

The Impact of New Media on Traditional Media

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Abstract: Social media and other online news sources, also known as the “new media”, have become an integral part of modern society. The presence of such new media, social media in particular, has threatened the existence of printed newspaper. The effect of this threat is felt on the circulation of print newspapers, especially in the USA.. The average daily circulation of US newspapers declined 7% in the last and first quarters of 2008 and 2009 respectively, according to the latest data from the Audit Bureau of Circulations. The data indicate that a shift in consumer behavior has led more people to get their news and information online (New York Times, April 2009). However, the impact of the new media on print media is still manageable in India. This study aims to understand the impact of new media and print media on a representative subset of the Indian population. The research involves a thorough survey methodology and presents expert interviews to identify the preferred media for reading News. It also quantifies the social changes triggered by the advent of new media and user-generated content. Our studies show that the drop in circulation of print media can be attributed to the younger sect of the Indian population, which prefers the interactive nature of the new media and the reduced latency with which they can access news

Key words: New media • Traditional media • Social media websites • Online news • Newspapers

INTRODUCTION

The Social media and the online news have become the inherent part of modern society. The presence of new media and the Social media in particular, has posed a challenge to the printed newspaper. Readership habits seem to be changing as users turn to the Internet for free news and information. The alternate source of news and information is not only free but also acts fast. The ‘instant’ feature of the social media and the online news were one of the smart options for the consumers to accept it globally. Moreover, the ample amount of information and news provided by the internet which is updated every few minutes is never expected to be enjoyed by the newspaper that is received only once in a day. One can get back to the same news or any piece of Information without any struggle of storing the stack of newspapers on a rack which sounds very much tiring. Alternatively, the Internet could be used at anytime and anywhere without taking long time to search for a piece of Information. Over a decade almost 90% of daily newspapers in US have been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets (Garrison, 2001).

The New Media and its Evolution: The print media which was always a one-way mass communication has given way for the new media to flourish which allows the people to act as both the transmitters as well as the Producers. The new media in this study refers to the online news like the Hindu, NDTV, India today and Times of India, social media like Facebook and twitter. The new media seem to be giving solutions for every need possible. Right from the humble beginning to the present, the new media is been a vast preference for the flexible features it provides [1].

The Traditional Media: The print media paradigm flourished in the pre-internet era where instant access to news, using smartphones and online news aggregators, was not within the reach of the common man. The dynamics of information access has significantly changed over the years, with the number of smartphone users in India alone has exceeding 20 million. Trying to deliver news to the current generation of tech-savy Indian population seems to be redundant as the process involves a lot of steps and is passive in comparison to new media which is instant and interactive. As per the statistics by Capstone report in the year 2011, the print circulation has been declining over the past few years.

The breadth of information available online and the opportunity to personalize news consumption according to individual interests, coupled with being able to get news updates several times a day pushed audiences online for their news. Furthermore, social media allows users to provide feedback, which in turn is used to enrich the user's experience. The newspapers do deserve some credit as they do a better job in covering local interest stories, which are often neglected by the politically and nationally minded online publications. If one can get past the main section of The Star without having a seizure, one would like to read its Metro section which keeps one informed on the little things going on in the neighborhood, city and state. (Yap, 2009).

The Online media sources often sustain using revenues from advertisements and sponsored news articles. This lucrative business model that has proven to be more profitable than the print-based counterpart has started to affect the scale at which print media gets adopted. The main aim of our research is to examine the effect of the social media and other online news sources on traditional print media. This paper will also study the impact of print media and new media on the population. There is a gradual increase in the circulation of daily in India with the TOI having an increase of 20.5% from 2010 to 2011 but whereas The Hindu has showed a decrease of 1.01% in 2011. But however the Average of print media circulation is dropping down globally, the need for the impact created over the new media is to be studied and the results would be helpful for the future of traditional media[2].

Literature Review: The New Media is essentially an amalgamation of most media forms existing anywhere in the world today. It is a roaring example for the democratization of publishing as well as distribution. A virtue of the New Media is in its 'archives' content, that can be instantly accessed by the information needy, hence giving the seeker a sense of security. Though it is old information that the seeker avails, it gives a sense to every user that the media is of his/her own time, thus asynchronous nature vanishes. The New Media is highly interactive. New Media has the potential to be a good mediator between the governors and the governed. There are numerous instances of it being a help to better the local self-governance. There are limitations like the espionage, wiki-leaks, etc. But traditional newspapers also favor political biases (paid news) and its credibility is becoming low day by day, while the trust of information on New Media is on the rise. Even government websites are on and rising. (Dr.B.K.Ravi, 2011)

The Birth of New Media: There has been tremendous increase in the number of Internet users since 1995, the so-called "Year of Internet". Affordable personal computers, 24-hour unlimited access and the high speed Internet connection combined with a strong economy in the late 1990s and early 2000s powered the Internet to phenomenal growth in the United States. The time people spent reading online news has more than doubled between 1998 and 2006 (Willnat, 2009).

In exploring the distinctions and complementarities between the new media and mainstream mass media, the mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control whereas the new media decentralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee, 2008). The parameters of freedom and space found in the mainstream media are directly or indirectly prescribed by the government. Therefore traditional media environment also brought about a worrying culture of self-censorship within the journalistic community (Mohd Safar Hasim, 2002; Mustafa K Anuar, 2007). With this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. People are now free and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control (Rosenstiel, 2005). Anyone with a blog can be a reporter, anyone with a cell phone can be a videographer and anyone on Facebook, Twitter or a thousand other platforms can be a news editor, or at least a curator. (Rich Brooks 2011).

Considering the new media to be a fast media, the case of Vinodini, an acid attack victim who had lost her vision as Suresh, a 33yr old man, poured sulphuric acid on her face is traumatized and disturbed. The issue was viral on the new media especially on the social media asking the common people to respond to the incident by donating to the innocent girl for her loss. Unlike a normal picture or a status which gets 'likes' and 'comments', this viral share on Facebook, Twitter and online news have been ended up with a 1lakh deposits as of now. A media to share news and Information have also become the media to save life[3].

The Social Media and its Effects on the Delivery of News: Social media is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication. Although, providing a

detailed perspective on social media use among university students and underscoring that such use can produce both positive and negative consequences, according to a Nielsen Media Research study, in June 2010, almost 25 percent of students' time on the Internet is now spent on social networking websites (Jacobsen, & Forste, 2011).

The young people are more sensitive to information posted on social media, with the impact on them being twice as high as the impact on older people. Facebook alone reports that it now has 500 active million users, 50% of whom log on every day. This could be a logical consequence of the fact that young people have embraced social media more. It is therefore expected that information posted on social media will become increasingly important to consumers in the future. This shift means that organizations will feel the need to invest more and more in new media in the near future[4].

But the open book, The Facebook once had outraged supporters demanding for the freedom of speech and expression when a girl was kept behind the bars. The social media reacts angrily over an arrest of Facebook user who updated her Facebook status questioning the rationale behind Mumbai shutting down over the death of Shiv Sena supremo Bal Thackeray. This incident led the Press council of India, Markandey Katju to write an open letter saying "We are living in a democracy, not a fascist dictatorship. In fact this arrest itself appears to be a criminal act since it is a crime to wrongfully arrest or wrongfully confine someone who has committed no crime". But this incident never was a hurdle for the citizens to post their views on any issues. The above incident brought a big chaos letting the twitter, Facebook and others pooling with reaction over the arrest of Facebook users. The reaction by the people on social media brought in a clear picture on that the incident was never a threat for the public to share their opinions and views[5].

MATERIALS AND METHODS

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 New Media and Traditional Media and also to determine the effect of user generated contents.

Tools for Data Collection: The primary data was collected by a questionnaire and structured interview was conducted with experts. The findings and conclusions have been drawn based on the survey results and the expertise view on the topic.

Questionnaire: The Population for this survey are those who have the habit of reading news either online or in print and are of age groups between 20 and 60. Using stratified selected sampling method, 384 samples were selected and surveyed. The sample size was calculated using an application called the sample size calculator which runs on a formula. To operate the formula, it is mandatory to know the total population in figures. In this the total population that was calculated to be is 3.17 million. The formula has three parameters:

Z - Confidence level (95%)

P - Population size (3.17 Million)

C - Confidence interval (5 %)

The field that is 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 the Bank sector, College students, IT Sector, Reporters, House wives and retired people.

Expert Interviews: The experts in the field of Print media and new media is targeted and interviewed, in this research to understand the scope of user-generated news and the social changes due to the new media and the traditional media, the followings experts were interviewed[6].

RESULTS

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

It is found that 4.4% of the population is subscribed to newspaper alone whereas 23.60% is subscribed to Internet alone and 58.20% is subscribed to both the media and it is also to be noted that 8.8% of the population is not subscribed to both. Below is the table that contains the preference and media on use for the 8.8% of the population who are not subscribed to both [7].

Of the 8.8% of the population who is not subscribed to both, 13.63% uses and prefers newspaper whereas 9.09% of the population uses newspaper but prefers online. Also, 9.09% of the population uses online prefers newspaper whereas 54.54% both uses and prefers online. It is also analyzed from the above graph that the percentage of the population who is accessed to print actually prefers online which means that preference might change into usage anytime. The percentage of population on their usage and preference on different media for reading news who are subscribed to at least either of the media is shown in the Fig.4.2 [8].

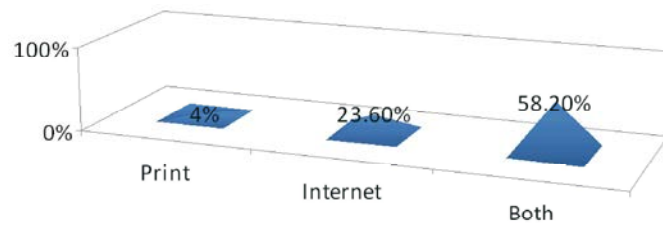


Fig. 4.1: Percentage of population being subscribed to print, Internet and both.

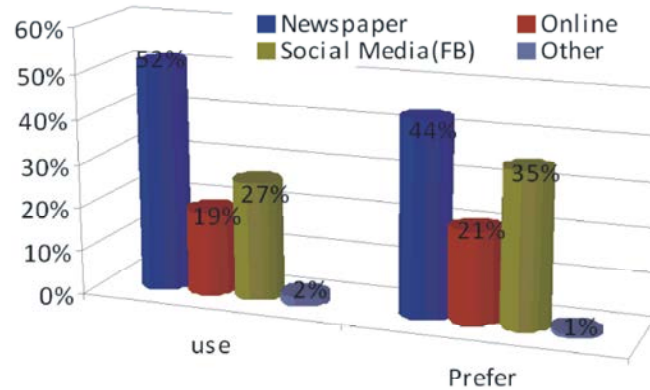


Fig. 4.2: Percentage of population on their usage and preference on different media for reading news

Table 4.1.1: The percentage of population on their usage and preference on different media for reading news who is not subscribed to both the media.

		Preference for media		
		Print	Online	Both
Media On Use	Print	13.63%	9.09%	0%
	Online	9.09%	54.54%	0%
	Both	9.09%	4.54%	0%

Table 4.2.1: The percentage of population on their usage and preference on different media for reading news use at least of the media.

		Preferred Media		
		Print	Online	Both
Media on use	Print	27.19%	12.28%	0.87%
	Online	25%	25%	3.07%
	Both	15.35%	15.35%	12.28%

Table 4.2.2: The percentage of population from different age groups preferring different media

Age Group	Print	Online	Both
20 - 25	9.02%	69.11%	21.87%
26 - 30	12.87%	36.87%	50.26%
31 - 35	34.92%	20.04%	45.04%
36 - 40	77.23%	19.27%	3.5%
41 - 45	82.23%	14.27%	3.5%
46 - 50	86.90%	4.1%	9.09%
50 - 60	98.01%	1.02%	1.96%

From the results it is found out that 52% of the populations use Newspaper whereas only 44% among them prefers newspaper. Also, 19% of the population uses online news whereas 21% actually prefer online news. The social media website like Facebook backs the percentage of 27% whereas the preference is pretty high by 8%. It is noted that even though the use on newspaper is high, the preference for newspaper is relatively low when compared with online media. On combining the above figure, the percentage of population on their usage and preference on different media for reading news is tabled below [9].

Of the population who is subscribed to either of the media, 27.19% uses and prefers newspaper whereas 12.28% of the population uses newspaper but prefers online. Also, 25% of the population uses online prefers newspaper. It is also analyzed from the above table is that the percentage of the population who is accessed to print actually prefers online which means that there is a possibility of preference changing into usage.

It is clearly seen that the older generation still prefers newspaper but the impact on social media on young people 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 old media will also gradually disappear[10].

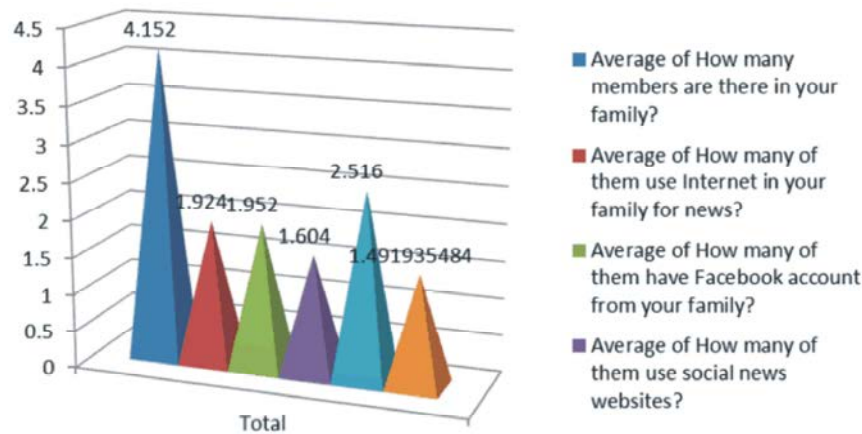


Fig. 4.3: Average of members of the population who consume different media.

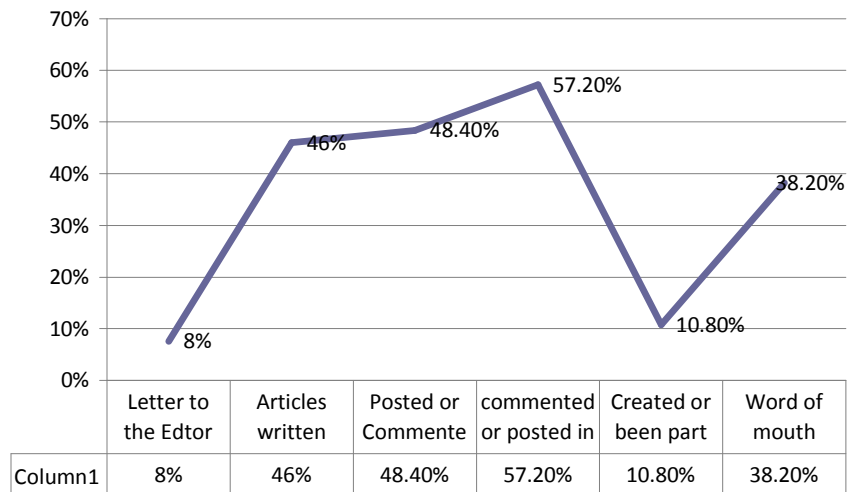


Fig. 4.4: Percentage of the population's reaction towards a social issue.

The above figure shows that the average of total members of all the families of the population is 4.152 whereas the average of the number of people who use internet is 1.924. The average of the number of people who use Facebook account from the overall average of the total members of the population is 1.952. This shows that average of persons who use internet uses Facebook also. Also, the average of people who use newspapers regularly is 2.516 and the average of people who use online news is 1.49. This shows that the average of person in a family of a population is greater than that of all the other averages which likely means that newspaper is preferred. When the population was asked on their reaction towards a social issue recently, the results found were graphed below in the Figure.4.4.

It is found out that around 8% reacted to a social issue by writing a letter to the editor. 46% of the

population were found to be reacting by writing blogs and articles where as 48.4% of the population were found commenting on an online news and 57.2% of the population commented and posted in social media website like Facebook. Also, 10.84% of the population had either created or been part of a rally on a social issue. The major portion of the population reacted by making the social issue go viral either online or by word of mouth. From the above derivations it is likely to be found that though print only 8% of the population has written a letter to the editor but 38.20% of the population has reacted through word of mouth by just reading it in a newspaper [11].

In contrast, it is found that at most of 57.20% of the population created a change through online. This shows that opinion makers are mostly from online whereas the consumption of news is from newspaper as said by Mr. Karthigaiselvan, Chief reporter, TOI.

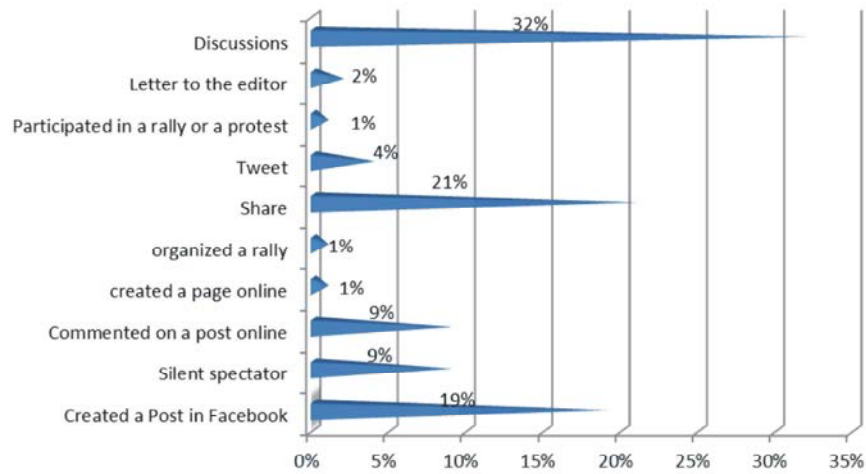


Fig. 4.5: Percentage of the population who has reacted over the Delhi rape case.

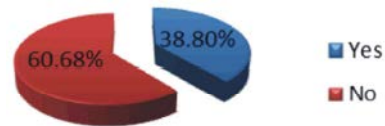


Fig. 4.6: Percentage of population feels there are user generated articles on newspaper.

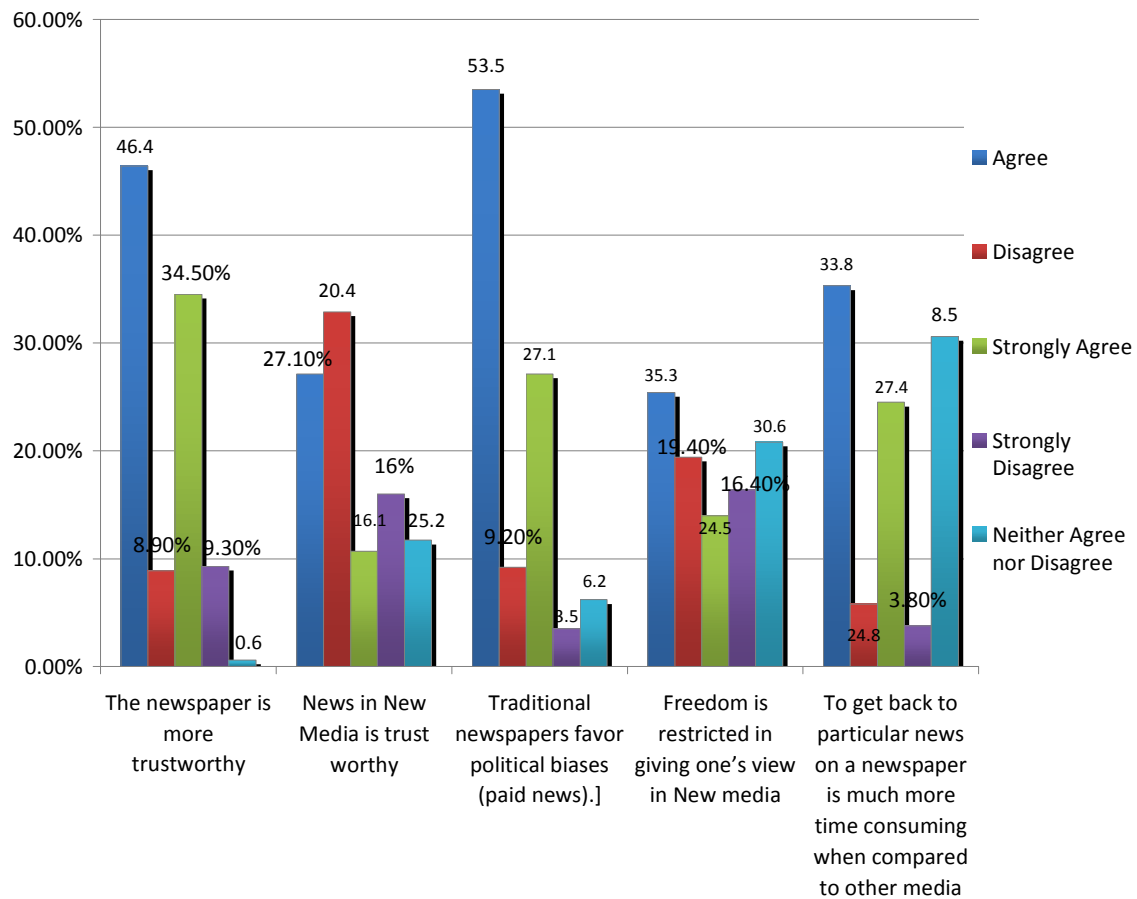


Fig. 4.7:

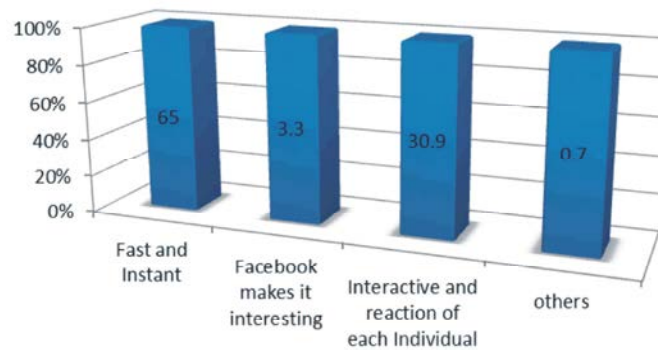


Fig. 4.8: Reason behind the choosing of the online news.

To examine the same a particular social issue was considered and the population was asked for their reaction towards it. And the results were graphed below. The Population was asked about the retrieval of their reaction towards Delhi rape case as shown in the Fig.4.5.

From the above figure it is to be noted that 2% of the population reacted through newspaper where as it was also found out that 42% of the population were found reacting by spreading the issues which could be by either both the media or by either of it, Whereas 54% were found to be reacting through online. The below Fig.4.6 gives the percentage of population that says that the articles on the newspaper are user generated.

It was found that the percentage of population who accepts that articles on the newspaper is mostly user generated. The statistical data's showed that 61.2% of the population admits that it is user generated where as 38.8% feels it is not so. The below figure 4.7 shows the percentage of levels of agreement or disagreement on few key points that would help in arriving at the effect of newspaper on the population.

The researcher found that 80.9% of the population agrees to the point that the newspaper is trustworthy where as 48.9% of the population feels that the new media is not trustworthy enough. It is also to be noted that 80.6% of the population believes that news on the print is mostly politically biased which results by saying that even though the news on the print are politically biased, it is accepted by the society as most trustworthy. Also it is found that 59.8% of the population feels that it is difficult to get back to a news where as 76.2% of the population feels that news on a click is what makes the new media a stronger one.

The preferred media among the population is the new media even though around 60% of the population is seen to be subscribed to newspaper and 52% of that population use newspaper but however 55% of the population actually prefers new media.

When the population was asked about if they would go online with an indent to read news online, it was found that 23% of the population said yes and of that 65% backed the reason that it is fast and instant where as 3.3% feels the Facebook makes it easier and 31.4% feels that news online are very interactive and it comes with the perception of each individual and their reaction towards each news.

Comparative Analysis of Three Experts:

- The interviewees were asked about the invent of media and if the advent of new media created any change on the circulation of newspaper for which expert 1 happened to say that New media seems to be giving space for every individual by being available any time the reader is in need of it. Each medium has its own feature. Print has its advantages which will last. Where as expert 2 said that the new media is growing in its own pace and will never die but print will always exist. And expert 3 said that the new media is an additional medium that would support the Print but that does not mean it wil replace the print.
- When the interviewee was asked about if there were user generated stories and if the stories politically biased, Expert 1 said that there are user generated articles and it that surely does not mean that they would blindly cover it,a in-depth study and verification is done before printing.It acts as one of the sources.Whereas expert 2 said "Ofcourse it is biased as attimes and user generated stores are mostly been rejected by the editors". And, the expert 3 happened to say there are user generated stories.
- The experts when asked about the Social change due to articles or social media websites, the expert 1 said that the print media did and will always have a effect on the population. And quoted an example where around 30 articles on implementing meters in auto in

the city were discussed which resulted in authorities acting upon the same. But however he admits that social media websites acts as the opinion makers which are basic tool for the change. Expert 2 said that it is due to both the media. Whereas the expert 3 said that any outrage by the citizen is a change. Even the passing of information in an aggressive or emotional way is a form of short term social change. We never from where the change is.

DISCUSSION

Based on the survey results and expert interview discussed in Section 4, the researcher summarizes their findings as follows.

- The young and middle-aged population prefers to get their news and other information from online sources, whilst newspapers and other legacy print media are popular amongst the older population.
- Ease-of-access to information, interactive nature of social media and on-demand availability of news are the primary reasons cited by the former group of population to favor the new media.
- New media and print media is bound to coexist and reinforce each other. Almost 80% of the population feels that newspapers are politically-biased. Nevertheless, around 80% of them feel it newspapers are more trustworthy.
- Newspapers allow for mere consumption of information, whereas online media provides an interface for opinion makers to create social change.

CONCLUSION

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 adaptation of print and News organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the new media to create its impact on the society at a faster pace.

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