

The Impact of Digital Media on Print Media

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Abstract

Digitalization of media has created problems for the old traditional media. Newspaper are in a barely survival mode and readership has gone down. The youth today is more into reading news and taking information from the internet rather than from print media. There are various reasons for the shift to new media from print media. Firstly, the new media provides quick news, secondly, new media can be accessed anytime and anywhere and thirdly, new media has a detailed information about a happening. The newspaper is still considered to be the authentic media, but online media is the most powerful medium today. This research paper will explore the differences between online and print media and help to understand the reasons for the downfall of print media. The paper will also study the impact of digitalization on print media

Keywords: Digitalization; Information; Medium; Online Media; Readership

Introduction

In India Newspaper is the medium which provides news to the millions of people normally for all the ages from 18 to 80. Newspaper is considered in India as the most powerful tool in providing information and shaping public opinion. Print Media has always been the most important part of anybody's life. Newspaper is the best source to get News. Print Media plays a very vital role the world over for information dissemination and diffusion. The Newspaper which is also known as the old medium is the most authentic medium. Newspaper is considered authentic because they give us news after getting the whole story. Newspaper is a medium which has the information from Political, Crime, Education, Sports, Entertainment and others. Print media includes the printed version of presenting news. The advantage of reading newspaper is that one gets to know the current happening of his local area as newspaper includes all the small part of the city. Newspaper gives us a lot of information which normally the other mediums cannot give. Newspapers are available in local languages which can help one read in one's comfortable language. Print media also provides information about the local vendors who advertise in the Newspaper. Print

media, on the other hand, has not been able to make much headway with the youth.

Digitalization has played a very important role in discriminating information to society. With the help of digitalization, the information spreads very fast and instantly. The information has many shares on multiple platforms. Digitalization has totally changed the way one spends time and money. It has changed the way one communicates and changed the way one sees and seek information. Digitalization has made the task easy and simple. The world has changed from offline to online. Digitalization is the most important development of the current era.

Digital media include software, digital images, digital video, video game, web pages and websites, including social media, data, and databases, digital audio, such as MP3 and electronic books. Digital media often contrasts with print media, such as printed books, newspapers and magazines, and other traditional or analog media, such as images, movies or audiotapes. Digital media has a significantly broad and complex impact on society and culture. Combined with the Internet and personal computing, digital media has caused disruptive influence in publishing, journalism, public relations, entertainment, education, commerce, and politics. Digital media has also posed new challenges to copyright and intellectual property laws, fostering an open content movement in which content creators voluntarily give up some or all their legal rights to their work. The ubiquity of digital media and its effects on society suggest that we are at the beginning of a new era in industrial history, called the Information Age, perhaps leading to a paperless society in which all media are produced and consumed on computers. However, challenges to a digital transition remain, including outdated copyright laws, censorship, the digital divide, and the specter of a digital dark age, in which older media becomes inaccessible to new or upgraded information systems.

This research was conducted to examine the preference of online media over print media. The research highlighted the importance of online media. The research also figured the various portals which are used to gather information and news from online media. The study helped to understand the difference between the print media and the new media and mentioned the key advantages of online media.

Review of Literature

The Impact of New Media on Traditional Media

Rajendran, Lavanya in her research paper opines that social media have become an integral part of modern society. Social media has challenged

traditional media. The result is that the circulation of the newspaper is on the decline. The average daily circulation of US newspapers declined 7% in the last and first quarters of 2008 and 2009 respectively, according to the latest data from the Audit Bureau of Circulations.

Social Media

Gaur, Sanjay explains in his book "Social Media" that how the Social Media which once used for social interactions based on web technologies helps in creating a platform for individuals and communities to share and co-create, discuss and modify User Generated Content. He further stated that social media tools have changed the trends of monitoring the conversations on web. He tells how this can be useful in PR management campaign tracking and allowing a user to measure return on investment, competitor auditing, and general public engagement. Tools on social media range from free basic applications to subscription-based more in-depth tools.

Use of social media and social activism a study of youth in Jaipur

Qureshi, Tabeenah Anjum in her thesis opines that normally the youth in Rajasthan is using internet for the sake of getting information. The youth in Rajasthan is more focusing on the social media sites than anything else. She further stated that online media has changed the way youth react to the news. She also stated that traditional media is at its own place.

Digital Opportunities and Disparities

Venkataswamy, Sudha in the thesis stated that there is excessive use of the internet by children in school has changed the social and demographic factor of the society and effects the schooling system of the society. The research contextualizes the impact of internet on school going students and the way they react to the information. She also stated that digitalization is good but to a limit.

Research Methodology

The researcher has adopted the survey method for collecting the data. A questionnaire was distributed among the sample. Expert interview is also taken for better understanding of online media and its influence on print media. The findings and conclusions are drawn on the basis on both interview and questionnaire.

Objectives

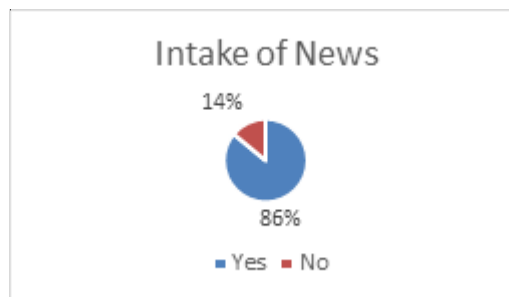
- To understand the reason for the shift from Print Media to Online media
- To trace out the reasons the popularity of online media
- To explore the advantages and disadvantages of these mediums.

Hypothesis

- The shift of medium is because of the rapid and instant delivery of news by online media
- Digitalization is the major reason of popularity of Online media.
- Newspaper have various disadvantages as compare to online.

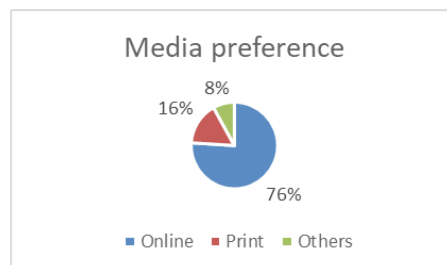
Data Analysis

Intake of News



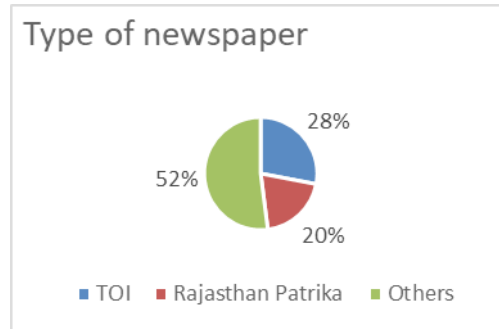
Findings- It has been observed that 86% of the population is intaking news from the different sources and the rest 14 % of the population is not following the news from any of the medium.

Preference for Medium



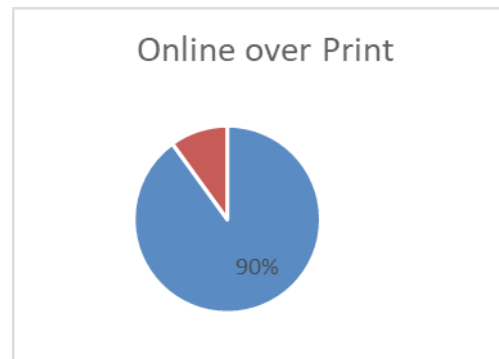
Findings- It has been observed that 76% of the population is preferring Online medium for taking the news, 16% is dependent on the newspaper and the rest 8% is exploring other mediums for the intake of news.

Preference for ype of Newspaper



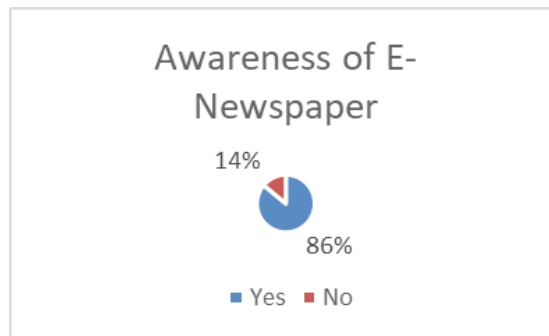
Findings- It has been observed that the people who are dependent on the Newspaper out of which 20 % are following Rajasthan Patrika and TOI and others are dependent on another brand of newspapers.

Preference for Online over Print



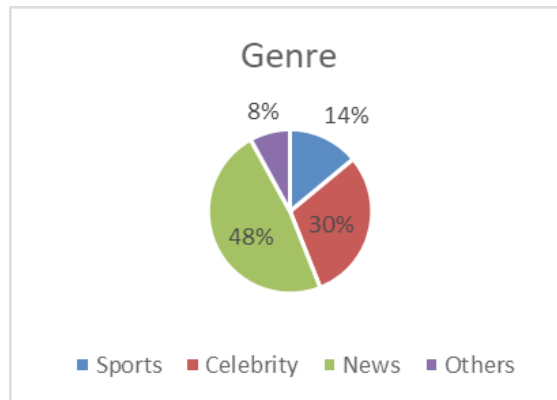
Findings- It has been observed that 90% of the population prefer online media for the intake of News and 10% prefer Print Media.

Awareness regarding E-Newspaper



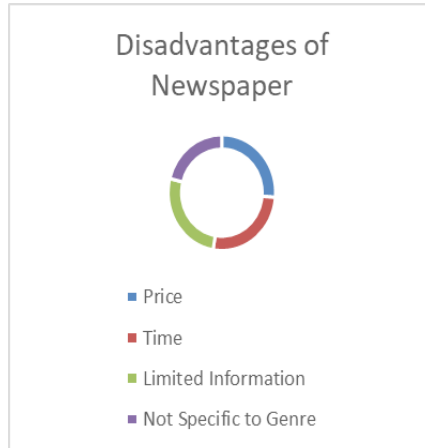
Findings -It is observed that 86% of the population are aware of the availability of E- Newspaper but then also they are not taking news from E-Newspaper, but they are taking news from online portals.

Choice of Genre



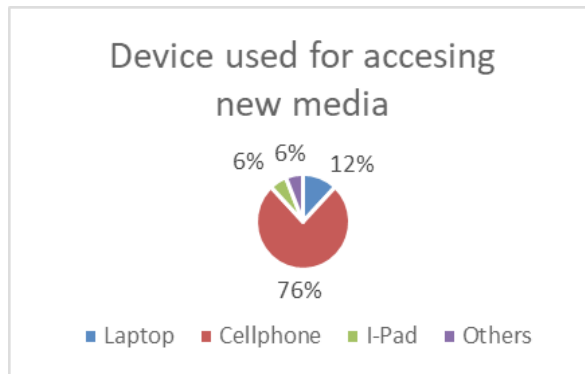
Findings- It is interpreted that 48% of people are focusing on hard news, 30% are looking for Bollywood masala, 14% are focusing for sports and rest 8% on others in a day.

Disadvantages of Newspaper



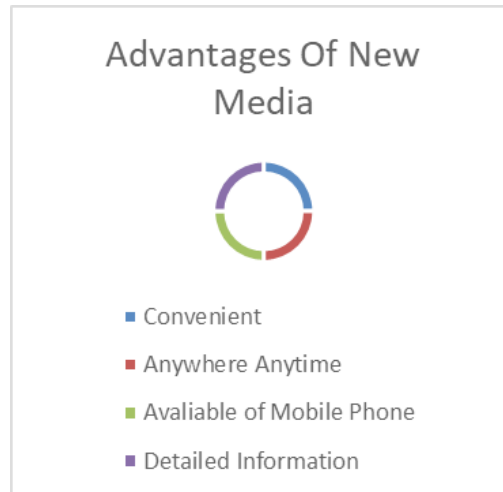
Findings- It has been observed that people do not follow newspaper because they need to wait for a day to have a newspaper, it is also found out that population is interested in getting detailed information and they cannot get it from newspaper and new media gives detailed information with feedback option also. This question also stated that people are interested in getting the information related to the specific genre which they easily get from the online medium.

Device Used for Accessing New Media



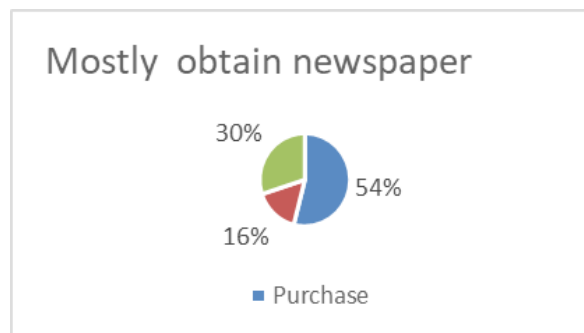
Findings-It has been observed that 76% population use Mobile phones for assessing new media, 12% use laptop, 6% I-Pad for accessing New media.

Advantages of New Media



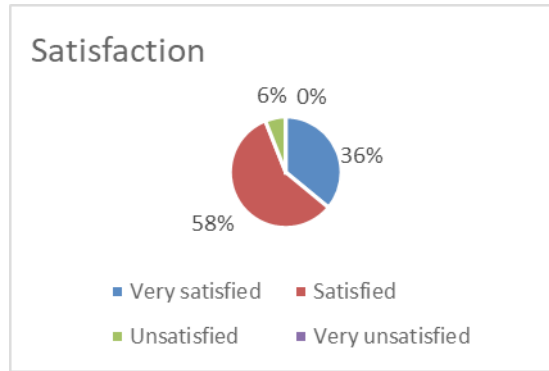
Findings- It has been observed that people use new media as it is easily available, one can use it anywhere anytime and the news is available on mobile phones in new media.

Purchase of Newspaper



Findings- It has been observed that still, 54% population buy Newspaper, though they are not reading the newspaper they are buying the newspaper.

Satisfaction with New Media



Findings- Above table conclude the percentage of satisfaction of the sample group from New Media. It has found out that 58% of people are satisfied with the New Media, 36% are very satisfied and 6% are unsatisfied.

Reason for a Shift from Print to Online

Findings-out of various reasons it is concluded that the population has shifted to online from print because online media is available every time but for print media one has to wait for a day for a new paper, the second reason is that online media provide a background of the news also but in print media it is not possible. But the fact remains that the point shown a media is more organized, authentic, although people still growing preferences for the digital media.

Conclusion

The results have shown the preference of New Media over Print Media. Though the results also conclude that the youth is normally more focused on the internet today and they are not giving time for reading the newspaper. The adults are still dependent on print media. The research also highlighted that digitalization has impacted the print media as the readers of print media are very limited. The downfall of print media is total because of the digitalization as everyone wants to have the instant information and no one is ready to wait for a day to get the information. Digitalization has made things very handy and easy as with just one click anybody anytime can get all kind of information. The youth today spends most of the time on the internet and they prefer to get every kind of information from the internet.

This study also portrays that today the information is available instantly on social media and normally the people get the information from the social media sites. Most of the people are getting information by mobile phones. They just need an application and all sort of notifications regarding every information automatically ping on their mobile phones. The youth normally downloads the applications of various news channels and portals to get instant and fast information. The mobile today has become the most essential part of one's life and they want to spend most of the time scrolling the mobile and getting the required information. The internet also has all the preferred genre of information which allows selecting interest a person and allows a person to select a type of his interest leaving the rest. For example, if a person is interested in sports, he can very easily only get information on sports.

The research has shown that youth today is more focused on getting the information digitally and less dependent on newspaper. Youth prefers to carry mobile and tablets for information and not newspaper. The youth today prefers the internet because the internet gives us a fast feedback option and one can share the information very fast and can get feedback on that. The information can also be shared on multiple platforms. The print media is not out and still considered authentic source, but because of the 24 hour wait, digitalization is winning the race. Many a time people get wrong and fake information on the internet also and the sharing of that information also creates a huge problem sometimes. But the newspaper does not have a problem with wrong information. The newspaper is still in use because it has become a routine practice for some people. Newspaper is still surviving in the digital era. But the youth today is not at all dependent on Newspaper because they want everything instant and fast, and they also want to share the information on multiple platforms.

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