

A study on assessing the trends in media consumption habits with regards to print media in Karnataka.

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Abstract: *The rapid advancement of technology and the rise of digital media have significantly impacted the media consumption habits of individuals worldwide. This shift in consumer behaviour has raised questions about the future viability of print journalism and the factors contributing to the waning interest in physical newspapers. Understanding the reasons behind the declining preference for newspapers is crucial for media organizations, policymakers, and researchers seeking to adapt to the evolving media landscape and ensure the continued relevance of journalism in the digital age. The transformation in media consumption habits reflects the growing influence of digital technologies and the changing needs and preferences of modern audiences. Therefore, it becomes impertinent to understand the factors driving the rising popularity of digital print media. It will help media organisations, marketers, and researchers seeking to harness the potential of digital platforms and engage with audiences effectively in the digital age. This study aims to assess the trends in media consumption habits specifically related to print media in the state of Karnataka, India. The findings of this research will provide valuable insights into the current state of print media consumption in Karnataka, shedding light on the extent to which digital media has influenced traditional print media. The results will be beneficial for media organizations, advertisers, and policymakers in understanding the changing media landscape and devising effective strategies to cater to evolving consumer preferences.*

Keywords: *media consumption, print media, trends, digital media, consumer preferences.*

1. INTRODUCTION :

1.1. Background of Journalism in India

The inception of the first newspaper in India is attributed to James Augustus Hickey, who introduced The Bengal Gazette, also known as the Calcutta General Advertiser, in 1780. Despite its brief existence of only two years, the newspaper faced suppression by the British administration in 1782 due to its active criticism of the British rule. Subsequently, several other newspapers emerged in India, including The Bengal Journal, Calcutta Chronicle, Madras Courier, and Bombay Herald. However, these publications encountered censorship measures imposed by the British East India Company, restricting their editorial freedom. 'Hicky's Bengal Gazette: The Untold Story of India's First Newspaper' by Andrew Otis is the tale of Hicky's resourcefulness, the forces he faced, and the dishonest officials out to get him. In the annals of subcontinental journalism, this book is a crucial and captivating addition. Hicky made an effort to address any topic that could be significant to Calcutta. He wrote several pages about Indian events, global news, and politics. He even invited people to send him poetry and letters.

During the colonial era, various legislative acts were enacted to regulate the press in India. Notably, the Press Act of 1835, known as the Metcalfe Act, introduced a relatively liberal press policy. However, following the upheaval of the 1857 revolt, the Licensing Act of 1857 granted the colonial administration sweeping powers to control the dissemination of printed material. In 1867, the Registration Act mandated that all books and newspapers include

details of the printer, publisher, and place of publication. Additionally, publications were required to be submitted to the local government within a month of release. The Vernacular Press Act of 1878, introduced by Viceroy Lord Lytton, imposed stringent censorship on vernacular press content to prevent criticism of British policies. In response, publications like Bengal's Amrita Bazar Patrika began publishing in English to circumvent these restrictions. Subsequent measures between 1908 and 1912, such as the Newspapers (Incitement to Offences) Act and the Press Act of 1910, further tightened control over Indian newspapers. The Press Act of 1910 empowered local governments to demand security fees for content deemed offensive to the government, resulting in numerous prosecutions.

During Mahatma Gandhi's Salt Satyagraha and the subsequent civil disobedience movements, the press played a crucial role in mobilizing public opinion against British colonial rule. This heightened tensions between the press and the government, leading to the enactment of The Press (Emergency Powers) Act of 1931, granting provincial authorities censorship powers. The outbreak of World War II in 1939 brought increased censorship, with the government imposing stricter control over international news. Amidst these challenges, the All-India Newspapers Editors' Conference emerged as an advocate for press rights, lobbying against restrictions and advocating for improved relations with the government. Following independence, the Press Enquiry Committee was established in 1947 to review press laws in alignment with fundamental rights. Subsequent legislative developments included the Press (Objectionable Matters) Act of 1951, amendments to Article 19(2), and the establishment of the All India Press Council in 1966.

Today, press freedom in India is safeguarded under Article 19(1) (a) of the Constitution, guaranteeing freedom of speech and expression for all citizens. Self-regulatory bodies like the News Broadcasters Association and Broadcast Editors Association oversee television news content, while electronic media adheres to Central News Media Accreditation Guidelines under the Central Press Accreditation Committee.

1.2. Traditional Print Media and Digital Print Media in Karnataka

The first Kannada newspaper published was called 'Mangaluru Samachara,' which translates to 'The news of Mangalore' (Havanoora, 1974). Beginning in 1843, a German named Rev. Hermann Friedrich Mögling of the Basel Mission produced it. Stone slabs that still stand in the Basel Mission Printing Press in Balmatta, Mangalore, were used to print the paper. At that time, there was no easy way to spread written words and news to the general public, so publishing a newspaper was a very challenging task.

The main Kannada newspaper, Samyukta Karnataka, is based in Hubballi, Karnataka. In 1921, Samyukta Karnataka was first published. Its roots can be found in the Indian Independence movement, which began with the goal of advancing nationalistic concepts (Bankapur, Christian missionaries were responsible for establishing a printing press, publishing Kannada books and starting journalism first in Karnataka. Kannada journalism flourished later in Bangalore, Mysore, Hubballi and other small towns.

Soon after the Karnataka Prakashika began, the Kannada became a significant conduit of public opinion in the princely state of Mysore. Mysore Gazette (1866), Hitabodini (1881), Vritanta Chitamani (1885), Vrithanta Patrike (1887), Suryodaya Prakashika (1888), Karnataka Kesari (1888), Kannada Nadegannadi (1895), Mysore star (1900), and Vokaligara Patrike (1907), were some of the papers that started circulating at the time. Other significant newspapers of the bygone era of Karnataka were Samacahara Sangraha (1807), Mail (1908), Hero (1910), Mysore Times (1910), Karnataka (1913), Viswa Karnataka (1921), Tai Naadu (1926), and Janani (1934). Historical data has revealed that there is a correlation between state unification, movement and supportive editorial contents in Samyukta Karnataka. The Samyukta Karnataka took the leadership role in uniting the Northern Karnataka region with the main stream Karnataka (Shivarudrappa and Puttaraju, 2013).

Traditional print media in Karnataka is undergoing a significant evolution in response to the changing media landscape and technological advancements. One of the key ways in which print media is evolving in Karnataka is through digitalization. Many newspapers and magazines in the region are now offering online editions and mobile apps to reach a wider audience and cater to the growing demand for digital news consumption. With a population that is increasingly tech-savvy and digitally connected, the consumption habits of news and information have been undergoing a significant transformation in the state. Print media, which has long been a trusted source of news and information in Karnataka, is facing new challenges and opportunities in the digital age.

Traditional print media outlets in Karnataka, including newspapers and magazines, continue to hold a strong presence in the market, catering to a diverse range of readers across urban and rural areas. However, the rise of digital print media platforms, such as online news portals and e-magazines, has reshaped the media landscape by offering instant access to news and content through digital devices. This shift towards digital print media is changing the way audiences consume information, with many readers turning to online platforms for real-time updates and interactive content. Additionally, traditional print media outlets in Karnataka are also focusing on diversifying their content to stay relevant and competitive. They are incorporating multimedia elements such as 18 videos, podcasts, and interactive graphics to enhance the reader experience and engage with a younger audience who prefer consuming news in different formats.

Digital media is rapidly overtaking newspapers in Karnataka as more and more people turn to online platforms for news and information. The convenience and accessibility of digital media have revolutionized the way people consume news in the region, leading to a decline in the readership of traditional newspapers. One of the key factors driving the shift towards digital media in Karnataka is the widespread availability of smartphones and internet connectivity. With the majority of the population having access to smartphones and affordable data plans, people are increasingly turning to online news portals, social media platforms, and news apps to stay informed. Digital media in Karnataka offers real-time updates, multimedia content, and interactive features that cater to the preferences of the modern audience. With the ability to access news anytime, anywhere, and on any device, digital media provides a level of convenience that traditional newspapers cannot match. Moreover, digital media platforms in Karnataka are able to reach a wider audience and target specific demographics through targeted advertising and personalized content recommendations. This level of customization and engagement is attracting more readers to digital media outlets, leading to a decline in the circulation and readership of newspapers in the region.

2. Review of Literature :

The rise of digital media platforms has significantly impacted the circulation of print newspapers in India. As per the study *Impact of Digital Media on Print Media* (Karambelkar, 2019), the advent of digital media, including e-Papers and social media platforms like Facebook, Twitter, and Instagram, has led to a decline in the interest and readership of traditional print newspapers. The study indicates that the younger population is more inclined towards engaging with news content through digital channels, leading to a decrease in newspaper sales and readership.

The older generation is often seen carrying and reading newspapers, while the younger generation prefer reading news on electronic gadgets. In a research on *Newspaper Reading Habits among the Users of Sarvajanika Vachnalaya Belagavi Karnataka, India: A Case Study* (Kori and Mulla, 2018), it was found that the library was used to read newspapers mainly by retired people and government workers. The study also showed that majority of the readers read newspapers to improve general knowledge. In contrast, it also showed that majority of the people that read newspaper also prefer sensational news. It can be understood that although newspapers are read to gain knowledge of the world's happenings, it is the sensational news that is being consumed more while many important news stories are being overshadowed. Hence, the true purpose of reading the newspaper lost.

To cope up with the decline of readership of Kannada newspapers, most media agencies have come up with a renewed look. They have revamped their brand identity and image, giving a more modern look to their newspapers. They have also started their own news websites free of cost or with minimal charge. They also opened accounts on social media to disseminate news. (Narayana and Rajeshwari, 2022) in their study, *Newspapers in Digital Age: A Study on different Strategies Adopted by Kannada Dailies*, says that the journalists too started to use their social media handles to spread news. This became very effective during covid-19 pandemic and has continued to be so ever since. The readers have adopted more technological ways of receiving information through gadgets.

(Maharishi, 2021) in their study, 'The Impact of Digital Media on Current Newspaper Scenario in A Developing Country, found that almost 3/4th of the respondents preferred the online mode of news regularly rather than newspapers. They also said that charged for their news, they would stop reading them. Therefore, free access to news is one of the most important factors in choosing to read online news.

The research conducted by (Mudgal and Rana, 2019) titled 'Factors Influencing Readers' Medium Choices: Print vs. E-Newspapers,' delves into the determinants that impact individuals' selection of news consumption medium, focusing on the comparison between physical newspapers and e-newspapers. Due to their rapid news content

accessibility, interactive features fostering engagement, cost-effectiveness or even free availability, frequent updates with the latest news, user-friendly layouts, and appeal to younger demographics embracing technological advancements, e-newspapers present a compelling choice for readers.

In the study, *Mediamorphosis of Regional Newspapers: Utilization of the Internet's Potential by Kannada Media* by (B.J, Rodrigues and Rani, 2022) it is argued that regional news sites have still not used the internet to its full potential. Hence, their commercial success is lagging behind. They also found that the content on newspapers is the same as that on news websites, without new and regular updates on news. Using the theory of Mediamorphosis, they explained that Kannada language editors of news websites and digital media have become insecure due to their inability to adapt and cope up the fast paced technological changes in the print industry. Therefore, Kannada newspapers have not shown the aggression to move forward like the English newspapers.

(Sergiivna, 2023) in their Study 'Transformation from Print Newspaper to Digital: How Everything Has Moved to Social Network' says that "the transition from a printed newspaper to a digital one was inevitable." News has slowly taken up the online space. The pandemic gave it a boost and helped it spread at a larger scale. The internet has become the most influential space for media industry, with easy and wide reach to the audience.

3. Methodology :

3.1 Research Procedure

The research will employ a mixed-methods approach, combining both quantitative and qualitative methods to gather comprehensive data. The quantitative aspect will involve the distribution of questionnaires to a representative sample of participants across various age groups, genders, and geographic locations within Karnataka. A review of previously conducted studies on similar topics will be conducted to understand the broader context and identify any consistent patterns or trends in media consumption habits. In addition, the snowball technique was employed to reach a wider range of possible participants.

4. Response Analysis :

4.1. Age

AGE

135 responses

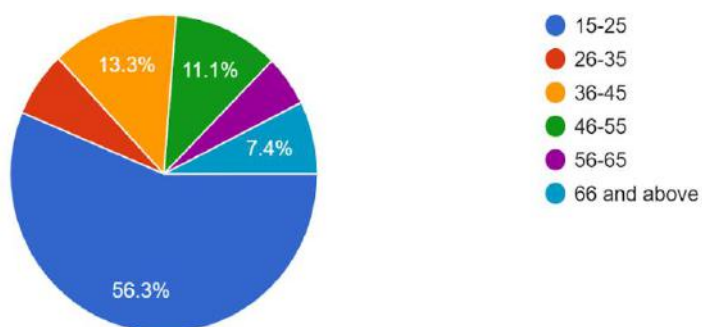


Figure 1: Age range of the respondents

The research included respondents aged 15 to 66 and above. Among the 135 participants, 56.3% were in the 15-25 age group, 13.3% were aged 36-45, 11.1% fell between 46-55, 7.4% were 66 and above, 6.7% were 26-30, and 5.2% were in the 56-65 age range. Among the respondents, 54.5% were female, while 45.5% were male.

4.2. Gender

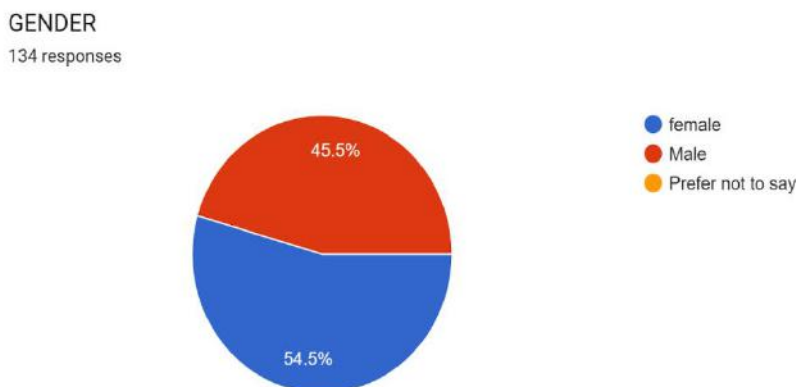


Figure 2: Gender of participants

4.3. Educational Qualification

The majority of participants possess postgraduate degrees in their respective fields of study, with some also being undergraduates. A small number hold PhDs or diplomas, while there are also respondents who are high school students. It is notable that all participants have received formal education.

4.4. Occupation

The sample comprises a diverse range of respondents who are employed and those who are not. This includes individuals who are students, professionals in senior roles, retired individuals, and homemakers.

4.5. Residence

The data collection involved individuals residing in different regions of Karnataka. While a significant portion of respondents were from the capital city of Bengaluru, others were from Mysore, Shivamogga, Udupi, Mandya, Hiriur, and Coorg.

4.6. Frequency of Reading News

How often do you read news? (If you read news, please continue to the next question) (If you do not read news at all, kindly scroll towards the end,... form and do not continue. Thank you for your time.)
135 responses

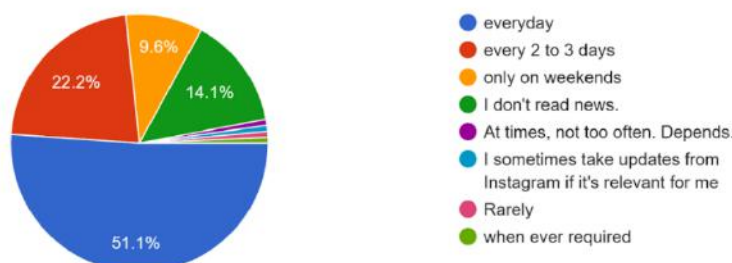


Figure 3: Frequency of news reading

According to the survey results from 135 respondents, 116 reported that they consume news, while 19 (14.1%) stated that they do not. 69 (51.1%) respondents read news daily, 30 (22.2%) read news every two to three days, and 13 (9.6%) read news exclusively on weekends. Additionally, one respondent each (0.7%) selected the options 'at times, not

too often. Depends. I sometimes take updates from Instagram if it's relevant for me,' 'Rarely,' and 'whenever required' for their news consumption habits. This shows that most respondents read news, although at different time intervals.

4.7. Subscription of News

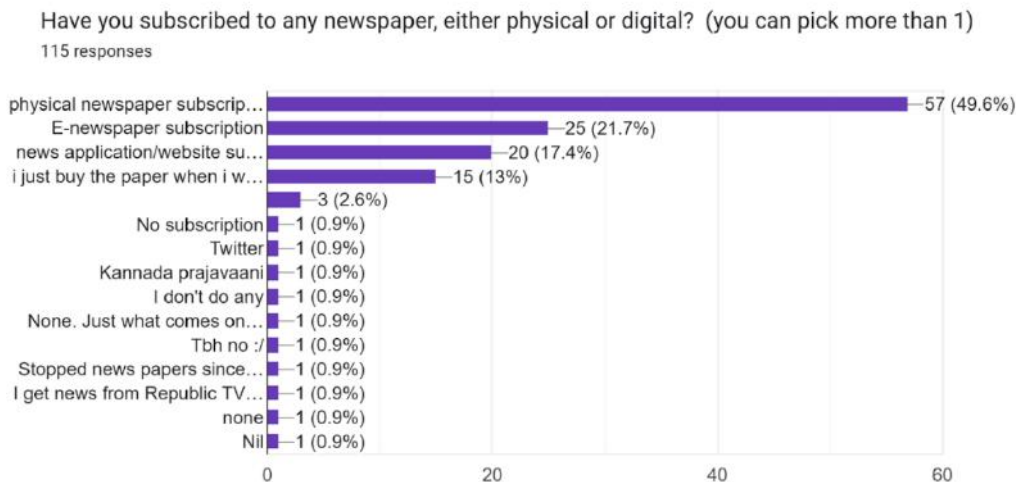


Figure 4: News subscription

Even though social media was the preferred news source for most participants in the previous question, a significant majority have opted to subscribe to newspapers, both in physical and electronic formats. According to the survey results, 58 individuals have a subscription to physical newspapers, while 25 have chosen e-newspapers for their news consumption. Additionally, 20 respondents have subscribed to online news websites, and 15 respondents purchase a physical newspaper on an as-needed basis. The remaining participants do not have subscriptions to any news reading medium. Interestingly, one respondent gathers news from X (formerly Twitter), indicating that they utilize the social networking site as a news source.

In the next two questions, participants were asked to name the newspapers and digital print news media they have subscribed to. It was found that Times of India was the most preferred choice in both physical newspapers and digital platforms. This was followed by Deccan Herald and The Hindu respectively.

4.8. Preferred News Media Agency

Table 1: Top 5 English newspapers

S. No.	Top 5 English newspapers preferred by the readers	No. of readers
1.	Times of India	24
2.	Deccan Herald	13
3.	The Hindu	9
4.	Economic Times	5
5.	Indian Express	4

Table 2: Top 3 Kannada newspapers

S. No.	Top 3 Kannada newspapers preferred by the readers	No. of readers
1.	Prajavani	8
2.	Vijaya Karnataka	5
3.	Vijayavani	3

The survey found that Times of India and Deccan Herald were the top choices among respondents for physical newspapers, with 24 and 13 respondents selecting them, respectively. The Hindu was chosen by 9 respondents, while 5 opted for the Economic Times and 4 for the Indian Express. For Kannada newspapers, 8 respondents preferred Prajavani, 5 chose Vijaya Karnataka, and 3 selected Vijayavani.

Other newspapers mentioned included Kannada Prabha, Samyuktha Karnataka, New Indian Express, Star of Mysore, Eenadu, and The Telegraph. The remaining 71 respondents said that they do not have any preferences for a particular newspaper.

In terms of digital print news media preferences, Times of India again received the highest number of responses with 7, followed by Economic Times with 6. Other platforms mentioned by respondents included Daily Hunt, Hindustan Times, The Telegraph, Business Standard, The Ken, Eenadu, InShorts, The Print, WION, Firstpost, The Wire, Moneycontrol, Jio News, BBC, and The Hindu. Out of the 135 respondents, only 30 had preferences for specific digital news platforms. The other 105 respondents did not showcase any preferences; some did not use digital platforms for news. Surprisingly, none of the respondents preferred to read news online on Kannada digital news mediums.

4.9. Choice of Medium

People prefer reading news on different platforms based on their individual preferences, lifestyle, and accessibility. Some individuals opt for traditional print newspapers for a tangible reading experience, enjoying the feel of flipping through physical pages and the routine of starting their day with a newspaper over a cup of coffee. Others favour online news websites and apps for the convenience of instant updates, interactive features, and the ability to access news anytime, anywhere using their smartphones or other devices. Social media platforms have also become popular sources of news for many, as they offer a quick and easy way to stay informed through shared articles, videos, and real-time updates from a diverse range of sources. Additionally, audio and video news formats, such as podcasts and news broadcasts, cater to those who prefer listening or watching news content on the go or while multitasking. Ultimately, the variety of news platforms available caters to the diverse preferences and lifestyles of individuals, allowing them to choose the format that best suits their needs and habits.

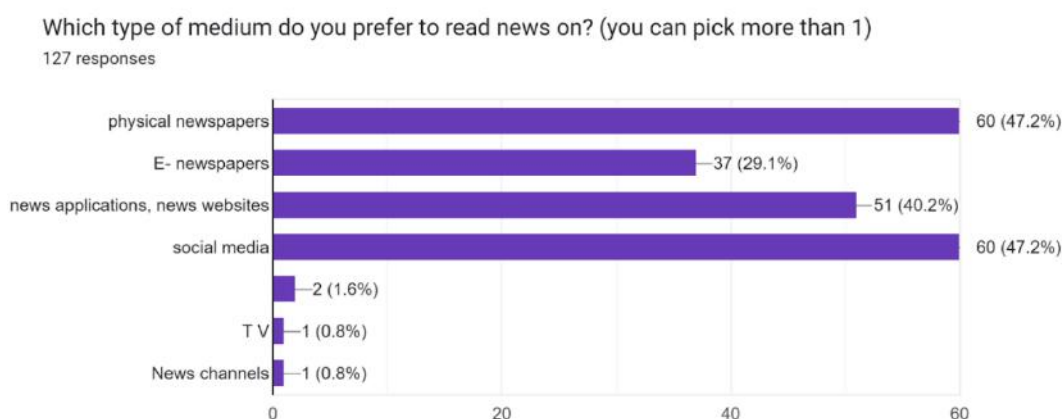


Figure 5: Choice of print news medium

The survey shows that 60 individuals opted for physical newspapers as their preferred news consumption platform, while an equal number of 60 participants chose social media for accessing news content. Additionally, 37 opted for e-newspapers, while 51 respondents used online news websites and applications. Some participants expressed a preference for watching news on television rather than reading it through various platforms.

The reasons provided for their preferences were diverse. Those who chose physical newspapers expressed a preference for the tactile experience of holding and reading a paper. They highlighted the perceived accuracy of physical

newspapers, noting that they cannot be easily edited or altered like digital news stories. Some participants found physical newspapers more aesthetically pleasing and enjoyable to read. Many attributed their habit of reading physical newspapers to the calming routine it offers, particularly when paired with their morning beverage. They also mentioned that reading newspapers reduces screen time, which can strain the eyes, and enhances language skills compared to the concise nature of digital news articles.

On the other hand, individuals who favoured digital mediums such as e-newspapers, news websites, and social media appreciated the convenience and accessibility they offer. They valued the ability to access news anytime and anywhere, along with the vast array of news stories and immediate updates available online. The real-time nature of digital news allowed them to stay informed without waiting for the next day's newspaper. Many noted that news spreads rapidly through social media, often breaking stories before traditional outlets. As a result, they preferred social media for staying up-to-date on the latest news developments.

4.10. Unbiased News Reporting

Table 3: Top 2 unbiased English newspapers

Rank	Top 2 English Newspapers
1	The Times of India
2	Deccan Herald

Table 4: Top 2 unbiased Kannada newspapers

Rank	Top 2 Kannada Newspapers
1	Vijayavani
2	Prajavani

It is noteworthy that while The Times of India was the top choice among participants as the most favoured English newspaper, a significant majority considered Deccan Herald to be the most unbiased in their reporting. Following Deccan Herald were The Hindu and Indian Express. Similarly, among Kannada newspapers, Vijayavani was identified as the most unbiased, despite Prajavani being the preferred choice among readers. This observation highlights that unbiased reporting alone may not necessarily drive readers to choose a particular newspaper for their news consumption. Other factors, such as the writing style's readability, visual appeal, and ideological alignment, among others, also play a crucial role in influencing readers' decisions to subscribe to or read a specific newspaper.

4.11. Factors Influencing the Choice of News Media Agency

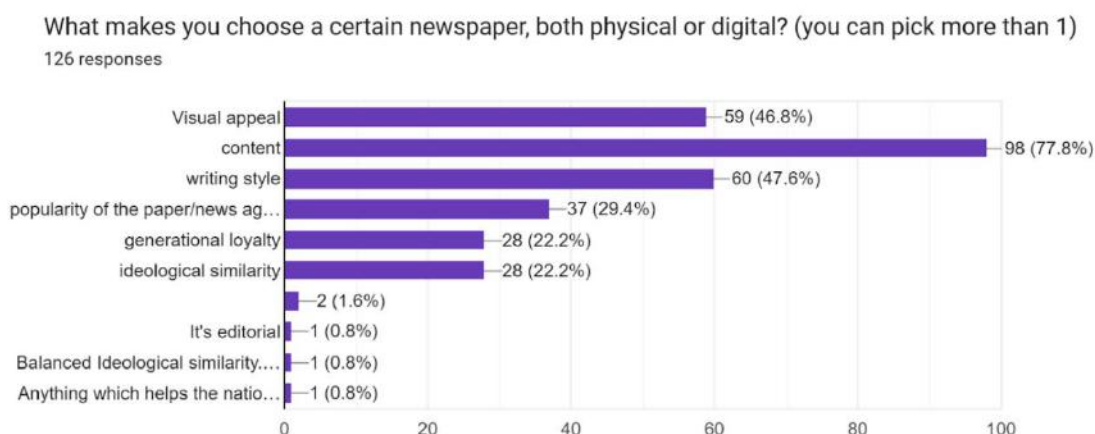


Figure 6: Factors influencing print news media preference

According to the survey findings, 98 opted for a specific news agency, highlighting the pivotal role content plays in both print and digital news consumption. Notably, 60 respondents emphasized the significance of the writing

style employed by the news agency, while 59 mentioned visual appeal as a decisive factor in their choice of news medium. This underscores the importance for news outlets to not only craft compelling headlines but also to employ visually engaging elements such as images, colour schemes, fonts, and overall design aesthetics. Additionally, 37 participants indicated a preference for popular newspapers and online news platforms, while 28 cited generational loyalty and 29 mentioned ideological similarity as influential factors. Intriguingly, one respondent expressed a preference for a news agency free from Western influences, and prioritizes national interests.

4.12. Future of Physical Newspapers

Do you think physical newspapers have a future in Karnataka? Please explain.

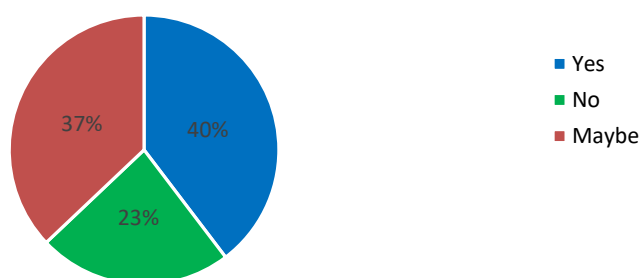


Figure 7: Future of newspapers in Karnataka

Based on the survey findings, 40% of respondents in Karnataka believe that physical newspapers have a promising future, citing reasons such as the lack of technological literacy among some individuals and the strong emotional attachment of the older generation to print newspapers. They value the authenticity and reliability of newspapers, as they are perceived to be less prone to misinformation compared to digital and social media sources.

Conversely, 37% of respondents expressed uncertainty about the future of physical newspapers, noting the current intense competition between print and digital news platforms. While acknowledging the enduring appeal of newspapers, especially among certain demographics, they also recognize the growing preference for digital news among younger audiences due to smartphone accessibility and instant information delivery.

On the other hand, 23% of respondents predict a complete takeover of physical newspapers by digital news platforms. They emphasize the rapid technological advancements and the widespread digitization of society, highlighting the convenience and immediacy of digital news consumption as key factors driving the shift away from traditional print media.

4.13. Trust in Physical Newspapers and Digital Print Media

Do you think physically printed news in papers is more trustworthy than digitally published news online/on news websites?

126 responses

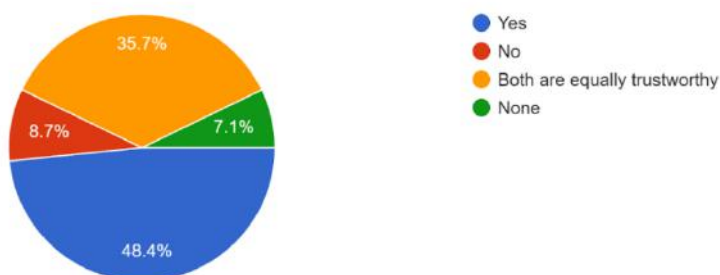


Figure 8: Trustworthiness of print media

The survey findings indicate that a majority of respondents place greater trust in news stories printed in newspapers compared to those published digitally online. 61 participants expressed a higher level of trust in news stories printed in newspapers. Additionally, 45 respondents stated that they consider both mediums equally trustworthy. Conversely, 11 respondents expressed scepticism towards newspapers, believing that digital news holds equal or greater credibility. Furthermore, 9 participants expressed a lack of trust in both newspapers and digitally published news, highlighting a cautious approach to news consumption.

4.14. Trust in Advertisements in Newspapers and Digital Media

which advertisements do you trust more?

124 responses

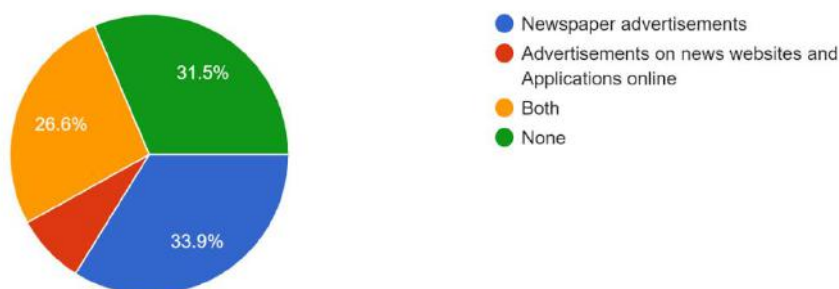


Figure 9: Trust in print and digital advertisements

According to the survey results, a higher number of respondents expressed trust in advertisements featured in newspapers. Specifically, 44 respondents indicated a preference for trusting newspaper advertisements, whereas 33 respondents considered both newspaper and news website advertisements to be reliable. Only 10 respondents stated that they trust online advertisements on news websites. Notably, 39 respondents expressed a lack of trust in advertisements across any platform.

4.15. Overall Preference for News Reading

Overall, which do you prefer to read news the most?

127 responses

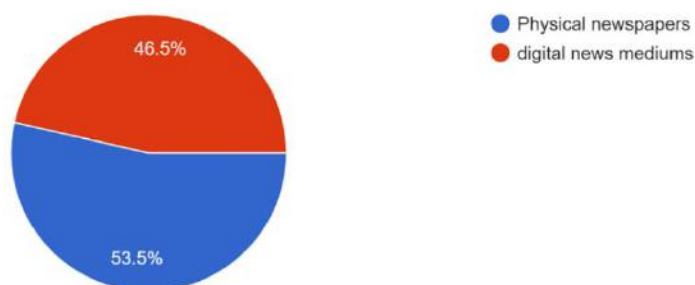


Figure 10: Preferred print news medium

In the survey, a majority of respondents demonstrated a preference for reading physical newspapers over digital news mediums. Specifically, 53.5% of the participants expressed a preference for consuming news through newspapers, highlighting the enduring appeal and perceived advantages of print media. Reasons for this preference include the tactile

experience of reading a physical newspaper, the trustworthiness associated with traditional print journalism, and the familiarity of established newspaper formats.

On the other hand, 46% of respondents indicated a preference for accessing news through digital platforms, showcasing the growing popularity and convenience of online news consumption. Factors driving this preference are the immediacy of digital news updates, the interactive and multimedia-rich features of online articles, and the accessibility of news content on various devices.

The survey results reflect a divided sentiment among respondents regarding their preferred news consumption medium, with a slight edge given to physical newspapers. This suggests that while traditional print media continues to hold significance for a significant portion of the population, digital news platforms are also gaining traction and meeting the evolving preferences of a tech-savvy audience. The findings underscore the ongoing transition and coexistence of both print and digital news mediums in today's media landscape, catering to diverse reader preferences and habits.

4.2 Findings and Results

Table 5: Singular preference of print and digital news media

Physical Newspapers	Digital News Platforms	Both Newspapers and Digital News Platforms
14	66	55

Among the 135 participants surveyed, a mere 14 individuals exclusively relied on physical newspapers for their news consumption, while 66 respondents indicated that they solely accessed news through digital platforms encompassing e-newspapers, news applications, search engines such as Google, Yahoo, Bing, and social media platforms. Interestingly, the remaining 55 participants reported consuming news from both physical newspapers and digital mediums.

The survey results provide valuable insights into the news consumption habits of the participants across physical newspapers and digital platforms. Firstly, the data reveals a notable preference for digital mediums, with 66 respondents exclusively relying on platforms such as e-newspapers, news applications, search engines, and social media for their news intake. This trend underscores the growing significance of digital channels in delivering news content, reflecting factors such as convenience, accessibility, and the wide variety of sources available online. On the other hand, the 14 participants who exclusively read physical newspapers signify a smaller but still present segment that values traditional print media. This group may appreciate the tactile experience and reliability associated with physical newspapers.

Additionally, the 55 respondents who engage with news on both physical newspapers and digital platforms showcase a hybrid approach to news consumption, indicating a willingness to diversify their sources and potentially seeking a balance between the credibility of traditional print media and the immediacy of digital platforms. Overall, the results highlight the evolving landscape of news consumption, with a clear shift towards digital mediums while also acknowledging the enduring appeal of physical newspapers for some individuals.

5. Conclusion:

This study has shed light on the shifting landscape of media consumption preferences in the digital age. The findings of the study unequivocally demonstrate that digital mediums have emerged as the predominant choice for individuals in Karnataka when it comes to accessing news and information.

The data collected and analysed in the study clearly indicate a significant preference for digital platforms over traditional print newspapers among the population surveyed. This trend can be attributed to various factors, including the convenience, accessibility, and interactivity offered by digital mediums, as well as the rapid advancements in technology that have transformed the way people consume news. The study highlights the need for traditional print media outlets in Karnataka to adapt to the changing preferences of their audience and embrace digital strategies to remain relevant and competitive in the evolving media landscape. It also underscores the importance of understanding and leveraging digital platforms to effectively reach and engage with audiences in today's digital-centric world.

As digital mediums continue to gain prominence and influence in media consumption habits, it is essential for media organizations, policymakers, and stakeholders in Karnataka to recognize and respond to these trends proactively. By embracing digital innovation, enhancing online presence, and delivering high-quality content across digital channels, print media outlets can effectively meet the evolving needs and preferences of their audience while staying abreast of the dynamic media landscape in Karnataka.

6. Recommendations

While most newspapers have already set up mobile apps, engaging multimedia content, websites to circulate news, the problem lies with the local and regional newspapers. In Karnataka, it can be seen that the Kannada newspaper agencies are not able to come at par with their English counterparts in terms of digitization of news. They can use the following methods to increase their readership and online engagement:

- i. **Focus on quality content:** Newspapers should prioritize producing high-quality, relevant, and engaging content that resonates with their target audience. This can help build reader loyalty and attract new subscribers in the digital space.
- ii. **Utilize social media and digital marketing:** Newspapers can leverage social media platforms and digital marketing strategies to promote their content, engage with readers, and drive traffic to their digital platforms. This can help increase visibility and reach a broader audience.
- iii. **Personalize the reader experience:** Newspapers can use data analytics and AI technologies to personalize content recommendations based on reader preferences and behaviour. This can enhance user engagement and retention in the digital space.
- iv. **Monetize digital offerings:** Newspapers should explore various revenue streams, such as digital subscriptions, paywalls, sponsored content, and online advertising, to monetize their digital offerings and sustain their business in the digital age.

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