CHAPTER-II

REVIEW OF LITERATURE

Internet has flourished, though started less than 45 years ago. It has become a mass medium with browsers, the graphical user interface of the World Wide Web (www), word processors and desktop publishing. Newspapers have also begun to explore the electronic mode of news delivery, just like they had tried earlier to deliver news via telegraph, facsimile machine and audio text (Khoo Geok Lian, 2001).

Newspapers can provide online versions, that are not mirror images of print versions, instead offer something extra such as interactive features or information that could not fit in print versions (Haneefa and Nellikka, 2010).

Now these days Internet is flooded with many online newspapers. Some newspapers are electronic version of their print counterpart. But some are purely web based newspapers. Many of them provide general information, while others being complete newspapers with archives. Interactivity, immediacy and limitless space are some characteristics of Internet (Erlindson 1995) as studied by Nephtali Irene Tham and Foo Yueh Feng (1999).

Mohamed Haneefa K. Shyma states that important characteristics of online newspapers include hypertext, interactivity and multimedia. Hypermedia enables navigation through online newspapers and connects readers to related contents. News published on the online newspapers can be complemented with background information, graphics, photographs, animations, audio streams and video footage, archives, magazines, e-books and other online newspapers.
Interactivity can be made available on the online newspapers to make online editions interesting. The interactivity could be achieved by engaging readers using RSS, blogs, polls, surveys options, comments, feedback etc. (Haneefa, M.K., 2010). Erlindson mentions, is the low cost of setting up a website—as—little as U.S. $5,000. He also says on absence of paper and delivery costs involved in electronic newspaper publishing is a benefit. Besides being limitless, space is three dimensional in cyberspace. According to Erlindson the Internet has also presented as an increasingly immense market and a large forum for the exchange of ideas worldwide (Tham, N.I. & Feng F.Y. 1999).

1.1 INTERNET AS A NEW MASS MEDIUM

The medium is not the message. An aim of newspaper producers is to get the reader to read the newspaper; independent of the media is presented upon. To a large extent the medium should be immediate, that is, user should be so absorbed by the interface, content and design that the medium itself does not matter.

For both paper and screen media, reading should be effortless. To support readability, the use of formal conventions for presentation is a major preconditions; simple and consistent layout cues beyond conscious notice provide orientation and structure, and alert the user to the type of content the document will likely contain.

With new technologies, however there is no established, straightforward way to present content. Digital media is often depending on formats derived from earlier technologies, instead is processed and what information receives attention will help to facilitate the development of newspaper media (Leckner, S., 2012).
But the online newspaper should not be just another delivery system for old media (Palvik, 1997). Online newspapers provide many user friendly features. Electronic newspaper users can customise their news. It has a lot of inherent advantages that could greatly enhance the traditional function of newspaper.

Historically, newspapers function to provide information and news, engage the users to survey the environment they are in, correlate the events in the environment, entertain readers, and transmit social heritage from generation to generation (Wright, 1960).

These functions will be greatly enhanced with the electronic newspaper, and user will be more empowered with these news functions. The Internet offers itself as a vehicle for news not just in the form of network technologies, or as a means of diverse forms of communication (Trench & Quinn, 2003).

Communication researcher and experts have recognised the Internet as a news mass medium to deliver news and information. First of all, the source-receiver relationship has changed dramatically from the traditional mass-communication model of one-to many to a new model of many to many (Morris & Ogan, 1996).

Many years before existing news organisations had seen the potential of the Internet as a publishing and income generating vehicle, academic and other communities has been using it to distribute and exchange what they called news. (Trench, B. & Quinn, G., 2003).

Today, anyone with a modem, personal computer and telephone line can became a publisher by sending messages and communicating with many others (Lapham, 1997). The communicating power that required huge capital investment and used to be controlled by a few dominant companies is now
shifting into hands of the people. This new sense of empowerment owes a lot to the Internet.

The Internet is also a multifaceted mass medium that compiles many different configurations of communication (Morris and Ogan, 1996). Its capacity for addressing senses far surpasses that of any other medium (Newshagen & Rafaeli, 1996). Online newspaper is different from its print parent. While the print medium provides only text, photographs and graphics, the online newspaper can be a convergence of newspaper, television and radio.

It can incorporate new combination of text and photographs with multimedia elements such as audio clips, video clips and animated graphics. New stories can be presented in many different form so as to provide different and enriching experience for the users (Lian, K.G., 2001).

The Internet features of online newspaper allow for another kind of content. The readers can interact with the news through the provision of multimedia features and hypertext linking. The potential of multimedia and hypertext linking are used to know how well the online newspaper made use of the Internet potential.

Multimedia refers to the existence of different media in a single package, which for our purpose is a website. While multimedia can take several forms, such as computer games, digital art and reference works like encyclopaedias, the form in which it appears in online journalism is known as hypermedia (Tapas Ray, 2006)).

It has been characterised by Nadin as that which exists “at the intersection between multimedia – integrated data and non- sequential data structures (Tapas et al., 2006).
Media packages contain elements in multiple media. Computer plays a great role for making these technologies easy and faster. Many telephone companies, cable TV operators, and TV Satellite broadcasting were competing and merging. Computer companies were hurrying to provide "The Box" this magic device that would embody the potential to hook up the electronic home to a new galaxy communication, while providing people with a navigating self-programming capability in a "user-friendly" mode (Castels, M., 1996).

As Ihlstrom observes that e-newspaper combines the readability and overview from the printed newspaper with the possibilities of online media such as constant updates, interactivity and video, and is predicted to replace the printed edition in the long run. The potential replacement of the printed newspaper with the e-newspaper would dramatically reduce production and distribution costs for the newspaper companies (Carina Ihlstrom, 1995).

Hypertext link is another feature of Internet. In online newspapers, "hypertext linking potential" refers to the use of in-story, off-story links and navigation links available in the news stones. The presence of links to the archives is also included to the hypertext linking. In-story links are the links that are embedded within the text of a particular story.

Tankard and Ban, 1998 observes that using Hypertext Mark Up Language (HTML), web page creators are able to place within their document links that, when click on, take the reader to another page or another website (Lian, K. G., 2001). Hypertext linking provides limitless space in an online newspaper. Online newspapers keep their information as archives. Hypertext linking enables this facility in digital form. Archiving information can be one of its most valuable series (Gubman & Greer 1997) as news archives provide a
reliable source of information (North, 1996) and it allows readers to reach its library of information when they need it.

According to Burnett (Burnett and Marshall, 2003:84-3), we can understand hypertext as a term that describes ‘the extension of an existing text into other areas and other domains’ (Oblack, T., 2005). For bolter, a hypertext is closely related to global communication networks in which no one writer or reader has substantial control and consequently no one has substantial responsibility (Oblack, T. et al., 2005). Dahlgreen’s definition of hypertext is contextualized within the larger sphere of cyberspace. As a textual domain, he claims, cyberspace operates via association linkage (Oblack, T., 2005).

There is another feature of Internet that also gives lot of information to the readers. This feature is developed for giving extra information to the readers. “Service to readers” is the feature that provides value-added service to the readers. This feature includes customised news, search engines, archives, calendars, weather forecast, commercial advertisements, appointment and personal advertisements. Customised news service allows to readers to special-order the kind of news they wanted to receive. For example, some customization features allowed readers to receive certain user-specified topics of news by e-mail.

Potential for Immediacy and Interactivity

Immediacy, therefore, is posited as another dimension of online journalism’s interactivity. It is defined as the extent to which web news sites provide consumers with the most immediacy available information (Brian L. Messy & Levy, 1999).

With the Internet, processing information into news no longer ends with the daily production deadline. Online newspapers offer the potential for more
immediacy in news coverage. This is something that print newspaper cannot provide (Lian, K.L., 2001).

Some critics of online journalism argue that consumers generally do not want to e-mail their neighbourhood reporter or digitally chat in real time, what they want is news, preferably of local happenings and fast breaking events, and updated constantly throughout the day.

Consider Levin's report that News day saw its website traffic jump about 700 percent immediately after TWA Flight 800 exploded off the New York shore, or the Freedom Forum report that 800,000 people a day – or about 150 percent more than the month before – flocked to MSNB's website after the Bill Clinton- Monika Lewinsky sex scandal story first broke (Messy & Levy 1999).

We can consider another example when Asia's longest - serving leader, Indonesia's President Soharto, stepped down in May 1998, the hits interactive (The Straits Times Interactive was accessed) for The Straits Times passed 14 million. This was an increase of about 2.5 million hits over the previous month (The Straits times, 14 September 1998).

'Immediacy potential' refers to the ability of online newspapers to provide news to readers as soon as possible. The faster update speed, the more success it will achieve. For immediacy, newspapers provide many functions. For example, update - tickers and update box. "Update- tickers" are usually found as a horizontal box across which the latest, breaking news is scrolled, while "update-box" is a box containing summaries of the latest breaking news, or containing links to them. How often the online newspaper provides breaking news is also an indicator of how the paper makes use of the immediacy potential of the Internet.
In online newspapers ‘content coverage’ is measured through the number of international news, regional news, business news, sport news and entertainment news, which include book reviews, movie/TV show reviews, restaurant/food reviews, celebrity stories and travel article. In other terms, online newspaper contains all information like print newspaper. But the main difference is immediacy and interactivity.

For example, national news is taken as news happening in India. Regional news means news happening that concern Asian countries and international news refers to news happening in countries other than the Asian countries, such as events as happened in the U.S. and European countries. More news found in an online newspaper indicates better realization of the Internet’s potential to reach the beyond geographical borders.

People are turning to Internet options for getting up to date information. Interactivity is the important advantage for online newspapers. It offers potential for greater interactivity between the readers and the source. The excitement surrounding around the Internet lies precisely in its capability to do and offer things no other medium can. Interactivity is one such thing and this distinguishing quality of Internet is hailed as the primary characteristics of new technologies (Folayano, O.O.2004).

According to Schultz (1999), the Internet has the potential to increase interactive attempts and options in journalism (Schultz 1999).

Kenny et al. (2000) say interactivity is one of the features that distinguish new media from traditional mass media because of its ability to empower the reader. Interactivity has been referred to as the main discerning characteristics of the online environment, which is especially of essential importance in the consideration of online journalism in the consideration of
online journalism (Deuz 1999; Millison 1999), Reddics and Kiney (1995; 236), call it a web- specific characteristic. (Folayano, O. O., 2004).

**Potential to reach beyond geographical border**-

Print newspaper is a traditional way for getting information. Access to the online newspaper is not bounded by geographical borders. Information on Internet is about reaching a mass audience on an individual basis and encouraging an exchange of ideas that enflames interest and promotes passion. Blogs, social media sites and video sharing portals enable companies to connect more directly with their customer basis and create an organic flow of information where the consumer becomes owner of your message.

During 2011 Tsunami in Japan, many Indians living outside of India, who had relatives or business there, logged on to online newspapers of Japan to find out what happened in the country. The Indians in the country also used the online newspapers to keep updated as they found their own print newspapers lacking in credibility. Some of them read the online newspapers in India when access to their local media was blocked to them.

1.2 **Concept of interactivity** –

Generally, interaction means mutual exchange, mutual influence, sharing etc. Mortensen (1972) terms interaction as a reciprocal influence. It is an alternating process of feedback (Morris 2002). To Schramm (1954) interactivity is sharing of meaning of a signal between the sender and receiver of a message in order to reach mutual understanding. For media, interaction occurs between the media/media people and its audience.

Massey (2000) observes, there are opportunities for the media to be engaged directly with its audience. There is general agreement among the
researchers of online journalism that interactivity means Internet enabled communication between web journalists and readers or among readers (Rahman et al., 2008).

Interactivity has almost turned into a dull buzzword. The term is so inflated now that one begins to suspect that there is much less to it than some people wants to make it appear. No company would fail to claim that it is keen on feedback. No leader would fail to praise the arrival of communication era. Apparently interacting has hardly threatening meaning for elites (Schultz, T., 2000).

The word “interactive” is often used as synonym for new media such as the World Wide Web. Advertising practitioners and researchers use the phrase “interactive advertising” to describe Internet or web –based advertising. However, despite widespread use of such terms, Scholars has noted that interactivity is often either undefined or under defined (McMillan, S.J. et al.).

The ‘interactive turn’- ‘interactivity’ has naturally entered common usage. And this watering down of the concept has not became less significant after the worlds of advertising and entertainment have annexed the term as a common, value added word in the effort to sell new products and services (Jens, F.J., 1998).

Massey and Levy (1998) note that the web provides for “interpersonal – interactivity”, because individuals can communicate with other through tools such as chat rooms and bulletin boards. Hoffman and Novak say that by making their web sites friendly to users, marketers can facilitate this kind of interpersonal interactivity and also generate positive word of mouth for their companies.
The use of interactivity as a variable in empirical investigation has dramatically increased with the emergence of new communication channels such as the World Wide Web. Though many scholars have employed the concept in analysis, theoretical and operational definitions are exceedingly scattered and incoherent (Kiousis, 2002).

Newhagen et al. (1995) assert that interactivity level rise and fall within a medium dependent upon people’s perception, while Schneiderman (1987) suggests that interactivity levels only fluctuate by altering technological properties. Further variables that are highly associated with interactivity, such as social presence and feedback, are shaped by how it is conceptualised by scholars (Kiousis, S. et al. 2002).

‘Interactivity’ has recently appeared as a buzzword within communication theory. For 1950s information theorists (e.g. Shannon and Weaver, 1949) interactivity denoted two way communication between either human, animals or machines, but today it has become exclusively hardwired to the telecommunications and computing sectors.

In information theory, the content of communication is separated from the means of communication, and the aim of communication is to control the reproduction of ‘message’ in any medium or means of communication. Today the term interactivity is reserved for only communication events which are electronically extended space and time (Holmes, D. 2007).

Interactivity is divided in many dimensions. Some of the dimensions that go beyond surprise and novelty, but still do not capture interactivity, include bi directionality, quick response, bandwidth, user control, amount of user activity, ratio of user to medium activity, feedback, transparency, social presence, and artificial intelligence (Rafaeli, S, 1999).
In recent years, expectations of ‘interactivity’ and new ‘interactive media’ have been pushed to the breaking point in terms of what will become technologically possible, in terms of services that will be offered, in terms of economic gain, etc.

Along with terms like ‘multimedia’, ‘hypermedia’, ‘media convergence’, ‘digitization’ and information superhighway’, ‘interactivity’ is presumably among the words currently surrounded by the greatest amount of hype. The concept seems loaded with positive connotations along the lines of high-tech, technological advancement, hypermodernity and futurism, along the lines of folksy popularization, grassroots democracy, and political independence (Jenson, F.J., 1998).

The term ‘interactivity’ has been rapidly conscripted into the discourse of a ‘new media age’. Interactivity is central to a cluster of terms that preoccupy the study of cyber culture. Around it are assembled so many of the binary terms of new media theorising- active/passive, one-way/two way, linear/non linear, synchronous/ asynchronous, mediated/face –to-face, etc. The strongest proponents of the importance of interactivity are ‘second media age’ theorists who bestow it with emancipator meanings in contrasts to the one-way architecture of first media age, ‘broadcast’ media (Holmes, D., 1997).

Interactivity stems from the sociological concept of interaction where it is defined as the relationship between two or more people, who, in a given situation, mutually adjust their behaviours and actions to each other (Jensen, 1998). Duncan (1989) refers to interaction as the state of reciprocal awareness (Chung, D.S. et al., 2008).

Hujanen and Pietikainen (2004) quoted in Ester Applegren as Interactivity can be described as two-parted, highlighting the positive potential
of new communication technology, transforming consumers of news into participants, or emphasising the negative impacts new technology can have concerning fragmentation of the audience (Applegren, E.).

Deborah S. Chung gave his views about interactivity. He says that the potential of "interactivity" has fuelled extraordinary anticipation over the adoption of a two-way communication model in the news industry. Interactivity, a quality of new media and the Internet in particular, fundamentally challenges the traditional one-way directional flow of news by providing news audiences with increased choice options and even allowing them to participate in the production of information. Interactivity, thus, has the potential to transform the nature of traditional journalism practice through online news.

Thompson's insights about 'interaction' provide some restraint to the fortunes of 'interactivity' in recent literature on the Internet. Just as Thompson points out that broadcast media are capable of interaction, we are also compelled to accept that the Internet isn’t just about interactivity, and that its various sub-media are also capable of broadcast communication, such as bulk email and bulletin board postings. In turn, it needs to be asked why technologically extended 'interactivity' is so closely associated with the Internet, and not with, say, the entire history of telephony.

A key theorist who can assist in understanding interaction within computer mediated communication (CMC) is Rafaeli, who distinguishes between connectivity, reactivity and interactivity (Rafaeli, 1988). Connectivity refers to the technical way network architecture makes not only interactivity possible, but also important is the way communication histories within CMC determine the nature of the interactivity that happens within it. Two-way
communication does not, in itself, guarantee interactivity. If an exchange does not develop into a relationship where one utterance becomes a context for another, the discourse may become closed and self-referential. Conversely, reactive communication is not just typical of broadcast communication, but is possible within networks (Holmes, D., 2007).

Thus interactivity concept is very vast. Different researchers and theorists use this term differently according to their requirement. We can understand this term in three academic fields. Goertz 1995 and Jackel 1995 say these are: a) the interaction concept of sociology, b) the interaction concept(s) of communication studies, and c) the interaction concept of informatics (Jenson, F.J. et al., 1998).

In summary, it can be said that while ‘interaction’ in the sociological sense refers to a reciprocal relationship between two or people and in the informatics sense refers to the relationship between people and machines (but not communication between people mediated by machines), in communication studies it refers, among other things, to the relationship between the text and the reader, but also to reciprocal human actions and communication associated with the use of media as well as (Para-social) interaction via a medium (Jenson, F.J, 1998).

**Explication of Interactivity**-

Concept of interactivity must be understood within the larger context of a normative theory of democratization. If one wants to evaluate formal differences in the degree to which Web sites give their audience a chance to participate actively, it can only serve as a normative background. Looking for definitions that can be applied to empirical research, but at the same time do
not view interactivity only in technological terms. Rafaeli's thorough explication of interactivity and its levels turns out to be most fruitful.

Analysing group computer-mediated communication, Rafaeli is interested in the thread of messages, in the chain of interrelated messages. Hence, 'interactivity is a variable quality of communication settings'. In other words, the degree to which communication transcends reaction is key. To distinguish between different levels of interactivity one must ask whether, and to what extent, later messages recount the relatedness of earlier messages. In interactive communication roles are interchangeable.

Although this definition seemingly is based on face-to-face interaction, it can be applied to mediated forms of communication. As Rafaeli has argued, mediated forms can allow for possibilities that would be missed if face-to-face communication were taken as the standard of comparison. Different purposes and tasks may require different communication settings and different levels of interactivity.

Nonetheless, the formal characteristics of fully interactive communication usually imply more equality of the participants and a greater symmetry of communicative power than one-way communication. The achievement of democratic consensus is related to opinions that are not merely announced but also discussed openly and free from distortions. As Hacker put it: 'The more democratic a communication system, the more it will accommodate interactivity over mere connectivity'. Thereby an empirical criterion is created that can be created to Habermas' ideal speech situation.

In one-way communication, one source sets the agenda, receiving no feedback or very indirect feedback. Eventually, in two-way, or reactive, communication one side responds to the other, but such communication
remains reactive unless ‘later messages in any sequence take into account not just messages preceded them, but also the manner the previous messages were reactive’. But Rafaeli also draws a very fine line between two-way and reactive communication: ‘two-way communication is present as soon as messages flow bilaterally’. Reactive settings require, in addition, that later messages refer to earlier ones’.

Rafaeli’s model suggests that a lot of use of the new technologies is far from interactive. Still, along the continuum of interactivity there are settings that make it more likely that full interactivity will occur. Therefore Rafaeli’s distinctions can be fruitfully applied to the traditional mass media now online. But one has to take into account that two very different groups are involved here: journalists and readers (audiences in general).

**Interactivity and Personalization**

The concept of interactivity has been discussed frequently in scholarly media literature for decades. Several definitions exist, much depending on what discipline the media researcher suggesting the definition belongs to, one example being Rafaeli quoted in Jensen (1998) reserving the concept for communication scholars.

As one form of interactivity, the term personalization appears frequently discussed concerning the future of digital news media. Personalized websites are according to Nysveen et al. (2005), dynamic Web sites where each consumer can subscribe to services that are in accordance with his/her individual profile.

It is outside of the scope of this paper to give a review on the two concepts, origins and definitions. The brief presentation of the concepts of
interactivity and personalization made here contains thus only a fragment of the ongoing research discussion of the concepts.

Discussion of interactivity can be described as two-parted, highlighting the positive potential of new communication technology, transforming consumers of news into participants, or emphasising the negative impacts new technology can have concerning fragmentation of the audience (Hujanen and Pietikäinen, 2004, p. 384).

The term interactivity has along with many other terms turned into a buzzword. Jensen (1998, p.186) discusses interactivity alongside with other hyped terms such as media convergence and information super highway, as a concept that has been watered down due to that the worlds of advertising and entertainment have used the term as an value added word in order to sell new products and services.

Leaving the hype behind, Jensen (1998, p. 201) defines interactivity as a "measure of a media’s potential ability to let the user exert an influence on the content and/or form of the mediated communication". According to Manovich (2002), the logic of new media values individuality over conformity. Interactivity is not just about exchange of communication but also generation of content (Richards, 2006, p.533). Richards describes how interactivity has a dual nature, activity and property. Activity, meaning perception in use and property meaning available features on a website.

In the simplest kind of interactivity the user edits or generates a path through existing content (Richards, 2006, p.543). Interactivity described in a positive manner, entails as suggested by Cover (2006, p.141) a built-in capacity to transform, shape or customize, in the case of Cover: text in accord with the author’s wishes.
However, the possibilities to alter the content might also result in drawbacks, as it can be possible for the users to alter the content outside of the author's control and original intent. A common problem for the on line newspapers concerning interactive services such as chat rooms is according to Boczkowski (1999) the occurrence of aggressive content published by anonymous participants. Because of limited resources at the on-line newspapers, the monitoring of this content may suffer.

Newspapers have tried to solve this problem in many ways. One solution is to make participants register before they can interact and post content on the newspapers website. According to Boskowski, registration can have a tendency towards higher audience self-control as the anonymity thus is reduced.

Hujanen and Pietikäinen (2004) identify three discourses relevant when discussion on new technology, journalism and practises in news consumption:

1) Pick and choose

2) User in transition

3) Multi voicing journalism.

"Pick and choose" which could also be denoted as personalization and is described as dominant when marketing new forms of journalism where the user is expected to be an eager consumer of news, willing to choose the news of his or her interest. Hujanen and Pietikäinen (2004) fear that this approach mainly is used to increase the market and lower production costs and that instead of increasing dialogue in journalism and facilitating audience participation it might steer towards fragmentation and weaken journalism's role as an arena for public discussion. The second approach, "user in transition" refers to that news
users would not only read, watch or listen to news, but also participate by making contact with newsrooms and journalists.

Multivoicing journalism is described as a forum for the public debate with the aid of new communication technologies and interactivity. However, Hujanen and Pietikäinen warn that people's possibilities and International Symposium “Transformations in the Cultural and Media Industries” competence to participate in journalism may be limited and that the level of motivation from the general public to participate is still unknown.

2.3 Future of online newspapers

Internet has more potential than print newspaper in terms of interactivity, immediacy and unlimited space. Internet is much better to deliver news as compare to its print parent. But it raises a question. Will Internet base online newspapers replace the print newspaper?

Many researchers and experts observe that print newspaper has less chance to replace online newspaper. Foo, Tham and Hao (1999) reported that a majority of publishers and online editors think that web newspapers are merely supplements and can never replace printed newspapers. In an earlier study, Tham & Foo (1997) reported that nine out of 10 publishers and online editors agree that the electronic newspaper will not replace the print newspaper (Lian, K.G. et al. 2001).

Ex Information & Broadcasting Minister of India Mr. Jaipal Reddy said- "I don't see an end to newspapers, Frankly, I can live without TV but not without newspapers. After watching all the channels, we like to have it confirmed in newspapers. I am an unabashed partisan of newspapers.
While no one expects printing presses to die anytime soon, their role in mass communication will be greatly diminished in the next 20 years. This will come about because of new technologies and social changes such as greater concern for the environment, the aging of the American population, the increased mobility of readers and the globalisation of media and politics. If newspapers continue to tie their fate to the Industrial Age, their fortunes will be defeated as well (Fidler, 1992).

According to this conclusion, print newspaper is more beneficial than online newspaper. The term Internet journalism implies the use of the Internet for transmitting news whereby Internet sources replace the functions of traditional print journalism and other media. Given the rapidly growing dependence of the mass population around the world on the Internet for their news, it cannot be doubted that online-journalism is indeed the next step in the evolution of print and of the primary functions of media.

A study conducted by the Newspaper Association of America in 2002 (NAA, 2002) stated online newspapers as the primary source of daily news and information on the web. The phenomenal growth of online newspapers and its readership has 'sparked an extraordinary revolution in communication across time and distance truly unimaginable in the past' (Li, 2006), to the extent that today an ever increasing number of the world's estimated 359 million users of the Internet get their news from this source (Pavlik, 2001).

This increase in readership has resulted from the several advantages that are not viable with print journalism. Audiences rely on newspapers on the web because they are instantly available, constantly updated and more interactive in terms of content. For instance, almost all online newspapers have slideshows of
images, attractive texts and sounds making them far more interesting to read than their print counterparts.

Readers have options to post their feedback and join groups that share similar interests. They also offer services like electronic mail alerts for any breaking news or severe weather notices. Basically these newspapers reap the benefits of hypermedia and hypertext.

All these advantages put together are attracting to the readers who would previously not even be interested in printed news because now it is available to them at no additional cost of buying the printed version. It all comes at a very low cost of Internet access. But we must also consider the fact that a part of the population, namely the elite, political and business oriented or even sports fans are ready to pay subscription fees for these online publications. 'The Wall Street Journal', 'The Financial Times' and 'New York Times' are some publications that have previously charged a subscription fee or put a limit on the number of articles that can be viewed for free. Nevertheless demand for them online has always been increasing.

Given all the above qualities, online journalism is undoubtedly the new evolutionary phase of media. Online newspapers became a part of the mainstream medium even before many of us had the opportunity to learn about the medium (Li, 2006). This fact is also supported by various statistics. More than 3,400 U.S. newspapers were online by June 2001 (Poynter, 2004).

However, in recent years the number is much higher. According to "The State of News Media 2009" an annual report by the Pew Research Center's Project for Excellence in Journalism, 'The number of Americans who regularly go online for news, by one survey, jumped 19% in the last two years, to nearly four in ten Americans(37%); in 2008 alone traffic to the top 50 news sites rose
27%.

On the other hand 'comScore Plan Metrix' states, 'the overall readership of print newspapers is down 11 percent in the past year, from 86.4 million in April 2008 to 76.7 million in April 2009 but the total number of visitors to the online newspapers category is up 5 percent during that same period.'

It is clear from this statistic that the decline in patrons reading print newspapers is higher than the increase in those reading online versions. But at the same time another statistic from the same report says that 'the number of readers of news content online has increased by 8.6 million people'.

This indicates that people are not only turning to new sites for information but also to blogs and journal databases available online which are adding to the growth of personal journalism.

Taking this into consideration and the ever growing readership, the content of online newspapers are becoming more specific and serious. There has been a large growth in the amount of original news used by these publications. Typically they were just a duplication of their printed versions but now they tend to be faster in the dissemination of news. They are as good as the print version in terms of in depth analysis and also allow readers to consult all previous records pertaining to the subject of discussion by storing them in archives that are available on the new website itself.

However, with the increase in readership comes the pressing need to meet expectation and in doing so many if not all online newspapers compromise when it comes to quality news publishing. A few newspapers like the ‘New York Times’ uphold very high journalistic standard but the lesser known ones tend to deviate in reporting. This is the reason patrons tend to consult a few sources before authenticating the news. It is beneficial to online
newspapers because it adds to the revenue of each of the one consulted but over time people shift to the more accurate source.

With all this development in the online journalism field we are left to wonder if print journalism is becoming obsolete. Researchers look at it not as a decline rather as the tendency of the media to embrace change and take new forms. Communication developed from papyrus, to telegraph, to newspapers, to online newspapers and blogs. The fact that so many newspapers have taken the initiative and adapted to the new wave in online journalism justifies this evolutionary process. Therefore, it is common for new media to complement and benefit existing outlets' (Samoriski, 2002), (Bidgoli, 2004).

Now, we can say that online journalism has not only eliminated the weaknesses of print journalism rather has given a new mobility and dimension to news. With its gain in readership each year we can deem that the changes it has brought are permanent and not temporary in nature. 'The magnitude of media proliferation on the Internet has been unprecedented' (Li, 2006) and today the manner in which news is being transmitted has completely replaced the traditional functions of news and media.

Hence, online journalism is undoubtedly the next evolutionary step in media and is part of an evolutionary process that started way back and will continue to refine itself with the passage of time.

But these conclusions are not true in case of online newspapers. Many authors acknowledge the importance and benefit of online newspapers. Financial Times publishing group CEO Olivier Fleurot said newspapers have to re-invent themselves to protect their turf in a fiercely competitive multi-media environment. He said: "The number of newspapers and their circulation has declined the world over except in India and China."
The world is becoming more digital but technology has helped newspapers as much as the Internet." As Fidler (1992) observes dabbling in audio text and fax news or tinkering with content and format are not solutions either. Nor will expensive colour press and low-rub inks rescue the industry. What newspapers desperately need is a new vision for the 21st century – a vision not dependent on ink-on-paper printing. The traditional printing press is dying- and much more rapidly than anyone realizes (Fidler, 1992).

Interactivity, immediacy, and limitless space are some of the characteristics of the Internet (Erlindson, 1995). These characteristics render the Internet a suitable publishing ground if harnessed properly. There are many advantages in Web publishing, one of which, Erlindson mentions, is the low cost of setting up a Web site--as little as U.S. $5,000. He also says an absence of paper and delivery costs involved in electronic newspaper publishing is a benefit. (Foo, Tham et al., 1999).

In spite of all these reasons, the expense of newsprint is increasing. Online newspapers are cheaper version of print newspapers. Print newspapers are labour intensive. It adds up the cost of production. The e-newspaper combines the readability and overview from the printed newspaper with the possibilities of online media such as constant updates, interactivity and video, and is predicted to replace the printed edition in the long run. The potential replacement of the printed newspaper with the e-newspaper would dramatically reduce production and distribution costs for the newspaper companies (Ihlstrom, C., 1995).

Newsrooms around the world, including those in India, have started to use new technologies. Technologies such as desktop publishing and computerisation into daily operations reduce cost. If production of online
newspaper is cost effective, there would seem to be no reason for expensive method. Because all business are market driven.

The long decline in newspaper circulation is over the years continued to accelerate. Newspaper’s circulation is going down continuously. Internet may be the reason for this. The drop occurred nearly across the board during the six months that ended Sept. 30; weekday circulation for the largest metropolitan dailies fell anywhere from 1.9 percent for The Washington Post, to 13.6 percent for The Atlanta Journal-Constitution, compared with the period a year earlier.

The figures, released by the Audit Bureau of Circulations based on reports filed by the individual papers, show that circulation at The Houston Chronicle, The Boston Globe, The Star-Ledger of Newark, The Philadelphia Inquirer, The Orange County Register and The Detroit News fell 10 percent or more.

Foo et al. (1999) state that online news has been growing in popularity, print newspaper readership has been declining since the 1960s (Lian, K.G., 2000). According to this information of Internet use around the world, the print newspapers are losing the readers of tomorrow.

Online newspapers are very different in context of presentation. People like the new things which are more close to them. Other than content, the presentation structure and design of the WWW newspaper is altogether another piece of art, and it is different from that of the print newspaper. In print, the design is fixed and only the content changes, whereas in the online environment both content and design are fluid (McAdams, 1997).

Besides making the Web site easy to navigate and fast to download, the publisher of a successful Web site, McAdams says, has to ensure that this
flexible-structure feature is fully exploited because redesigning is part and parcel of electronic publishing (Foo et al., 1999).

Younger generation, who do not like to read print newspaper publicly and more friendly with computers, are increasing in numbers. Auh, (2000) observes that hundreds of millions of people today—especially the young, better educated, and affluent—connect themselves to the web as a preferred medium for information and entertainment. It appears the web journalism has the power to engage the unchanged with its interactive, on-demand, and customizable features. To the traditional media and newspapers, in particular, these trends can be a threat.

This trend is increasing because now people are friendlier to Internet. They are fond of getting information from Internet. Negroponte (1995) states that “imagine an electronic newspaper delivered to your home as bits. Assume it is sent to a magical, paper-thin, flexible, waterproof, wireless, light weight, bright display. The interface solution is likely to call upon mankind’s years of experience with handling and layout, typographic landmarks, images, and a host of techniques to assist browsing. Done it well it is likely to be magnificent news medium (Ihlstrom, C., 1998).

It is expected that new generation is more comfortable with computers and Internet. In countries like India, this has adopted a very progressive plan to prepare for the electronic age. Indian government is committed to incorporate computer and Internet into the population’s daily work and education. These economic and environmental factors push newspapers for going online.

Katz (1997) observes that why one must doubt whether Internet enthusiasts are right in their belief that the end of traditional institutions of
politics and media has come. They suggest that a new elite of ‘Netizens’ is going to take over society (Schultz, T. et al., 2000).

Online newspapers have established themselves in the landscape of mass media of the early 21st century. While some empirical studies question the importance of images in online newspapers, editors and readers appear to share affection for the image galleries which can be produced and published in online newspapers in ways and on scales not affordable in print production (Helen & John. S. et al.)

2.4 Evolving stage of online newspaper

Today Internet is in developing and growing stage. Many experts and researchers of newspaper industry are not sure how future online should look. Despite of this thing that Internet is user- friendly medium, it’s very difficult to say that it will replace print newspaper. Some researchers suggest what an ideal net paper should like.

Pavlik observed that news content on the Internet has been evolving through three stages. In stage one, which still dominates most news sites, online editors mostly copy-and update- news content from their mother ship.

In stage two, which gained momentum recently, the journalists create original content and augment it with hyperlinks. Stage three is just beginning to emerge at only a handful of better news sites. It is characterized by original news content designed specifically for the web as a new medium of communication. Stage three will be characterised by a willingness to rethink the nature of ‘community’ online and, most important, a willingness to experiment with new forms of storytelling, which allows you to enter and navigate through a news report in ways different from just reading it (Auh, 2000).
The structure of newspaper is different from one to another. In the traditional newspaper format, information can be organised in various ways, although the layout and uses are familiar. The front page includes the masthead, and presents teasers classified into broad categories, promoted by hold headlines and images. In the interior sections, articles tend to be organised by topic, containing related articles, images and sidebars- all part of a structure helping the reader to find relevant information, as well as minimizing interface from non relevant- articles.

In web page architecture, the modes of information operate under logic: the ‘traditional’ web front page is commonly hierarchically structured, including one or a few images, and the layout factors are of similar size. The text is presented in relatively short briefs, or in link lists and tables. The content is highlighted through the use of lists, bullets and/or icons. An important aspect is the spatial and temporal difference caused by the necessity of scrolling and linking.

However, features of the traditional newspaper genre can be mapped onto the computer user interface and aid the user understands of the content. Naturally, all aspects of the newspaper genre cannot to be duplicated onto a digital rendition, and the digital edition can provide factors not feasible in the print version, for example two-way-communication and multiple media (Leckner, S., 2012).

Although 56 percent of all the online newspapers in the world can be found in the united states (Tham & Foo, 1997), and U.S. takes the lead in the advent of technologies, few of its online newspapers have reached stage three (Pavlik, 1997). Cybertimes, the online version of The New York Times, is one
of the few news organisations to experiment with omni-directional imaging that allows readers to explore a 360 degree field of vision (Pavlik, 1997).

The limited numbers of online newspapers to reach stage three is understandable, since the adoption and incorporation of new technology is usually expensive and slow. In fact, most of the Net papers had begun to reach stage two only since 1996 (Pavlik, 1997). In a study of 424 daily online newspapers in the U.S, Tankard & Ban (1998) concluded that most are simply using the Web site to mirror or reproduce the content of the printed newspaper associated with the site, though some had ventured into multimedia and user interactivity. (Lian, K.G. et al.)

What is the critics’ “ideal” online paper? Analysts identify five areas on which newspapers must concentrate when going online:

1. Shallow structure

A shallow structure allows users to get the news on the first available screen (Reason, 1995d). Mike Gordon, director of Access Atlanta, says that online readers are reluctant to click through several screens to find news content (Reason, 1995d), as it can be time consuming and may cause users to get lost before they find the information they are looking for (Noth, 1996b). The online environment has much less organisation and predictability (Gubman and Greer, 1997).

If there is no clear and visible structure and navigational capabilities to orient the users, they may be lost when clicking from page to page while searching for news (Morris and Hinrichs, 1996). A good design structure gives a logical and solid organisation backbone that will orient users through coherent information, allowing them to effectively control their movement (Morris and Hinrichs, 1996).
2. **Content**

The Internet eliminates the geographic barriers that come with distributing a timely print product (Gubmen & Greer, 1997). Users around the world can click on to any online newspaper, regardless of the time and their location. Hence, the traditional categorization of news into local, national or international becomes inappropriate in the borders environment of the World Wide Web.

While many critics feel they should increase coverage of local news, some strongly contend that online newspapers should individualize and localize their stories and create their own local spin on national events (Noth, 1996b).

3. **Presentation of News**

The capabilities of the Internet to provide multimedia elements should be fully utilised. An online newspaper should be easily navigable, aesthetically, pleasing and enhance news telling by combining text with audio, video and graphics (Gubman & Green, 1997). For example, the St. Petersburg Times in the US State of Florida experiments with the new forms of storytelling by creating environments in which users can experience the stories for themselves.

This is done by providing a virtual museum that guides users through images and stories from a local museum exhibit (Gubman & Greer, 1997). Reason (1995) calls for online newspapers to link stones with audio, video, chat groups and other sites to build an interactive community around each important story.

4. **Reader interaction**

True interactivity allows readers to becomes participants in the creation of the news (North, 1996a). The provision of e-mail, online forums and discussion
areas encourage a dialogue with the readers and help the newspaper deliver news of genuine interest to readers (North, 1996a). User interaction also builds an online community that could help retain online readers (Lasica, 1996b).

5. **User services**

Users will keep returning to the online newspaper if they find the information and services provided by it are useful and applicable to them (Gubman & Greer, 1997). For example, Yahoo! offers customizable pages to users. These aggregated sites were dialed up by more than 50 percent of web audiences in just about any given U.S. market (Featherly, 1999). The numbers indicate that Yahoo! Customizable news features were among the behemoth’s most popular online attractions.

If online newspapers can provide services that keep users returning to their sites, the newspapers will gain an important place in the digital environment and become attractive to advertisers (Gubman and Greer, 1997). Analysts see navigation function, customizable content and searchable archive services as most valuable (Gubman & Greer, 1997). News archives provide a source of reliable information and have value for the readers (North, 1996d) when they need reference to past events or information.

From these ideals, it can be concluded that the online newspaper must be viewed as a new communication tool that has unique features and constraints. Simply reproducing the printed newspaper online will not work because of the constraints of using a computer.

The online newspaper is not merely a potentially better delivery system for the printed newspaper. The significant issue here is whether the online newspaper continues to inform people, provides forums for public discourse and facilitates the sharing of information and experiences that strengthens
community and cultural bonds (Fidler, 1997). Many researchers have conducted qualitative studies on how the potential of the online newspaper can be fully utilised to serve the function of a mass medium. They generally agree that the online newspaper should provide value-added services that are not only useful to the users, but also differentiate it from the print newspaper (Fidler, 1997; Gubman & Greer, 1997).

Mark Edclden, a producer at Pilot Online, says that online newspapers should have “Web extras”, such as hyperlinks, interview transcripts and chat rooms (South, 1999). Erlindson (1999) suggests that value-added services such as sidebars, extensive background pieces, photographs, graphics, sound and video links should be made available on the web newspaper. Indeed, to attract new and old audience members, the online newspapers must be more than just an extension of the printed product and cannot be print replica (Foo et al, 1999). It must offer something different from the traditional newspaper.

Some workers have worked out a checklist that could help add value to an online newspaper (South, 1999). The five categories in the checklist included the story, supplementary documents, multimedia, interactive elements and feedback/discussion/follow-ups. That is, an online newspaper should make use of Internet features such as the multimedia and interactive elements. At the same time, it should also provide services to users by summarizing stories, expanding on a printed-newspaper story when necessary, and supplementing spot news with background stories and archives.

2.5 Relation between Indian and western newspapers

Western newspapers are the ideal of Indian newspapers. Western countries are developed countries. We follow their format of development. That is why, there is relationship found between these newspapers.
2.6 Growth and development of Indian and western newspapers

Indian and Western newspapers are developing or developed stage respectively. We can divide them in two parts:

- Growth of Newspapers in India-

In the developed economies, paid circulation for newspapers is on the decline. The decline is so marked that the very existence of newspapers in the not-too-distant future is seen to be in doubt. But this trend is opposed in the developing economies of Asia and Africa as is evident from figure 1.1. In India, the growth in paid circulation is somewhat spectacular – 45% in the year 2008 over 2000.

Web editions are increasing very fast in India. Investors see a bright future of online newspapers in India. It goes without saying that the growth of newspapers in India, especially in recent years, is directly related to the growth witnessed by the Indian economy. India is the 4th largest economy in terms of GDP PPP and the 2nd fastest growing among the 10 largest economies in the world in terms of GDP PPP. When all the leading economies experienced a meltdown in 2009, the Indian GDP grew at 6.9% in 2009-10. In 2010-11, the forecast is that the Indian economy will see a further growth of 8.4%. In fact, the Indian economy has grown consistently since 2003-04.

If any economy grows, it is an indicator of progress in all areas including journalism and media. It attracts investors who are the player of market. The onslaught of digital media in the developed countries of the world regularly brings pronouncements of the death of the traditional newspaper. But this assumption of digital triumph misses out on the reality in countries across the global South.
As incomes rise and literacy levels go up, so does the desire to consume news and information. And while many are jumping straight to online and mobile phone sources, just as many are enjoying more traditional print media offerings like magazines and newspapers.

India boasts both a fast-growing economy and the largest number of paid-for newspapers in the world. The print media industry in India has seen phenomenal growth since 2005, with the number newspaper titles increasing by 40 percent to 2,700 (World Association of Newspapers). The two factors driving this growth in newspapers are raising literacy and a booming economy.

The World Association of Newspapers found China leads the world for newspaper subscribers, with 93.5 million readers a day. India is second. It is estimated the Indian newspaper industry will generate US $3.8 billion in revenues in 2010, a 13 percent growth rate over the last five years. Estimates place growth in the newspaper industry in the next four years at 9 percent a year, to US $5.9 billion (KPMG).

Part of the reason India is defying the decline in newspaper numbers and readership seen in developed countries is poor Internet penetration across the country. Because of this, only 7 percent of the population uses the web for information. And the country’s high number of illiterates (just 65 percent of the population can read) means even if many could afford a newspaper, they couldn’t use it.

According to Amar Ambani, head of research at India Infoline Group, “Unlike the West where the Internet publishing and advertising has significantly hit the print media, the Internet threat to print media is still in its nascent stage in India, given the low penetration of computers and adequate bandwidth across the country.”
Newspapers are also growing in a highly competitive market exploding with new television channels on cable and satellite and other media distractions like mobile phone applications. The newspapers are a strong reflection of how much the economy has changed in the past decade. They contain advertisements for property, mobile phones, cars and dating services.

Cost is also a critical element in their success: at only four rupees each (US $0.09 cents), many Indians buy several newspapers at a time for their home. The publications are able to charge so little because of the health of the advertising revenue coming in. Newspaper advertising in India increased by 30 percent between January and Match 2010 alone, the quickest jump in ads for the Asia-Pacific region (Nielsen India).

There is a hierarchy in the newspaper industry: English-language newspapers attract wealthier readers and can charge the most for advertising. But rising literacy rates combined with increasing personal wealth is fuelling growth in regional papers written in local languages. India has 22 official languages and English as an associate language. The country as a whole has about 33 different languages and over 2,000 local dialects. Hindi newspaper circulation rose from 8 million in the early 1990s to over 25 million in 2009.

The Times of India is now the world’s largest circulation English-language newspaper, with 4 million readers. It uses this success to charge 10 times what regional papers can for advertising. At present, the regional newspapers’ bread-and-butter is mostly government-paid advertising.

But if trends continue as they are, then the tables will turn on big beasts like the Times of India. Regional papers will grow as people look for an opportunity to read in their own local language.
Flush with cash and confidence, Indian newspapers are also innovating new ways to advertise untried in other countries. Talking ads attached to the actual newspaper's back pages caused a great stir when they were trialled in India recently. The talking ads for a car company delivered a sales pitch but also alarmed and annoyed many people because the talking ad wouldn't stop talking.

Ambani puts the success of the Indian newspaper industry down to five factors: the economic boom in semi-urban and rural India; growing local content; more opportunity to grow the number of readers; rising advertising spending; and rising literacy as a result of rising secondary school enrollment. He believes students aged between 10 and 15 are getting the newspaper habit and they represent huge future growth in newspaper readers.

Google predicts India will add 200 million Internet users in the next two years, but capitalizing on that huge emerging audience will be challenging in a country where television and newspapers suck up advertising dollars and the government is throwing up regulatory hurdles.

In an interview, Google's country head in India, Rajan Anandan, said the Web giant expects India to reach at least 300 million Internet users by 2014, up from about 100 million now, as telecom carriers invest in high-speed wireless infrastructure and smartphones become cheaper.

Even without those technology advancements, India is already the third-largest Internet market by users, behind China and the U.S., and with only 8% of its population of 1.2 billion online, there's plenty of runway for growth.

"Despite a lot of the infrastructure challenges we have as a country, 100 million Indians are online, they're spending a huge amount of time online and
they're doing a varied set of things online," says Mr. Anandan, a former Microsoft executive who took over Google's India operations in March.

Making money off that growing audience, though, is proving difficult thus far for Google and other Internet companies. Indian online ad spending is only about $200 million per year – a small slice of the $80 billion global digital advertising industry. E-commerce like airline and movie ticket sales online generate about $5 billion in revenue compared to about $80 billion in China.

Google doesn't say how much it earns in India, but analysts estimate it has about half of the online ad market. That's a pittance for a company with $29.3 billion in revenue last year, but Mr. Anandan says the Mountain View, Calif., company is betting the money will start flowing more quickly. He points to the proclivity of Indian Web users to research products and services online – 65% of car buyers, he says, turn to the Internet as their first source of research. Such activity, he says, can have "a huge impact on advertising as well as commerce."

Big marketers like auto makers and cellphone companies pour billions of dollars into TV and newspaper ads targeting affluent, urban consumers, but they barely pitch their products in online ads, even though 90% of people in that market segment are Internet users, Mr. Anandan says. He's trying to change that mentality.

"You should actually have a digital first strategy. That's not to say you shouldn't do significant TV advertising," he says, "but for many industries digital today can not only reach the audience that's most valuable to them but also target them in a very interesting way."

Mr. Anandan said Google also wants to expand the market of advertisers significantly by drawing in small businesses – travel agencies, small
universities, restaurants – that until now haven't even set up Web sites, much less started hawking their products online.

Google's search service has more than 63 million Indian users per month and accounts for the lion's share of its revenue, according to ViziSense, a company that tracks Indian Web metrics. But Google is aggressively building up other properties in India. YouTube has over 23 million Indian users and its offerings of Bollywood movie content have proved especially popular.

The new Google Plus social network has found a huge following in India, with over 3 million users, among the most of any country in the world, and the service will likely be integrated over time with Google's Orkut site, which has 11.1 million users, the company says. But Google still trails Facebook, which had 42.7 million Indian users in July, according to ViziSense.

Mr. Anandan believes the next 200 million Indian Web users will largely access the Internet on the high-speed wireless networks that carriers are in the process of rolling out nationwide. But his bullish predictions depend on handset makers bringing out discounted smartphones that the masses can afford.

The sweet spot, he says, is a Web-enabled phone less than about $80. Today, good smartphones cost at least $140. Google has been working closely with manufacturers to bring out low-cost phones in India that use its Android operating system.

Mr. Anandan said the Internet sector can only flourish if the government fosters that growth. The company has expressed concerns lately about new Indian Web censorship rules, saying they outlaw too many categories of content and could potentially expose Internet companies to liability for content
posted by third parties. The government has promised to review the rules but Mr. Anandan said no officials have sent word of any coming revisions.

Google also ran into trouble when it was rolling out its Street View feature, which offers a ground-level panoramic view of physical locations. Police in the southern city of Bangalore expressed security concerns about the service and stopped Google's camera-mounted cars as they were gathering photos. Google is now seeking necessary permits and approvals from the government.

For online growth to continue at a rapid clip, Mr. Anandan said, "there needs to be a policy framework and a set of policies that are conducive to the growth of the Internet."

- **Growth of Western Newspapers**

Print newspapers are dying in western countries. They prefer to read online version of newspaper. Some of the US's largest newspapers are recording gains in digital circulation as print circulation continues to weaken, a trend that is helping to ease what has become a relentless overall decline in recent years.

According to the latest figures from the Audit Bureau of Circulations, which reported data on Tuesday for the six months through Sept. 30, newspapers like The Wall Street Journal, The New York Times, The Denver Post and The Dallas Morning News all experienced some digital circulation growth.

The numbers are for the most part still relatively small, but they do show a growing willingness by consumers to pay for digital newspaper editions.
Digital circulation for The New York Times, which put in place a paid online model in the spring, more than tripled to 380,000. The Wall Street Journal was the only paper with a larger paid digital circulation, with more than 537,000.

The Wall Street Journal remained the largest weekday newspaper when both print and digital subscriptions were included, with a total average circulation of just under 2.1 million. The New York Times retained its distinction as the largest Sunday paper at 1.6 million. (Weekday circulation for The Times was 1.2 million).

USA Today was the second-largest weekday paper, with total average circulation of 1.8 million. Circulations for its digital editions were much smaller, totalling just over 52,000.

Newspapers are not permitted to count visitors to their Web sites toward overall circulation figures unless there is a fee for visiting. Since most newspapers do not charge for online access, their digital circulation growth has been mainly through selling e-reader editions or apps.

In a study into Internet usage across Europe, it was recorded that 167.2 million unique visitors went on online newspaper sites in June 2011, representing an 11% rise year-on-year. This is a growing trend that has often raised the question whether the Internet is putting an end to the traditional newspaper.

The State of Australian Newspapers 2011 report shows that advertising revenue growth from digital newspapers in Australia (up by 236% from 2006 to 2010) has outstripped ad revenue growth on the Internet (up by 100% from 2006-2010) in Australia.
Australian newspapers are also forecasted to generate $317 million (up 11% compared with 2011) in digital ad revenue in 2012, according to the PwC Australian Entertainment & Media Outlook 2011-2015 report, released earlier this month.

Now delivered across print, online, tablets and smart phones, newspapers in this country continue to set the daily news agenda more than any other medium, unlike their counterparts in the US and UK, where cable TV and the BBC respectively command the news every day.

Sydney Gazette and New South Wales Advertiser were the first Australian newspapers introduced in the year of 1803. Growth in the circulation and size of newspapers continued through global conflict and urban development till the end of 19th century. Australians began to read print newspapers and epapers regularly and consulted more than one source to satisfy their quest for information. There are 2 national and 10 state/territory daily newspapers, 37 regional dailies and 470 other regional and suburban newspapers. Most of the Australian newspapers have adopted the online digital publishing system and publish epaper editions.

These studies show that online newspaper has a bright future.

2.7 Research questions

The general lack of research on electronic newspapers gives rise to diverse opinions about their future of online newspapers. To date, much of the analysis about the Web newspapers has been qualitative. Few quantitative has been done on net newspapers and no comparison has been found between the Indian and western newspapers to study the reader’s participation.
The lack of reliable and readily available baseline data on Web newspapers means that both descriptions and criticisms of this new medium were necessarily based on subjective impressions, anecdotal evidence, or convenience samples and may therefore be unfolded. While qualitative observations may serve journalistic imperatives to tell the World Wide Web story, they provide foundation for systematic and cumulative research of an important new medium (Bucy, Lang, Potter & Grabe, 1998). So one day sample was taken for qualitative research. And other sample was drawn for quantitative research.

This study seeks to answer the following questions in a quantitative attempt to offer an insight into the stage of online newspapers:

1. What is the extent of reader’s comments in Indian and Western newspapers?

2. What is extent of facebook sharing of any news items in national and international newspapers?

3. What is the relationship between newspapers and updating time?

4. What is the extent of twitter sharing in national and international newspapers?

This study seeks another answer in terms of qualitative attempt to find out this question:

1. To know the reader’s nature of participation in online newspapers.