

# International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

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## *A Study on Preference Factors Affecting Online Versions of News than their Physical Counter Parts*

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*Abstract: The advancement of the technology and the rapid growth of the Internet have clearly shown that most of the young people can access the Internet for 24 hours and anytime. Asians are the heaviest Internet users. Latest news regarding the celebrities, political party, social events or even international affair are no longer a difficult job, it is just a click on their fingertips, and within few seconds there are billions of results. The growth of the Internet could not be underestimated, as it could bring tremendous effects and influence the lifestyle of many people. It has also provided a great opportunity for the rising of online news media. In this study we focus on the aspects which make the readers opt for online newspapers than their physical counterparts. We investigate the relation between using online newspapers and other physical forms and look into the usefulness of online newspapers for different types of information compared to their offline counterparts.*

*Keywords: e newspapers, preference, printed versions.*

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### I. INTRODUCTION

Newspapers have been a source of information to one and all for various years. They make the people aware of the latest happenings in their local area and around the world. However, with the proliferation of TV News Channels, readers' choice of getting news and information has changed. News through electronic devices is an electronic newspaper service supported by e paper technology gadgets. There are many software which enable the readers to read through updated news making it more advantageous than their physical counter parts. The advent of electronic newspapers has really offered us a great opportunity for making a swift review of day to day events and things happening around globally almost at a wink. Since last decade, the availability of news via 24-hour television channels and Internet posed an ongoing challenge to most newspapers. There are concerns about online advertising substituting newspaper advertising – much the same as has long been feared with regard to readership. Both possible effects might pose a threat to the continuing existence of (print) newspapers. However, though the internet – compared to newspapers – offers a variety of advantages for advertising companies, substitution tendencies cannot be generalized.

### II. RESEARCH OBJECTIVES

The average population who have sorted to reading news online has been increasingly consistently due to the advent of e devices especially the use of mobile phones and tablets. The researcher has made an attempt to study the preference factors affecting the choice of e news than their physical counterparts and examine the impact of e-newspapers on traditional newspapers.

### III. RESEARCH DESIGN

The study is exploratory in nature. The researcher has examined various literature on the discussed area and has also comprehended the change in trend to e news. The study has also incorporated the personal experiences and knowledge of the researcher.

### IV. REVIEW OF LITERATURE

**Ester de Waal, Klaus Schönbach and Edmund Lauf** observed that online newspapers still do not seem to be a substitute for print newspapers or other information channels, but can better be described as complementary. So, there is no need to be concerned about the important functions of printed newspapers for society. But, we do have to be on our guard for a possible negative impact of online newspapers on print newspaper use, especially among youngsters - particularly, because online newspapers so far have not replaced the information functions of the printed editions.

**Ferris Jabr** observed that people reading on screens take a lot of shortcuts—they spend more time browsing, scanning and hunting for keywords compared with people reading on paper, and are more likely to read a document once, and only once. When reading on screens, people seem less inclined to engage in what psychologists call metacognitive learning regulation—strategies such as setting specific goals, rereading difficult sections and checking how much one has understood along the way.

**Mangen**, who in a 2013 study of Norwegian teens found a deeper comprehension of texts on paper, and **Wästlund** say that e-readers may fail to capture a crucial, generally overlooked aspect of paper books: their physicality. Many applications, such as Amazon's Kindle software, have scrapped scrolling in favor of page-flipping emulations.

**Eriksson, Carina Ihlström, and Maria Å. kesson**, has analysed that users confronted with a vision of new technology and services are more positive to adopt than users with actual use experience of technology and services in an early stage of development with inherent technology problems. The research question of the paper is: How does use experience influence perceptions of preferences and demands for the e-newspaper? The findings showed that the hypothesis proved to be false, the test persons that have an actual use experience of the e-newspaper, despite the shortcomings in the device and service, were more positive to adopt than the respondents that have experienced concept movies and prototypes with more advanced functionality and interface.

**Dr. Zaufishan sajjad** sheds light on the background of e-reading as a phenomenon as well as the need for studying it in the Indian market context. The study presents the research model and the hypothesis set to conduct the empirical study to find out newspaper readers' views on reading devices and their services. This paper provides data on readers' preferences regarding e reading devices services and sheds light on readers' acceptance behaviour towards e-reading technology

**Alshehri** examined the satisfaction level of Arab e-newspapers over the traditional newspaper. The study adopted triangulation methodology where both qualitative and quantitative design was adopted. The Arab journalists were interviewed while survey was conducted among the readers and publishers. From the study findings it was evident that majority of the traditional newspaper firms preferred the online medium instead of printed version. However, there was poor response because majority of the e-content were in the same format as of in printed version. However, despite their interest over publishing online, their strategy was identified to be poor and also no awareness about the importance to their traditional business activities. Moreover, study also showed that there was similar demographic profile among Arab and non-Arab e newspaper readers in which these demographic characterises include the education, age and occupation. The satisfaction level of e-readers was identified to be high than print media. Therefore, this study recommends it is essential for the Arabic print media to adopt appropriate online strategy and advanced techniques to achieve the sustainable position in online printing.

## V. DISCUSSIONS

The researcher has identified several factors that influence the choice of e news than their physical counter parts. The presentation of the e newspapers are much better than their printed versions. The readers get an overview of the contents of the news site which is not available in the printed newspapers. Web space is unlimited and can accommodate an unlimited number of stories. A news website can publish news stories as video reports or multimedia stories giving it a versatile presentation. E newspapers offers links to available sections as well as guide the readers to supplementary information details for further information. Searching any information is made easier and effectively eliminates the act of flipping back and forth between the index and table of contents in a physical copy. A reader can locate the story of his choice by typing the search word or a search phrase. They also offer hyper link features. They allow the readers to drill down to more detailed information on important topics. They are more interactive which allows the readers to filter news according to their own preferences and also gives the opportunity to give feedback on the articles, which creates a feeling of empowerment. They offer fast access and more updates compared to the print versions, new information comes out as publishers can update instantly, allowing for the most up-to-date learning experience. It is also very convenient to carry as they weigh only as much as the device like a mobile phone or tablet. A media website can be accessed from anywhere in the world. All that is needed is an internet connection. A newspaper is available only in a limited distribution area. E paper is environmental friendly as we need not deplete our natural resources by cutting down more trees for papers and can access news through the help of technical devices. The e-news would allow for more in-depth studying, customizable news delivery, and the possibility to share the news on social media channels and live updates.

## VI. CONCLUSION

The choice between the traditional newspaper and e-newspaper is mostly determined by the perceived ease of use. An e-newspaper is a newspaper in digital formats, which can be searched comprehensively, quickly and reliably. The reasons for preferring e newspaper are found to be the ease of use, updated news, motion pictures, unlimited space and unlimited accessibility. These factors tend to attract a proportion of the digital users to access e news rather than their physical counterparts. This need not pose a problem of endangerment for physical newspaper; in turn it only gives an alarm to the publishers on the need to update themselves to digitalisation of their services for the forthcoming generation.

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