

NEW MEDIA AND NEWS

A study on the online news consumption habits

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Abstract : The purpose of the study was to understand the online news consumption habits. The study was conducted using survey method. For better results age was considered as a variable. The results showed the high level of influence by social media in the news consumption of people. Most of them prefer digital devices to access news and get involved with social media pages, forums etc. The results of the study can be used by social media analysts, app developers, news houses as well as journalists.

IndexTerms – News consumption, digital devices

INTRODUCTION

John Bogart has given this comment that became synonymous to news. When a dog bites a man that is not news, because it happens so often. But if a man bites a dog, that is news. But sometimes, when a dog bites a man and the man is a famous film star, it definitely become a big news. It is said that the letters in the word “NEWS” is derived from the four directions: N orth E ast W est S outh. This shows that news can come from everywhere. News is the report of a current event, something that was not known, information of recent events and happenings.

News is a magical question faced by every journalist. The term news is relatively a recent origin. It appeared as new is in 1423, newyes in 1485 and newsed in 1523. Only after 1550 it became news. The concept of journalism is closely related to daily activities today. The day to day events are the ingredients of any news medium. The term journalism emerged from Diurnals which depicts daily activity. Diurnals coined from a Latin term meaning Day. As a result of gradual transformation process we used to denote the term journalism for the business or practice of writing and producing newspapers or periodicals. The French term jour means day. It is assumed that diurnal could have first transmuted into French journal and then borrowed by the English through a linguistic progression. A lot of incidents are happening every moment all over the world. All such happening are news; but all of them do not appear in mass media. News can be categorized as Personal news and Social news.

The concept of news is as old as human beings. Eventhough it is believed “man is the topmost/noble creation of god”, the concept of god itself is part of culture and civilization. In this sense, concept of news is older than the concept of god. Before the era of newspapers, radio, television news exchange orally. Public announcements with the backing of drums and megaphones mark oldest methods of transmitting information are different forms of vocally transmitted exchanges.

Local markets were the important distributors of news once. Mass media were not full-fledged in those days. People assembled in local markets to exchange goods. They shared not only goods and services but also shared events and experiences in person. Inns, which provided accommodation facilities to travelers, also contributed a lot in exchanging happenings. Most of the shared matters were extremely personal. Stories, gossips and praises of kings, local leaders and celebrities also exchanged.

These types of news distribution methods have disappeared in modern society. Markets are not even a place of interaction today. But people gather, talk and share feelings and experience. It is a continuous process. Day by day or moments by moments, it is continuing. Personal news is tamed to personal circles. They may not appear in mass media, if such news is not socially relevant. Socially relevant news is part of mass media. Such news always appears in media. While personal matters get some relevance in society, it may appear in media. Such news are defined and evaluated in various ways. Based upon editorial policies, techniques used to reap news and perspectives reflect in definitions and identification processes.

News is the record of current events. Every current event makes news. But all of them may not be recorded. Those ones, which are recorded in the sense, appeared in media. Documenting the day is the prime concern of media persons. History is the record of past events. Journalists deal current events. They record them. All recorded events become part of history, so news is defined present history. Historians consider newspapers as the important source of information because today’s news is tomorrow’s history. Thus journalists act as historians at present.

The first information report prepared by a journalist is termed as news. News satisfies preliminary questions. In most cases news become an influential thing in judgments and opinion formation. According to Turner Catledge “news is anything you did not know yesterday, what means newness is news”. Everybody who understands a language and has access to mass media recognizes news. The concept of news is not directly related to the mass media. People had begun to exchange and share news right from the beginning of human history. People of locality exchange news when they meet together .this exchange of news known as word of mouth exchange

was local specific and hardly went beyond a limited area. The development newspapers and later the broadcasting media began to act as professional agents of disseminating news to public. Thus we have come to conceive mass media primarily as an agent of news providers to people.

The Internet is slowly transforming the news media as more people are relying on online sources of news instead of traditional print and broadcast media. They surf the sites of more traditional media outlets, turn to unique online news sources such as weblogs. Websites can provide text, audio, and video information. All of the ways traditional media are transmitted to new media. The web also allows for a more interactive approach by allowing people to personally tailor the news they receive via personalized web portals, newsgroups, podcasts, and RSS feeds.

Weblogs known colloquially as blogs have become very influential since the start of the twenty-first century. Leading bloggers write their opinions on a variety of issues and thousands of people respond on message boards. Although many blogs are highly partisan and inaccurate, a few have been instrumental in breaking big stories. The digital media has global reach, allows instant access and quick reproduction. The by words of digital media are interactivity, hypertext and virtually

Electronic books are simply defined by the oxford dictionary of English, an electronic version of a printed book. In other words, while a conventional book is made of paper and printed using ink, the e-book was an electronic form of the same, which using neither paper nor ink.

Electronic books can be termed as any device that allows a user to read text or documents in much the same way as one would read through a paper book. Electronic books is a term that is used to describe or define the process of reviewing literature /books online, the content itself and all the tools that are necessary to do so. The first electronic book was the Sony Bookman which was introduced in the market in 1991. Rocket eBook of Gemstar /NuvoMedia and the peanut Reader of peanut press were some of the other e-books brought out in the late 90s.

Electronic magazines are the electronic version of print magazine that have an online presence. In much the same way that newspapers organization have discovered that importance of a web presence, magazines have also realized the advantage of making their names known the web. E-magazines may be the e-version of a printed magazine which has been placed on the web or it could be online-only magazines which have been designed specifically for the web to pay a subscription fee.

E-newspaper are the online presence of news on the internet. It exist either as an only newspaper or it could be a digital version of printed paper. It contains a digitalized blend of text, photos, graphics audio and video. Some newspaper host e-replicas of their printed copies on the web or host websites that feature news stories that are covered in print. Most of the national as well as regional newspapers have a line presence. Most of the traditional newspapers have an online presence. Newspapers like The Hindu (thehinduonline.com), The Indian Express (indianexpress.com),The Indian Express (expressbuzz.com). Online only papers do not have printed copies and are available only as soft copies. Online versions provide the reader with the options of emailing specific articles to others or printing them.

E-journal or electronic journals are journals of any nature that are broadcasted or accessed via an electronic media. The term normally refers to journals that are published on the internet or the web. They can be downloaded but as these are normally scholarly publications; they might not be available from the sellers of e-books. They are normally meant for academic learning and research. The format of e-journal closely follows that of traditional journals.

Some e-journals offer limited access to its pages. Such journals allow the user to browse through and view a few pages. Some of the e-journals are the electronic counterparts of the printed journal. They are available electronically even though their basic publication format is print. On the other hand there are pure e-journals that are devoid of printed editions. Some e-journals that are devoid of printed editions. Some e-journals are the e-version of the print edition with addition such as video or audio files.

II. REVIEW OF LITERATURE

Any study cannot be systematic without analyzing the previous works that have happened in the related fields. A review of literature indicates the relevance of some of the previous studies and theories to the investigation. For an investigation to be worthwhile, the researcher should relate to what has been carried out and conducted my previous investigations. Its purpose is to bring up to date with the current literature of the topic and form the basic and another goal. An attempt has been made in this chapter to review study and article publish, when is related to the topic.

A report from Harvard University's John F. Kennedy School of Government says, "Like the cable and broadcast revolutions, the Internet revolution is redistributing the news audience in ways that has and will continue to benefit some news outlets, while harming others" (Joan Shorenstein Center on the Press, Politics and Public Policy,2007). This research, in particular, has shown that websites of nationally known newspapers and "brand name" television websites are gaining audience members (JoanShorenstein Center on the Press, Politics and Public Policy, 2007).

A study by the World Association of Newspapers reveals that youth view the internet as their first choice for news and information. The fact is online news is abundant and easily available and people go for online news rather than the traditional media. However, research in 2011 found that TV news consumption is higher than online media and that TV is also the most credible media for youth

Mcluhan (1964) believed that media transforms the way people live "Media as extensions of our sense institute new ratios, not only among our private sense , but among our private sense ,but among themselves when they interact among themselves .in other

words he believed that media and consumers changed one another. indeed, as social media has given consumers a louder voice to sound off about and with organizations it has changed the way consumers and organizations act and interact with one another

Mohamed Haneefa K and ShymaNellikka surveyed the Indian online English newspapers to see what kind of an online presence they have, what common patterns of contents, coverage and design they have and how do they connect with the readers using the various channels available on the Internet (like Facebook, Twitter, etc).

Andreu Casero proposed a research paper based on news consumption is undergoing great changes due to the advance of digitization. In this context, ascertaining the changes in readers' consumption habits is essential for measuring the scope and effects of digital convergence and the outlook for the future. This paper aims to analyse this transformation in the specific case of young people's relationship with news reporting. This paper projected that young people's news consumption is oriented towards new media, especially social networks, whereas newspaper readership among young people is in decline. As a consequence, newspapers are no longer the primary source of information in the digital context, which does not mean that the appetite for news among young people has diminished, quite the contrary, interest in information is strong and news consumption scores highly as a civic value. The conclusions of this research suggest that profound changes are emerging in news consumption patterns and the concept of news among young people

Saadah Wok, Ezhar Tamam, Jusang Bolong, Abdul tried to explore the pattern of news media consumption and interpersonal news discussions among youth. The specific objectives of the study are (1) to determine the level of perceived news media credibility, (2) to find out the level of news media consumption, (3) to find out the extent of interpersonal news discussions, (4) to analyze the relationship between perceived media credibility and news media consumption with interpersonal news discussions, and (5) to differentiate the effect of selected demographic characteristics on news media consumption and interpersonal news discussions. The survey research design method was used in the study. Based on the findings of the study, the following conclusions are made. TV is perceived as the most credible mass media, followed by the newspapers and the Internet. This is because of current news on national and public affairs that are disseminated by both media are reliable. Internet credibility according to Malaysian youth perception is still low. There are youth who do watch TV, read newspapers, and surf the Internet. Those who are exposed to the media spent about half of an hour on TV and news per day while Internet per week. They also paid some attention to the media concerned. Their consumption varied and was high for TV, moderate for newspapers, and low for the Internet. Strasburg et al. (2010) stated that today's adolescents had unlimited access to new media technologies and uses them in a desired and undesired manner. Adolescents being the early adopters are more creative than adults. This creatively and frequently use of new communication technologies among adolescents has led to angst among parents, teachers and health care experts. Adolescents in a day on an average spend more than seven hours using media. Large number of adolescents has access to different media technologies to a bed room like television, computer, internet and a cell phone. Park (1940) noted that the function of news is to orient man and society in an actual world. Past research has found that news use enables participation by providing mobilizing information (Lemert, 1992), triggering discussions among people's networks

(Shah et al., 2005), and allowing people to reflect upon issues (Eveland, 2004). Java et al. (2007) conducted studies that looked at the motivation of online new consumers, concluding that social media fulfills a need for a fast mode of communication that "lowers users' requirement of time and thought investment for content generation" (Java et al., 2007, p. 2). In their analysis of user intentions, they found that people use Twitter for four reasons: daily chatter, conversation, sharing information and reporting news.

Studies have suggested that bloggers play the roles of commentators, factcheckers, event shapers, and even grass-root reporters for the news media. Moreover, Bui and Ma (2009) assert that blog content is not only consumed by the public but also by media professionals who want to quickly react to cues from bloggers in order to create more news for the traditional media

In a survey of 11,368 young people aged 6 to 16 in 12 European countries and Israel, Livingstone and Bovill (2001) found that, the percentage of respondents with a personal computer connected to a modem varied from 7 percent for Great Britain to 32 percent for Israel. Time spent on television and audio media was significantly higher than that spent on electronic games, video and books. Cluster analysis resulted in four major media user styles labeled as low media users, traditional media users, specialists, and screen entertainment fans

Several studies show that younger people read newspapers and watch TV news less than the older generations (Lauf, 2001; Stevenson, 1994; McCarty & Shrum, 1993). Older people are more likely to use newspapers, TV news, and magazines for information than are younger people (Lauf, 2001; Stevenson, 1994; McCarty & Shrum, 1993).

III. OBJECTIVES AND METHODOLOGY

Online news media is coming across a lot of changes and new trends. Audience is responding very positively to such changes. This period can be considered as a crucial point. Even if various studies have been conducted internationally and nationally about the response of youth to the emerging trends in online news consumption habits, very less or few focused it within a region. This chapter explains the objectives of the study along with operational definitions of important terms and the methodology used for the study.

A research objective is defined as statement of purpose for which the investigation is to be conducted. The research objectives are a statement of purpose because this is to guide to be accomplished by the researcher in conducting his research project (www.businessdictionary.com).

The broad objective of the study is to know the online news consumption habits. To materialize the goal in a meaningful way, the main objective is divided into some specific objectives

Specific Objectives:

1. To analyze the usage of online media to access news.
2. To study the role of social media in news consumption.
3. To check the participation of common people in news making

The nature of this study demands survey method. A survey is a method of gathering information from a number of individuals, known as a sample, in order to learn something about the larger population from which the sample is drawn. According to Black and Champion survey research is “The procedure for gathering information about a large number of people by collecting information from a few of them” (James and Dean 1976). Although surveys come in many forms, and serve a variety of purposes, they do share certain characteristics. In order for the objectives of a survey to be met, the results must reliably project on the larger public, from which the sample is drawn.

Survey method is most suitable for understanding the users’ beliefs, motivation and opinions. Though content analysis is possible, it takes more effort, time and cost to analyze the contents and besides, it is too difficult to categorize and analyze the huge amount of generated contents, created every day users. Here in this study the researcher used online survey method. Online electronic surveys provide the ability to conduct large-scale data collection.

The technology provides an inexpensive mechanism for conducting online surveys. Electronic surveys are becoming increasingly common and research comparing electronic vs. postal surveys is starting to confirm that electronic survey content results may be no different than postal survey content results, yet provide strong advantages of speedy distribution and response cycles. (Andrews, Nonnecke, and Preece 2003).

“A sample is a portion of people drawn from a large population. It will be representative of the population only if it has same basic characteristics of the population from which it is drawn” (Abbott, Bruce, Bordens, Kenneth, 2002). A sample can be scientifically chosen so that each individual in a population has a known chance of selection. This ensures that a sample is not selected haphazardly or uses only those eager to participate.

A properly selected sample should be able to reflect the various characteristics of a total population within a very small margin for error. There are many surveys that study the total adult population but many others that focus on selected populations: employees, academics, industry experts, computers users, or customers that use a particular product or service.

In This research study, the researcher selected survey method and the sampling is of random in nature. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population. If for some reasons, the sample does not represent the population, the variation is called a sampling error.

Random sampling is one of the simplest forms of collecting data from the total population. Under random sampling, each member of the subset carries an equal opportunity of being chosen as a part of the sampling process. For the purpose of study, a random sample of 212 respondents is taken. The samples were selected from different parts of Calicut city.

IV. ANALYSIS AND FINDINGS

Sample Selection

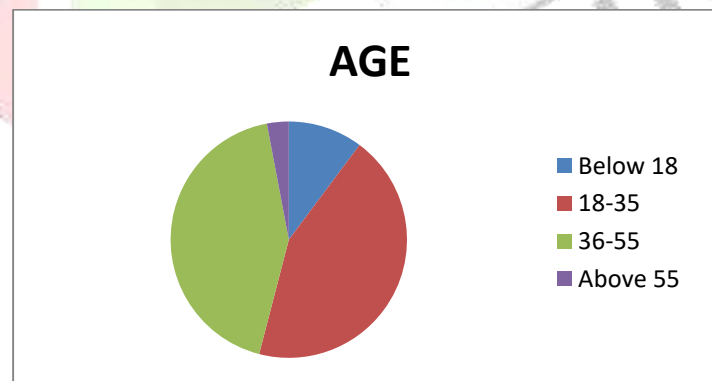


FIGURE 1

How often you read news?

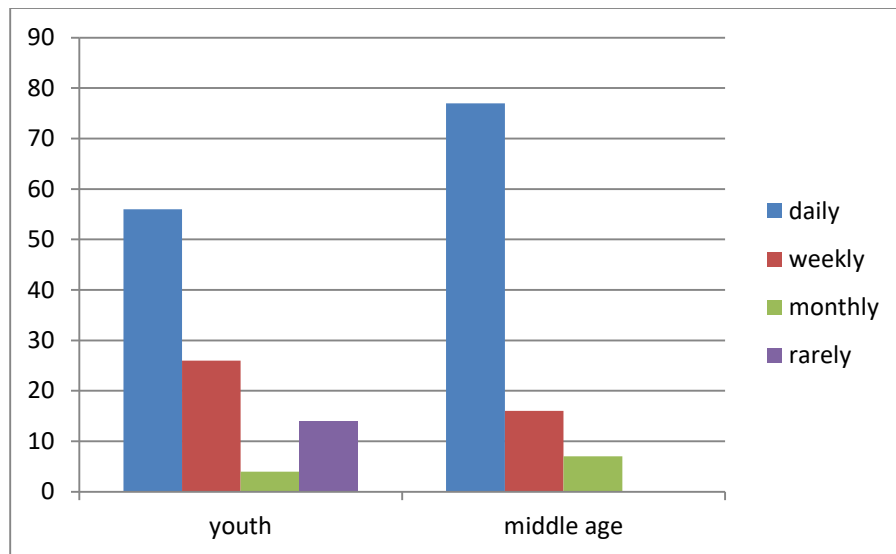


FIGURE 2

Which device you use to read online news?

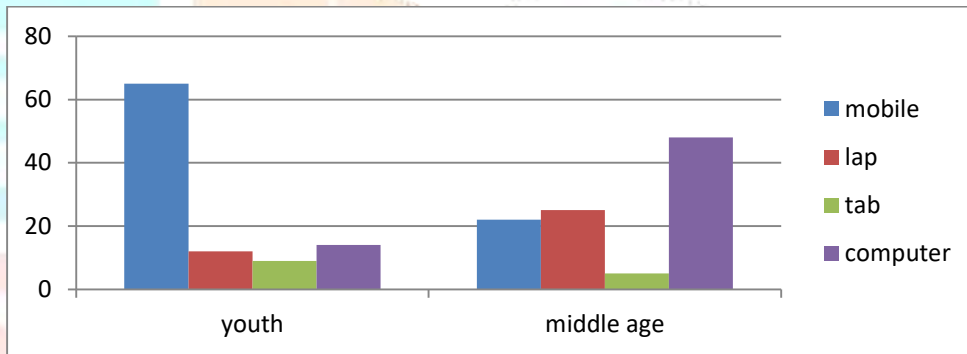


FIGURE 3

When do you typically access online news?

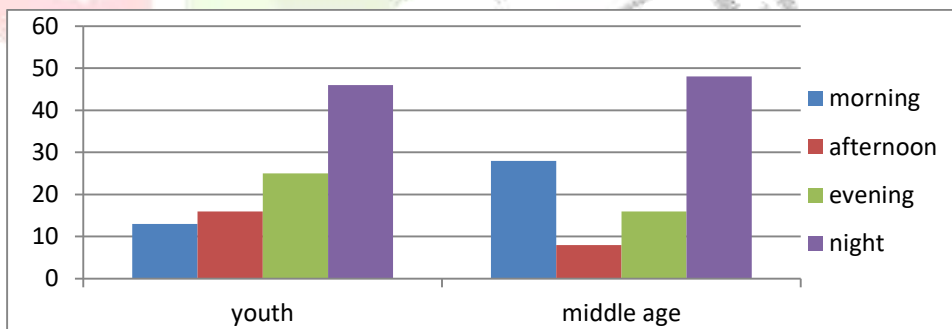


FIGURE 4

How often you use mobile apps for accessing news?

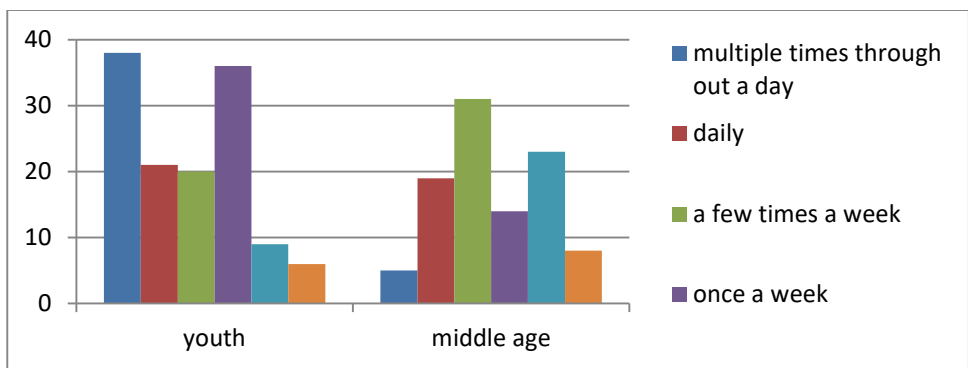


FIGURE 5

How often you use Webportal for accessing news?

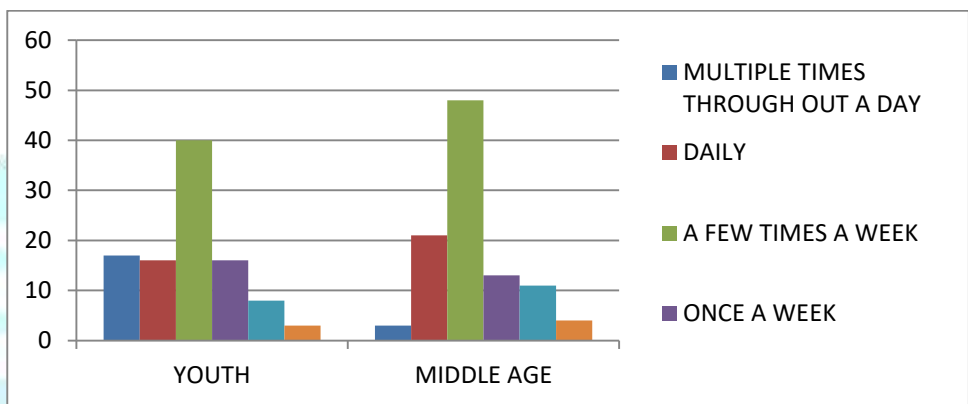


FIGURE 6

How often you use social media for accessing news?

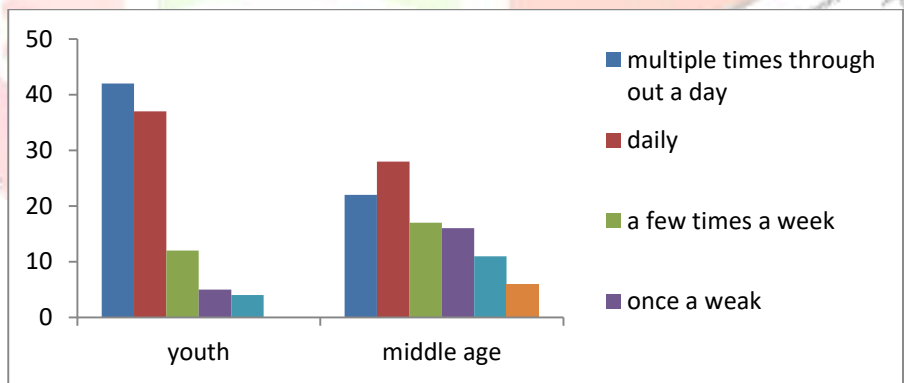


FIGURE 7

What type of online news is preferred the most?

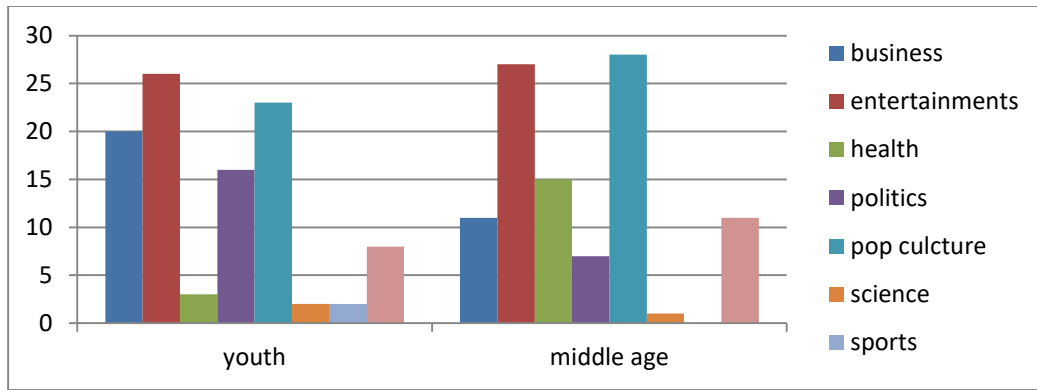


FIGURE 8

For what purpose you use social media?

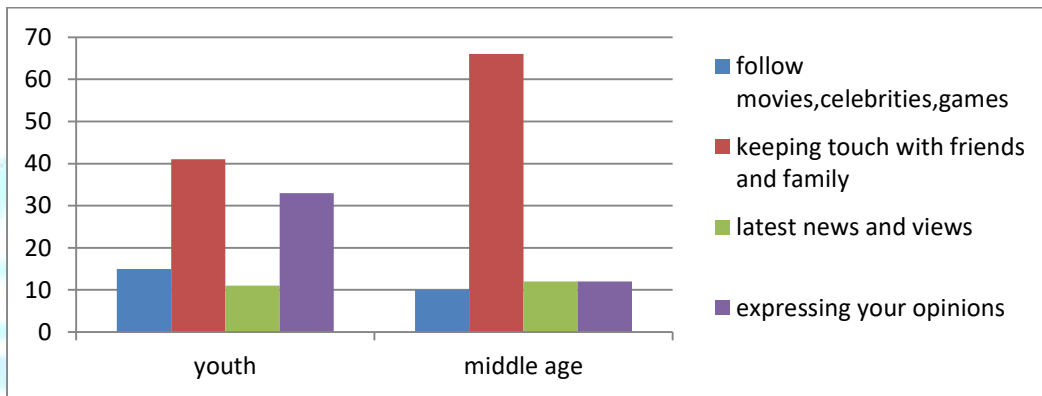


FIGURE 9

Do you believe the news from social networking sites?

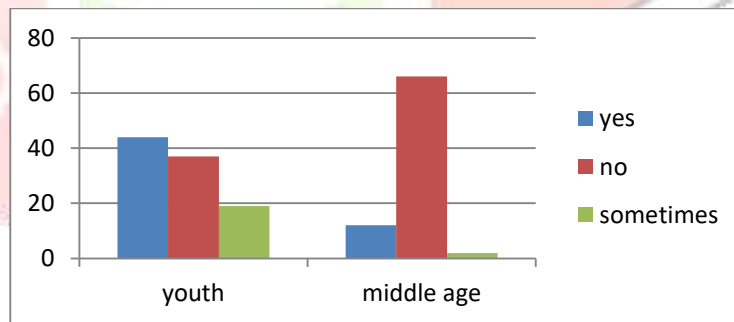


FIGURE 10

From where do you get news in social media?

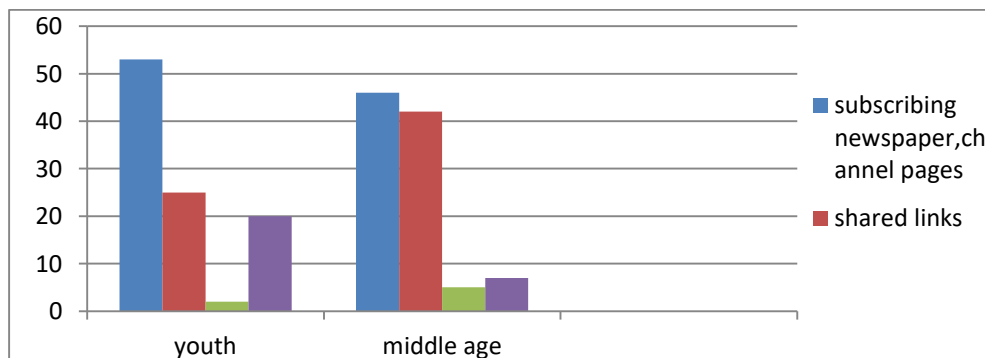


FIGURE 11

How often you like news related posts in social media?

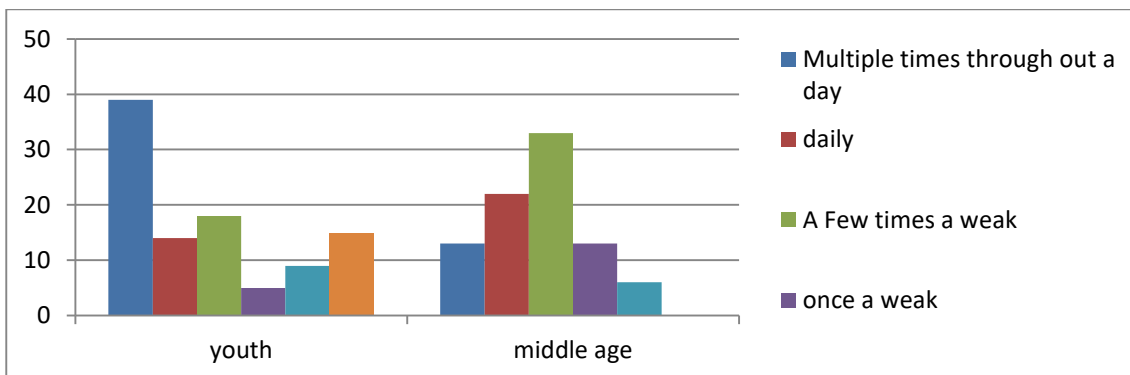


FIGURE 12

How often you share news in social media?

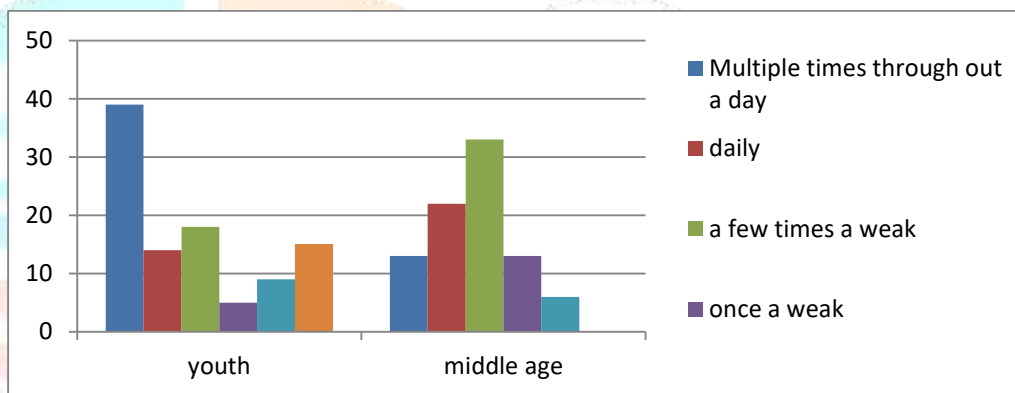


FIGURE 13

Have you ever shared news of your area or interest through social media?

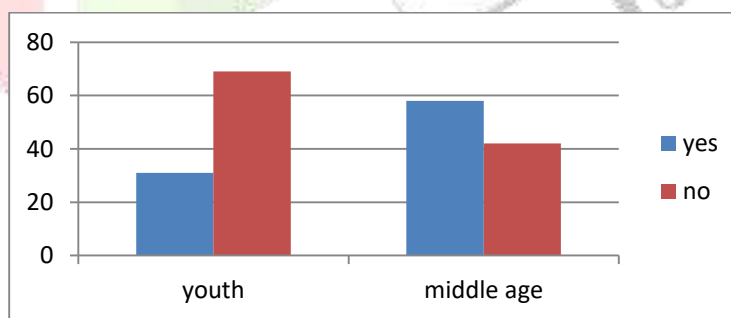


FIGURE 14

Do you consider social media as an effective tool for spreading news?

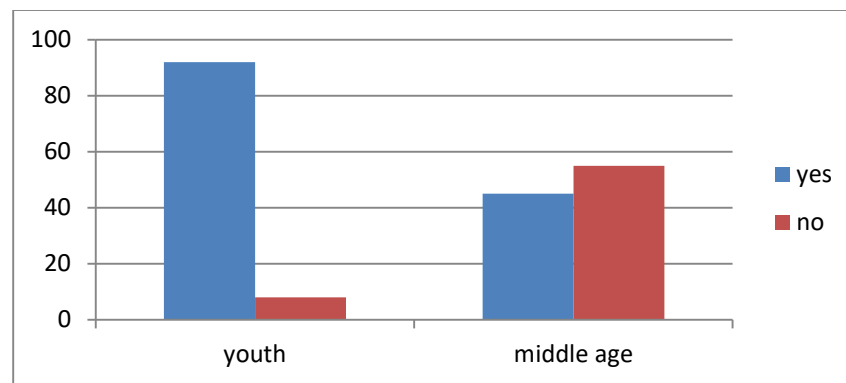


FIGURE 15

As a result of news through internet, do you feel informed always?

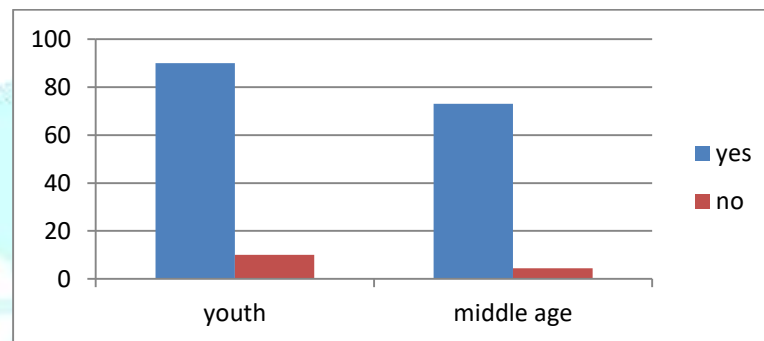


FIGURE 16

MAJOR FINDINGS

- Majority read newspaper daily and middle aged people are keener in reading news daily than youth.
- Majority of youth use mobile phones to access news whereas middle aged people depend more on computers.
- Majority of people read online news at night.
- Majority of youth check news updates through mobile phones multiple times a week but middle aged are not so enthusiastic to check updates.
- Web portals are used multiple times a week and not on a daily basis.
- Social media is a major tool to access news. Majority of people use it on a daily base just for accessing news. Youth scans social media multiple times just for latest news updates.
- Entertainment and pop culture news are preferred the most online. Science, health and sports are preferred the least.
- Social media is primarily used to keep in touch with friends and family but the second priority to express views and opinions.
- Youth believes news from social media more whereas middle aged mostly just read and not completely believe.
- Most of the people like news related posts multiple times a day and youth are responding more.
- Youth actively shares news in social media, multiple times a week.
- Middle aged people share news of their own area through social media whereas youth do that very rarely.
- For youth, social media is an effective tool for spreading news but middle aged have somewhat a neutral opinion.
- Majority of the people feel informed with the advent of internet news.

V.CONCLUSIONS AND RECOMMENDATIONS

The study on the online news consumption habits revealed interesting results. The primary objective of the study was to analyses the usage of online media to access news. Almost all categories of people read news daily. The Internet has definitely had an impact on the way people consume news. Their habits have changed gradually with the availability of news “on-the-go” because of the internet. We see currently people preferring to switch to online news, because they trust the online news media as much as the trust offline news media.

A major positive factor for this change is the convenience online news media comes with. Also another thing that can be seen from the results is that the attention span of people is reducing, the amount of time they spend in reading news in decreasing rapidly.

Hence online news is preferred because one can also get the news in short online. Online media have an impact on people and change their habits of reading news.

Mobile phones are the main device through which people access online news. Most of the people prefer to read online news at night. Youth uses mobile apps multiple times a day to access news. Web portals are used less compared to mobile phones. The study also explored the role of social media in news consumption. Social media is considered as a source to access news. Majority of the people use social media for getting news daily. Social media is preferred to get soft news related to entertainment and pop culture.

People hesitate to believe news from social media and this can be considered as a reason for their preferences. Serious news like politics and policy making are read through other means of communication. People rely less on the personal pages of journalists and eminent personalities. They are comparatively less dependent on groups and communities for getting news. The major source is the social media pages of newspapers and channels.

Another goal of the study was to check the participation of common people in news making. People consider social media as a tool to express their opinions and views. People mostly like and share news in social media. Youth does this multiple times a day and get them involved in spreading news. But it is found out that middle aged people are more interested in sharing news of their own area through social media whereas youth have no hope in doing that.

People consider social media as an effective tool for news dissemination and feel informed with the advent of new media. The study explores the potential of social media and its influence in the news consumption process.

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