

Impact of Electronic and Digital Technologies on Newspapers` Reading Habits

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Abstract: This study attempted to investigate how newspapers are adapting to technology and how well the changes are keeping up with altering consumer demands. Today, newspapers in India are adopting new methods to present news, and adapting to changing times. Electronic and digital technologies are now posing serious challenges to the print media. In the modern multimedia society radio, television, cell phone, computer and the Internet have captured a big slice of time and traditional reading habits (print books, news papers etc) has taken a back seat. These new gadgets of technology have become the “Time Eating Machine” and reading has almost become a closed book. Children, youth and adults alike are more inclined towards new technology for information. Recent Indian readership survey2017 shows that in last 3 years, newspapers added 11 million new readers, an increase of 39%.Reasons for the growth of print include low pricing and the fact that newspapers are easily accessible and available at home. India is among those very few countries where there is easy distribution; the newspapers are delivered at the doorstep. The competitive pricing of newspapers is also the cheapest in the world. Another reason is the impact of education. As India becomes more educated, the readership and hence circulation is only going to grow further. One more important reason is that newspapers offer a great amount of credibility and integrity, compared to any other medium that we know of, if any news is trending in any news medium, readers check it on print media whether it is a headline or not. This paper attempts to identify the impact of new technology on newspaper reading habits. This study is exploratory in nature based on primary and secondary data both. It demographically explore the reading habits.

Key Words: Newspaper, Reading Habits, online, news, Internet, E-News.

1. INTRODUCTION:

As long as we humans have lived on Earth, we have had an innate curiosity about what is going on in the world around us. The only thing that has changed over time is how we get our news, and, possibly more importantly, what is classified as “news” — and that’s kind of a big deal. There is a decline in reading of newspapers by the younger generation as they are consuming content on the go in their smart phones. "The younger generation does not consume content by reading newspapers every morning. They consume content on the go and get updated by alerts on their smart phones whenever something is happening. With the meteoric rise of social media sites such as Twitter, Facebook, and Instagram, many people have claimed that we are entering a new age in which news must be delivered in 140 characters or fewer. Having said that, Print media is still growing in India .Hindi newspapers sell the largest number of copies among daily newspapers in all languages in India, followed by English newspapers according to Audit Bureau of Circulations (ABC). Half of the top ten newspapers by circulation are published in Hindi. Rest of the newspapers among the top ten include two publications in Malayalam and one each in Telugu, Tamil, and English.

**Top 10 publications as certified by ABC for the audit
Table 1: Period July-December 2016**

No.	Title	Language	Average qualifying sales (July- Dec 2016)
1	Dainik Jagran	Hindi	3,921,267
2	Dainik Bhaskar	Hindi	3,813,271
3	The Times of India	English	3,184,727
4	Amar Ujala	Hindi	2,961,833
5	Hindustan	Hindi	2,611,261
6	Malayala Manorama	Malayalam	2,441,417
7	Eenadu	Telugu	1,866,661
8	Rajasthan Patrika	Hindi	1,840,917
9	Daily Thanthi	Tamil	1,710,621
10	Mathrubhumi	Malayalam	1,473,053

Print media was affected by new technologies much before the emergence of Internet. Technologies like TV and radio have changed the readership habits. Many researchers have investigated the effects of the new media of their time. The print medium is thriving, growing and expanding in India despite stiff competition from other media like TV, radio and digital editions, reveals Audit Bureau of Circulations (ABC) data. ABC has been certifying circulation figures of member publications every six months--January-June and July-December--since 1948. Over one lakh registered publications have claimed a circulation of 48.80 crore in India during 2016-17, the annual report by the Registrar of Newspapers for India for 2016-17 says. This research paper will investigate the influence and impact of current technology of the electronic media and World Wide Web on newspaper. New technology has developed rapidly and it continues to expand and evolve affecting many domains, especially the print media. Many newspapers are trying to attract younger readers by including more youth-oriented entertainment and lifestyle subjects more relevant to people's daily lives than international affairs and politics.

2. REVIEW OF LITERATURE:

Reading habits for the purpose of this survey are defined as how often, how much and what people read. For the past few decades many researchers have devoted efforts to examining reading habits. Andreu Casero proposed a research paper based on news consumption is undergoing great changes due to the advance of digitization. In this context, ascertaining the changes in readers' consumption habits is essential for measuring the scope and effects of Electronic and digital technologies and the outlook for the future. A study by the World Association of Newspapers reveals that youth view the internet as their first choice for news and information. The fact is online news is abundant and easily available and people go for online news rather than the traditional media. However, research in 2011 found that TV news consumption is higher than online media and that TV is also the most credible media for youth.

3. OBJECTIVES OF THE STUDY:

- To study and analyze the Interest of readers towards news and news updates.
- To demographically analyze the newspaper reading habit.
- To find out the impact of Electronic and digital technologies on newspapers reading habit.

4. HYPOTHESIS:

- There is no significant difference with respect to gender in curiosity about news and news updates.
- There is no significant difference in curiosity about news and news updates with respect to educational background of respondents.
- There is no significant difference in newspaper reading habits with respect to gender.
- There is no significant difference in newspaper reading habits with respect to educational background of respondents.
- There is no significant effect of Electronic and digital technologies on Newspaper reading.
- There is no significant difference with respect to educational background of respondents in using internet for news updates.

4. METHODOLOGY:

This research is based on primary data, which is collected through a structured schedule administered to 180 people in Bhopal City which is capital of Madhya Pradesh. The city has a population of 17.98 Lacks. The researcher distributed questionnaire at coaching centers and public places (e.g. market). Total 180 valid questionnaires were collected. The data is collected from the people having different educational background and different age groups. After gathering the questionnaire data were analyzed through Chi square test and percentages method.

5. RESULTS OF HYPOTHESIS TESTING:

- **Impact of gender on interest for news and news updates.**

The calculated value of $\chi^2 = 1.105401679$ is less than the tabulated value of $\chi^2 = 3.841$ at one degrees of freedom and 5 % level of significance. Thus, null hypothesis is accepted and inference drawn that there is no significant difference in interest for news and news updates with reference to gender of the respondents. (Table 1.1 and 1.2)

Table 1.1: Gender wise preference Table (gender wise)

	M	F	Total
Yes	93	56	149
Sometimes	8	23	31
Total	101	79	180

Table 1.2: Chi-square Table (Gender wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
93	90.9	2.1	4.41	0.048514851
8	10.1	-2.1	4.41	0.436633663
69	71.1	-2.1	4.41	0.062025316
10	7.9	2.1	4.41	0.558227848
Calculated value of χ^2 square =				1.105401679

Degrees of freedom = (r-1) (c-1) =1 Level of significance = 0.05,
 Tabulated value of Chi square =3.841

1) Impact of education on interest of respondents towards news and news updates.

The calculated value of $\chi^2 = 22.6710042$ is more than the tabulated value of $\chi^2 = 5.991$ at two degrees of freedom and 5 % level of significance. Thus, null hypothesis is rejected and inference drawn that there is significant difference in interest for news and news updates with reference to educational background of the respondents. (Table 2.1 and 2.2)

Table2.1: Education wise preference Table (education wise)

	Up to 12 th	Up to Graduation	PG and above	Total
Yes	18	63	68	143
Sometimes	14	13	4	30
Total	32	76	72	180

Table2.2: Chi-square Table (Education wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
18	26.48888889	-8.488888889	72.06123	2.720432513
14	5.511111111	8.488888889	72.06123	13.07562724
63	62.91111111	0.088888889	0.007901	0.000125594
13	13.08888889	-0.088888889	0.007901	0.00060366
68	59.6	8.4	70.56	1.183892617
4	12.4	-8.4	70.56	5.690322581
Calculated value of χ^2 square =				22.6710042

Degrees of freedom = (r-1)(c-1)=2 Level of significance = 0.05,
 Tabulated value of Chi square =5.991

• **Impact of gender with reference to newspaper reading habits.**

The calculated value of $\chi^2 = 3.02154965$ is less than the tabulated value of $\chi^2 = 3.841$ at one degrees of freedom and 5 % level of significance. Thus, null hypothesis is accepted and inference drawn that there is no significant difference in the news paper reading habit with reference to gender of the respondents. (Table 3.1 and 3.2)

Table3.1: Newspaper reading habits Table (gender wise)

	M	F	Total
Yes	69	44	113
Not on regular Basis	32	35	67
Total	101	79	180

Table3.2: Chi-square Table (Gender wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
69	63.40555556	5.594444444	31.29781	0.493613034
32	37.59444444	-5.594444444	31.29781	0.832511535
44	49.59444444	-5.594444444	31.29781	0.631074891
35	29.40555556	5.594444444	31.29781	1.06435019
Calculated value of χ^2 square =				3.02154965

Degrees of freedom = (r-1) (c-1) =1 Level of significance = 0.05,
 Tabulated value of Chi square =3.841

• **Impact of education on newspaper reading habit.**

The calculated value of $\chi^2 = 7.610705671$ is more than the tabulated value of $\chi^2 = 5.991$ at two degrees of freedom and 5 % level of significance. Thus, null hypothesis is rejected and inference drawn that there is significant difference in the news paper reading habit with reference to educational background of the respondents. (Table 4.1 and 4.2)

Table4.1: Reading habits Table (education wise)

	Up to 12 th	Up to Graduation	PG and above	Total
Yes	13	52	46	111
Sometimes	19	24	26	69
Total	32	76	72	180

Table4.2: Chi-square Table (Education wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
13	19.7333333	-6.733333333	45.33778	2.297522523
19	12.2666667	6.733333333	45.33778	3.696014493
52	46.8666667	5.133333333	26.35111	0.562256994
24	29.1333333	-5.133333333	26.35111	0.904500381
46	44.4	1.6	2.56	0.057657658
26	27.6	-1.6	2.56	0.092753623
Calculated value of χ^2 square =				7.610705671

Degrees of freedom = (r-1) (c-1) =2 Level of significance = 0.05,
 Tabulated value of Chi square =5.991

• **Impact of other sources of information on newspaper reading on gender.**

The calculated value of $\chi^2 = 1.850441622$ is less than the tabulated value of $\chi^2 = 7.815$ at three degrees of freedom and 5 % level of significance. Thus, null hypothesis is accepted and inference drawn that there is no significant effect of other source of information on News paper reading with reference to gender of the respondents. (Table 5.1 and 5.2)

Table5.1: Various sources of information wise Table (gender wise)

	M	F	Total
News Paper	101	79	180
Television	101	79	180
Radio	33	18	51
Internet	73	63	136
	308	239	547

Table5.2:Chi-square Table (Gender wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
101	101.352834	-0.352833638	0.124492	0.001228299
101	101.352834	-0.352833638	0.124492	0.001228299
33	28.7166362	4.283363803	18.34721	0.638905105
73	76.5776965	-3.577696527	12.79991	0.167149353
79	78.6471664	0.352833638	0.124492	0.001582912
79	78.6471664	0.352833638	0.124492	0.001582912
18	22.2833638	-4.283363803	18.34721	0.82335888
63	59.4223035	3.577696527	12.79991	0.215405861
Calculated value of χ^2 square =				1.850441622

Degrees of freedom = (r-1) (c-1) =3 Level of significance = 0.05,
 Tabulated value of Chi square =7.815

• **Impact of other sources of information on newspaper reading on people having different educational background.**

The calculated value of $\chi^2 = 4.913824031$ is less than the tabulated value of $\chi^2 = 12.592$ at six degrees of freedom and 5 % level of significance. Thus, null hypothesis is accepted and inference drawn that there is no significant impact of different source of information on the news paper reading habit with reference to educational background of the respondents. (Table 6.1 and 6.2)

6.1: Various sources of information wise Table (education wise)

	Up to 12 th	Up to Graduation	PG and above	Total
News Paper	32	76	72	180

Television	32	76	72	180
Radio	05	27	19	51
Internet	20	53	63	136
Total	89	232	226	547

6.2: Chi-square Table (Education wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
32	29.2870201	2.71297989	7.36026	0.251314741
32	29.2870201	2.71297989	7.36026	0.251314741
5	8.29798903	-3.297989031	10.87673	1.310767176
20	22.1279707	-2.12797075	4.52826	0.204639619
76	76.3436929	-0.34369287	0.118125	0.001547276
76	76.3436929	-0.34369287	0.118125	0.001547276
27	21.630713	5.36928702	28.82924	1.332792087
53	57.6819013	-4.68190128	21.9202	0.380018673
72	74.369287	-2.36928702	5.613521	0.07548171
72	74.369287	-2.36928702	5.613521	0.07548171
19	21.071298	-2.071297989	4.290275	0.20360755
63	56.190128	6.809872029	46.37436	0.825311469
Calculated value of χ^2 square =				4.913824031

Degrees of freedom = (r-1) (c-1) =6 Level of significance = 0.05,
Tabulated value of Chi square =12.592

• **Impact of education on usage of internet for news updates.**

The calculated value of $\chi^2 = 60.43545933$ is more than the tabulated value of $\chi^2 = 9.488$ at four degrees of freedom and 5 % level of significance. Thus, null hypothesis is rejected and inference drawn that there is significant difference in usage of internet for getting news and news updates with reference to educational background of the respondents. (Table 7.1 and 7.2)

7.1: Internet usage table for getting news updates (education wise)

	Up to 12 th	Unto Graduation	PG and above	Total
Frequently	3	46	47	96
Sometimes	10	26	19	55
Never	19	4	6	29
Total	32	76	72	180

7.2: Chi-square Table (Education wise)

F _o	F _e	(Fo-Fe)	(Fo-Fe) ²	(Fo-Fe) ² /Fe
3	17.0666667	-14.06666667	197.8711	11.59401042
10	9.77777778	0.222222222	0.049383	0.005050505
19	5.15555556	13.84444444	191.6686	37.17710728
46	40.5333333	5.466666667	29.88444	0.737280702
26	23.2222222	2.777777778	7.716049	0.332270069
4	12.2444444	-8.244444444	67.97086	5.551159508
47	38.4	8.6	73.96	1.926041667
19	22	-3	9	0.409090909
6	11.6	-5.6	31.36	2.703448276
Calculated value of χ^2 square =				60.43545933

Degrees of freedom = (r-1) (c-1) =4 Level of significance = 0.05,
Tabulated value of Chi square =9.488

6. FINDINGS:

The study shows that

- There is no significant impact of gender of respondents on their interest towards news updates.
- There is a significant impact of education of respondents on their interest towards news updates.
- There is no significant impact of gender of respondents on news paper reading habit.

- There is a significant impact of education of respondents on news paper reading habit.
- There is no significant impact of other source of information like Internet, TV, and Radio on newspaper reading habit of male and female.
- There is no significant impact of other source of information like Internet, TV, and Radio on newspaper reading habit of respondents having different educational background.
- There is a significant impact of education of respondents on usage of internet for news updates.

7. CONCLUSION AND RECOMMENDATIONS:

Newspaper had faced similar threat when radio and television media was introduced, but despite the growth of TV and Radio media, newspapers were still popular in India. Similarly online media has not much affected the print newspaper circulation. People are using online newspapers as complimentary to the newspapers. In India both the newspaper, online and print are growing. Newspaper circulation in India has grown from 39.1 million copies in 2006 to 62.8 million in 2016 – a 60 percent increase. Increased literacy levels in the last two decades, rising disposable income and the perceived credibility of written words are some of the reasons why this has happened. The decline of younger reader interest on the printed newspaper in India is a big threat to Indian media industry. Youngsters don't read news paper every morning like their parents do. They use smart phones more for reading. Print media in India is in safe position; they have started cross media production of news in both print and digital format.

8. LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE RESEARCH:

Like most research studies, this study also has its own limitations. The study was conducted in a limited geographical area and hence, the result may not be representative of the large section of the population. The study was undertaken by considering respondents in a certain age group, and hence, the finding may not correspond with results or pattern from other age brackets. The sample size was limited and a large sample size would provide a better or different insight into the subject matter.

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