONS OF NEWSPAPERS

While newspapers have many advantages, like all media they also have disadvantages that media planners must consider. The limitations of newspapers include their reproduction problems, short life span, lack of selectivity, and clutter.

### Poor Reproduction:

Poor Reproduction one of the greatest limitations of newspapers as an advertising medium is their poor reproduction quality. The coarse paper stock used for newspapers, the absence of color, and the lack of time papers has available to achieve high-quality reproduction limits the quality of most newspaper ads. Newspapers have improved their reproduction quality in recent years, and color reproduction has become more available. Also, advertisers desiring high-quality color in newspaper ads can turn to such alternatives as freestanding inserts or Sunday supplements .However; these are more costly and may not be desirable to many advertisers. As a general rule, if the visual appearance of the product is important, the advertiser will not rely on newspaper ads .Ads for food products and fashions generally use magazines to capitalize on their superior reproduction quality and color.

### Short life span:

Short life span unlike magazines, which may be retained around the house for several weeks, a daily newspaper is generally kept less than a day .So an ad is unlikely to have any impact beyond the day of publication, and repeat exposure is very unlikely. Compounding this problem are the short amount of time many consumers spend with the newspapers and the possibility they may not even open certain sections of the paper. Media planners can offset these problems somewhat by using high frequency in the newspaper schedule and advertising in a section where consumers who are in the market for a particular product or services are likely to look.

### Lack of selectivity:

While newspapers can offer advertisers geographic selectivity, they are not a selective medium in terms of demographics or lifestyle characteristics. Most newspapers reach broad and very diverse groups of consumers which makes’ difficult for marketers to focus on narrowly defined market segments. For example, manufactures of fishing rods and reels will find newspapers very inefficient because of the wasted circulation that results from reaching all the newspaper readers who don’t fish. Thus ,they are more likely to use special interest magazines such as field& stream or fishing world .Any newspaper ads for their products will be done through cooperative plans where by retailers share the costs or spread them over a number of sporting goods featured in the ad.

* + 1. In some of the newspaper the advertisement space may be expensive.
    2. Newspaper can be easily discarded once read, so less chances for advertiser to covert the advertisement into leads or sale.
    3. Sometimes in some newspaper the news which is shown are false. The news are even twisted and distorted.
    4. Sometimes poor printed image quality is seen in the newspaper.

## DIGITIZATION

A large volume of information in this universe is in non-electronic or analog form. This information needs to be digitized before it can be handled by digital technologies. For example, printed information may be digitized and stored inside a computer using a scanner or a digital camera that is attached to the computer. The computer controls these devices, acquires and stores the digital images produced by them. In short, digitization refers to the process of converting an item such as printed text, manuscript, image or sound recording, picture or video into digital form. The need for digitization today whether or not you are in the information technology is high. The first step towards digitization is document imaging. Digitization, when implemented accurately, will show patterns of benefits with respect to cost and efficiency .Following are some of advantages

### Advantage of Digitization:

* + 1. **Increase in productivity:**

When all your documents are on paper, looking for a specific one will always take time. You will have to go through a number of documents before you find the one you need. When everything is digitized, it can be reduced to a minute or less. You can share, exchange, collaborate and access documents with document imaging which will also increase efficiency for your business

### Safe and secure:

Digitization enhances the security of a document and maintains the confidentiality. Since scanned documents are traceable, only certain users can access documents if necessary. Information stored on paper is degradable information as paper degrades every time it is handled manually. Document imaging keeps your data safe and easily accessible in the future.

### Disaster recovery:

When it comes to running a business, there is always a certain risk of disaster whether it is natural or man-made. Any disaster can cause major damage to paper documents affecting your business later. Document imaging will have a safe backup of your data allowing you to recover any document with a simple click.

### Environmental friendly:

Digitization will add points to your eco-friendly account. Unwanted printing of paper can be avoided which makes digitization an eco-friendly initiative. Because of digitization, lots of information has become accessible which has made life easier.

## DIGITIZATION TRENDS IN NEWS AND MEDIA INDUSTRY

The way people consume news today has changed with digitization. Traditional newspapers and media platforms are now looking at ways to deal with disruptions in the industry. The Media Industry is looking at digital avenues to attract and retain its readership.

People want news as it happens. Anything that is relevant and important to them should reach them in an instant, anytime & anywhere. The technology trends are remodeling the media landscape. Here we look at how the media industry can use digitization to reinvent itself:

### Use design thinking for content layouts:

The way people read news has changed with digital platforms. Today users spend most of the time online reading content on their mobile and tablet devices. Design thinking helps to create digital news platforms that can serve the needs of the readers. The layout of the news portal can be tailored according to the reading habits and preference of the users for fluid information flow. The content layout for the news can be chosen by users as per their preferred reading habits.

### Digital platform for news:

The digital platform can deliver news updates real time. These platforms can be updated at a higher frequency than traditional media platforms. The trending topics change quite frequently through the day and digital is the only way to stay updated with the users. The digital platform can provide instant news updates to the users. The digital platform can also enable faster publishing & reach a wide audience.

### Personalization of content & news:

When users access the news portal, they can receive the contents tailored according to their preferences & history. The personalization of content is very important with so much information overload. The users can select the categories, topics, and even content sources from social media to get tailored news. They can also choose the news layouts that they prefer.

### Managing variety of content:

Today the media industry relies on multiple types of content for reaching the users. They use high-resolution graphics, videos, articles, eBooks /magazines, Info graphics, polls, animations etc. All this can be managed quite effectively with an online platform. The interactive content is integral to keep the consumers engaged today.

### Social sharing:

The digital newspapers can be generated for the users based on the topics of their interest. Every user can get the personalized copy of the e-paper according to their preferences. The users can also share this personalized copy of the newspapers using a web link on social media networks like Facebook, Twitter, Whatsapp etc. This creates a unique and compelling social sharing experience.

### Targeted advertisements:

The digital platform gives access to specific demographics that advertisers are looking for. Brands can get more mileage from their ads on digital media by choosing the right age group, country, location, time and users. The advertisements can be placed in contextual settings. The targeted reach and advertisements can delivery much better Return on investment than traditional media.

### Expansion and reach:

With the digital platform companies can serve a wide range of locations and target a wider readership. The cost of expansion and improving the reach is minimal. The companies can also use the same digital infrastructure to expand to other locations. Some of the media companies curate content to serve their readers from specific geographies and particular topics.

### Digital magazines:

The content on the portal can also be used to launch digital magazines. The digital editions can be made available to the subscribed users. The engaging stories and most powerful content can be segregated based on popularity metrics to create automated digital editions. The digital magazines can be shared on social media, push notifications and newsletters etc.

### Online marketplace & groups:

The digital edition of the newspaper can also facilitate online marketplace and groups for users. For e.g. sales or rental information for house, cars etc can be posted online, obituaries, classified ads etc. can be covered in the digital newspaper. The digital edition can also provide provision where users and groups can post content or news items to the portal.

### Data analytics for key metrics:

The digital platform allows the media companies to track its data minutely. With data analytics, companies can analyze the user demographics, the most popular content, type of content, key locations, topics, most popular times, traction for advertisers etc. The complete administrative activities of the media company can be managed using digitization. A digital platform allows rigorous analysis of data and key performance indicators to be tracked closely.

## SOCIO ECONOMIC IMPACT OF E-NEWSPAPER

Today, in the digital environment digitization has become one of the key activities in the libraries, which is an excellent way of providing access to library materials. Through digitization, libraries are able to access, preserve, maintain the digital collections easily and provide effective services to the user requirements. Newspaper-services is considered as one of the important services provided by the libraries, which provide up to date and timely information to the users. Newspapers are the major channel of communication and main sources of information on current topics on all aspects of a country’s social, economic, political and cultural life as well as pursuit latest trends on different subjects or topics. For decades, even hundreds of years after their publication, researches of all kinds turn to newspapers for information relating to their needs. However, it is not easy to provide access to newspaper texts because of the very poor nature of the paper the newspaper was printed on. In order to get ease of access to its news content, there is a great need for digitization of newspaper. Digitization has increased the means to make newspapers more readily available by adding advanced search features to access texts. Because of their heavy use, newspapers are seen as an important part in the Libraries digitization programmers.

The environmental impact of paper is significant, which has led to changes in [industry](https://en.wikipedia.org/wiki/Paper_industry) and behavior at both business and personal levels. With the use of modern technology such as the [printing press](https://en.wikipedia.org/wiki/Printing_press) and the highly mechanized [harvesting](https://en.wikipedia.org/wiki/Forest_harvester) [of wood](https://en.wikipedia.org/wiki/Forest_harvester), [disposable](https://en.wikipedia.org/wiki/Disposable) paper became a relatively cheap commodity, which led to a high level of consumption and [waste](https://en.wikipedia.org/wiki/Waste). The rise in global environmental issues such as air and water pollution, climate change, overflowing landfills and [clear-cutting](https://en.wikipedia.org/wiki/Clearcutting) have all lead to increased government regulations. There is now a trend towards [sustainability](https://en.wikipedia.org/wiki/Sustainability) in the [pulp and paper industry](https://en.wikipedia.org/wiki/Pulp_and_paper_industry) as it moves to reduce clear cutting, water use, greenhouse gas emissions, fossil fuel consumption and clean up its impacts on local water supplies and air pollution.

A direct comparison may not be feasible, however, you can learn about the environmental issues associated with paper and digital media and explore how we can green our own reading habits.

**Paper and digital media do have some common environmental issues including:**

* Extracting materials, whether it is logging trees or mining minerals and metals, damages and pollutes the surrounding land and water harming wildlife and people.
* Making paper and manufacturing electronic devices requires huge amounts of energy and water.
* Transporting everything from raw materials to finished goods via fossil fuel powered trucks, ships, cars, and airplanes produces greenhouse gases and air pollution.
* Manufacturing facilities, warehouses, retail stores, data centers, and libraries require energy and water to operate.
* Throughout its life cycle, each product generates nontoxic and toxic waste, including during recycling.

### DATA ANALYSIS AND INTERPRETATION

### TABLE 4.1

**AGE WISE CLASSIFICATION OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Age** | **No of Respondents** | **Percentage of Respondents** |
| 21-29 | 20 | 40% |
| 30-39 | 19 | 38% |
| 40-49 | 8 | 16% |
| Above 50 | 3 | 6% |
| Total | 50 | 100% |

### Source: Primary data

**FIGURE 4.1**

### AGE WISE CLASSIFICATION OF RESPONDENTS

45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

40%

38%

Percentage

16%

6%

21-29 30-39 40-49 Above 50

**INTERPRETATION**

From the above table and Figure 4.1 ,40% of the users belonging to the age group of 21-29 years.38% are belonging to 30-39 years.16% belongs to 40-49 years and remaining 6% belongs to above 50 years.so from this analysis it is clear that youngsters are mainly used this electronic media.

### TABLE 4.2

**AWARENESS LEVEL OF RESPONDENTS ABOUT**

**E-NEWSPAPER**

|  |  |  |
| --- | --- | --- |
| **Opinion** | **No of respondents** | **Percentage of**  **respondents** |
| YES | 50 | 100 |
| NO | Nil | Nil |
| TOTAL | 50 | 100 |

### Source: Primary data

**FIGURE 4.2**

### AWARENESS LEVEL OF RESPONDENTS ABOUT

### E-NEWSPAPER

**INTERPRETATION**

Table and Figure 4.2 shows that 100% of the respondents are aware of E- newspaper technologies

### TABLE 4.3

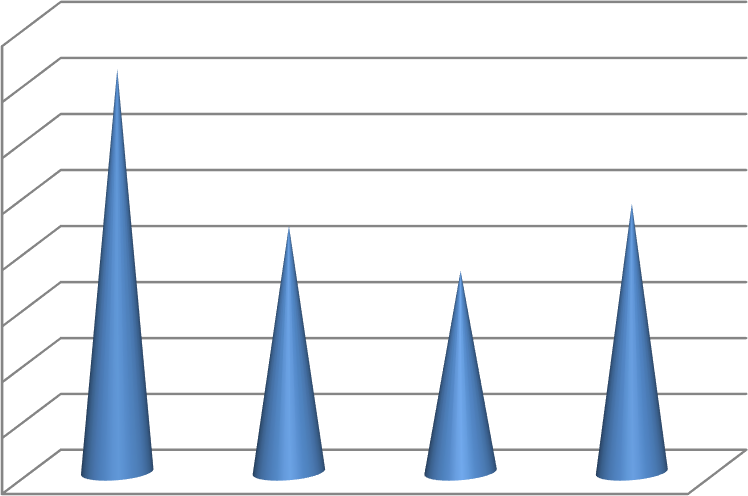
**READING HABITS OF E- NEWSPAPER**

|  |  |  |
| --- | --- | --- |
| **choices** | **No. of respondents** | **Percentage of**  **respondents** |
| Daily | 18 | 36 |
| Weekly | 11 | 22 |
| Monthly | 9 | 18 |
| Occasionally | 12 | 24 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.3**

### READING HABIT OF E- NEWSPAPER



40%

35%

30%

25%

20%

Percentage

15%

10%

36%

22%

18%

24%

5%

0%

Daily

Weekly

Monthly Occasionally

### INTERPRETATION

Table and Figure 4.3 shows 18 people around 36% are reading digital newspaper daily.24%.12 people use this occasionally .22% of the respondents are read weekly, remaining 18% read twice in a week. So it is clear from above table and chart that most of respondents have daily habits of reading this digital newspaper

### TABLE 4.4

### CHOICE OF E-NEWSPAPER

|  |  |  |
| --- | --- | --- |
| **Choices** | **No.of Respondents** | **Percentage of respondents** |
| Mathrubhoomi | 22 | 44 |
| Manorama | 12 | 24 |
| The Hindu | 10 | 20 |
| Deshabhimani | 6 | 12 |
| Total | 50 | 100 |

**Sources: Primary data**

### FIGURE 4.4

### CHOICE OF E-NEWSPAPER

50%

45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

Percentage

20%

Mathrubhoomi Manorama The Hindu Deshabhimani

12%

44%

24%

**INTERPRETATION**

Table and Figure 4.4 shows, around 44% are of users of the mathrubhoomi E newspaper .around 24% are using Manorama as their e newspaper. The Hindu E newspaper used by 10 people and remaining 12% are using Deshabhimani.so it is clear that Mathrubhoomi is the mostly used E newspaper among the response of 50 respondent

### TABLE 4.5

**DEVICES USED BY RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Devices** | **No of respondents** | **Percentage of respondents** |
| Laptop | 8 | 16 |
| Mobile phones | 40 | 80 |
| Tablet | 2 | 4 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.5**

### DEVICE USED BY RESPONDENTS

4%

16%

Laptop

Mobile phones Tablet

80%

**INTERPRETATION**

Table and Figure 4.5 shows, 80% of the respondents are used mobile phones for reading the news’s through digital newspaper, and around 16% are using Laptop and only very small percent that is,4% are using tablets for reading the news’s .It can concluded that mobile phones are major device used for reading newspaper.

### TABLE 4.6

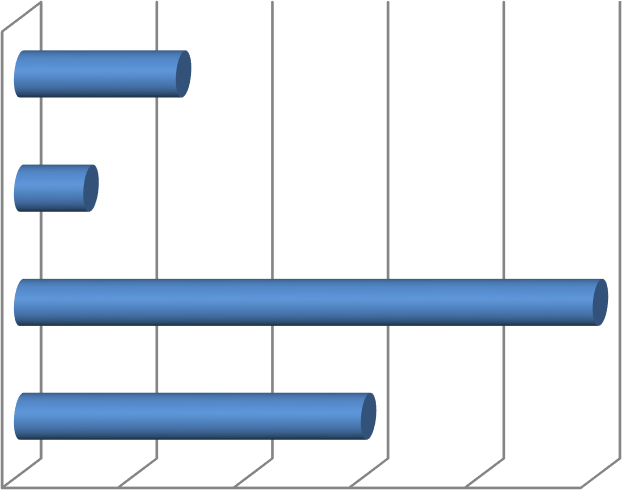
**REASON FOR READ ONLINE NEWS**

|  |  |  |
| --- | --- | --- |
| **Reasons** | **No of respondents** | **Percentage of respondents** |
| For Local information | 15 | 30 |
| For general news | 25 | 50 |
| For Entertainment | 3 | 6 |
| For sports news | 7 | 14 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.6**

### REASON FOR READ ONLINE NEWS



Sports News

14%

Entertainment

6%

Percentage

General News

50%

Local info

30%

0%

10%

20%

30%

40%

50%

**INTERPRETATION**

Table and Figure 4.6 shows, among 50 respondents, around 50% are using this E newspaper for getting general newses.30% of the respondents are using for getting local information,14% of the respondents used for accessing sports news, remaining 6% are for used getting entertainment. Thus Mainly all people are using this E newspaper for accessing General news which happen in our surrounding

### TABLE 4.7

### FEATURES ATTRACTED

|  |  |  |
| --- | --- | --- |
| **Features** | **No of respondents** | **Percentage of respondents** |
| Easy convenience | 15 | 30 |
| Easy to carry | 4 | 8 |
| Easy search tool to locate | 6 | 12 |
| Any time anywhere access | 25 | 50 |
| Total | 50 | 100 |

**Sources: Primary data**

### FIGURE 4.7 FEATURES ATTRACTED

Any time any where

access

50%

easy search tool to locate word

12%

Percentage

Easy to carry

8%

Easy convenience

30%

0

20

40

60

**INTERPRETATION**

Table and Figure 4.7 shows, among 50 respondents, around 50% of the respondents attracted the feature that E newspaper can be access at any time at anywhere.30% are of the opinion that it is easy convenient.12% of the respondent’s opinion was easy search tool to locate the words that they are looking for.

### TABLE 4.8

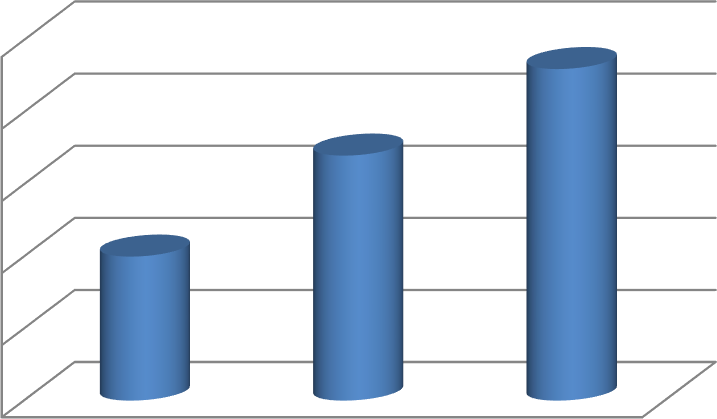
**NEWS COVERAGE OF E NEWS PAPER**

|  |  |  |
| --- | --- | --- |
| **Opinions** | **No of Respondents** | **Percentage of Respondents** |
| Disagree | 10 | 20 |
| Neutral | 17 | 34 |
| Agree | 23 | 46 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.8**

### NEWS COVERAGE OF E NEWSPAPER



50

40

30

46%

Percentage

20

34%

10

20%

0

Disagree

Neutral

Agree

**INTERPRETATION**

Table and Figure 4.8 shows, 46% of the people agreed that E-newspaper covers all news’s online. News coverage online is neutral as compared to the traditional newspaper(34%) and remains 20% of respondents disagree to the view of the news coverageonline

### TABLE 4.9

**FACTORS INFLUENCING E-NEWS READING**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Factors** | **Disagree** | **%** | **Neutral** | **%** | **Agree** | **%** |
| Attractiveness | 10 | 20 | 15 | 30 | 25 | 50 |
| Defining  Problem | 12 | 24 | 13 | 26 | 25 | 50 |

### Sources: Primary data

**FIGURE 4.9**

**ATTRACTIVENESS AND DEFINING PROBLEM**

60%

50%

50%

50%

40%

30%

30%

24%

26%

20%

Disagree

Neutral Agree

20%

10%

0%

Attractiveness

Defining problem

**INTERPRETATION**

Table and Figure 4.9 shows, 50% of respondents opinion is that E-Newspaper technology is attractive and defines every problem clearly.20% disagree with the opinion that digital newspaper is attractive, 24% are of respondents said that E- newspaper technology fails to define problem properly.30% have the opinion of attractiveness of E-newspaper is neutral &26% of respondents says that defining problem is also in a neutral way.

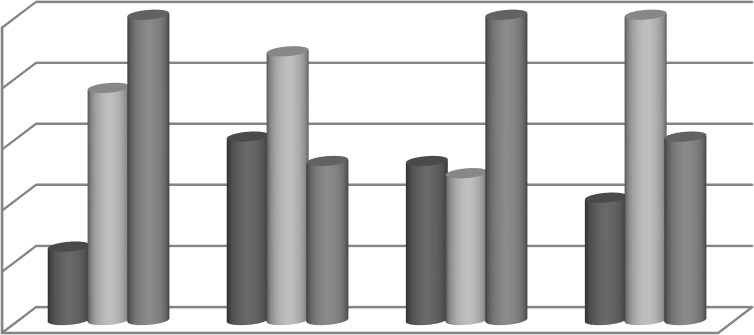
### TABLE 4.10

## TABLE SHOWING FACTORS INFLUENCED FOR READING

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Factors** | **Disagree** | **%** | **Neutral** | **%** | **Agree** | **%** |
| Constantly  updated | 6 | 12 | 19 | 38 | 25 | 50 |
| Easy to  obtain info | 15 | 30 | 22 | 44 | 13 | 26 |
| Express  opinions | 13 | 26 | 12 | 24 | 25 | 50 |
| In-depth info | 10 | 20 | 25 | 50 | 15 | 30 |

### Sources: Primary data

**FIGURE 4.10 FACTORS INFLUENCED**



50%

50%

50%

50%

44%

38%

40%

30%

26%

30%

30%

26% 24%

20%

20%

12%

10%

Disagree

Neutral

Agree

0%

Constantly Easy to obtain

Updated info

Express

Opinions

In-depth info

**INTERPRETATION**

Table and Figure 4.10 shows, majority of respondents agree that they read the news online because news’s are constantly updated, and they can express their opinions on these-newspaper.

### TABLE 4.11

**WRITING COMMENTS ON ARTICLE**

|  |  |  |
| --- | --- | --- |
| **Opinion** | **No of Respondents** | **Percentage of**  **respondents** |
| Yes, most of the time | 10 | 20 |
| Yes, sometimes | 15 | 30 |
| No, Never | 25 | 50 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.11**

### WRITING COMMENTS ON ARTICLE

No,never

50%

Yes,Sometimes

30%

Percentage

Yes,Most of times

20%

0%

20%

40%

60%

**INTERPRETATION**

Table and Figure 4.11 shows, around 50% of the respondents not used to comment anything on this E newspaper, they use this only for reading news’s. But 30% of people sometimes made comments on the reading article.

### TABLE 4.12

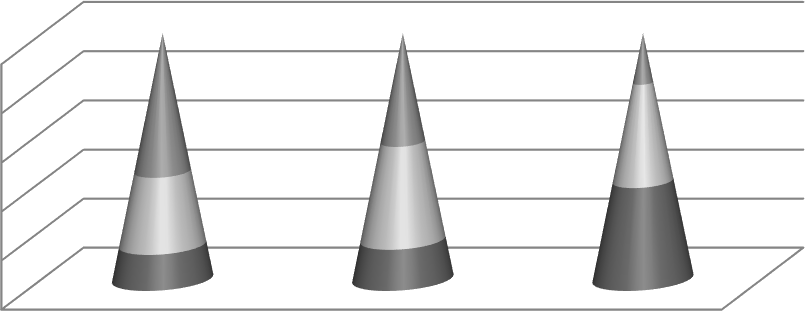
**FEATURES INFLUENCED FOR ELECTRONIC READING**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Factors** | **Disagree** | **%** | **Neutral** | **%** | **Agree** | **%** |
| Access instant info that will not published in printed media | 7 | 14 | 15 | 30 | 28 | 56 |
| Get main issues of the day | 8 | 16 | 20 | 40 | 22 | 44 |
| Get info from a wide  range of view point | 20 | 40 | 20 | 40 | 10 | 20 |

### Sources: Primary Data

**FIGURE 4.12**

### FEATURES INFLUENCED FOR ELECTRONIC READING



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 100% |  |  | 20% |  |
| 80% | 56% | 44% |  |
| 60% |  |  | 40% |
| 40% | 30% | 40% |  | Agree |
| 20% | 14% | 16% | 40% | Neutral  Disagree |
| 0% |  |  |  |  |

**INTERPRETATION**

Table and Figure 4.12 shows, the main reason of read the E newspaper is that, they can access instant to information that will not be necessarily be published in the traditional news media and also they will get main issues of the day.40% of people disagree to the opinion that getting information from wide range of view point.

### TABLE 4.13

**ACCURACY OF THE ONLINE NEWS COVERAGE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Choices** | **Excellent** | **%** | **Good** | **%** | **Poor** | **%** |
| Mathrubhoomi | 14 | 28 | 30 | 60 | 6 | 12 |
| Manorama | 12 | 24 | 28 | 56 | 10 | 20 |
| The Hindu | 22 | 44 | 28 | 56 | 0 | 0 |
| Deshabhimani | 6 | 12 | 20 | 40 | 24 | 44 |

### Sources: Primary data

**FIGURE 4.13**

### ACCURACY OF THE ONLINE NEWS COVERAGE

70%

60%

60%

56%

56%

50%

44%

40%

48%

40%

Excellent

30%

28%

24%

20%

Good

20%

12%

12%

Poor

10%

0%

Mathrubhoomi Manorama

The Hindu Deshabhimani

**INTERPRETATION**

Table and Figure 4.13 shows, Electronic versions like Manorama, Mathrubhoomi ,and The Hindu maintains a good accuracy in their news coverage.48% opted that Deshabhimani has poor in their online news coverage .In case of The Hindu news 44% had the opinion that it was excellent and remaining 56% are also said news coverage in online are good. No one had the opinion of poor. In case Mathrubhoomi, 60% said that news coverage are good, only very small percentage of people had the opinion of poor. Likewise in case Manorama, respondents said that online news coverage is good

### TABLE 4.14

**BENEFITS OF E NEWSPAPER OVER PRINTED NEWSPAPER**

|  |  |  |
| --- | --- | --- |
| **Barriers** | **No of respondents** | **Percentage of**  **respondents** |
| Time | 24 | 48 |
| Availability | 20 | 40 |
| Cost | 6 | 12 |
| Total | 50 | 100 |

### Sources: Primary Data

**FIGURE 4.14**

### BENEFITS OF E NEWSPAPER OVER PRINTED NEWSPAPER

12%

48%

40%

Time

Availability Cost

**INTERPRETATION**

Table and Figure 4.14 shows, around 48% of users had the opinion that time is the major barriers that will be overcome by using the digital version of newspaper.40% of the respondents said that issue of non-availability is another problem that can be overcome by using E newspaper. Cost is also considered to be a major issue to some of the respondents.

### TABLE 4.15

### FAIRNESS OF REPORTING

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Choices** | **Excellent** | **%** | **Good** | **%** | **Poor** | **%** |
| Mathrubhoomi | 15 | 30 | 25 | 50 | 10 | 20 |
| Manorama | 10 | 20 | 25 | 50 | 15 | 30 |
| The Hindu | 27 | 54 | 20 | 40 | 3 | 6 |
| Deshabhimani | 0 | 0 | 18 | 36 | 32 | 64 |

**Source:Primary data**

### FIGURE NO 4.15 FAIRNESS OF REPORTING

70%

64%

60%

54%

50%

50%

50%

40%

40%

36%

30%

30%

30%

Excellent

Good poor

20% 20%

20%

10%

6%

0%

Mathrubhoomi Manorama

The Hindu

Deshabhimani

**INTERPRETATION**Table and Figure 4.15 shows, Both Mathrubhoomi and Manorama have good fairness of reporting. Around 54% of the respondents had the opinion that The Hindu Newspaper has excellent fairness of reporting. But Majority people said that Deshabhimani had poor in their reporting

### TABLE 4.16

**E NEWSPAPER BY PAYING SUBSCRIPTION**

|  |  |  |
| --- | --- | --- |
| **Opinion** | **No of respondents** | **Percentage of**  **respondents** |
| Yes | 15 | 30 |
| No | 35 | 70 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.16**

### E NEWSPAPER BY PAYING SUBSCRIPTION

30%

Yes

No

70%

**INTERPRETATION**

Table and Figure 4.16 shows, 70% of people use the E newspaper without paying subscription and remaining 30 %are only paying subscription.

### TABLE 4.17

### BARRIERS OF E NEWS PAPER

|  |  |  |
| --- | --- | --- |
| **Opinion** | **No of respondents** | **Percentage of**  **respondents** |
| Yes | 25 | 50 |
| No | 25 | 50 |
| Total | 50 | 100 |

**Soures:Primary data**

### FIGURE 4.17

### BARRIERS OF E NEWS PAPER

50%

50%

Yes

No

**INTERPRETATION**

Table and Figure 4.17 shows, whether the respondents are suffering any barriers while using digital version of newspaper. Among 50 respondents 25 had the opinion that they have some of problem suffered and remaining 25 does not suffer any barriers.

### TABLE 4.17 (A)

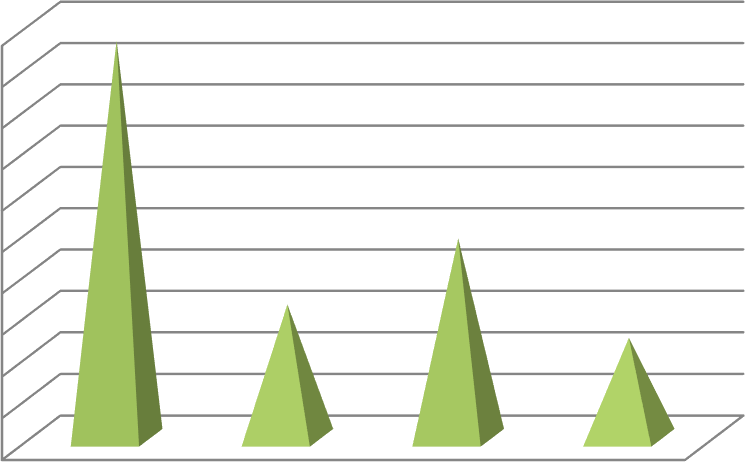
### OBSTACLES FACED BY RESPONDENTS

|  |  |  |
| --- | --- | --- |
| **Barriers** | **No of respondents** | **Percentage of**  **respondents** |
| Connectivity problem | 12 | 48 |
| Health issues | 4 | 16 |
| False news’s | 6 | 24 |
| Lack of clarity | 3 | 12 |
| Total | 25 | 100 |

**Sources: Primary data**

### FIGURE 4.17 (A)

### OBSTACLES FACED B RESPONDENTS



48%

50%

45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

24%

16%

12%

Percentage

Connectivity

problem

Health

issues

False news’s

Lack of

clarity

**INTERPRETATION**

Table and Figure 4.17(A) shows, 48% of the people suffering the problem of connectivity.24%of respondents had suffered the problem of false publications. Around 16% had the opinion that continuous usage of this electronic newspaper leads health issues. And remaining 12% said that there was lack of clarity in news writing.

**TABLE 4.18**

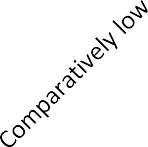
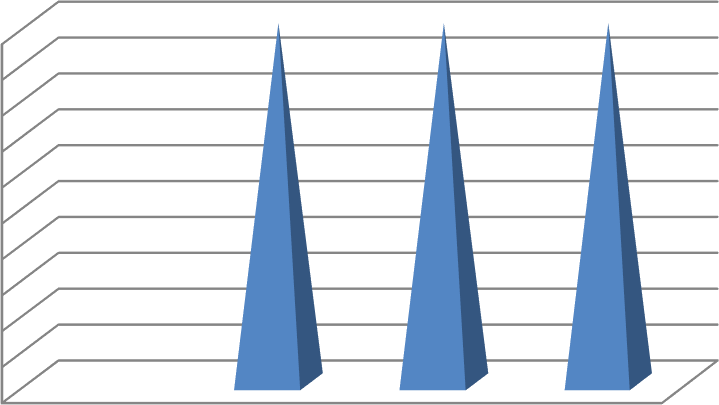
**COST OF DIGITAL NEWSPAPER**

|  |  |  |
| --- | --- | --- |
| **Factors** | **No of respondents** | **Percentage of**  **respondents** |
| High | Nil | Nil |
| Medium | 25 | 50 |
| Comparatively low | 17 | 34 |
| No change | 8 | 16 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.18**

### COST OF DIGITAL NEWSPAPER



100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

50%

34%

16%

Percentage

**INTERPRETATION**

Table and Figure 4.18 shows,50% of the respondents were said that the cost of E newspaper as a substitute to printed media is in a medium range.34% had the opinion that cost is comparatively low. But 16% said that there is no change in the cost of newspaper. None of the respondents says that the cost is too high.

### TABLE 4.19

**E NEWS PAPER IS A CLEAR SUBSTITUTE FOR PRINTED NEWSPAPER**

|  |  |  |
| --- | --- | --- |
| **Opinion** | **No of respondents** | **Percentage of**  **respondents** |
| Yes | 23 | 46 |
| No | 27 | 54 |
| Total | 50 | 100 |

### Sources: Primary data

**FIGURE 4.19**

### E NEWS PAPER IS A CLEAR SUBSTITUTE FOR PRINTED NEWSPAPER

46%

Yes

No

54%

**INTERPRETATION**

Table and Figure 4.19 shows, around 46% had the opinion that this E newspaper is clear substitute for printed media, because its accessibility and news’s are constantly updated. But remaining 54% had said that it never be a clear substitute for printed.

## FINDINGS:

* + - All the respondents in this study are aware of the E newspaper facilities provided by newspaper industry as a substitute to printed newspapers.
    - Age has an impact on using this E newspaper technology. Mostly it was used by youngsters in the age category of 21-40years.Aged people above 50 years are mainly avoid to read this facility. This is because they mainly prefer printed media
    - It has been found that this E newspaper facilities are mainly used by workers ,or the people don’t have enough time to read printed newspaper daily
    - Most of the respondents are depends on E-news daily as they get enough time to read
    - Majority of the respondents are using Mathrubhoomi digital newspaper for reading news.
    - The main reason people choose E newspaper is because for getting general news, and also to know the accurate information which happened around the locality
    - The main feature that attracted by the people for using E newspaper is that the news can be accessed at any time at anywhere, and it is convenient too.
    - The online newspapers are attractive, as it discloses news very clearly, and it also covers almost all areas.
    - It is found that people read the news online because news’s are constantly updated.
    - Findings that, people use this E newspaper because they can express their opinions on issues covered by the news sites.
    - It is found that people read online news to find specific information that they are looking for.
    - Some of the respondents (50%) are only used to write comments on the article published.
    - It is found that, people read online news because they will get main issues of the day at the time of occurrence.
    - It is found that fairness of reporting is good in almost all digital newspaper selected for the study
    - The accuracy of Hindu newspaper shows excellence in their news coverage. Good in Mathrubhoomi, Manorama, and very poor in Deshabhimani
    - It is found that one of the main barriers which overcome while using this digital newspaper instead of print media is time and availability.
    - Majority (50%) of the people are suffering some form of difficulties by using digital newspaper. That is Mainly connectivity problems
    - Health issues are another major difficulties raised while using E newspaper technology
    - The cost of digital newspaper is comparatively low as compared to printed newspapers.
    - Youngsters aged between 21-40 years and salaried people have the opinion that this E newspaper is a clear substitute for printed newspaper. But above 50 years respondents are interested to read printed newspaper.
    - Less effort is taken by the people for reading online news. They always go through the major points only. There is no possibility for a detailed reading.
    - Audio &Video facility reduces reading habit of the people.

## SUGGESTIONS:

* News Paper industry, should make this online news’s to be some more attractive, otherwise readers will not be interested to read.
* E newspaper facilities mainly used by youngsters, so maximum attention should give to all categories of people.
* Sometimes there is an occurrence of fake information in the online news media. So try to avoid such inclusions. Otherwise it will affect the reader’s towards such newspaper.
* There is a subscription cost for subscribing the online news’s, so try to reduce the cost as much as possible to attract the readers.
* They should try to avoid publishing long news’s. Because busy people can’t read everything mentioned in that. So news’s should be in precise and clear format.
* Try to introduce some videos to the side of news’s. Then it can be helpful to accessible by the illiterate people also
* There is a chance for reporting the news’s favorable to some parties. So try to avoid maximum of such news’s. And publication should be in impartial way.

## CONCLUSION:

An online newspaper is the online version of the newspaper that allows the customer to have a soft copy of the newspaper than the hard copy. However, electronic services cannot achieve expected benefits if it is not clearly used by the users. Therefore, the main objective of the study is mainly identifying the socio economic impact of E newspaper.so such socio economic impacts are identified. These are easy convenience; news’s are constantly updated, cost, difficulties of using digital media etc. In short, it helps in saving money and time that is required in getting the newspaper

The study on socio economic impact of E newspaper as a substitute to printed media thus assumes a greater significance in the current world because of introducing a new form and style which combines many of the qualities of printed paper with the advantages of electronic media the ability to deliver new edition instantly and without the need to print copies and transport them over distances to thousands of retail outlets and millions of subscribers.

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## APPENDICES

1. Name: ………..

1. Occupation: ……..
2. Age:

21-29 40-49

30-39 Above 50

1. Are you aware of E newspaper? Yes No
2. How often do you read E newspaper?

Daily Weekly

Monthly Occasionally

1. Which newspaper are you choice for read? Mathribhoomi Manorama

Deshabhimani The hindu

1. While reading an E newspaper, what type of device do you use? Laptop Mobile phone Tablet
2. Reason for you read online newspaper?

For local info For entertainment

For general news For sports news

1. What are the features that attracted to you? Easy convenience Easy to carry

Easy search tools to locate words Anytime anywhere access to news

1. News coverage of E-newspaper

Disagree neutral agree

1. Rate the newspaper according to the given basis?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Disagree | Neutral | Agree |
| Attractive |  |  |  |
| Defining Problem |  |  |  |

1. Rate the level of agreement with the following 1-3 scale

|  |  |  |  |
| --- | --- | --- | --- |
|  | Disagree | Neutral | Agree |
| People read the news online because the  news is constantly updated |  |  |  |
| People read the news online because of  information is easy to obtain |  |  |  |
| People read the news online because they  can express their opinions on issues covered by the news sites |  |  |  |
| People read the news online because they  can get more in depth information on web |  |  |  |

1. Do you write comments on article in online newspaper? Yes,most of the time

Yes,sometimes No,never

1. Rate the level of agreement with following scale

|  |  |  |  |
| --- | --- | --- | --- |
|  | Disagree | Neutral | Agree |
| People read the news online to keep with  the main issue of the day |  |  |  |
| People read the news online because they can get information from a wide range of  view point |  |  |  |
| People read the news online because they can get access to information that will not necessarily be published in the traditional news media |  |  |  |

1. Accuracy of the newspaper coverage online

|  |  |  |  |
| --- | --- | --- | --- |
|  | Excellent | Good | Poor |
| Deshabhimani |  |  |  |
| Mathrubhoomi |  |  |  |
| Manorama |  |  |  |
| The Hindu |  |  |  |

1. What kind of barriers would be overcome from printed media by way of using this digital version?

Time Availability Cost

1. Fairness of reporting:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Excellent | Good | Poor |
| Deshabhimani |  |  |  |
| Mathrubhoomi |  |  |  |
| Manorama |  |  |  |
| The Hindu |  |  |  |

1. Do you read newspaper by paying subscription? Yes No
2. Do you suffer any barriers while using this digital newspaper? Yes No
3. If Yes,mention which among the following Connectivity problem false news

Lack of clarity Health issue

1. If Yes,mention which among the following Connectivity problem false news

Lack of clarity Health issue

1. How will you evaluate the cost of the digital (E newspaper) as a substitute to printed media?

High Medium

Comparatively Low No change

1. Do you think that this E newspaper is a clear substitute for printed media?
   1. Yes
   2. No