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Relevance of newspapers in the era of the internet

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ABSTRACT

Newspaper is the traditional way to spread information far and wide. It was better known as “mirror of the society. In our day-to-day life’s Internet became a very essential part of people’s lives. Internet is not only confined to gathering news or information, today’s internet services include selling electronic devices, clothes, food and many more things, earning and controlling the money, communicating with the people all over the world using various platforms, and these are just some of the few things you can do using Internet. This paper also talks about the history of newspaper which was started in early 17th century & as well as the history of internet which was started around 80’s and how internet took the huge leap in not only spreading news but even other recreational things. This research studies about how newspapers are still relevant and important part of the society in the era of internet. The paper also tries to differentiate between newspaper and internet and their advantages in their respective fields. This study is done through content analysis and public opinions.

Keywords: Newspaper, Internet, Relevance of Newspaper, Comparison Between Newspaper and Internet, History of Newspaper and Internet.

1. INTRODUCTION

Newspaper is a traditional way to spread information far and wide. It was better known as the “mirror of the society”. Constantly evolving technology has become an indispensable part of our society in the last few decades. Before social media platforms like Instagram, WhatsApp etc took over, SMS (Short Message Service) dominated the social interaction between people. Technology kept evolving and making progress. Internet gained a lot of importance in the last decades. Social networking websites and applications like Facebook, Twitter, WhatsApp, Instagram etc made interactions easier. These platforms were also started to be used as a medium to provide information and current affairs.

2. EARLY NEWSPAPER

Newspapers began circulating in the 17th century. The first real/ Physical newspaper was printed in England in the year 1665. In the year 1702 the first successful daily newspaper was printed in Britain. The first American newspaper was printed in 1690. The newspaper was called Public Occurrences Both Foreign and Domestic. The first newspaper in Canada was the Halifax Gazette in 1752. The first daily American newspaper was published in 1784. By the 19th Century newspapers became far more common for the people. In the 18th century and the early 19th century stamp duty was imposed on newspapers, which eventually made them expensive. However, in the year 1855 stamp duty on newspapers was removed and they became cheap and common. In the middle of the 19th century, newspaper reporters began to use the telegraph as a means to get news and information to their newspapers quickly and effectively. In 1880 The New York Graphic became the first newspaper ever to print a photo in the newspaper.

3. MODERN NEWSPAPER

In the 20th century newspapers became still more common. The Daily Express was first published in 1900s and the Daily Mirror began publication in the 1903. Meanwhile, The Sunday Telegraph was founded in 1961 and in 1962 The Sunday Times became the first newspaper to publish a Sunday colour newspaper. The Independent was first published in 1986. Also, in 1986, Today became the first colour newspaper in Britain. The arrival of the internet was one of the biggest technological developments in the history of human kind. In the fraction of a second, anyone from any part of a planet can look up information about any subject. There are many great things that the internet has provided us with, especially when it comes to information and education and current happenings in and around us. However, there are a few things that the internet still is not great at. Many people believe that since the internet is growing and expanding every year the newspapers are becoming more and more irrelevant. However, there are many reasons why this is not the case and that newspapers have their place in a society that cares about quality information.

4. INTERNET HISTORY

The first prototype of the Internet came in the late 1960s with the creation of Advanced Research Projects Agency Network or also known as "ARPANET". It was originally funded by the U.S. Department of Defence, ARPANET used packet switching to allow multiple computers to communicate with each other on a single network. On October 29th 1969, ARPANet delivered its first message: a "node-to-node" communication from one computer to another. The message was "LOGIN". It was short and simple message, but however it crashed the ARPANet anyway: The Stanford computer only received the first two letters of the message. The technology kept evolving growing in the 1970s after scientists Robert Kahn who was an American electrical Engineer and Vinton Cerf who is recognised as one of the fathers of Internet. They developed Transmission Control Protocol and Internet Protocol, or TCP/IP, it is a communications model that set standards for how data could be transmitted between multiple networks. ARPANET adopted TCP/IP on January 1st 1983, and from there researchers began to assemble the "network of networks" and that what became the modern Internet. After that the online world took on a more recognizable form in the year 1990, when the World Wide Web aka "www" was invented by a computer scientist known as Tim Berners-Lee. It is most often confused with the internet itself; the web is actually the most common means or a way of accessing data online in the form of websites and hyperlinks. The web actually helped in popularising the internet among common people, and it served as a crucial step in developing the vast assortment of information that most of the people have now access to it on a daily basis. In modern society one can even find new people with different background and make friends on the Internet. One can say that internet is more important than the newspapers, but still not trustworthy, because the internet is open to all and the information can be easily changed or can be tampered with. Around 82% of American population is using the Internet in their daily life. New emerging technologies have a great impact on all spheres of people's life, and the Internet is capable of influencing all kinds of media. However, newspapers are affected more than the magazines and other printed issues, because the main purpose of a newspaper is to inform the people about the current happenings in and around the world. Half a century ago newspapers were the only and most convenient source of gathering news and information, then with the invasion of the Internet it becomes easier to receive news and information online in just a matter of minutes. According to a survey 60% of the internet user read blogs every day, around 7 million blogs are being posted every day creating an explosion of new writers and new forms of customer feedback that did not exist five years ago. Social networking sites like Facebook attract over 2.80 billion monthly active user and it also has 1.84 billion users that are visiting the social networking site on a daily basis, respectively, and businesses are starting to use social networking tools to connect their employees, and managers worldwide. It seems that recently the whole world is turning online.

5. LITERATURE REVIEW

Nowadays with the increase in number of online media readability a lot of newspapers and publishing houses are reducing the number of printed copies. According to the article "Will your newspaper be around in five years" by Jeremy Porter (2009, June 22) there are 4 main aspects which still keep newspapers alive: content, readers, advertisers and format. At the same time the author disproves all these features and argues that newspapers won't be still published in 5 years. Where do newspapers get their revenue? The most logical and simple answer will be "advertisements". But then the question arises that will the advertisers sponsor printed newspapers if they are not that successful or the circulation and readership is not up to the mark? Nowadays, Big newspaper company in urban cities are facing more danger than the local editions. It is rather expensive to put the advertisement in a newspaper, especially when now a days there are ample of options to publish the advertisement for example radio, magazines, websites and billboards etc. On the other hand, advertisers don't have variety of option to publish their advertisement but to put their promotion in the newspapers in order to reach the mass audience. Due to this it gives local newspapers better chances to survive. Also, by many generations people were paying for news by purchasing the newspaper, but in this online era the reporters and journalists have to provide the same information for free. However, it is now too late to charge for online content and news. Because people have already got used to receiving news for free by the means of News apps and other media sources. According to Google executive Santiago de la Mora (2010, January 28), Internet will not displace newspapers just as "VHS, and later DVD, didn't kill cinema". In his opinion, "newspapers have to provide something that will make people want to read them; and it should be something more than just printing the material". De la Mora is sure that Internet companies don't want to "steal" newspapers' revenue, because first of all, it is publishers' material that goes online.

6. THEORETICAL FRAMEWORK

As a growth of digital media and internet in today's modern world, the readership of Newspaper is getting declined day-by day, as people are more inclined towards internet and digital media platforms such as news apps like Inshorts, Google news etc

OBJECTIVES: The objectives of the study are:

- 1) To study the relevance of newspaper in the era of internet.
- 2) To study which news source is most trustworthy and unbiased.
- 3) To study which types of news does participants prefer to read.

7. METHODOLOGY

The study is carried out with primary as well as secondary data. The primary data for this study is collected with the help of survey method and by using self-made close ended questionnaires. Primary data collection is given highest priority in this study and it draws information directly from the field. The nature of the study is relied on quantitative data which is taken from descriptive method.

8. DATA ANALYSIS AND INTERPRETATION:

What is your age group

50 responses

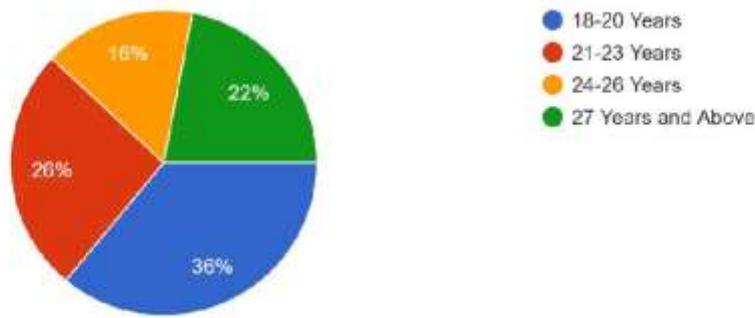


Figure 1 Showing age group of respondents

Out of all, maximum number of participants belonged to the age group of 18-20 years (36%) and followed by participants of the age group of 21-23 years (26%). Then comes the participants which belongs to the 27 years and above (22%), and only 16% participants are from age group of 24-26 years.

Qualification?

50 responses

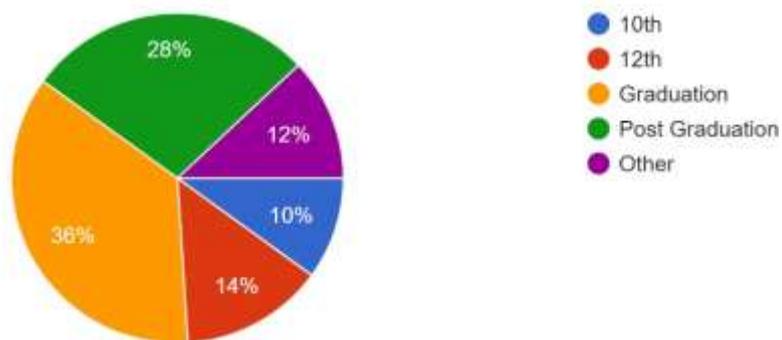


Figure 2 Shows the qualification of the participants.

The above pie chart shows the qualification of the participants where 36% are pursuing Graduation followed by Post Graduation students (28%). Then comes the students pursuing 12th std (14%). Then comes the Others it includes fields other than Post Graduation etc i.e. (12%) and only 10% belongs to the participants pursuing 10th std.

From where do you prefer to read news?

50 responses

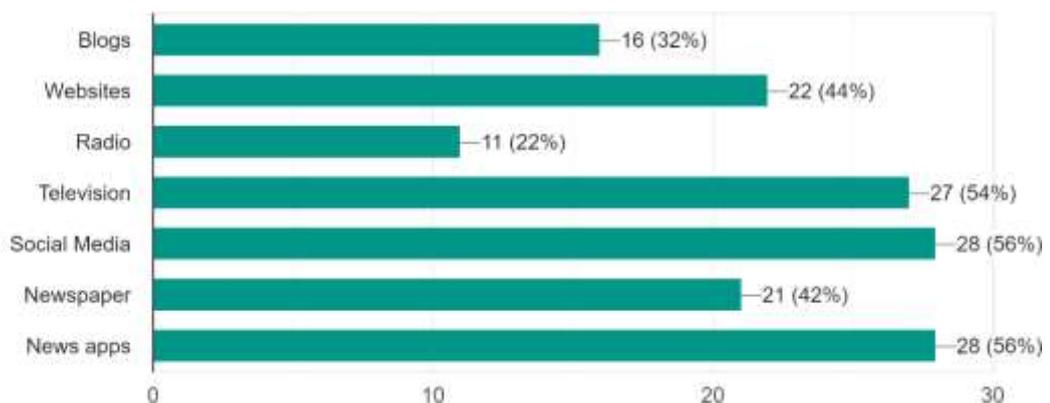


Figure 3 Shows from where participants prefer to read news.

Out of all, there's an equal number of participants which prefer to read news from social media and as well as News apps i.e. (56%), followed by 27 participants which prefer to read news from Television (54%). Then comes the participants who like to read news from Websites i.e. 27 respondents (44%). Then there are 21 respondents who prefer Newspaper (42%), followed by 16 respondents who prefer to read news from Blogs (32%), and the least there are 11 participants who prefer to hear news from Radio (22%).

Do you read Newspaper on a daily basis?

50 responses

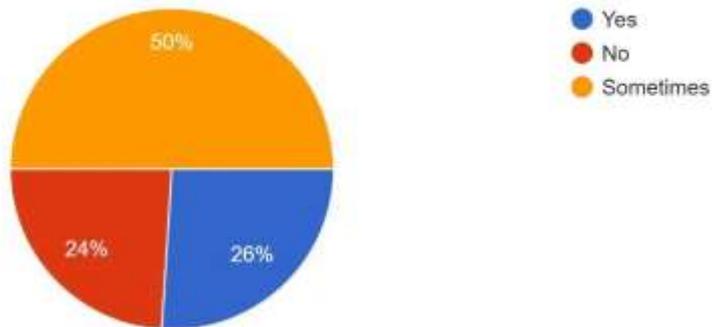


Figure 4 Shows the number of participants who read Newspaper on daily basis.

Out of all there are 50% of participants who periodically read Newspaper, then there are 26% respondents who read Newspaper on daily basis, followed by 24% respondents who never read newspaper.

Do you prefer to read E-Newspaper?

50 responses

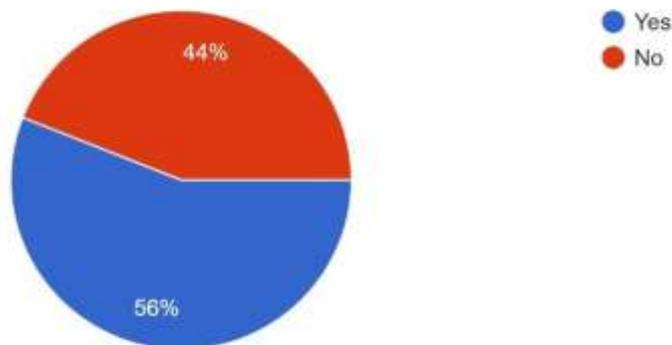


Figure 5 Shows the number of participants who prefer to read E-Newspaper.

Out of all there are 56% participants to prefer to read E-Newspaper, followed by 44% participants who does not prefer to read E-Newspaper.

Have you ever commented or contributed to news article online?

50 responses

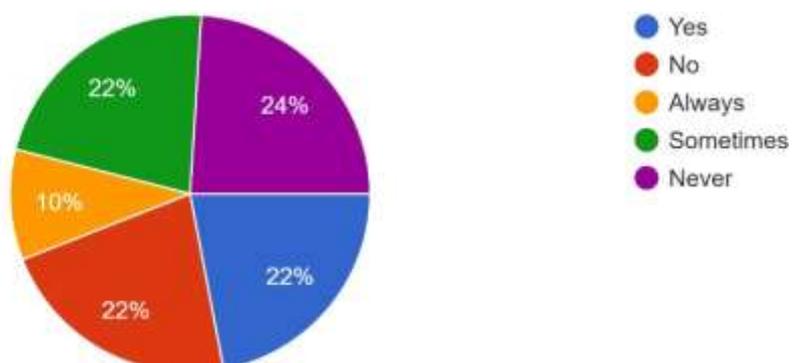


Figure 6 Shows participants who commented to news article

Out of all, there are 24% participants who never comment nor contribute to news article online, whereas there is equal number of participants who comments or contributes to news article online and as well as there are participants who sometimes comment or contribute to news article online and there are participants who never comments nor contributes to news article online, and the least percent of participants who always comment or contribute to news article online i.e., 10%.

Where do you think newspapers will be in the next 10 years

50 responses

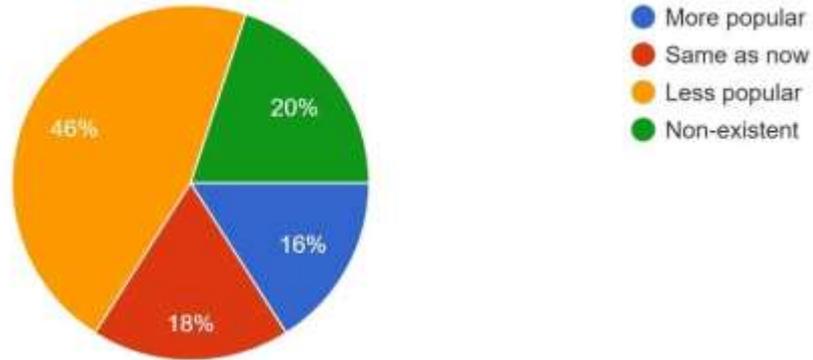


Figure 7 Showing where the newspaper will be in 10 years

Out of all, 46% participants says that the newspaper will be less popular in the coming 10 years, followed by 20% respondents say the newspaper will not exists in the next 10 years, 18% says newspaper will be same as now in the next 10 years also, and only 16% participantssays the newspaper will be more popular in the coming 10 years.

How often do you use an electronic devices each day?

50 responses

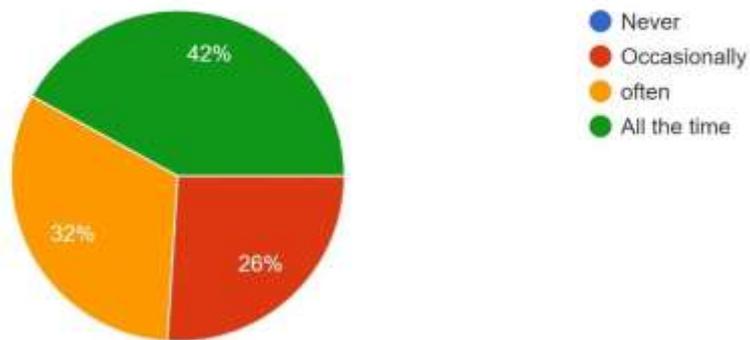


Figure 8 Shows the use of electronic devices each day

Out of all, 42% respondents use electronic devices all the time, followed by 32% participants who use their electronic device often, and the remaining 26% respondents occasionally use their electronic device.

What is the biggest advantage of reading news online?

50 responses

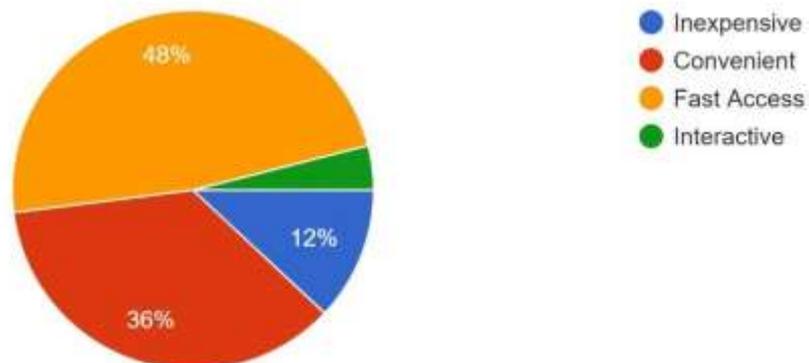


Figure 9 Showing the advantage of reading News online.

Out of all participants, 48% participants say the biggest advantage of reading news online is the fast access to news, followed by 36% respondents who says it is convenient to read news online. Then comes the 12% who says it is inexpensive to read news online, and the remaining4% say's its interactive.

Are newspaper doing a good job adapting to technology?

50 responses

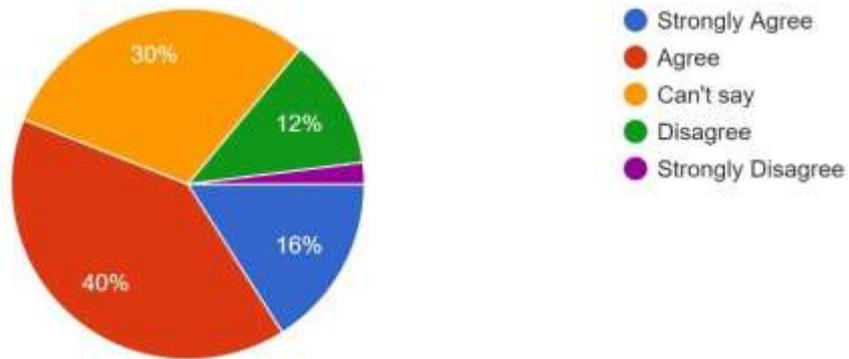


Figure 10 Shows whether newspaper doing a good job adapting technology

Out of all respondents 40% says Newspapers are doing a good job adapting to technology, followed by 30% participants who are not able to decide whether Newspaper are doing a goodjob adapting to technology or no, 16% respondents strongly agrees that the Newspaper are doing a good job adapting to technology, Then the 12% participants disagree, Then the remaining 2% participants strongly disagrees.

Do you think in the era of digital media the Newspaper is losing its existence?

50 responses

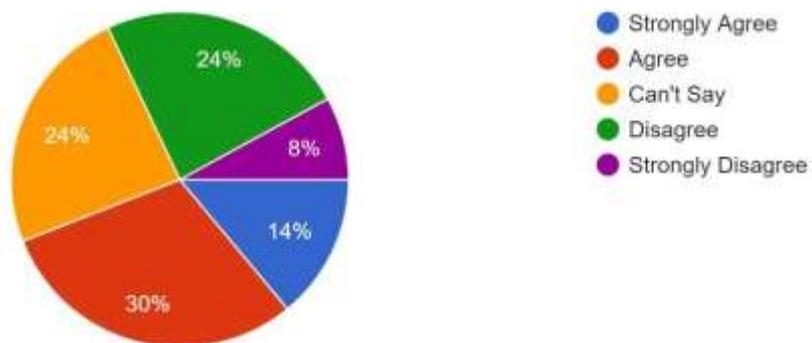


Figure 11 Shows the existence of newspaper in the era of digital media.

Out of all, 30% participants Agrees that the newspaper is losing its existence in the era of digitalmedia, then there is equal number of participants who cannot decide and then who Disagrees and think that Newspaper is not losing its existence in the digital media era (24%), followed by 14% respondents who Strongly Agrees that the newspaper is losing its existence in the digital media era, and the remaining 8% who Strongly Disagrees to the above question.

What type of News do you prefer to read?

49 responses

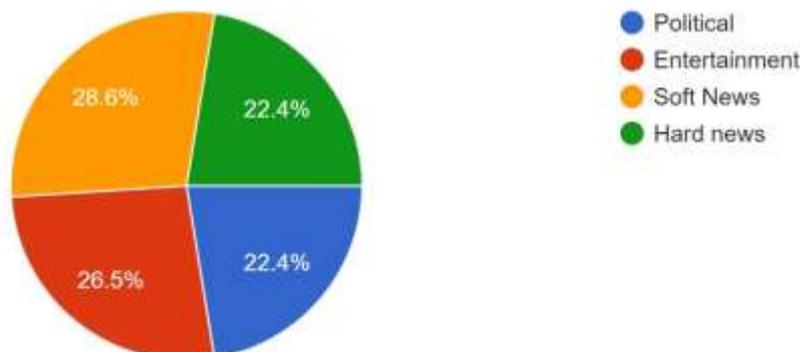


Figure 12 Shows what type of news does participants prefer

Out of all, 28.6% participants prefer Soft News, followed by 26.5% respondents who prefer Entertainment News, then there are equal number of participants who prefer Political News and Hard News i.e. (22.4%).

How much time do you actually dedicate for reading news

50 responses

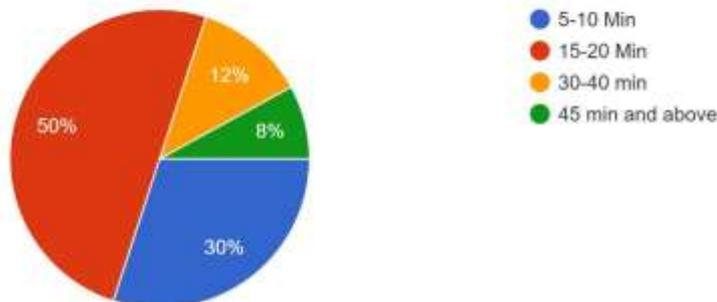


Figure 13 Showing the time dedicated by respondents for reading news.

Out of all, 50% participants dedicate 15-20 min of their time reading news, followed by 30% respondents who dedicate only 5-10min for reading news, then there are 12% participants who read news 30-40 min every day, and at last there are only 8% participants who dedicate 45min and above reading news.

Which News Apps do you prefer?

50 responses

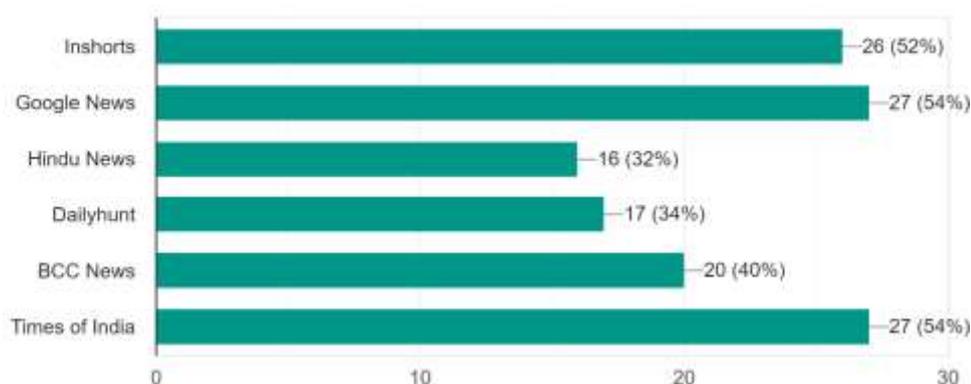


Figure 14 Showing News Apps which are preferred by participants.

Out of all, there are equal number of participants who prefer to read News from Google News and Times of India i.e. 27 participants each (54%), followed by participants who prefer to read news from Inshorts i.e. 26 participants (52%), then there are 20 participants i.e. 40% who read news from BCC News, then there are 17 participants (34%) who prefer Daily hunt, and then at last there are 16 participants (32%) who read News from Hindu News.

According to you which News source is most trustworthy and unbiased?

50 responses

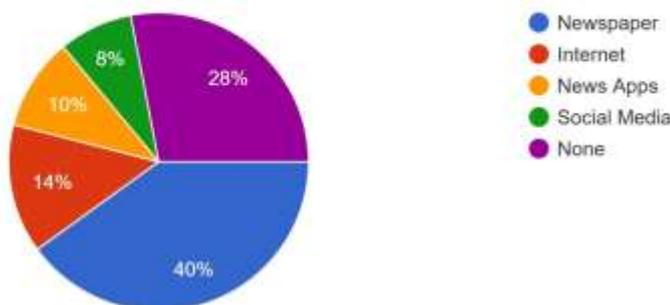


Figure 15 Showing which news source is most trustworthy and unbiased

Out of all, 40% participants selected Newspaper as the most trustworthy and unbiased News source, whereas 28% respondents do not believe any news source as trustworthy and unbiased, followed by 14% participants who believe Internet is the trustworthy and unbiased news source, followed by News App as the trustworthy and unbiased news source which is selected by 10% participants, and at last 8% respondents believe social media is the trustworthy and unbiased news source.

9. CONCLUSION

Newspapers have always helped the society. They have always tried to inform people about the current happenings and helped develop their knowledge. According to this research it can be seen that even if the internet is taking over today's generation, but the relevance of newspaper is still there and there are number of people who still believe that newspapers are still trustworthy then

most of the media platforms. But with the constantly evolving new technologies, there continues to be a high competition between the digital mode of circulation (News apps, websites) and the traditional mode of circulation (newspapers).

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