The objective of this study is to study the participation level of readers in online newspapers. The purpose is to find out the whether the readers in India and Western countries have fully utilized the interactivity options in online newspapers. For this study, Indian online newspapers had compared with Western online newspapers. English newspapers were selected. Because English is consider major language in India after Hindi. Other language newspapers were not suitable for comparison with Western English newspapers.

Finally, the online newspapers of India were examined in the light of Western newspapers.

Content analysis was selected as the research methodology for this study. The content analysis of five Indian newspapers and five western newspapers was conducted over seven continuous days. One day sample was taken to achieve the qualitative observation. Based on researcher's idea of how much the participation level of readers has in online newspapers. This study was conducted to know the nature and level of participation in terms of interactivity debate.

The findings reveal that Indian online readers are more involve in participation. Indian readers are more interested in discussion and giving comments. Western online newspapers less participation as compare to Indian readers. But western readers prefer to share more news via Facebook and Twitter.

The findings reveal that the online newspapers in India are still at the developing stage of the evolving process. However, they are not too far from the western newspapers. Few web papers have yet to evolve to a more advanced stage, where original content are created and the technical capabilities of the Internet are used.