

Impact of Digital Technology on Print Media

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Abstract

New Digital technology and online news sources have become an integral part of modern society. The presence of new media has affected adversely the existence of printed newspaper. The effect of this threat is felt on the circulation of print newspapers. This article aims to understand the impact of digital technology on print media on a representative subset of Indian Population. This article involves a thorough survey methodology and quantifies the social change triggered by the advent of digital technology. It shows that the drop in circulation of print media can be attributed to the youth sector of our country which prefers the interactive nature of new media.

Keywords: Online news, Traditional media, new media, Newspapers.

Introduction

Digital technology and social media have become the inherent part of modern society. The presence of Digital media has posed challenge to the printed newspaper. The effects of digital technology on print media occur in three principal categories: the dynamics of news and information generation, the professional practices- in terms of skills that are necessary to survive and prosper in the new environment and the situation in traditional media. In places with relatively high connectivity, the established media has seen the technology as a content distribution gateway and a

way to enhance their brand. One can get back to the same news or any piece of information without any struggle of storing the stack of newspapers. Also through digital technology, one can extract any news and information easily without any hindrances.

Traditional media flourished in the pre-internet era where instant access to news, using any electronic media was not within the reach of common man. The dynamics of information access has significantly changed over the years. Trying to deliver news to the current generation seems to be redundant as the process involves a lot of steps and is passive in comparison with new digital technology which is instant and interactive. The newspapers do deserve some phenomenal growth in India. The time people credit as they do a better job in covering local interest stories, which are often neglected by the politically and nationally minded online publications.

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 objective of this article is to examine the effect of the digital technology on traditional print media.

There is a gradual increase in the circulation of daily in India with TOI

which has increased by 21% since 2011 whereas The Hindu has shown decrease of 2% since 2011. However the overall average of print media circulation has dropped down globally.

Literature Review:

The digital technology is a roaring example for the democratization of publishing as well as distribution. The new media is one of the elements of digital technology where it has the potential to be a good mediator between the governors and the governed. There are also limitations like the espionage, wiki-leaks etc, but traditional newspaper also favor political biases which are also called as paid news. The trust of information on New Media is on rise.

Evolution of New Digital Technology

The so called Year of Internet was the year 1995. Since then the internet users from all over the world has increased. The parameters of freedom and space found in the mainstream media are directly or indirectly prescribed by the government. Therefore traditional media environment has brought about a worrying culture of self censorship within the journalistic community.

Due to this the new digital media gained popularity and got acceptance in civil society. People are now free and have the opportunity to create their own news from the Internet. Now anyone with a blog can be a

reporter, anyone with a cell phone can be videographer and anyone from a social networking site can be an editor.

Considering the new media to be fast media, common people are able to spread the awareness of any horrifying accident or incident through social networking sites. Nowadays, a media to share news and information have also become the media to save life.

Effects of Digital Technology on Traditional Newspaper Printing

Things change: new technology invariably brings new ways of doing things not possible or even imaginable in the past. For example, while we are blessed with a wealth of news sources on the Internet to choose from, we have become less reliant upon the traditional hard-copy newspaper as a major source of information about the world. For better or worse, the Internet has dramatically affected the way newspapers are read, run, financed and staffed.

"Declining readership

According to the Pew Research Center's "State of the News Media 2012" report, both the number of newspapers and the number of adults reading them have been dwindling steadily since 1999. This decline was true regardless of the race, income level or education of the individual they polled. The number of visitors to online news sites in 2011, however, grew by 17 percent over the previous

year.

"Declining ad revenue

The 2012 Pew Research Center report also shows that U.S. newspaper ad revenue from all sources has been in sharp decline since 2004 - even though income from subscriptions has remained relatively steady during the same period. While revenue from online sources has increased for some newspapers, it still lags behind that earned by Internet-only news and information providers. This has forced newspapers to look for new revenue streams like erecting "paywalls" which require users to pay for full access to news stories or by using the legal system to force other news outlets to pay for copyrighted works they used.

"Cost cutting

Like all other businesses, newspapers have to watch their financial bottom lines. When income declines, expenses have to be cut; this has meant an industry-wide reduction in newspaper staff through layoffs or forced retirements. According to the 2010 census, the number of newsroom jobs has declined from a peak of 56,900 in 1990 to 41,600 in 2010; that's a decline of over 27 percent.

"News Sources

Until recently, major newspaper sources constituted the strong right arm of the news world, but with a reduction of staffing, the resulting

slack must be made up elsewhere. News coverage has expanded beyond that of traditional newspaper media. However, none of the supplemental contributors can match big newspapers for their previously available resources. Therefore, even if coverage is broadened, the comprehensiveness of the coverage may still be lacking.

"Adaptation

Faced with such challenges, newspapers have no choice but to adapt. Readers demand instant access to news, so newspapers have created online editions. Some of these editions are free, whereas others are offered at a reduced rate or licensed through digital media, such as the Kindle, Nook or iPhone. Such formats virtually eliminate print and distribution costs, so the newspaper feeds the news more quickly and efficiently. At the present time, these formats only supplement the traditional print format, but given time, they may prevail as the only available option.

"Small Newspaper Opportunities

The lower costs associated with an online-only format creates opportunities for small news businesses. No longer are these publishers drowned in a sea of printing equipment, paper and distribution routes. For a modest investment, start-up news sites have the opportunity to emerge and have their voices heard. Even a single reporter operating by himself has a viable medium to publish internation-

ally. This opportunity was virtually unheard of before the Internet.

Pros and Cons of Traditional Print media (Newspaper) and Digital Technology

New technologies have a great effect on all spheres of people's life, and the Internet influences all kinds of media. However, newspapers are affected more than magazines, books and other printed issues, because the main purpose of a newspaper is to inform the people about worldwide and local events. If half of century ago newspapers were the only and most convenient source of gathering news, with invasion of the Internet it becomes easier to receive tidings online.

The formats of media are changing not for the first time. First newspapers appeared about 1200 years ago. In 1690 the first American newspaper was published in Boston. Later, with the advent of radio and television, newspapers' production gradually started to decline, because it became more efficient and prompt to get breaking news via these new kinds of media. However, TV still didn't have a chance to compete with papers, because papers were providing deeper information. Much bigger stress newspapers felt during 1990s after the appearance of the Internet.

About 67 million people now read blogs, and 21 million write blogs, creating an explosion of new writers and new forms of customer feedback that did not exist five years ago. Social

networking sites like MySpace or Facebook attract over 70 and 30 million visitors a month, respectively, and businesses are starting to use social networking tools to connect their employees, and managers worldwide. It seems that recently the whole world is turning online.

Nowadays a lot of popular public editions are reducing the number of printed material.

There are 4 main aspects which still keep newspapers alive: content, readers, advertisers and format. At the same time the author disproves all these features and argues that newspapers won't be still published in 5 years. First of all, newspapers don't differ a lot one from another. You can find the same information in the Internet. A reader is the most important concern for a newspaper.

Newspapers will have no success without readers. However, more and more people agree that it is nice to have printed editions, but they can live without them. Lots of people are becoming Internet-users, and One can argue that older generations should be accustomed to the papers and do not want to change anything, but statistics proves the opposite.

According to a survey the number of Internet users in age group 70-75 increased from 26% to 45% within 4 years. This fact sounds strange, but 4% of Internet users are 73+ years old. most of Internet users read news online.

Where do newspapers get their revenue?

The most logical answer is "advertisers". But will advertisers sponsor printed newspapers if they are not that successful? Nowadays, large newspapers in big cities are more in danger than local editions are. It is rather expensive to put your ad in a newspaper, especially when you have a lot of other opportunities: radio, magazines, websites and billboards. Advertisers don't have such a large range of possibilities in a small town, which is why they have to put their promotion to the newspapers in order to reach the audience. This gives local newspapers better chances to survive. Newspapers' revenue can be made also by online advertisements. It is even more comfortable for both sides, because it is easier to track, how many clicks were made on this link, than to find out how many people actually read a newspaper and paid any attention to advertisements. Newspapers are not environmentally friendly. It takes tones of wood material, lots of electricity and many delivery trucks to produce and transport the papers. At the same time the Internet is rather ecologically safe, so producing printed periodicals doesn't make any sense from the environmental point of view. Of course, the Internet requires a lot of technical products, such as computers, notebooks, iPads, and others, but producing of these electronic devices will grow despite turning newspapers' production online.

There is an opinion that good online

papers will make you pay for the information, because it takes a lot of efforts and quite a lot of money to get news, create an article according to them and make this article readable. Moreover, some information is really worth paying. Also many generations were paying for news during the "papers' era", and why do reporters and journalists have to provide the same information for free? However, it might be too late to charge for online content. People have already got used to receiving news for free, and it is rather hard to turn the current situation vice versa.

The first reason why some people assume that newspapers will stay alive for a long time is rather low Internet availability in developing countries, and in some of them the situation is not going to be changed in coming decades. According to "Internet usage statistics" (Internet World Stats) in Middle East, Africa and Oceania/Australia the availability of the Internet is very low, comparing to Asia, Europe and North America. This is the first reason why some people assume that newspapers will stay alive for a long time. Also in local areas printed issues seem to be more convenient.

Humankind will need newspapers anyway, because sometimes we are becoming tired of the Internet. For example, when one is going to the restaurant or goes on a plane, places where it is not convenient or even forbidden to turn notebooks on, waiters

or stewards are suggesting some papers to read in order to become familiar with latest news. This kind of service is not going to be changed a lot, that's why newspapers have to exist at least in small amounts.

Internet will not displace newspapers. Newspapers have to provide us something that will make people want to read them; and it should be something more than just printing the material. Internet companies don't want to "steal" newspapers' revenue, because first of all, it is publishers' material that goes online. "Using Google's webmaster tools, publishers can prevent Google from indexing their sites entirely, or they can prevent specific Google services, like Google News, from indexing their content".

Conclusion

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. New media and print media are bound to coexist and reinforce each other. 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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