

# IMPACT OF DIGITAL MEDIA ON PRINT MEDIA

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**Abstract** - The main objective of the study is to establish the impact of online media (e-Paper) on print media (hard copy) newspaper sales. As we know, earlier people use to depend a lot on the newspaper to know what is happening around them. People use to wait for the newspapers and even they use to carry it with them wherever they go. But as the technology took a drastic change, the smartphones occupied space in the market and the apps developed for the news. This decreased the interest towards newspapers. The study investigated how the advent digital media such as Facebook, Twitter, Instagram and other platforms has affected printed media(newspapers). The data is collected from in-depth questionnaires, which shows the drop-in circulation of print media to the younger sector of the Indian population. The youth in India prefers the interactive behaviour of the new media (social media) to reduce the time in accessing the news. Currently, the time spent by youth on newspaper reading has fall to half of what is was earlier. Although the older generation of readers still continue to by the newspapers.

**Key words:** Digital media, Print media, Social media websites, Online Newspaper, e-Paper.

## 1.INTRODUCTION

The digital media and online news have become the inherent part of modern society. The presence of digital media and social media in particular, has posed a challenge to printed newspaper. Users are turning towards Internet for free news and information. The alternative source of news and information is much faster than the printed media. This acted as the best option for consumers to accept it globally. Moreover, the amount of information and news updated every few minutes is never expected to be enjoyed by the newspaper which comes only once in a day. One can easily get back to the same old news without any struggle of storing newspapers in rack. Alternatively, the Internet could be used anywhere and anytime without wasting time to search for a single piece of information.

### 1.1 The Digital Media and its Evolution:

The print media which was always a one-way mass communication has given way for the digital media to develop rapidly which allows the people to act as both the consumers as well as producers. The digital media in the study refers to the online news like Times of India, NDTV, India Today, social media like Facebook, Twitter,

Instagram, etc. The digital media seem to be giving solutions to every single problem. The digital media has been a vast preference for the flexible feature it provides.



Fig 1.1 – Online reading news.

### 1.2 The Traditional Media:

The print media pattern flourished in the pre-internet era, where instant to access news, using smartphones, and online news aggregates was not within the reach of the common man. The development of information access has significantly changed over the years, with the number of smartphone users in India alone has exceeded 20 million. However, the average of print media circulation is dropping down globally, the need for the impact created over digital media is to be studied and results would be helpful for the future of traditional media(newspapers).



Fig 1.2 – Newspaper reading.

## 2. LITERATURE REVIEW

The Digital media is essentially a combination of most media forms existing anywhere in the world. It is highly interactive. The impact of digital media brought about a technological revolution. The Internet, personal computing, and digital media gave us a chance to handle

information on a level which we could only dream about with traditional information storage devices like books. Digital media created a whole new world in the fields of journalism, entertainment, education, publishing, commerce, and politics. It brought about new challenges concerning copyrights and intellectual property. Because digital media had such wide-ranging influence on modern society, we call this new period in industrial history The Information Age.

### 2.1 The Birth of Digital Media:

Any media device which can be read by a machine is called digital media. What makes the difference between digital media devices and the classical, physical is the fact that digital media is created, modified and distributed on digital electronics devices. It may be difficult to believe, but in 1986, only 30 years back, we had as little as 1% of total media storage capacity in digital form. By 2007, this number came up to 94%, which best illustrates the speed at which digitalization came about. Machines could read the information on computers, even though this may seem strange to modern generations. Way back in the early 1800s, people started to think about how to create machines which could process information faster than humans. (James M. Scott, 2017) [4].

### 2.2 The Social Media and its Effects on the Delivery of News:

It's the age of "fake news" and gone are the days of waiting for the morning news for breaking stories or reading gossip magazines for the latest celebrity dirt. We now have all the information we need at the touch of an app and most people now get their news information online, specifically from social media. News happens fast now. Today's story will be tomorrow's forgotten story. It is easy to miss things now because of how quick stories can get turned around and shared. While having so much information at our fingertips is great, it is worth always checking sources and not taking headlines as truth. With social media as our new news managers, it is up to us to be the new fact checkers for media. (Nicole Martin, 2018) [3].

## 3. METHODS AND MATERIALS

The researcher adopted the survey method and expert interview to identify the preferred media for reading News and to measure the social changes due to Digital Media(e-paper) and Traditional Media(newspaper) and also to determine the effect of user generated contents.

### 3.1 Tools for Data Collection:

The primary data was collected by a questionnaire (Google Forms) and structured interview was conducted with experts. The observations and

conclusions have been drawn based on the survey results and the expertise view on the topic.

### 3.2 Questionnaire: -

The population samples for this survey are those who has the habit of reading news either online or in print and are of age groups between 15 and 60. The areas that are preferred or best suited to target all the age groups who would read news and also has access to internet are the ones who work in Bank sector, College students, Business Sector, IT sector, Reporters, House Wives and retired people.

### 3.3 Expert Interviews: -

The experts in the field of print media and digital media is targeted and interviewed, in this research to understand the scope of users- generated news and the social changes due to digital media and traditional media.

## 4. DATA AND RESULTS

The use of the new media and Newspaper are noted down to understand the preferred media among the population for reading news.

The total sample size is selected and surveyed, out of which 51.7% is of age group between 15-30, 41.7% is of age group between 30-50, and 6.7% is of age group between 50-75. **Fig 4.1** refers to the age group.

It is observed that about 60% of population sample is subscribed Digital media and 40% population sample is subscribed to newspapers. **Fig 4.2** describes the preference of media.

### 4.1 Digital Media:

It is analysed that the number of subscribed users to English Digital news is much greater than Regional Digital news. 66.7% users are preferring English news, while 33.3% users prefer Regional news. **Fig 4.3** describes preference of type of news in Digital media.

It is also analysed that there is some sample population who go through various social sites for reading news, such as Facebook, Instagram, Twitter, Emails, MTapp, Times Website, Daily hunt, Times of India, Google feeds, Daily shots, Newspapers official website, News apps, etc. **Fig 4.4** describes the other social sites preferred for reading news.

The survey also figures which is the preferred area that is mostly read by population sample. As the population sample preferring to digital media is of younger age group most preference is given to Sports, Entertainment,

and Business-related news. Fig 4.5 describes the preference of area in Digital media.

#### 4.2 Printed Media:

It is observed that in printed newspapers the number of regional newspaper subscription is higher than the English newspapers. About 54.2% of population sample is subscribed to Regional newspapers whereas, 45.8% of population sample is subscribed to English newspapers. Fig 4.6 describes the preference of type of newspapers in printed media.

It is also seen that as the printed media is preferred by the older age group of population sample, most

preference is given to Sports, Politics and Business-related news. Fig 4.7 describes the preference of users in Printed media.

The use of the digital media and Newspaper are noted down to understand the preferred media among the population for reading news. It is clearly seen that the older generation still prefers newspaper but the impact of social media on youth is even more pronounced. It is seen that the Younger generation logs on to online sources for their information needs. There is genuine concern that as the older generation moves on, the traditional media will also gradually disappear.

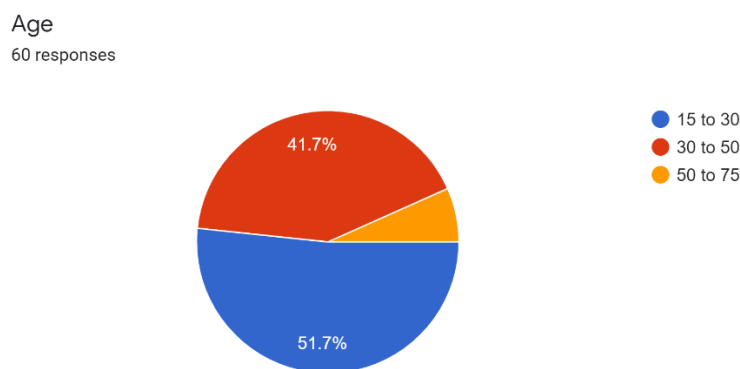


Fig 4.1 - Age group

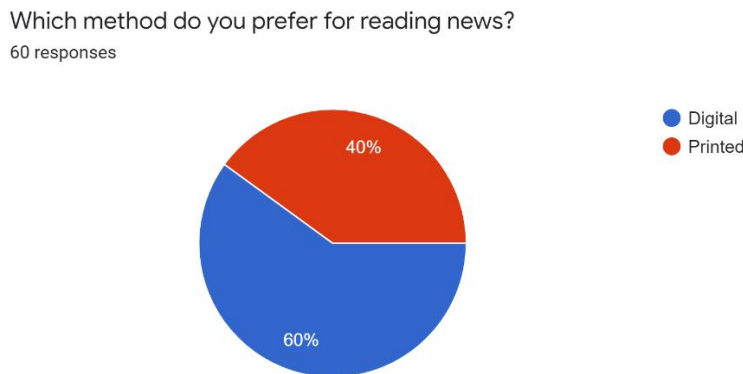
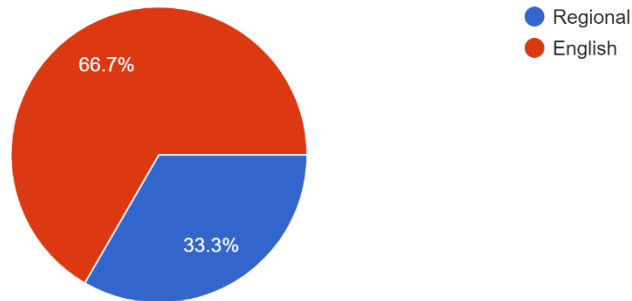


Fig 4.2 – Preference of media

**Digital Media:**

Which newspapers do you prefer?

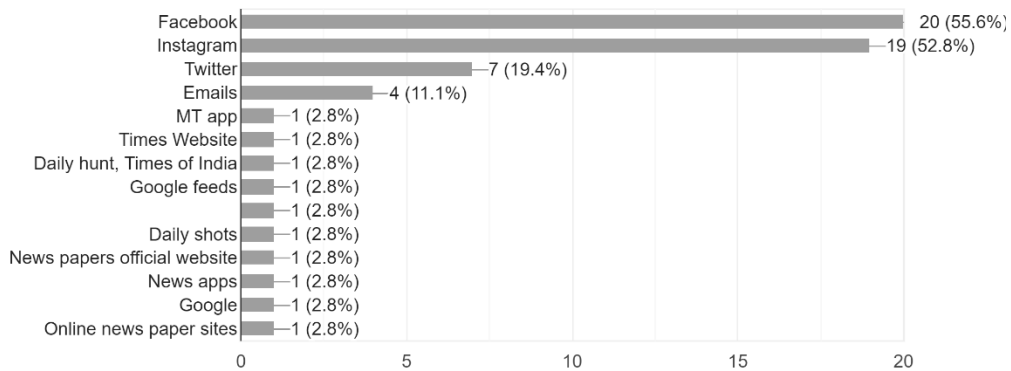
36 responses



**Fig 4.3 – Preferred type of newspaper**

Any social sites you visit to read news?

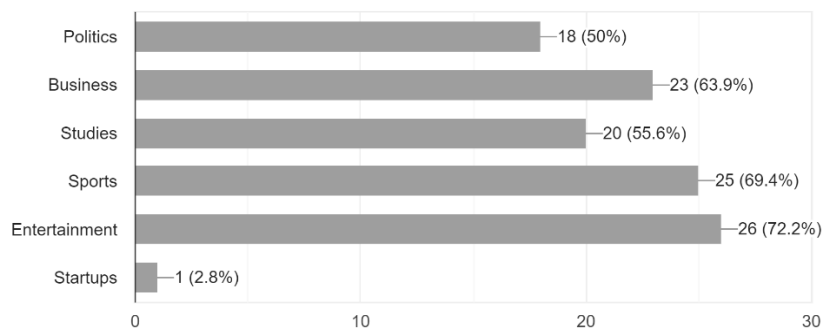
36 responses



**Fig 4.4 – Preferred Social Sites for reading news.**

Which is your area of preference in news?

36 responses

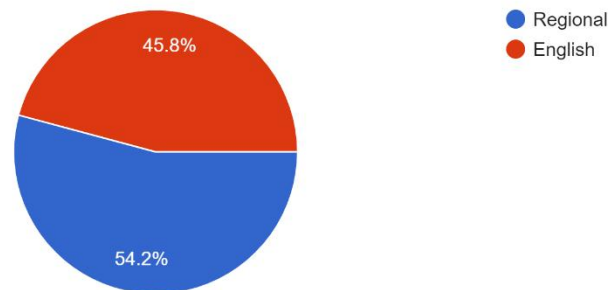


**Fig 4.5 – Area of preference**

**Printed Media:**

Which newspaper do you prefer ?

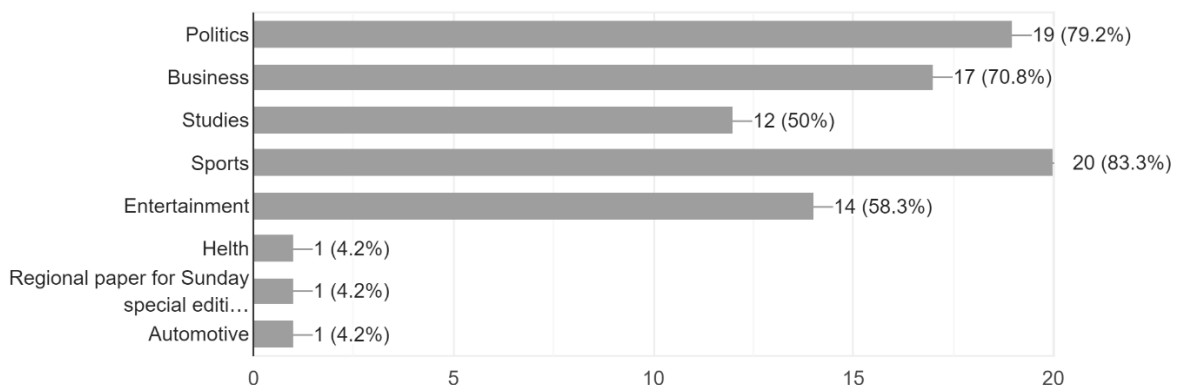
24 responses



**Fig 4.6 – Preferred newspaper**

Which is your area of preference in news?

24 responses



**Fig 4.7 – Area of preference of news**

**5. DISCUSSION**

Summary based on the survey research is as follows:

- The youth and middle-aged population prefer to get their news and other related information from online sources, while the printed newspapers are popular among the older population.
- Ease-of-access to information, interactive behaviour of social media and on-demand availability of news and information are primary reasons population to prefer the digital media.
- Digital media and print media are bound to coexist and reinforce each other. Almost 80% of the population feels that the printed newspapers are politically-biased.

- Newspapers have a small piece of information, whereas digital media provides an interface for opinion makers to create social change.

**6. CONCLUSIONS**

The convenient access to online news for free seems to be little reason to pay for a newspaper subscription. The witness of not the “End” of print but rather the from adaptation of print and News organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the digital media to create its impact on the society at a faster pace.

## 7. ACKNOWLEDGEMENT

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