

Internet: A Competitive Displacement for Traditional Media on the News Domain

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Abstract:

Internet an immensely powerful and ubiquitous medium of information has thoroughly flourished over the last decade. With its path-breaking emergence and popularity, the medium has been a serious threat to the conventional media or the traditional media (tv, radio, newspaper). Nowadays we rely on the internet as much as we rely on tv, radio or newspaper for any piece of information. The main aim of the study is to understand the widespread uses of online news in comparison with the news available via traditional media. According to the Theory of Uses and Gratifications and The Niche Theory, any new medium of communication can survive, thrive, compete, and even flourish by offering maximum utility to the potential consumers. Hence, in doing so, the medium may have positive or negative effects on the existing media.

The purpose of the research paper is to indicate that

Internet has replaced the traditional media as far as the daily news domain is concerned, with the major displacements occurring in newspapers and television. Various survey results suggest that Internet has the broadest niche on the satisfaction and opportunities dimension, and it provides the users with gratification than any other traditional medium of communication.

Keywords: *communication, conventional media, internet, online news, traditional media.*

Preface

Internet or the New Media is an astoundingly powerful medium of communication and information that has rapidly flourished over the last decade. Many researchers predicted its growth and that it would surpass the Conventional or Traditional Media steadily, and that is what happened. Nowadays we can hardly lead a normal life without being dependent on the Internet. The citizens of our country are taking a slow turn into the so-called 'Netizens'. Moreover, in the developed countries most of the regions are under WiFi coverage, so that people can enjoy unlimited net connection. The Internet opens in front of us a wide array of information or data regarding any topic under the sun. Anywhere you are stuck; you can search through the browse engines and get what you are looking for. With its groundbreaking popularity, this medium has been a threat to the traditional media (tv, radio, newspaper), that have been relied on since ages. Why would we wait for a particular piece of news to be broadcast on tv or relayed from radio, when we can browse and derive it just at a click of a button? Also among the youth, it is quite discernible that they rarely turn the pages of a newspaper; instead, they are more into gadgets for any kind information. Nowadays we rely on the internet as much as we rely on tv, radio or newspaper for any piece of information.

In the news domain, we have seen a thorough change, i.e.

previously, we had no other option than turning the pages of the newspaper or waiting for the morning, or evening news to be broadcast or telecast but the now the scenario has changed completely with the advent of internet. With a variety of mindboggling gadgets, we can browse a particular news item anytime, anywhere! We can see videos and share them instantly via the social media platforms.

Introduction

New media caters the needs of the audiences through the contents available in the Internet, than can accessed on digital devices that has communicative user feedback and participation. To exemplify, new media include multifarious websites, online newspapers, video games, blogs, and the path-breaking social media! New Media or the internet offers a participatory approach to the audience via conversation and connection. It enables people around the world to share, comment on, and discuss a wide variety of topics. Unlike the previous technologies that appeared in the past, New Media is based upon high-end interactive community. Nowadays if a piece of news shakes a nation or creates a stir worldwide, people can participate or talk about that topic freely on the internet. Thanks to the social media platform for that!

New media does not comprise television or radio programs (i.e. analogue broadcast), films, magazines, research based publications, until and unless they support particular technologies that ensures digital connectivity and interactivity. Wikipedia, which is an immensely popular online encyclopaedia, is an apt example that is a concoction of digital text, videos, and images with hyper-text links, the contributor's participation, feedback of the users and also the development of a participant society comprising editors and contributors for the betterment of the readers. Facebook, Blogs, Twitter handle etc are social media platforms, where users can participate and discuss on any topic.

History of New Media or the Internet

During the 1960s, interactions between computers and humans started becoming stronger. In the 1980s Alan Kay and workers at Xerox, started to give the computability of pc's to individuals, and did not have an organization to take charge of that. During the late 1980s and the early 1990s, we have witnessed a kind of parallel and steady relationship between the various social changes and different computer designs. Though causally not much related, but it makes a conceptual sense that the design of the Web and not to forget the Cold war took place at the same time. Various philosophers like Marshall McLuhan were factors behind the development of the media theory during that time. His renowned statement on Understanding Media; 'The Extensions of Man', (1964) he said that "the medium is the message", which drew the awareness to the media and the technologies, rather than the contents or the messages they have on the human experiences and on the society.

Till the 1980s, media trusted mainly on print and analogue broadcasts, like the television and the radio. However, the last two decades have witnessed a rapid alteration in the media that are based upon the exercise of different digital technologies, like the Internet and not to forget the video games. These are the examples, which are demonstrations of the new media. The various uses of the digital computers have totally transformed the old media, as recommended by the arrival of the television and of course the online publications. Also the traditional media models like the printing press, have changed due to the functioning of different technologies, such as the image editing software like the Adobe Photoshop and a variety of desktop publishing tools.

Andrew L. Shapiro (1999) said that the surfacing of innovative, digital tools mark a drastic shift of the one who is in controls the flow of information, experience and multifarious

resources. However, W. Russell Neuman (1991) stated that new media have technical potential to drag in one way, while the social and economic forces pull it back from the reverse way. Neuman also suggested that we will witness the development of a universally interconnected system of video, audio, and different electronic text communicative channels that will haze the difference between interpersonal communication and mass communication and also between private and public communication.

What is Online News?

Newspapers all over the world are struggling hard to endure while competing with the various websites, which offer news instantly and not including a subscription fee! There are many newspapers that have relied on the Internet and they have created their own websites in order to post news. Nowadays people find it extremely useful and easy. For example, All India Radio has its own website www.newsonair.com. Newspapers brands like The Telegraph and The Times of India also have their online news portal services. However, their online revenue is a small fraction of what they attain from their print advertising. Moreover, the newspapers are losing money and most of them are going bankrupt, for example The Bengal Post. So how can the newspapers retain their profits when they are competing with the online news services?

Objectives

The main aim of the study is to understand the widespread uses of online news in comparison with the news available via traditional media. According to the Theory of Uses and Gratifications and The Niche theory, any new medium of communication can survive, flourish and prosper by offering maximum utility to the potential consumers. The purpose of the research paper is to indicate that Internet has replaced the traditional media to a large extent as far as the daily news domain is concerned, with major displacements occurring in newspapers and television. Various survey results suggest

that Internet has the broadest niche on the satisfaction and opportunities levels, and it provides the users with utmost satisfaction more than any other traditional medium of communication.

Literature Review

I personally surveyed various books on traditional and conventional media for my paper, I even consulted couple of articles that I have mentioned in the references regarding my dissertation. Article by Grant Christian, Media Buyer, published in December 23, 2014, has enabled me to have a fair understanding of my subject. The book named 'Emerging Media In The New Millennium And Journalism' and 'The Pocket Media Coach' have also been referred and taken help from. These books will new give the readers a new way to look into this communicative system. The various journals which are printed on traditional and new media help the readers to get an overview of the subject. With the help of these books and articles, and also other sources, I could understand and relate my study, and work accordingly.

Research Methodology

The new media or the internet challenges researchers with new technologies often when it comes to the study of different practical applications and their respective theoretical aspects. This research in the first hand distinguishes the special advantages of the interactive nature of the internet, its quality of demassification, and also asynchronies, which the new media or the internet have successfully created. Media systems of countries like USA, UK, Malaysia, and India has been studied and surveyed meticulously, as to which of the two mass media systems, traditional or new media has been able to flourish vigorously and has proved to be a better communicative platform for the masses.

Illustration

Internet – a game changer in the global scenario

Internet is a global medium that shook the world long ago. With the advent of the internet, the receivers of one-way or intrapersonal communication are more likely to turn into transmitters and producers. Starting from Indymedia to BBC, the difference between information consumers and the producers will be extremely difficult to establish. With extended global citizenship the technological boon offered by the widespread digital communication might be shared on a larger scale. It is hard to predict as to how and what kind of information flow in the internet. What happens in the internet or more specifically in the social media is that the common citizens have the right to comment on their respective political experiences, and thus share their views or ideas with are on the same forum. Thus in the future, these aspects are going to be the most path breaking aspects of the new media surroundings. While discovering the similarities and dissimilarities between the internet and the old mass media, we should consider the various technical nuances between the different forms of media. Traditional media run on government and private investments and of course, resources; and they can be steered in the desired direction accordingly by government through their diverse mechanisms and control. The new media on the contrary have completely different features. The Internet is used for mass communication and also for point-to-point and mass-to-point distribution of message. The internet is decentralized, needs little investment, while it offers greater interactivity facility, and encourages better public involvement. Therefore, it is not astonishing to find that the internet is gaining immense popularity and recognition in the civil society. Citizens are now 'Netizens' colloquially, and people have the freedom to generate their individual news and also receiving information from Internet, which is perceived to be free from external control. In USA, UK, Malaysia, and also Asian countries like China and India the internet gained fame and recognition because people wanted to have freer flow of information as the conventional media, which is under the control of the government. The Internet has made it reasonable

for online newspapers be in regular operation, because it is easy to use and does not too much money; though the cost of the online presence will be incurred.

Content Analysis

The competition between printed and online news

News is readily and instantly obtainable from the Internet and when you have so many providers to serve you with the desired information, newspapers are really finding it increasingly difficult to deliver the required and unique content. Many people find that news through social media extensively reliable, which is proved to be one of the fastest ways of communication on a larger scale. The print media are competing everyday with the online networks on speed; and it is almost impossible for them to satisfy the users with the power of news coverage, they are competing with the 24-hour news channels and also their respective websites, which is very tough.

We cannot deny the fact that newspapers focus on the quality of news coverage. But we also have to understand that the average consumer of today wants everything fast and at a cheaper rate, and this is certainly not a way by which the newspapers can earn their share of profit. Talking about my country i.e. India, newspapers here may successfully compete at the local or national level though. But in Canada, only 100 conventional newspapers have noteworthy subscription rates. In the United States or also The United Kingdom people are so fast moving and busy that they hardly get time to turn the pages of the newspapers, researches have proved that successfully. There people serve themselves with any desired information they want, by just clicking the buttons of their gadgets that they use on a daily basis. This makes their work easier, faster, and also cheaper. Moreover, not to forget internet is a cheaper medium in comparison with print or electronic media.

There are few newspapers that can attract traffic to their re-

spective websites and this depends a lot on the Google rankings. The higher the traffic, consequently the higher will be the search engine ranking; and the newspapers that vend to larger audiences, automatically rank higher, and so draws the traffic that in the opposite case could have gone to the smaller newspapers. The smaller newspapers on the other hand receive minimum traffic from the Google and so they rely on people, who visit their websites straight. The news providers will be unable to survive on internet with their current numbers if they maintain similar profit levels. Hence, these newspapers cannot exist by only selling the local news, they surely need a saviour.

An outline of traditional media and new media relating to business news transactions

Traditional media or old media, has been immensely used in the advertising world for ages until social media emerged in the domain and exhausted its scope. When linked with advertising and marketing, the new media covers television, radio, newspapers, and even magazine advertisings. Due to these types of communicating systems, businesses have been able to reach both the consumers and also the companies for years. These communicative systems are the most common forms that are used by entrepreneurs on a day-to-day basis. Traditional media has proved to be very effective, over the last few years, but the recent trends show that more businesses transactions are done by utilizing the internet in order to reach the target audiences. Nowadays new media controls the advertising domain also. Consumers and businesses men depend largely on the internet to procure the required data. The new media relates to the substance which can be accessible with the help of various forms of the digital media. To exemplify the new media also includes online advertising i.e. banner ads, retargeting the potential audience etc.; online streaming, which includes television and radio; and also social media advertising. These are easily and accessible methods by which business have the ability to satisfy customer demands.

Being the consumers, we are often in a challenge as to how to fetch the required data. These days consumers navigate through the web pages to find any information as quickly as possible. Simultaneously the consumers also take enough time out of their daily schedule to utilize traditional media for daily information. This we can find everywhere like on the way to the office we are tuned to our radios, even at home we glued to the television set during the news hours, and also at the doctor's chamber we can find ourselves turning the pages of a magazine. Therefore, we also use each of these forms of traditional media in our day-to-day life till now, though the rate of y to using the internet is higher, as it is faster, cheaper and easy to use. Though as consumers, we may find ourselves doing multitasking every day. As for example, n we are at home watching our favourite telly show and browsing the net in our tablets for any particular news item. For investors and business and even news makers it is indispensable to decide in which way the consumers find it easy or relaxing to read their favourite news items. Thus, by doing this they can find a balance between both internet and the old media.

The new media can reach the niche audience or the narrow audience zone, which the old media can barely do. The youth prefer using the internet for anything important, starting for downloading news apps to making their academic presentations with the help of the information that they get from the net. Moreover, people cannot match their wish list with the old media forms, for example if we want to get a piece of information regarding something that has happened in the past, we may not find that in the current newspaper or in television or radio. But, this sort of problem does not happen with the internet, we get anything at anytime, which is a big boon and which has also made this medium highly acceptable by the common people.

New media and the new generation

Now-a-days the teenagers who also described to as the 'N-Generation' or the 'cyber teens,' are being reared up in a fast moving and a globally interactive environment. Researchers have proved that more than 4.5 million teenagers in USA, who are under 18 years have their respective internet accounts. Adolescent socialization grows from the capability of the teens to notice and learn from the internet, and also utilizing the media to satisfy their individual requirements. They are often said to be using the internet or the new media for the entertainment purposes but they also check the internet for daily news. Research has proved that adolescents utilize social media to describe the world and the environment around them. Day by day, the world is becoming globally communicative or to say highly interactive. This paper also claims that the teenagers or to say the adolescents use the internet on a day to day basis for news consumption. They utilize the social media platform like twitter and Facebook to raise their opinions and participate in a discussion. This is kind of benefit is hardly available via traditional media.

The participatory and understanding approach of the internet in our life and the teens generates insights as to how the news makers and businessmen can produce added values in their daily communications with the teens or the netizens in the web world. The new media with its capability of interpersonal communication, provides various opportunities, which were previously unavailable via any medium only. Therefore, a detailed account of the teenagers using the internet is warranted, and also the study of the new media relating to the magnitude of importance made by the teens on the other forms of interpersonal communication. However, researches prove that teenagers or the adolescents are hardly fond of the old forms old media, except for the television though. They are very much dependent on the web for procuring any information, as they can relate to that and they also find a wide array of detailed description in the net, which the traditional

forms of media can not provide their generation.

The Americans' shifting habits have put a remarkable impact as to what extent and also how a country can effectively function staying within a well informed society that is wholly under the internet coverage. Same with the state organizations that produces news and makes it accessible to the common citizens on a day to day basis. The 'Pew Research Center's State' of News Media came out with a report that focused mainly only on the latter, by analysing the growth, development, and progress of the news industry over the time, across the globe. By having a clear perception of the media industry the researchers answer and ask indispensable questions regarding the relation and similarities between democracy and information living this century; they want to know that whether it signifies exploring the extent to which the consumers who are like minded navigate and access the same resources, the chances that the potential consumers have or even don't have in order to be on top of their activities or to be at the upper rank of the business or social ladder, or how netted or attached the citizens feel to their communities. The trend of the evolution of social media news over the mobiles and other gadgets has generated a new habit among the netizens, who are constantly browsing their gadgets to remain updated. Social media has instigated the youth to participate on political discussions and raise their viewpoints. With the help of the twitter handle and Facebook they post pictures, share incidents on the burning issues of the society; and thus, by doing so they attract even more and more youth towards the discussion panel. Though the local television channels continue to detain the broadcast audiences with a slight increases for the evening coverage by 3% and in the morning coverage by 2%, as per the reports obtained in the 2014. However, the big network television news witnessed a year of steady viewership growth of 5% in evening and of 2% in morning, which leads to an average evening viewership of approximately 24 million.

Thus to say holistically that with the advent of the digital

news and their experimentation in the market, be it from the long time providers or the new ones, are numerous in number and are so varied that it is extremely difficult to keep their track. While on the other side the speed of various technological advancements and the diversity of choices, ranging from multiple platforms to different devices to a wide array of pathways, shows signs of high growth. With the advent of a new pathway or a platform, the jaded ones remain used though, and this is becoming a big challenge for the global market to proceed with all the forms of information system at the same time. The traditional media is more acceptable by the people above 40 age group but recent trends show that even the aged people are increasingly accepting the new media for gaining the required data.

Authenticity of news available in the social media

The question of authenticity slowly creeps into the thoughts of the users of the social media platforms and also in the scenario of the current internet background, it is playing an indispensable part as to how we connect with each other in the internet via the content of the web world. For a large number of users, Google and Facebook news items are main point of their common interaction, and the importance in creating the podium that offers self-assurance that an individual needs makes them who they are and also convey their personality to the whole world, but some are their who pretend and also propagate wrong information in the internet, which is critical threat to the success and growth of the social media network. The Facebook profiles of the individuals and even their Google id's are attached to their name and their real connections, and this increases their communication and activities all over the cyberspace. The regular internet users are common with signing into other networking services by using their Facebook accounts or their Google id's, thus making public identities, which are aggregated sides of their offline existence, their online present and future. The online identity of a user should be the same as an offline one, however with the increase in

the toll of the cyber crimes there are many fraudulent people in the web, who present themselves in various social media platforms by not using the same account could have their individual account. Psychologists say that maintaining one's separate account is important as this it develops within an individual a sense of who he or she is and how they easily fit into various social contexts. Thus maintaining a separate account is important as with the help of that we can connect with people across the globe, know their viewpoints and develop a healthy communicative system. Communication develops on any topic, especially on the burning issues of the society. In the social media platforms people interact with each other on the day to day happening and so they come across each other's mind sets and how differently they think. People connect through new at large, they form their own pages and discussion panel to promote their thoughts and actions, and this is something traditional can not provide.

The printed press is getting obsolete

The online content has taken over the printing press successfully. It can be analysed and predicted easily that the Blogs will play an indispensable role in the upcoming years. The consumers have started to withdraw newspaper subscriptions and have started to collect the RSS feeds.

So those who are into designing and writing for these renowned websites have a great responsibility ahead of them. They cannot afford to wait any more to start constructing something out of the debris that the print newspaper houses are disintegrating into gradually.

News via electronic media verses online news

The power of the internet lies in its interactive and communicative nature and its potential to offer guidance the users, which is tailored according to the requirements of different individuals. Nowadays the Americans read news online more than they listen from radios, or watch on television. Researcher Pew's biennial study based on news consumption habits of

the citizens has stated this. Moreover, the tv news audience is almost greying. Television was the most accepted source of news earlier before the inception of online news media, it is still in many countries for example, India; but its audience is becoming limited day by day. Research says that in 2008, only about a third 34% of those who are younger than 30 watched tv news the previous day; in 2006, nearly half of younger population 49% said that they watched tv news the previous day.

The steady upsurge of online media and its growing acceptance

The Indian media context has witnessed multifarious amendments over the past two decades. To start with a well organized media environment, where the traditional print media worked under the government scheme and the electronic or the broadcast media were under the control of the state. The expansion of internet in our country has been so vast and flourishing that we can now rightly say that internet has not only become an “alternative media”, but it has also become more popular than the traditional mainstream media. In Malaysia the internet is more powerful and reliable the traditional media, ex-home minister Syed Hamid Albar stated that, “The Internet news media cannot be called an ‘alternative media’ any more as it is a more popular medium than the traditional mainstream media in Malaysia...I think we have to call the alternative media the mainstream. In fact, mainstream papers are trying to emulate them and be as critical as they can in selling their papers” (Straits Times, October 22, 2008).

News consumption in USA and Malaysia

Large number of people residing in USA have their personal internet connection, which enable them to read their newspaper online anytime and anywhere! USA has the second largest Internet users in the whole world with around 227.7 million users after losing behind China. In Malaysia people can read newspapers online anytime they want, for example: at <http://www.onlinenewspapers.com/malaysia.html> , Ma-

Malaysian citizens can read almost all the Malaysian newspapers in this web address on a daily basis. Though still a large population of them rely on television for accurate news but still the number of people who use the internet for reading news online is also steadily increasing. Thus, the citizens are slowly drawing away from the printed newspapers.

News consumption in UK

We can see a steady growth in the number of internet users who use online media service for news, with 41% doing so this year, in comparison to the last year records i.e. 32%. This is mainly discernible in those who are within 16-34 age group; among this age group use of internet for downloading various applications for news has highly increased from 44% in 2013 to a sharp 60% in 2014. Newspapers are read by 40%, which was the same last year, and radio heard by 36%, which was almost the same last year.

News consumption in India

In India with the increase in the number of internet users the number of people relying on online news services is steadily increasing. This is the reason why different newspaper houses, television and radio channels have their own online news websites. All India Radio and Doordarshan have their online news domains; www.newsonair.com and www.ddindia.gov.in respectively. We can now avail of free online newspapers links that are available in almost all the Indian languages. We get all regional languages newspapers in Tamil, Hindi, Oriya, Telugu, Urdu, Gujarati, Malayalam, Marathi, Punjabi, Assamese, Kannada, Bengali, Konkani and English, etc.

List of some Indian newspapers that are available online

- The Hindu (Andhra Pradesh) (available in English)
- The Hindustan Times (Ranchi) (available in English)
- Hindusthan Samachar (available in sixteen languages)
- The Hindu Tamil Daily Newspaper Online (Tamil)

Nadu) (available in Tamil)

- IdeaTvNews (Jaipur) (available in Hindi)
- I Am In DNA Of India (available in both English & Hindi) and many more.

An inclusive overview

People watch television for morning and evening news, they turn the knobs of their radio sets for news transmission, but this habit is slowly disappearing, especially among the youth and those who are into daily activities. The younger generation and the office goers rarely find time and scope to browse channels for news or they are hardly seen reading newspapers. People find it easier and more comforting to get news ready in front of them in their mobile phones, laptops, or personal computers. This is becoming a habit and people in India will slowly adapt it, like the way people in USA, UK and other countries have accepted it happily. As per the reports of 2012, 55% of the regular New York Times readers said that they read newspapers mostly on their personal computers or mobile devices, as do 48% of the standard USA Today and 44% of the regular Wall Street Journal readers.

Scope of research

With the induction of the internet in the global scenario, people nowadays have not only confided themselves in using the new media for playing video games and other fun activities, but they are also using the new media for reading news on the go anytime and at any place. One may question about the authenticity of the information that we get online on any issue concerning a country, like in Malaysia people still rely more on television as far as news is concerned. But recent trends clearly point out the fact that the developing countries are slowly embracing online news service and believing in their content at large. In India approximately 20% of the population use internet, mostly the youth, who browse the internet on a daily basis to read the news; they even download various

online news applications. In the developed countries like the US and UK people are very fast moving and want everything instantly, and so for them it is extremely convenient to use the internet on a daily basis to fetch any data, sitting in the comforts of their homes, office, etc. Thus this change is also likely to occur in the developing nations, where the internet will gradually become a competitive displacement for the traditional media in the news domain. The change will be slow but steady. My paper examines that already this change has started and gradually it will be clearly discernible that the new media is no more auxiliary and it will clearly surpass the conventional mainstream media.

According to The Niche Theory and the Theory of Uses and Gratifications, any medium endure and flourish by offering correct utility or ultimate gratification to the potential consumers. In this process, it may bear effects on the old media by giving innovative solutions to the jaded needs with more modern and contemporary solutions. Some data were collected via telephone survey; there were 211 respondents in Columbus, Ohio, and other metropolitan areas. Results clearly showed that the new media has a striking displacement effect on the existing old media when it comes to the daily news domain; with maximum displacements taking place in newspapers and television. The results also showed that the new media play the biggest role on the satisfaction opportunities measurement, offering the users with an unparallel satisfaction by catering to more needs, which the traditional media is incapable of doing to a large extent.

Conclusion

We are living in the era where media convergence plays a key role in news gathering, and so the distinctions between the traditional mass media and the Internet i.e. the new media are getting almost blurred. However, in spite of these differences, there are still point of similarities between conventional media and the internet. Its regardless to say that both of them

are co-existing in the developing countries but the new media or the internet is no longer an auxiliary medium of news gathering, rather it is gaining steady prominence and is at par with the conventional media. The effect it has on the mass especially the youth is worth mentioning. Even the social media platforms like Facebook, Twitter etc are playing key roles in disseminating news among the youths of country. Political prophets like Narendra Modi, Imran Khan and others are drawing attention of the youth via the social media platforms. Thus, it is rightly said that new media has ushered in a new change in the political and social canvas of country by educating the mass especially the youth with authentic online information or news, whereby educating people and making them more conscious about their surroundings.

A radical change has swept through the media environment globally. Researchers are of the opinion that the practitioners of the old or conventional media should start doing some hard-core, soul-searching techniques for news gathering, and should thoroughly feel the pulse of the audience in order to retain their existing position.

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