

Analysis on Digital Media over Print Media

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Abstract

Determining the effect of online media (e-Paper) on print media (hard copy) newspaper sales is the main objective of the research. As is well known, in the past, people relied heavily on newspapers to keep up with local events. People used to carry newspapers with them wherever they went and even wait for them. However, as technology changed dramatically, cell phones became more popular and news-related apps started to appear on the market. Newspaper interest declined as a result. The study looked into how printed media, or newspapers, has been impacted by the emergence of digital media platforms like Facebook, Twitter, Instagram, and others. The data, which is gathered through comprehensive questionnaires, demonstrates the decline in print media circulation to India's younger population. In order to save time when getting news, Indian youngsters prefer the interactive features of social media. The amount of time young people spend reading newspapers has greatly decreased recently. Despite this, readers in the elderly demographic still purchase newspapers.

Introduction

Online news sources and digital media are become an integral aspect of contemporary life. The existence of digital media, namely social media, has presented a challenge to traditional print newspapers. When looking for free news and information, users are turning to the internet. Compared to printed media, alternative sources of news and information are far faster. This proved to be the most effective way for customers to embrace it worldwide. Furthermore, the newspaper, which is only published once a day, is never expected to appreciate the volume of information and news that is updated every few minutes. Without much difficulty, one can return to the same old news by putting newspapers in a rack. As an alternative, one could use the Internet

at any time and from any location without having to waste time looking up information.

The Digital Media and its Evolution:

People can now operate as both producers and consumers because to the rapid development of digital media, which has replaced print media, which was always a one-way mass communication tool. The study's definition of "digital media" includes social media platforms like Facebook, Twitter, Instagram, and online news sources like Times of India, NDTV, and India Today. Digital media appears to offer remedies for every issue. Since digital media offers so many adjustable features, it has becoming widely.

The Traditional Media:

The print media model thrived in the pre-internet period, when the average person could not easily obtain news instantly through smartphones or online news aggregators. With more than 20 million smartphone users in India alone, the evolution of information access has undergone substantial change over time. However, the average global circulation of print media is declining. It is necessary to investigate the influence that digital media has had, and the findings could have a positive impact on traditional media (newspapers) in the future.

Review of Literature

The majority of media forms that are currently in use worldwide are fundamentally combined to create digital media. It has a lot of interaction. A technological revolution was brought about by the influence of digital media. We now have the ability to manage information at a level that was previously unthinkable with more conventional information storage mediums like books thanks to the Internet, personal computers, and digital media. A completely new universe of journalism, entertainment, publishing, education, commerce, and politics was made possible by digital media. It introduced fresh difficulties with regard to intellectual property and copyrights. We refer to this new era in industrial history as the "Information Age" since digital media has such a profound impact on contemporary life.

The Birth of Digital Media:

The majority of media forms that are currently in use worldwide are fundamentally combined to create digital media. It has a lot of interaction. A technological revolution was brought about by the influence of digital media. We now have the ability to manage information at a level that was previously unthinkable with more conventional information storage mediums like books thanks to the Internet, personal computers, and digital media. A completely new universe of journalism, entertainment, publishing, education, commerce, and politics was made possible by digital media. It introduced fresh difficulties with regard to intellectual property and copyrights. We refer to this new era in industrial history as the "Information Age" since digital media has such a profound impact on contemporary life. Though this may sound weird to modern generations, machines could read the data on computers. The idea of building computers that could comprehend information faster than humans first surfaced in the early 1800s. (Scott James M., 2017) [4].

The Social Media and its Effects on the Delivery of News:

The days of waiting for breaking news on the morning news or reading gossip magazines to learn the newest information about celebrities are long gone in this era of "fake news." The majority of people today obtain their news online, particularly via social media, and we have access to all the information we need at the touch of an app. News these days travels quickly. The tale of today will be forgotten about tomorrow. The speed at which news may be circulated and shared these days makes it simple to overlook things. Although it is wonderful to have so much information at our disposal, it is important to carefully double-check sources and avoid accepting headlines as gospel. It is our responsibility to serve as the media's new fact checkers as social media becomes our new news management. (Martin, Nicole, 2018) [3].

Methods & Materials

The study included a survey approach and expert interviews to ascertain the favored news media, gauge the societal shifts brought about by digital (e-paper) and traditional (newspaper) media, and assess the impact of user-generated content.

Tools for Data Collection:

The primary data was collected by a questionnaire (Google Forms) and structured interview was conducted with experts. The observations and conclusions have been drawn based on the survey results and the expertise view on the topic.

Questionnaire: -

The people in the age range of 15 to 60 who regularly read the news in print or online are the population samples for this study. The industries that are favored or most suited to reach all age groups with internet access and news reading habits include those in the banking, college, business, and IT sectors; reporters; housewives; and retired individuals.

Expert Interviews: -

In order to comprehend the scale of user-generated news and the social changes brought about by digital and conventional media, this research targets and interviews specialists in the fields of print and digital media.

Data & Results

Newspaper and new media usage are tracked to see which media outlets people prefer to read the news on. 53.7% of the entire sample population is comprised of people between the ages of 13 and 30, 39.7% are between the ages of 30 and 50, and 7.7% are between the ages of 50 and 75. It has been noted that 35% of the population sample subscribes to newspapers, while 65% of the population sample is digitally subscribed.

Digital Media:

Analysis reveals that there are much more subscribers to English Digital News than to Regional Digital News. English news is preferred by 66.7% of users, while regional news is preferred by 33.3%. Additionally, an analysis reveals that a portion of the sample population uses several social media platforms to read news, including Facebook, Instagram, Twitter, emails, MTapp, the Times website, Daily Hunt, Times of India, Google feeds, Daily Shots, official newspaper websites, news apps, and more. The study also determines which area the demographic sample prefers to read in the most. The majority of the demographic sample that prefers digital media is younger, and the news that pertains to sports, entertainment, and business is preferred most. Printed

Media:

It has been noted that regional newspaper subscriptions are more for printed newspapers than for English publications. A little over 53.2% of the population sample subscribes to regional newspapers, while 46.8% subscribes to English publications. It is also evident that news pertaining to sports, politics, and business is given top priority in printed media, which is preferred by the population sample's older age group.

Newspaper and digital media usage are tracked to see which media outlets people prefer to read the news on. While it is evident that the elder generation still enjoys newspapers, social media has a much greater influence on young people. It's evident that younger people use internet resources to get the knowledge they need. There is a real fear that the traditional media may eventually vanish along with the older generation.

Discussion

- While older people like printed newspapers, younger and middle-aged people prefer to obtain their news and other relevant information from internet sources.
- The main factors driving the population's preference for digital media include ease of access to information, social media's interactive nature, and the availability of news and information on demand.
- Print and digital media will inevitably coexist and support one another. Nearly 80% of people believe that printed publications have political bias.
- Newspapers only contain a tiny amount of information, but digital media gives opinion leaders a platform to influence social change.

Conclusion

There doesn't appear to be much of a purpose to pay for a newspaper subscription when you can easily obtain online news for free. The "End" of print media has not occurred; rather, the digital media is making its mark on society more quickly as a result of print media's adaptation to rapidly changing consumer behaviors and a matching shift towards digital content.

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