A research on **DESIGN** + **TECHNOLOGY** + ...

News

—

Course Name : **Research Methodology** (6th March 2017 - 10th March 2017)

Group 10
Jaydev Patwardhan (TAD)
Nayla Masood (NMD)
Pavithra Ramanujam (PHD)
Sahibpal Singh (SDM)
Saswat Dash (TGD)

Mentors
Ms. Neeta Dandekar & Ms. Vibha

Course Co-ordinator
Mr. Vipul Vinzuda

राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Index

Acknowledgement

We are using this opportunity to express our gratitude to everyone who supported us throughout the course of -'Research methodology'. We are thankful for their guidance, constructive criticism and advice during the module. We are sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

We express our warm thanks to Mr. Vipul Vinzuda and Ms. Neeta for their support and guidance. We would also like to thank the guest speakers who provided a host of insights related to the subject that helped us in our study throughout the course.

Research context:

How do people see public transport in Ahmedabad?

1) Are people happy with the current public transport system in Ahmedabad?
2) Is BRTS solving the mobility needs?
3) How well integrated is the multimodal transport system in Ahmedabad?
4) Are they generating enough employment opportunities?

How the consumer buying behaviour in youth has changed with advancement of technology?

1) Do you calculate how much you spend in a month?
2) What do you spend your money on.
3) How do you spend - cash/plastic money.
4) Do you earn?
5) How independent are you in taking purchase decisions?
6) Is technology assisting you?

From paper to apps: The aim was to study the behaviour of people regarding their news-preferences, sources and consumption with the changing times and how this affects the consumption pattern amongst the users.

How the modes of receiving news have changed with the advent of technology?

1) How do you get to know the NEWS - primary source
2) How much time do you spend everyday
3) Do you verify the sources of the news
4) Language preference, medium preference (digital/newspaper), channel preference
5) What kind of news are you interested in?

Justification-

Considering the drastic changes that have occurred in the manner we receive and perceive news over the years, it is imperative to study how introduction of various new means over the years has changed and will keep on changing the way news reaches us and what we make of it. News, in some form or the other reaches and affects almost all the strata of the society and hence it becomes even more vital to address the way the we are affected by it, be it positively or negatively.

Literature Review

Indian online readers will grow very fast as per the latest research by the Internet and Mobile Association of India (IAMAI) and IMRB International. Internet usage in India has gone up by 32% from October 2013 to October 2014. As per a research, 278 million people were using internet in India till October 2014 and 302 million more users are projected by December 2014. US-based research firm eMarketer says India would overtake the US as the second-largest market for smartphones in the world by 2016.

With more and more people getting connected to online outlets because of the minute-to-minute coverage, it has become a challenge for traditional media. As per this study, most of the Indian readers like to read latest news. They frequently keep checking the websites for the latest happenings around the world. Most of the internet users have accounts on various social media websites. An interesting aspect is that they don't wholly trust news available on the social media. To check the reliability of news from an alternative online source, readers either use Google or go to the traditional media's online editions. As per the findings of this research, most of the online readers expect continuous updates. They expect online news outlets to provide 24- hour updates of all kinds of news. To attract more online news readers, traditional media should publish maximum news from different part of the world. As a lot of readers get news and information from the social media, websites of traditional media can excerpt the content available on social media along with their links. The study reveals that the majority of Indian readers are not interested in paid subscription. As paid subscription is a chief source of revenues for online media. it is a big challenge for Indian online media. They may have to rely mostly on direct advertisements or Google AdSense. But to generate revenues mainly with advertisements, online media requires a high number of readers. To maintain and increase the number of readers, a key strategy can be to motivate people to subscribe to news updates on their mobile and mail. The online media segment in India is still largely unexplored as only 50% respondents subscribe to online news despite mostly free subscription.

Of all respondents (*N*=3183), 62.6% have subscribed the online newspapers and 37.4% of all respondents don't have subscription. Despite the free subscription by most of the news website the news consumer in India not very keen to subscribe a particular online media.

The table below shows that men respondents are subscribing online newspapers more than women.

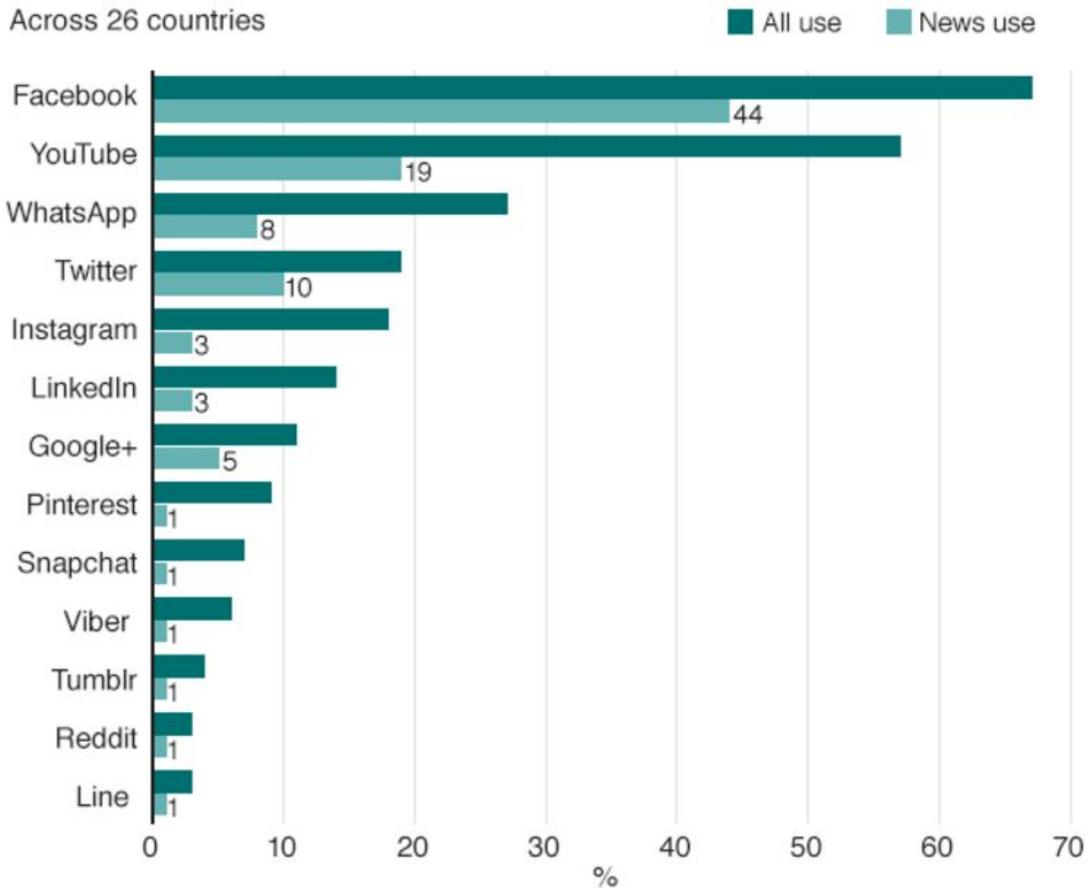| News	Respondent (n=3183)	% of respondent	% of men (n=2064)	% of women (n=1119)
Yes	1993	62.6%	72.4%	53%
No	1190	37.4%	27.6%	47%

What kind of news online news consumers read? The table below indicates the news content reading habits of online news readers in India. Most of the respondents (54.7%) prefer to read the all kind of news followed by Politics (25%), Entertainment (23.6%), Sports News (23%), Crime (20%), Education (17.6%), and Business (17%). Men have slightly stronger interest in political, sports, crime, business, and defence, news than women that is 24%, 21%, 19%, 17%, 14%, and 21%, 18%, 16.5%, 14%, 9% respectively. Whereas women are far ahead of men readers for reading news of entertainment, development, health, education, and features, 38%, 21%, 19%, 24.7%, 20%, and 17.3%,12%, 9.6%, 15.2%, and 10.7% respectively.

Type of News	Respondent (n=3183)	% of respondent	% of men respondent (n=2064)	% of women respondent (n=1119)
Politics	796	25%	24%	21%
Sports News	732	23%	21%	18%
Entertainment	751	23.6%	17.3%	38%
Development	452	14.2%	12%	21%
Crime	636	20%	19%	16.5%
Business	541	17%	17%	14%
Health	394	12.4%	9.6%	19%
Education	560	17.6%	15.2%	24.7%
Defense	381	12%	14%	9%
Features	423	13.3%	10.7%	20%
All News	1741	54.7%	59%	53.7%

Top social networks for news

Across 26 countries

Legend: ■ All use ■ News use

Network	All use	News use
Facebook		44
YouTube		19
WhatsApp		8
Twitter		10
Instagram		3
LinkedIn		3
Google+		5
Pinterest		1
Snapchat		1
Viber		1
Tumblr		1
Reddit		1
Line		1

%

Source: Reuters Institute/YouGov   BBC

- The young and middle-aged population prefers to get their news and other information from online sources, whilst newspapers and other legacy print media are popular amongst the older population.
- Ease of access to information, interactive nature of social media and on-demand availability of news are the primary reasons cited by the former group of population to favour the new media.
- New media and print media is bound to coexist and reinforce each other. Almost 80% of the population feels that newspapers are politically-biased. Nevertheless, around 80% of them feel it newspapers are more trustworthy.
- Newspapers allow for mere consumption of information, whereas online media provides an interface for opinion makers to create social change

Conclusion:

The convenient access to online news for free seems, to be little reason to pay for a newspaper subscription The witness of not the "End" of print but rather the from adaptation of print and News organizations to rapidly opinion for changing consumer patterns and a corresponding shift newspapers towards digital content has brought the new media to create its impact on the society at a faster pace.

Sources:

1: Social media 'outstrips TV' as news source for young people By Jane Wakefield

2: The Impact of New Media on Traditional Media Lavanya Rajendran and Preethi The singh Raja College of Engineering, Anna University, Chennai, India

3: The Habits of Online Newspaper Readers in India, Pradeep Tewari*Senior Photo Journalist, the Tribune Publication, India

---

The Digital Revolution

The digital revolution is overtaking the field of news as well. How the news was consumed a decade ago is not the same as it is done today. The legacy medias are still existing but are losing their share of the market. This is studied from the paper of Pew Research Centre, 2012 that mapped the trends of news consumption in the USA. With the increase in globalisation and the global market behaviour going towards a uniform behaviour across the boundaries, this research provided the basis of our secondary research.

The fall in the readership of the newspapers is increasing rapidly. as the data in the following chart shows. This is true in the case of Indian context. One household has stopped the subscription of three newspapers and are down to just one for the eldest member of the family because of the lack of knowledge of gadgets/technology. At first, the growth of the internet as a disseminator of news seemed only to mean online duties added to journalists' daily routines. However, over time, it's meant a fundamental change in the formatting of broadcast news and has also changed the way consumers expect to get their information.

The trend today is focusing on the newer medias of news sources. The percentage of Americans saying they saw news or news headlines on a social networking site yesterday has doubled – from 9% to 19% – since 2010. Among adults younger than age 30, as many saw news on a social networking site the previous day (33%) as saw any television news (34%), with just 13% having read a newspaper either in print or digital form.

The digitisation of news has led to the paradigm shift in the news industry. The availability of internet and smart gadgets has led to the different behaviour in terms of news consumption.Rather than replacing old technology, the introduction of new devices and formats is creating a new kind of "multi-platform" news consumer. Two distinct news audiences

have emerged on tablets-new-found digital customers and customers who also remain loyal to the print product. Mobile users, moreover, are not just checking headlines on their devices, although nearly all use the devices for the latest new updates. Many also are reading longer news stories – 73% of adults who consume news on their tablet read in-depth articles at least sometimes, including 19% who do so daily. Fully 61% of smartphone news consumers at least sometimes read longer stories, 11% regularly.

The internet audience is mature and knows how to distinguish between quality content with sensational writing. A research paper titled the "Impact of Online News Media on Consumption Habits of People" revealed many interesting facts. Below are some of the key highlights from the report –
1. Of the total persons who participated in the survey, 53.63% of people prefer reading offline news as opposed to 46.37% respondent who prefers to consume news media online.
2. A staggering 94.5% of people who preferred to read news offline said that they trusted the news provided by traditional sources in comparison to another big number wherein 93.1 % respondents who preferred to read online news believed in the accuracy of news provided by news based apps.

This marginal difference indicates a rather strong trend, that irrespective of the medium people want access to accurate and authentic news content. And given the inherent vice of social media that is share and viral-driven, the quality of content is often compromised. For serious news consumption, people eventually rely on an offline medium like newspapers. At the same time, given the technological blitzkrieg and growing preference for online news based applications because of sheer convenience of it, a growing number of people are likely to move from traditional news platforms to an online diaspora.
The news sources/traditional news agencies are trying to cope up with the changing times. They are launching their web versions, epapers, mobile apps, etc but there is a huge competition from the new players such as In Shorts, Twitter, Facebook, etc which supply news from multiple sources in a crisp pattern.
People want to read news in a jiffy, but they also care for authentic and resourceful content. And this can be fulfilled by news based applications that present accurate and reasonable information to the end user.

Sources-

1. Matsa KE, comments KL. 10 facts about the changing digital news landscape [Internet]. Pew Research Center. 2016 [cited 2017 Mar 9]. Available from:
http://www.pewresearch.org/fact-tank/2016/09/14/facts-about-the-changing-digital-news-landscape/
2. Bureau FPJ. Are social media platforms disrupting news reading habits? [Internet]. [cited 2017 Mar 9]. Available from:
http://www.freepressjournal.in/india/are-social-media-platforms-disrupting-news-reading-habits/916367

3. Mitchell A, Rosenstiel T, Santhanam LH, Christian L. Future of Mobile News [Internet]. Pew Research Center's Journalism Project. 2012 [cited 2017 Mar 9]. Available from: http://www.journalism.org/2012/10/01/future-mobile-news/
4. Street 1615 L., NW, Washington S 800, Inquiries D 20036 202 419 4300 | M 202 419 4349 | F 202 419 4372 | M. In Changing News Landscape, Even Television is Vulnerable [Internet]. Pew Research Center for the People and the Press. 2012 [cited 2017 Mar 9]. Available from: http://www.people-press.org/2012/09/27/in-changing-news-landscape-even-television-is-vulnerable/

Why are we targeting the youth?

Young people are pioneers in assimilating technological innovations related to digitisation, and for this they are known as digital natives (Prensky, 2001; Palfrey & Gasser, 2008) or members of the interactive generation (Bringué & Sádaba, 2009). Their condition as early users (Livingstone & Bovill, 1999) makes them a privileged case study for exploring the changes that have resulted from the impact of the digital era

- **Declining interest** in print newspaper in the youth. Age is one of the factors that influence the news platform preferences of people. Those 55 years and older prefer newspapers, 37-55 years prefer TV and those below 36 years go online for news and information
- **Gender** is another factor that determines news consumption. In Europe, males consume more news than females, regardless of the format. At the same time, males are more likely to be online news readers compared to females.
- The females are very interested in entertainment news and crime news, and they follow somewhat closely news about people and events in their community and crime news. However, they are not interested in political news as well as business and finance news.
- **The Uses and Gratifications Theory** is grounded in the idea that users have reasons for selecting certain media and intentionally choose a message source that best fits their personal needs. This theory assumes that audiences are active with goal-driven media usage and the media possesses the ability to fulfil users' needs.
- appetite for news has not diminished, quite the contrary, **interest in news** and information is fairly high.
- obvious appeal of **cost-free content** was observed
- There are many **reasons that explain the decline in young people's newspaper consumption:** lack of time, preference for other media, and little interest in the content (Huang, 2009; Bernal, 2009; Costera, 2007; Raeymaekers, 2002).
- Young people's news consumption is conditioned by two **key factors**: the age effect, as people get older they consume more and show greater interest in news (Qayyum et al., 2010; Huang, 2009; Lipani, 2008); the second factor is related to genre. Some authors detect a gap that sees men's consumption become more intense than women's (Brites, 2010; Raeymaekers, 2004; Navarro, 2003; Lauf, 2001)
- The use of **television** (watched by 72.1% of those polled) is significant but secondary to the social networks as a media for news consumption among young people

- This feature also points to a **shift in the use of social networks among young people**. Until now several studies (Livingstone, 2008; Campos Freire, 2008; Boyd & Ellison, 2008; Carlsson, 2011) have highlighted the pre eminently communicative function of social networks as young people use them to get in touch and interact with friends, as well as being a channel for self-expression. These new data show that social networks are now also used as means to read the news.
- The results of our poll reveal that young people use a fairly wide range of mass media to get information, with 73% stating that they frequently use **two to three different media to access news**
- The habit of channel-surfing acquired from TV watching is applied to news consumption in order to get a general impression of current affairs (Costera, 2007). That means an alteration in the traditional order of reading the news, from a linear, progressive reading to a non-sequential, diagonal, interrupted and hypertext reading (Domínguez Sánchez & Sádaba Rodríguez, 2005).
- **Accessibility** becomes a key factor, as young people demand quick and easy access to information.
- Raeymaeckers (2004), Huang (2009) and Qayyum et al. (2010) also found that **parental influence** had a significant impact on young people's attitudes to print newspaper reading and was important in forming information-seeking behaviour.
- **Internet news was seen as convenient by participants** who checked their e-mail and the news at the same time. This happened through news aggregators such as MSN, Yahoo and Google News, which gather news from various sources and filter them according to users' interests. Thus a fragmentation in online news use has happened as readers now have access to a variety of news sources (Tewksbury and Rittenberg, 2012, p. 125).
- Print particularly, but also television and radio, were seen as more credible and trustworthy sources than online news. An interesting finding in the first stage, confirmed in the literature, was that there was a link between perceptions of print newspapers and the use of online sites of quality newspapers. Day (2007) found that newspaper readers exhibited strong brand loyalty, with those buying the print version visiting the same organization's Website.
- additional information is often available on an online newspaper site - features such as more pictures, related or linked articles or certain types of interactivity made the online source more attractive: 'Online (news is) easier to read interactively. Same quality'.
- participants **talked of reading newspapers** as an experiential and tactile process (associated with touch, smell and evoking memories): 'Smells good… (evokes) nostalgic memories of grandparents' house'. Again, there were mentions of ease of reading print newspapers through better physical positioning and the flexibility to adjust focal length, for example: 'Easier to read (print newspaper) because you can adjust by physically repositioning' [P1]; and 'Full view of page; you can scan the headlines and it's easier on the eyes'. The leisure aspect is highlighted by comments such as: 'If reading the whole newspaper, I would buy the hard copy'; and 'Like printed version as a break from the computer, pleasure of the experience, recreation'

News and the Digital Divide

- The reasons for the slow growth of the online media has been blamed on the **digital divide—the unequal access to technology** which then excludes certain sections of society from participating in the new media environment. And unequal access to technology is largely seen as a function of the cost of that technology.
- Several factors such as **education, culture, gender and geography** play a crucial role in the meaningful adoption of technology.
- A useful study done by Anikar M. Haseloff of Augsburg University, Cybercafes and their potential as community development tools in India, finds, not surprisingly, that the majority of the users come from the upper economic and educational strata of society, the SEC (socio economic category). Across the metros, the number of users from the SEC D and E were almost nil. Further correlations were found between **fluency in English and the ability to use the net**.
- According to a study by www.cybermonitor.net, **90 per cent of the users in India used the Internet for email which took up 35 per cent of their time while 50 per cent of the users made use of the Internet for information-seeking but spent a mere 9 per cent of the time** on it.
- While the Internet was seen in the US as a means to democratise communication and information, in **India** it remains an **elite means of communication and information exchange.**
- Unlike print, radio and television, which are described as 'push technology', that is, they push content to the media consumer, the **Internet** is characterised as '**pull technology**', with the consumer required to seek and obtain information. The **ability to access content on the Internet hence calls for a different set of technical and cognitive skills**. These include the ability to go beyond linearity and handle navigational structures of varying complexities, to process messages, to take advantage of interactivity to participate in the process of information production and dissemination, and make use of the choices available to enhance the user experience. **Lack of experience** in this kind of decision-making environment can make media access extremely **frustrating**.
- While the skills and prior knowledge required for access play a role, the **relevance of content available on the Internet** is also a factor in media access.
- The **availability of content in local languages**, specifically news, is not such a major issue now with several regional language papers and even television websites hosting their content online. However, the delivery mechanisms still prove a huge barrier because of the inability to transfer and download language fonts with the same ease as English. Even for the same language such as Hindi, **the viewer has to download a different font to read different newspapers—a process requiring both time and effort**, which may not always be successful.

- Content can once again be 'pushed' to the user as part of other basic services. In effect this disables the choice from the user but also obviates the need for **prior knowledge required for accessing content on the Internet**. It is not inconceivable that users may move or graduate from the mobile to the PC and larger Internet. Or then again they may be satisfied with news alerts and headlines on their phones with the choice of catching up on details on the late evening TV news bulletin or the next day's paper.

Sources:

1. Mahalakshmi Jayaram, News and the digital divide, [Book] The Indian Media- Illusion, Delusion and Reality(Essays In the honour of Prem Bhatia) Edited By Asha Rani Mathur

---

Key findings from Literature Review-

1) The news consumption pattern has shifted from print to digital, the older population seems to rely on print media compared to the younger population and the **demography** plays an important role.

2) **Gender** is also another variable based on which the findings differ, women tend to use more of television and magazines for their news consumption and the frequency is less compared to their male counterparts.

3) **Uses and Gratification theory** states that people actively look for information to satisfy their desires and needs.

4) **Awareness about local news was lesser** compared to international news, mostly because of the lack of such information in widely spread online sources.

5) For digital news, trend is emerging towards **social media** over the online dedicated news sources.

6) **Accessibility** becomes a key factor, as young people demand quick and easy access to information. The results of a poll reveals that young people use a fairly wide range of mass media to get information, with 73% stating that they frequently use two to three different media to access news.

Conceptual framework:

01 Choosing an interesting topic of research and validating it.

02 Performing in-depth secondary research to identify areas of study.

03 For the identified areas of study, choosing the demography and sample size. Also identifying the most suitable primary research methods.

04 Performing primary research and collecting qualitative and quantitative data.

05 Analysis of data obtained and drawing inferences. Suggesting recommendations based on them.

Primary Research (Methods Planning and Execution)

The two main primary research methods we decided to use were:

1) In-depth interviews

2) Online survey

These methods were chosen because the purpose of our research was to study a pattern or behaviour, which is of subjective nature rather than providing a bifurcated answer to the question. This would be better analyzed through one-on-one or live interactions which we get through the **In-depth interviews**.

However, in order to carry out systematic quantitative research, we decided to take **online survey** as well as our second primary research method.

For our primary research, we wanted to include inputs/opinions from all stakeholders involved in the news consumption as well as creation. But owing to time constraints, we chose to interview the student segment or the youth in greater depth. But we also wanted to supplement the above data, analyse it in comparison with a broader group, therefore we also circulated an online google form survey as our second primary research method.

The key information that we aimed to gather through primary research is how the youth consumes news, what mediums they prefer for the same. For our In-depth interviews, we started off with a group of **10 users**. We needed to ask open-ended questions to the participants to initiate discussions. The questions were as follows:

SECTION 1 / Knowing the user

Name of the user:
Age:
Gender:
Educational Qualifications:
College/Region:
Mother Tongue:
Devices used:

SECTION 2 / Interest level in reading news

1. Does reading/knowing the news interest you?

2. Do you read the news on a regular(daily) basis?

3. What is (are) your primary source(s) of getting news?

4. What other sources do you get news from?

5. How much time do you spend (per day) on reading news? What time of the day do you usually prefer to read news?

6. What languages do you prefer? Do you have any regional newspaper apps on your device

7. What kind of news/segments of news interests you the most? (politics, sports, entertainment, business, technology, religion etc.,)

SECTION 3 / Modes of news

1. Do you like reading news on a digital medium or a print medium?

2. When was the first time and the last time you read the newspaper?

3. Among the print/digital mediums, name a few papers/magazines/apps that you use regularly. Tell us why you like them.

4. Are you selective about the sources of your news, when it comes to certains segments of the news?

5. On an average how much do you spend on newspaper/magazine subscriptions? (both online and print)

6. If you buy newspapers, where do you store them and how often do you dispose them?

7. Describe your experiences. How does it feel to read a newspaper? How does it feel to read news on your device (phone/tablet/laptop) Which format do you prefer the most?

8. What type of content do you prefer? (text, video, images)

SECTION 4 / Post reading activities

1. What do you do once you read the news?

   a. Do you discuss it with anyone? Online or offline?

   b. Do you share it on social media? How often?

   c. Do you prefer to discuss it on social media? Are you worried about the after-effects of sharing   your opinions about a sensitive topic on social media?

2. Do you follow up with the news topic in the following days? Or read more about it from multiple sources?

3. Do you verify the sources of your news?

4. Are the sources of news reliable? On a scale of 1 to 5, 1 being the least reliable and 5 being the most reliable, rate your sources of news.

5. What is your opinion about suggested articles/videos?

6. Does national/local news interest you? How do you access them? Do you think there is a right mix of international and local news in the sources you refer to?

Following were the observations-

User 1 *(Chhavi | 18 yrs | Female | B.Tech 2nd year | DA-IICT | Hindi | Mobile, Tablet, Laptop)*

- Reads newspapers for 1 hr daily.
- Doesn't share information on social media networks.
- Not a blind follower of whatever being said.
- Discussion with like minded people
- Has an inclination for international content more than any other segment.

User 2 *(Anushka P. | 18 yrs. | Female | BBA | PDPU | Marathi | Mobile, Laptop, Television)*

- Social Media as news.
- Likes to read a print but mostly is surrounded by digital mediums of news.
- Word of mouth news from family most trustworthy
- Discussions with family

User 3 *(Deoraj Singh | 21 yrs. | Male | B.Tech 3d year | PDPU | Hindi | Moto x, HP envy)*

- Generic user
- Only digital news
- Picky about news to discuss. Will not discuss until the news is big.

- Word of mouth news from family and close ones.

User 4 *(Neel Vora | 23 yrs. | Male | B.Tech MBA 3rd year | IIM Lucknow | Marathi | Mobile, Laptop, Ipad, Kindle)*

- News on interested topics only trusted sources
- Likes to discuss on social media.

User 5 *(Binit Kamal Ekka | 23 yrs. | Male | B.Tech, M.Des 1st year | NID | Oriya | Lenovo laptop, Huawei phone, Kindle)*

- Word of mouth (WOM) as source of news.
- Reads news for 2 hours.
- Doesn't see videos.
- Believes in news as perspectives.
- No discussions. Only for GK.

User 6 *(Joseph | 24 yrs. | Male | B.E, M.Des 2nd year | NID | Tamil | BB Priv, BB Z10, iPod touch, Nvidia Tab, Surface Book Pro)*

- Prefers print.
- Likes to know what is happening around locally
- Aware of the different perspectives of news
- Spends money on news mediums
- Doesn't believes in WOM
- Doesn't initiate discussions but loves to share opinions in an ongoing discussion

User 7 *(Siddharth Ghokale | 24 yrs. | Male | B.Tech | RIT Kolhapur | Marathi | OnePlus 3)*

- Social media as news
- Newspaper are difficult to search
- Videos are misleading
- Spends money on new mediums
- Doesn't feels the need to voice opinions

User 8 *(Ilya Masood | 21 yrs. | Female | MBBS 2nd year | MCU, Philippines | Hindi | Samsung S4, Samsung Tablet)*

- Social Media as news.
- Likes suggested news
- Discussions with friends offline.

User 9 *(Abdul Basit Malik | 20 yrs. | Male | B.A. Hons | PDPU | Sinhalese | Iphone)*

- Digital news is more organised
- Scrutinizes the news from multiple sources

- Spends money on news mediums

User 10 *(Ashwin | 22 yrs. | Male | B.Tech 4th year | DA-IICT | Mobile, Laptop)*

- Likes to verify news
- Newspapers gives indepth experience rather than apps
- Doesn't share on social media
- Discussion with like minded people offline.

Key Findings:

1. Most of the students have had an experience of both the newspapers and the alternatives.

2. Television does not play that important role as a source of news which lacks the credibility due to the sensationalization of the topics and aligning with a particular opinion.

3. It was surprising to know that the newspaper is still a preferred source for many either due to the nostalgia but it lags in some areas such as- storage, disposal, updation, interactive-ness.

4. It was inferred that the experience of reading out of the paper is still considered more legit and trustworthy than the screens. One of the reasons could be the multi-sensory experience provided by the newspaper that involves greater involvement of the reader during the process of reading, feel of the paper and the in-depth coverage.

Data Analysis

A total of **126 participants** took our online survey as well. Following are the important insights -

- Knowing the source that the respondents get the news is of vital importance for this particular study. A large percentage, 35.7 %, access news through social media platforms and about 1/4th respondents get their news from mobile news apps. **There has been a huge shift from the conventional print medium to these new mediums. Hence, it is important to address the changes and issues that may come up as a result of this change.**

How do you get to know the NEWS your primary source?
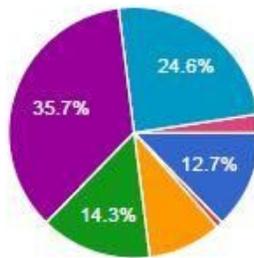
TV	16	12.7%
Radio	1	0.8%
Newspaper (Hardcopy)	12	9.5%
News websites(Desktop/laptops)	18	14.3%
Social Media (Facebook, Twitter, Youtube, etc)	45	35.7%
Mobile News Apps	31	24.6%
Other	3	2.4%

- Now, while focusing on the sources of news on social media, it was observed that Facebook was predominant among the platforms. Facebook is host to a plethora of pages that are focused on a particular topic.

  However, it is also to be noted that such pages are many times partial in their approach and may provide only one side of an issue. These pages might be biased towards one opinion and causes the reader to have a biased and uninformed view on a topic.

Which social platform is the main source of your news?
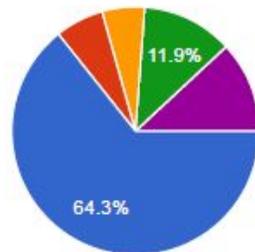
|		
Facebook	81	64.3%
Twitter	8	6.3%
YouTube	7	5.6%
Whatsapp	15	11.9%
Other	15	11.9%

- The reason for the emergence of social media over conventional print media has to be analysed so that the factors responsible for it are known. The following graph shows the reasons that the respondents gave for the preference of social media over print media as their choice of news source.
- Online media provides the option of writing instant feedback by way of reader comments. Readers can express what they consider important about the news and openly comment on its quality.
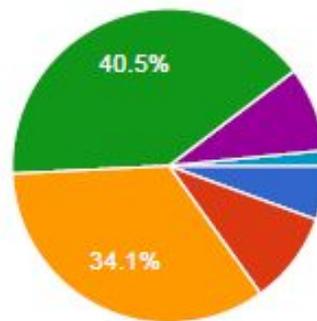
Personalised	12	9.5%
Updated	43	34.1%
Convenience (handling/storage)	51	40.5%
Affordability	11	8.7%
Other	2	1.6%

- When asked about the content that is suggested all the time related to the content that is being accessed by an individual, almost half of the respondents were positive about the content. In a world where the content finds the user and not the other way round, this finding is important and reflects upon the trends being created.

## What is your opinion about the suggested articles/videos?
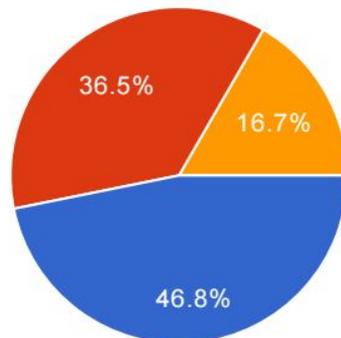
Helps in catering to our interests	**59**	46.8%
Gives us only one point of view	**46**	36.5%
Is distracting	**21**	16.7%

● Considering the responses for the question: "What did interest you more in the recent events?" it is to be noted that a staggering 73.8% of the respondents chose the US Presidential Elections as the most interesting news event.

This point to a glaring lack of coverage of national and local news in news feeds that are provided on the social media platforms. However, it is also to be noted that a large section of people are not very interested in the small news that is happening around the country.

What did interest you more in the recent events?
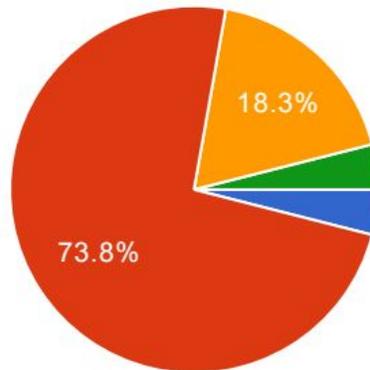
Gujarat Panchayat elections	5	4%
US presidential elections	93	73.8%
Jayalalitha's Demise	23	18.3%
Tamil Fishermen shootings	5	4%

Key Findings:

- The incredible ease of access on social media has led to people reading about only the topics that are of interest to them.
- People find it cumbersome to go through the entire newspaper and sift through the news that isn't relevant to them to read the one that catches their fancy.
- People tend to selectively access the news that has views in line with their own.
- People want to show off about knowing about a certain topic only by understanding a part of the issue.
- People are slightly apprehensive about believing all of the news presented to them on social media. The reliability quotient of the news and what the respondents feel about it has been presented as follow:

## What is your opinion about the reliability of news today?
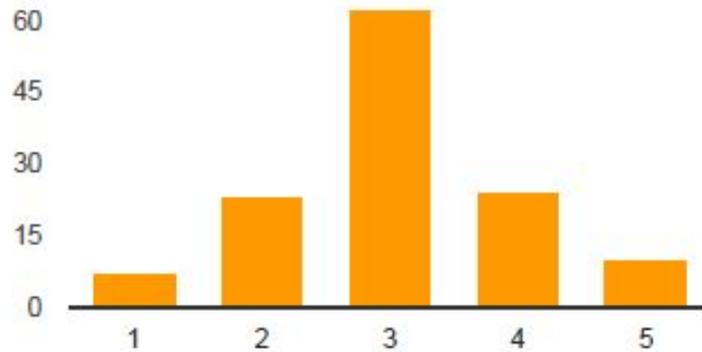
It was observed that approximately 60% of the respondents gave a 3 on 5 for the reliability of the news consumed by them.

● **Future lies in 'content looking for the relevant user rather than user looking for the relevant content'**.

Miscellaneous:

● Social media news delivery has resulted in online duels between people who might never even meet and they are fuelled by facts that are again provided on the social media and are never really verified by the people in question.

What do you do after reading news?
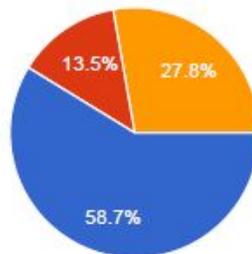
Discuss with people around	74	58.7%
Share it / Broadcast	17	13.5%
Do nothing	35	27.8%

Are you open to sharing your opinions on social media about a news?
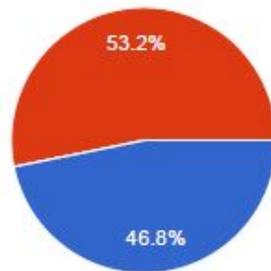
Yes	59	46.8%
No	67	53.2%

- A host of media houses are either partially or entirely owned by political parties or families. This has a profound effect on the news that is propagated by them.
- Knowing about a certain event and discussing it is of great importance to people.
- An important strategy to stay in business is to keep on 'creating' news.

Key Findings:

1. Television is the primary source for the housewives, secondary for businessmen but for students it was not as they live in hostels or on rent.
2. One of the key insight that we gathered both from the interview and the survey is that the interests of the people are driven by the sources. Indian's were more interested in the U.S. Presidential election than the local big events happenings. Its because the glamorisation of particular topics/events.

Project Brief for a Product

1. How can the newspapers be redesigned incorporating the technology to make it more interactive, portable and convenient keeping the foldable format alive.
2. How can online sources / social media curate content to cater to specific requirements of the user, keeping in mind their need for local news
3. How can publishers incorporate citizen journalism in a more serious way, in the Indian context.

Target Audience

Media firms, Publishers of magazines and newspapers, news bloggers, digital news publishing organisations

Limitations of current study

In the study conducted over the period of two days, we tried to include different samples of the respondents. The news is a mass consumption resources and therefore to get the broader feel of the market to validate the findings and include more factors such as regions, languages, economic backgrounds, etc was restricted due to the time constraint.

Future scope of work

Humans are information seekers. The ever changing and evolving patterns of the news consumption behaviour of the seekers is going to be an interesting study. The study in future can be utilised to understand the behaviour of the students in colleges and produce the news sources and platforms which would assist them to keep their love for newspapers alive.

The study can also be utilised to know where the trends in the future are going to be. The next of In the field of news. The reliability of the news is still a doubtful factor for many. How can we gain back the trust of the audience towards the news where people still feel that the newspaper is the most reliable source in the era of information overloads.

Bibliography

1) Karen Sabina Freeman, International Journal of Social Science and Humanity, Vol. 3, No. 2, March 2013 News Consumption Behavior of Young Adults in Malaysia [Online]http://www.ijssh.org/papers/209-D00041.pdf

2) Andreu Casero-Ripollés, Beyond Newspapers:INVESTIGACIONES / RESEARCH News Consumption among Young People in the Digital Era [Online]https://goo.gl/SUswY1

3) A. Q. Williamson Kirsty, "The online information experiences of news-seeking young adults," 15-Jun-2014. [Online]. Available: http://www.informationr.net/ir/192/paper615.html#.WMIx4hhh2Td.

4) K. E. Matsa and K. L. "10 facts about the changing digital news landscape," Pew Research Center, 14-Sep-2016. .

5) A. Mitchell, T. Rosenstiel, L. H. Santhanam, and L. Christian, "Future of Mobile News," Pew Research Center's Journalism Project, 01-Oct-2012. .

6) Future of News: How will technology change news in the future? 2015.1615 L. Street, NW, S. 800 Washington, and D. 20036 202 419 4300 | M. 202 419 4349 | F. 202 419 4372 | M. Inquiries, "In Changing News Landscape, Even Television is Vulnerable," Pew Research Center for the People and the Press, 27-Sep-2012. .

7) J. Boitnott, "Tech Is Changing the Way We Get Our News, and It's Not Stopping," Inc.com, 22-Jul-2015. [Online]. Available: http://www.inc.com/john-boitnott/tech-is-changing-the-way-we-get-our-news-and-it-s-not-stopping.html. [Accessed: 09-Mar-2017].

8) F. P. J. Bureau, "Are social media platforms disrupting news reading habits?" [Online] http://www.freepressjournal.in/india/are-social-media-platforms-disrupting-news-reading-habits/916367

9) Mahalakshmi Jayaram, News and the digital divide, [Book] The Indian Media- Illusion, Delusion and Reality (Essays In the honour of Prem Bhatia) Edited By Asha Rani Mathur

Annexures (Stage 2 Worksheet)

1. What Is the purpose and aim of your investigation (what is the value/context of your topic)
To check the behaviour of people regarding the news-preferences, sources and consumption with the changing times. How is it affecting the consumption pattern

2. What is the problem or opportunity statement (what is the question you want to address)
How the modes of receiving news have changed with the advent of technology? How there is a shift in the behaviour regarding the news and what could be the trends in future.

3. What Key information is required and what methods are being used to gain it (what knowledge do you need and how are you getting)
We need to know the trends in the formats of news with the changing times, study how the preferences vary with age, gender, and profession.

Secondary research:
a.Online-Research papers, articles and videos
b. Literature available in Library

Primary research:
a. One-on-One semi-structured Interviews
b.Online Survey

4. What are the major findings of your research so far (what data has been found?)
A. The new consumption pattern has shifted from print to digital, the older population seems to rely on print media compared to the younger population and the demography plays an important role.
B. Gender is also another variable based on which the findings differ, women tend to use more of television and magazines for their news consumption and the frequency is less compared to their male counterparts.
C. Uses and Gratification theory states that people actively look for information to satisfy their desires and needs.
D. Awareness about local news was lesser compared to international news, mostly because of the lack of such information in widely spread online sources.

E. For digital news, trend is emerging towards social media over the online dedicated news sources.

F. Unlike print, radio and television, which are described as 'push technology', that is, they push content to the media consumer, the Internet is characterized as 'pull technology', with the consumer required to seek and obtain information. The ability to access content on the Internet hence calls for a different set of technical and cognitive skills.

5. What is significant about your findings (what is the emphasis of your discussion)

The findings presented above are based on the secondary research conducted by the team members.The following points are the main emphasis of our discussion:

A. The news consumption patterns of the population have undergone a drastic change in the last 4-6 years as a direct impact of social media becoming popular.

B. The reason of straying away from the conventional print media towards social media for news has been largely credited to it being largely choice based than the print medium.

C. The importance of expression of thoughts has seen a massive increase during the same period mentioned above. This has a direct influence on the users turning towards social media for their dose of news and the ensuing discussions and debates related to any event.

6. What are the main conclusions of your investigation (what key outcomes from the discussion?)

Following are the main conclusions that have been drawn from the discussion and the research conducted on the topic:

A. The incredible ease of access on social media has led to people reading about what interests them only.

B. People find it cumbersome to go through the entire newspaper and sift through the news that isn't relevant to them to read the one that catches their fancy.

C. Online media provides the option of writing instant feedback by way of reader comments. Readers can express what they consider important about the news and openly comment on its quality

D. Future lies in 'content looking for the relevant user rather than user looking for the relevant content'.

7. What are your recommendations (what is your research 'product', a guideline, specification, revised brief etc.)

It has been observed that the younger generation in particular has strayed away from the

conventional newspaper and print media towards the easier to access and less clumsy social media platforms for their share of news. One important issue in newspapers that needs to be addressed is the ease of access of content for the users.

Hence, means to create 'easy to access' content in newspapers is necessary for bringing back the users to the conventional print medium of news.