

“Newspaper in the Age of Internet: Current Trends and What Lies in the Future?” Sponsored by RRTD, M/o I&B. 2009-10.

This study explores the impact of internet on newspaper reading habits through a multi-layered sampling of newspaper readers, internet users, editors and managers of both print and e-editions of newspapers. This study challenges the argument that invasion of the internet has led to decline in newspaper circulation and readership. The objectives were (i) to study circulation trends of both regional and national newspapers, since the advent of online news portals, (ii) assess the socio-demographic and regional variation with respect to access to newspapers and Internet, (iii) study reading habits and preference for an alternative to the newspaper, if any, (iv) compare the popularity index of newspapers and internet among the newspaper readers and users of Internet, (v) trace the innovative changes adopted by newspapers to match the popularity of online editions and (vi) assess the impact on ad-based revenue generation with the advent of online advertising, The study analysed various factors like uneven reach of internet, lack of technology readiness, the strength of the Press to provide comprehensive and in-depth analysis , literacy rate , changing news reading habits, etc. that can secure the future of newspaper in India. The sample was drawn from 4 cities of Guwahati, Chennai, Mumbai and Lucknow. Two major research strategies were (i) a quantitative analysis of data gathered from newspaper readers and internet users and (ii) qualitative analysis of in depth interviews of editors and managers of both print and online newspapers. Secondary data was collected from press articles from archives, newspapers and published reports.


