

**NEWS CONSUMPTION HABITS: A STUDY ON NEWSPAPER READERS
UNDERGOING MEDIA CONVERGENCE**

Garima Malhotra

Research Scholar, School of Journalism, Film & Creative Arts-1, Lovely Professional
University, Phagwara, Punjab

Dr. Gurpreet Kaur

Assistant professor, School of Journalism, Film & Creative Arts-1, Lovely Professional
University, Phagwara, Punjab

Abstract

The twentieth century has seen a series of technological advancements and developments that have influenced modern media. The fast growth of digital technology at present time has merged all forms of media into the whole life of the community. As a result, individuals get addicted to constantly utilizing technical sophistication. Main objective of this study is to examine media convergence in relation to technological growth, and present news consuming habits of news readers. This research will give a forecast for future analysis of media convergence. In this study, bar graphs, pie chart, cumulative percentages, paired t-test and Correlation Coefficient tests are employed to assess the research output. The findings revealed that media convergence has an effect on the behavioral changes of news readers. This study will help to understand the possible link between the readers convergence and media convergence.

Keyword: media convergence, news consuming habits, news readers etc.

1 Introduction

To maintain readers' interest in the print media in India after globalization, significant reforms were required. News consumption is currently an interesting topic of discussion. A fall in the consumption of news through conventional sources has coincided with the development of the Internet, social media, and mobile devices. Digital media has simultaneously made news constantly accessible "anywhere". Developing information about how news is accessible, digested, and perceived, and how it impacts news paper reader in their daily lives, is challenging but crucial in this new environment. This study provides one such contribution by depicting news-related behaviours among newspaper reader in India, based on a survey .

Our social environment is becoming more and more digitized. The market for news media has been impacted by this in terms of production, distribution, and consumption. Numerous studies have examined the extent to which people really read the newspapers and internet periodicals of today. The Internet has had both positive and negative effects on the newspaper business. The development of the Internet has resulted in some exciting new means of news dissemination, but it has also threatened the survival of the printed newspaper. Since the beginning of globalization, India's print media has undergone significant changes in an effort to maintain its readership. The spread of mobile and internet technologies is altering how news is consumed by people all over the globe. The emergence of digital media has given journalists new possibilities as well as new problems [1].

Over the last ten years, the emergence of accessible, affordable mobile phones has played a significant role in the sector's rapid growth in India. The major device used to surf the internet is gradually being replaced by smartphones. The way people absorb information changes when they have mobile internet access. Due to their ease, cellphones are used more often than computers to consume digital news. According to research by Lu and Holcomb [2], as of 2015, more people used tablets and smartphones than desktop computers to access major news websites. Thanks to the news websites of all the major newspapers, news can now be found on any desktop computer. All newspapers must have a mobile app because there are an increasing number of people in India using smartphones to access the internet. This article examines newspapers initially in order to study news consumption in the convergence frame before moving on to examine all forms of general information. There are several factors that support this decision: Newspapers have historically been regarded as the primary information source. Additionally, they have been the focus of the majority of studies examining how news paper reader interact with news [3]. This article, however, is not limited to newspapers because convergence forces the predominance of connections and dependencies within the media environment. Therefore, the primary purpose of this research was to learn how people in modern India get and make logical sense of news.

2. Literature Review

This article focuses on the examination of information consumption in a news paper reader of this era, since assessing the extent and impacts of digital convergence and the forecast for the future depend on understanding the changes in readers' consuming patterns.

The Internet has evolved into a crucial medium for disseminating information and empowering individuals from all walks of life with insight and understanding. All of India's major dailies now have their own news websites and online editions (or "e-papers"). The availability of constant news coverage online is now essential in the modern world. It has become so popular that print publications are becoming extinct in some regions. Many newspaper readers in India have made the transition to reading newspapers online. The landscape of online communication is always evolving. The internet has made it much simpler to acquire knowledge. The news websites' hyperlinks provide readers unprecedented agency over how they absorb the news. According to proponents of cutting-edge media technologies, less obstacles will exist for consumers to access information thanks to these novel channels of distribution. People's approaches to consuming the news are shifting as a result of technological advancements. Due to the internet's interactive nature, readers can quickly and easily narrow their news feeds to stories that most interest them. Developing a love of reading is an invaluable skill for expanding both your lexicon and your knowledge base. There has been a dramatic increase in the value of digital media over the past decade. Leading newspapers around the world are now switching to digital page assembly and distribution in order to improve quality and streamline workflow [4].

Two important factors influence how much news does people consume i.e. the age effect, which increases as people age and increases their interest in news consumption and the genre effect. Men's consumption is becoming more intense than women's, according to some authors [5]. There are a few additional studies in this area, including The results of Banerjee's [6] research indicate that there is a specific audience for each type of news outlet and that the internet is regarded as a unique news medium. According to the study's findings, India's urban

population perceives the Internet as a unique news medium. Additionally, it has been shown that a person's degree of satisfaction with a particular information delivery channel affects their choice to use that medium. Casero-Ripollés [7] has suggested a study on how news consumption is affected by digitalization since its introduction. Understanding how readers' consumption habits have changed is essential for assessing the breadth and depth of digital convergence and its possible future effects. In this study, we'll examine how this transition has affected individuals' perceptions of news coverage. According to the survey, social networks, especially, are more likely than newspapers to be the source of news. Although the role of newspapers in the news cycle has diminished in the digital era, this does not suggest that today's newspaper reader has less interest in or consumption of news as a civic virtue.

People read the news for a variety of reasons, according to Lee[8]. Nothing surpasses looking at someone's age to predict what they will do in the future. Older readers consume news for educational goals, whereas younger readers consume it for entertainment and social interaction. For highly educated people and women, news is a source of information and viewpoints. The data offers a comprehensive explanation of why certain news sites are more well-liked than others. Six percent of respondents are prepared to pay for the content on the internet, compared to sixty percent who are not.

Researchers can better understand how newspaper readers interact with the news in a highly fragmented media environment according to Berthelsen and Hammeleers[9]. The findings of this study show that young people who read the news are confident in the reliability of the sources they use. The discovery of "desired news service" as a crucial element in understanding why the young news consumers in our research preferred particular news sources is this study's first unique contribution. The findings demonstrate that by mapping young people's news tastes, we can distinguish between satisfying and desired news sources.

3 Objectives and Hypothesis

Objectives

Keeping the above discussion in view, the following objectives of the study designed

1. To understand the impact of media convergence on the newspaper readers
2. To find out the trends transforming the readership of print to digital media.
3. To analyze patterns of reader's behavior in relation to print and digital(online) media.

Hypothesis

Following are the hypothesis of this study

H1 = There is a significant relation between print media and its transforming reader behaviors with regard to media convergence

H2 = There is a significant relationship of news flow on social media platforms with regard to transformation of news reader's behaviors

H3 = There is a significant relation between demographic variables and preferred mode of news media

4. Research Methodology and Data Collection

4.1 Data Collections

To assess the reading habits of Delhi residents, an online survey was conducted. We used mail survey methodologies for this investigation. Questionnaire was sent to specific population

through mails. Selected populations were asked to complete the surveys and send them back. A link to the google forms was sent. A total of 29 questions were included in the questionnaires; four of these pertained to basic demographic information (such as age, gender, level of education, and occupation), while the remaining 25 inquired into topics such as the ease with which they can transition from print to digital. There were 112 respondents total, with 80 males and 32 women filling out the survey and there are five age group selected (figure 1) for our study.

4.2 Research Instrument

For this study, percentage analysis, pie chart and bar graph used for presenting data. And rest are the following tools were used in this study:

Correlation Coefficient: The term "correlation" is widely used to describe the examination of the co variation of two or more variables, or the link between two or more variables in a bivariate distribution.

$$\rho = \frac{COV(XY)}{\sqrt{Var(x) * Var(y)}}$$

Where, COV (XY)= Sum of product X and Y

Variance (X) = $\sum X^2 - (\sum X)^2 / N$

Variance (Y) = $\sum Y^2 - (\sum Y)^2 / N$

It values lies between -1 to +1.

Paired t test: This test analyze whether the two related random sample have come from the same population.

$$t = \frac{\bar{d}}{s_{\bar{d}}}$$

Where, $\bar{d} = \frac{\sum d_i}{N}$

$$S. E. \text{ of } \bar{d} = \sqrt{\frac{\sum (d_i - \bar{d})^2}{N(N - 1)}}$$

$D = X_i - Y_i, (i= 1,2,3,\dots,N)$

5 Results and Discussion

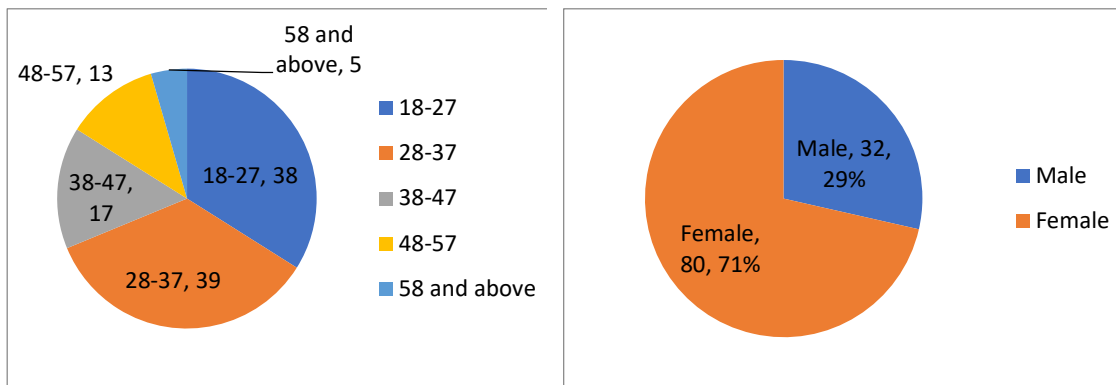


Figure 1: Pie chart of reader’s age on the basis of news consumption habits

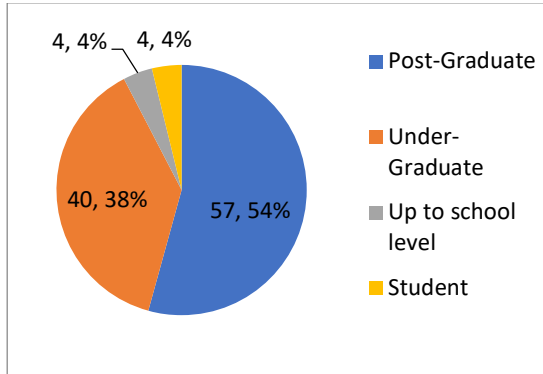


Figure 3: Pie chart of reader’s education on the basis of news consumption habits

Figure 2: Pie chart of reader’s gender on the basis of news consumption habits

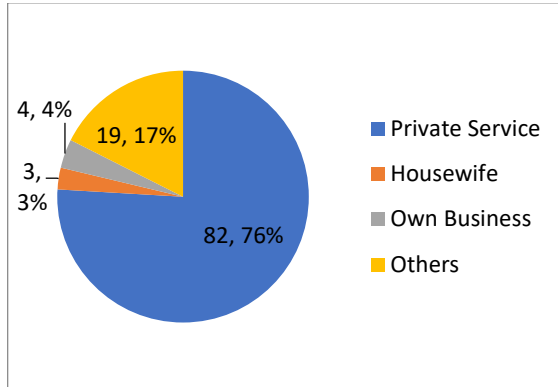


Figure 4: Pie chart of reader’s occupation on the basis of news consumption habits

A total sample of 112 respondents was used for the purpose of the study and the results are given above. Age is important factor in demographic variable. The Figure 1 reveals that out of 112 respondents, 33.93% belongs to the age group of 18-27, 34.82 % are in the age group of 28-37. This means that maximum of respondents comes between age group 18 to 37 year old.

There’s also a difference in the types of news consumed by different genders. According to figure 2 there are 28.6% male and 71.4% are female respondents.

Qualification is an important aspect in usage of internet habit. The figure 3 reveals that out of 112 respondents, majority of respondents 50.9 % respondents had education up to Post-Graduate degree.

Occupation is also an important aspect for analyzing variation in news consumptions habits. figure 4 reveals that out of 112 respondents, The majority of respondents (82) are currently employed in the private sector.

Figure 5 indicate that, majority of respondents believed that “post or story on FB” and

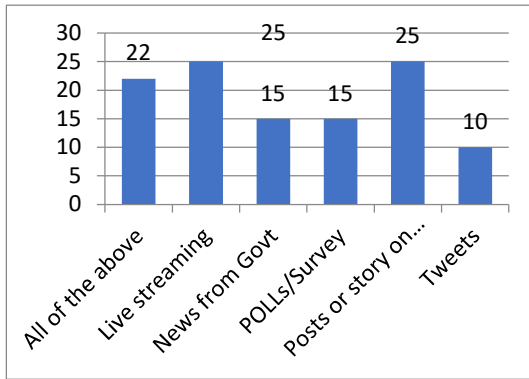


Figure 5: Bar chart on while consuming news on social media platform, what engages you

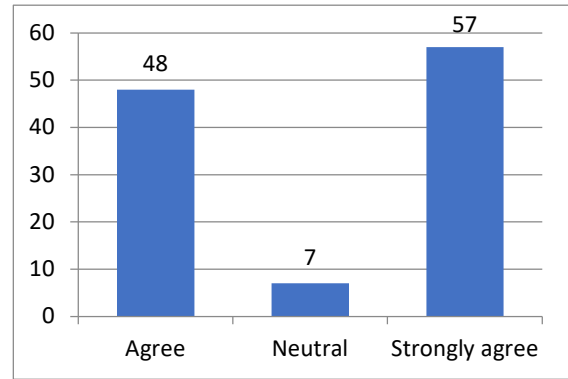


Figure 6: Graphical representation on the rapid advancement in technology has made life easier for the readers in information seeking and news consumption

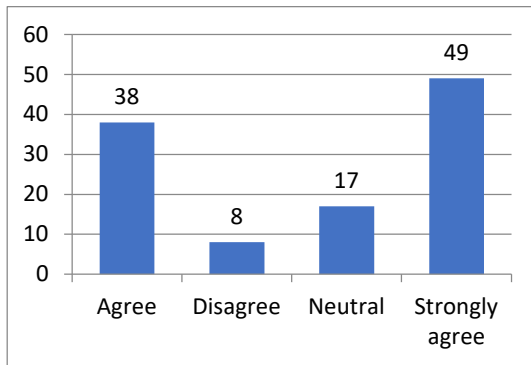


Figure 7: Pie chart on credibility of news has increased due to advancement in technologies

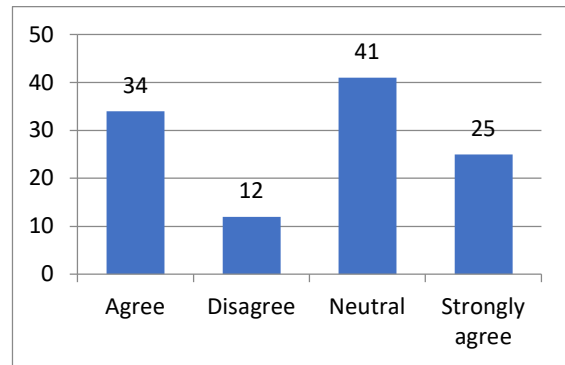


Figure 7: Pie chart on traditional media i.e., newspaper is facing challenges in it's survival due to the convergence in media

“Instagram and live streaming” are main source for news update while peoples mainly engage with social media.

Next question was asked about weather rapid advancement in technology has made life easier for the readers in information seeking and news consumption or not. Figure 6 reveals that among 112 respondents maximum believed that the rapid advancement in technology has made life easier for the readers in information seeking and news consumption.

The concept of credibility has been researched along source, message, and media dimensions, and most literature on new media relies on these measures). A recent study by Visentin et al[10]asserts that the effect of truthful news on individual attitudes is reflected by news brands (news content truthfulness, news credibility, source credibility, brand trust, and brand attitudes) while behavioral intentions are established by the impact of fake news on consumer intentions, the intention to spread positive word of mouth, as well as the intention to visit the brand shop

.So as per our study, most news paper reader convinced that credibility of news has increased due to advancement in technologies.

While newspapers are one of the oldest forms of contemporary media, the Internet is challenging traditional news delivery method. Above chart reveals that out of 112 respondents among them, mostly believed that the rapid flow of Information due to advancement in technology is beneficial for society. Therefore traditional news media is facing challenges in it's survival due to the convergence in media.

Table 1: Paired t test and correlation coefficient

	Correlations	Paired t test
Newspapers (Print news Media) for Breaking News / Online sites (Online news media) for Breaking News	0.20	5.001**
Newspapers (Print news Media) for In-depth reporting/ Online sites (Online news media for In-depth reporting	0.15	4.25**
Newspapers (Print news Media) for Accuracy & reliability/Online sites (Online news media for Accuracy & reliability	0.07	2.12*

As per our first hypothesis, The table 1 indicates that there is a positive and significant relation between print media and its transforming readers behaviors with regard to media convergence .In this" study,we found for Breaking News, In-depth reporting and Accuracy & reliability, reader uses online medium. Therefore there is positive correlation and significant and positive paired t test indicate that there is a significant differences between print media news with news media convergences.

Above results indicate that study accepted the hypothesis(H1) that there is a significant relation between print media and its transforming readers behaviors with regard to media convergence.

Table 2: Paired t test and correlation coefficient

	Correlations	Paired t test
News App for In-depth reporting /Social media for In-depth reporting	0.110	5.139**
News App for Analysis & context /Social media for Analysis & context	0.109	3.815**
News App for Speed / Social media for Speed	0.108	4.900**
News App for Accuracy & reliability/Social media for Accuracy & reliability	0.203	3.267**
News App for Breaking News/ Social media for Breaking News	0.350	4.097**

Table 2 indicates that there is a positive and significant relation between news flow on social media platforms with regard to transformation of reader's behaviors. *i.e there is* positive correlation and positive paired t test indicate that there is a significant differences between news flow on social media platforms with regard to transformation of reader's behaviors..

Therefore above results indicate that study accept the second hypothesis(H2) that there is a significant relationship of news flow on social media platforms with regard to transformation of reader's behaviors (trends)

Table 3: Paired t test and correlation coefficient for Demographic variables vs Mode of news media

	Correlations	Paired t test
Age / Newspapers for Breaking News	0.141	29.704**
Gender / Newspapers for Breaking News	0.100	16.531**
Occupation / Newspapers for Breaking News	0.089	6.322**
Education / Newspapers for Breaking News	0.101	1.527**
Age / Online site for Breaking News	0.133	28.975**
Gender / Online site for Breaking News	0.07	28.331**
Occupation / Online site for Breaking News	0.027	2.749**
Education / Online site for Breaking News	0.135	7.210**
Age / News app for Breaking News	0.09	28.726**
Gender / News app for Breaking News	0.08	28.856**
Occupation News app for Breaking News	0.07	4.697**
Education / News app for Breaking News	0.109	6.245**
Age / Social media for Breaking News	0.04	29.069**
Gender / Social media for Breaking News	0.06	27.146**
Occupation Social media for Breaking News	0.13	5.634**
Education / Social media for Breaking News	0.06	5.046**

Demographic variables with Newspaper

Table 3 indicates that there is a positive significant relation between demographic variables (age, gender, education and occupation) with mode of news media (newspaper) *i.e.* positive correlation with significant and positive paired t test indicate that there is a significant differences between demographic variables (age, gender, education and occupation) with mode of news media (newspaper).

Demographic variables with Online site

Table 3 indicates indicates that there is a positive and significant relation between demographic variables (age, gender, education and occupation) with mode of news media (online site) *i.e.* positive correlation with significant and positive paired t test indicate that there is a significant differences between demographic variables (age, gender, education and occupation) with mode of news media (online site).

Demographic variables with News app

Table 3 indicates that there is a positive and significant relation between demographic variables (age, gender, education and occupation) with mode of news media (news app) *i.e.* positive correlation with significant and positive paired t test indicate that there is a significant differences between demographic variables (age, gender, education and occupation) with mode of news media (news app).

Demographic variables with Social media

Table 3 indicates that there is a positive and significant relation between demographic variables (age, gender, education and occupation) with mode of news media (social media) *i.e.*

positive correlation with significant and positive paired t test indicate that there is a significant differences between demographic variables (age, gender, education and occupation) with mode of news media (social media).

Above results indicate that study accepted the third hypothesis that there is a significant relation between demographic variables and preferred mode of news media.

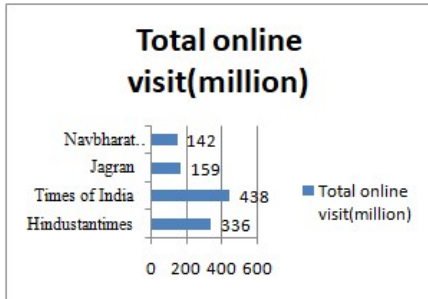


Figure 8 Total numbers of online visit(June to August) of selected Newspaper,2019([11])

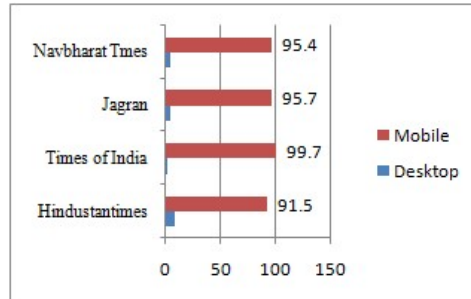


Figure 9 Percentage of online site visited as per devices,2019([11])

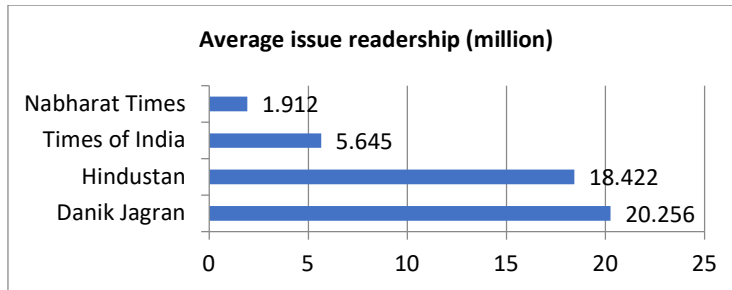


Figure 10: Average issue readership of newspaper[12]

One of the fastest expanding divisions of the Indian industry is electronics and information technology. India is often regarded as the world's fastest-growing newspaper market. According to figure 8, there are a large number of viewers who browse online news sources. According to this statistics, the Times of India is the most frequented newspaper online for two months (June to August), with 438 million visits[11]. According to (Indian readership survey,2019), Dainik Jagran is the most read printed newspaper in the first quarter of 2019, with 20.25 million readers[12]. As a result of the aforesaid findings, internet news consumption outnumbers printed news media consumption. Figure 9 illustrates that mobile is used more than desktop for viewing news online. As a result, we may claim that media convergence has altered current news consumption patterns.

6. Conclusion

This research contributes to a better understanding of media convergence in the modern period. Because of media convergence, there are several media options for accessing news. Immediately accessible content, constantly updated news, a wide range of options, and the ease with which news may be accessed leads to a shift in newsreader habits. The research set out to examine the effects of media convergence on newspaper readers. On a daily basis, news is read by almost everyone. The Internet has changed the way that most people get their news nowadays. Technology has steadily influenced a shift in their routines. Many people nowadays

would rather read news online than in print newspapers or magazines, and this is because they have come to have the same level of faith in online news sources as they have in traditional print publications. So as per our study, the news reader mostly gets their news through social media platforms like Facebook and Twitter. So, at last one can say that with the advancement in IT, the news consumption habit of news readers has changed.

Reference

- [1]. Lu, K. & Holcomb, J. (2016, June 15). Digital news audience: Fact Sheet [report]. Retrieved from <http://www.journalism.org/2016/06/15/digital-news-audience-factsheet/>
- [2]. Višňovský, J., & Radošinská, J. (2017). Online journalism: Current trends and challenges. *The Evolution of Media Communication*.
- [3]. Qayyum, M.A., Williamson, K. & al. (2010). Investigating the News Seeking Behavior of Young Adults. *Australian Academic & Research Libraries*, 41, 3, 178-191
- [4]. Tewari, Pradeep. (2015). The Habits of Online Newspaper Readers in India. *Journal of Socialomics*. 04. 10.4172/2167-0358.1000124.
- [5]. Sudeepa Banerjee, an empirical study of the impact of Internet news on the habit of newspaper reading and watching TV news, *The International Journal's – Research Journal of Social Sciences and Management*, Volume:01, Number:04, August-2011 Page 220
- [6]. Casero Ripollés, A. (2012). News Consumption among Young People in the Digital Era. *Más allá de los diarios: el consumo de noticias de los jóvenes en la era digital= Beyond Newspapers: News Consumption among Young People in the Digital Era.*, 1-16.
- [7]. Lee, A. M. (2013). News audiences revisited: Theorizing the link between audience motivations and news consumption. *Journal of Broadcasting & Electronic Media*, 57(3), 300-317.
- [8]. Freeman, K. S. (2013). News consumption behavior of young adults in Malaysia. *International journal of social science and humanity*, 3(2), 121.
- [9]. Berthelsen, R., & Hameleers, M. (2021). Meet today's young news users: an exploration of how young news users assess which news providers are worth their while in today's high-choice news landscape. *Digital Journalism*, 9(5), 619-635.
- [10]. Visentin, Marco & Pizzi, Gabriele & Pichierri, Marco. (2019). Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on consumers' Behavioral Intentions toward the Advertised Brands. *Journal of Interactive Marketing*. 45. 99-112. 10.1016/j.intmar.2018.09.001.
- [11]. <https://www.similarweb.com/>
- [12]. <https://bestmediainfo.in/mailler/nl/nl/IRS-2019-Q4-Highlights.pdf>