
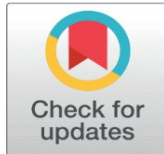
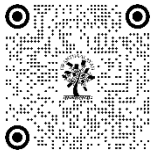


# THE PARADIGM SHIFT FROM PRINT TO DIGITAL MEDIA: AN EVALUATIVE STUDY

Vinay Kumar Rai 

<sup>1</sup>Assistant Professor, Department of Journalism, Maharaja Agrasen College, University of Delhi



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## ABSTRACT

The relevance of media is increasing daily as it connects the globe and enables us to evaluate every piece of information, we get daily. At present, media may be classified into three segments- Print Media, Electronic Media and Digital Media. These all have their own opinions, importance and uniqueness. Media consumption is undergoing a significant shift in consumption patterns. Digital media with the help of technologies and the digital transformation now plays a significant role in every industry, including business, education, politics, medicine, marketing, and communication. The transition of the news media to digital has caused significant change in the industry, including several of new providers. This paper focuses on impact of digital media on print media and how it created a physical and digital space. The following aims to provide information regarding the digital transformation by conducting a systematic literature review.

**Keywords:** News, Media, Digital, Print, Transition

## 1. INTRODUCTION

Different mediums are used for communication, news consumption, accessing information, etc. Print media and digital media are two of the most popular ones. Over the years, both media have undergone numerous changes in terms of target audiences, programme, content, etc. Many new mediums have emerged, and the older ones have been improved to meet the needs of the consumers. Over time, individuals have shifted from traditional methods to modern methods as a result of the development of new technology and the advancement of the existing ones.

Digital media is very different from traditional media especially with the print medium. Print media industries are exploring innovative ways of reaching their customers over electronic devices like smart phones, tablets, and laptops over the internet connection. New media has various special characters and it is characterized by its digital-first nature and of its lower physical costs of production and distribution in comparison to old media. Those who consume these data on their devices are called consumers of digital media. The 21st century may be considered as a digital era when new sets of media transmission methods and devices developed year by year. The continuous development of digital media and devices has given birth to various platforms for communication to individuals and society around the world. At present, social media sites like Facebook, Twitter, LinkedIn, WhatsApp, and Telegram have developed for communication, share ideas for the public sphere. These sites are also used to gather news and information drastically. In the digital media era, content reach is beyond the boundaries of countries and made the world a 'Global Village'.

## 2. PRINT MEDIA

Print media refers to the transmission of news in printed form, primarily through newspapers and magazines. It can also be called physical media as it is shared in physical form only. Printed documents had to be written by hand prior to the discovery and widespread use of printing presses. It was a laborious process that rendered mass distribution impossible. The print media in India has matured to its full capacity, having grown from a little more than 200 dailies published in post-independence India to over 100,000 registered newspapers and periodicals as of 2015. Indian newspapers are mostly created from recycled newsprint and are subsidized by the government. When compared to other regions of the world, this makes newspapers in the country significantly more affordable. Print is still India's second-largest advertising medium, although it is expected to be surpassed by digital.

## 3. STATUS OF PRINT MEDIA

In 2001, the total increased to 51,960, which includes daily publications and periodicals of all kinds. In comparison to 60,413 at the end of March 2005, there were 62,483 registered newspapers with all periodicities on record with the Registrar of Newspapers for India (RNI) as of March 31, 2006. Newspaper circulation in India was around 39.1 million copies in 2006, but from that year till 2016, it increased to 62.8 million, a 60% rise. (*Trends and Status of Print Media in Recent Years / Marketing China*, n.d.)

According to the results of the 2010 Indian Readership Survey, Dainik Jagran (16.0 million readers) and Dainik Bhaskar (13.5 million readers) are the most widely read local language newspapers. Both publications are in Hindi. The Hindustan Times (3.5 million readers), The Hindu (2.1 million), and The Times of India (7.3 million) are the three most read English-language newspapers in India. Another extensively read English language newspaper is The New Indian Express (1.8 million). The Malayala Manorama, a newspaper published in Kerala with more than 9.9 million readers, has the biggest readership in regional languages (with a base of over 1.8 million copies). More than 74,000 newspapers are registered with RNI as of 2011, according to information provided by the minister of state for information and broadcasting. Uttar Pradesh leads with 11,789 registered newspapers, followed by Delhi with 10,066 and Maharashtra with 9,127 registered newspapers.

The Pew Research Centre covered the most recent newspaper trends in their annual State of the News study using a variety of industry sources. Sunday newspapers had a circulation of 25.8 million while weekday newspapers had 24.3 million, both down 6% from the previous year (print and digital). Following that, circulation gradually fell until it reached an all-time low in 2020. Pew forecasts that the revenue from circulation in 2020 was \$11.1 billion, identical to the \$11.0 billion in the year before, due to rising subscription and newsstand pricing.

## 4. DIGITAL MEDIA

Information shared via a digital device or screen is referred to as digital media. It basically refers to any type of content that is produced, shared, viewed, and stored using an electronic device. Digital media includes, but is not limited to, articles, ads, music, podcasts, audiobooks, virtual reality, and digital art. Despite the fact that digital media is ingrained in our culture, company owners are still hesitant to replace paper advertising with internet marketing services. Nowadays, most of the people carry digital media device in their pocket, handbag, or backpack, allowing them to communicate digitally at work, on their commutes, and even when out to dinner or shopping. Consumers today give as much importance to digital media as they do to print media. A growing number of individuals will watch media on digital devices due to the popularity of smartphones and tablets as well as the wireless networks that connect them. Naturally, this implies that more and more consumers will watch advertisements on digital devices.

## 5. STATUS OF DIGITAL MEDIA

Social media services such as Twitter and Facebook, as well as blogs, have brought news to the public's attention. These social networks have a wide range of properties. Facebook attracts a more popular and slightly older audience, but it has become default networking site for students. According to Bullas (2015), Facebook is the most popular social media network, with over a billion users per month. On Facebook, there are generally more than 49 million new postings every 15 minutes. According to Bullas, almost 1.3 million posts are shared every minute of every day. Approximately

two-thirds of Facebook users, or 64%, click on news articles. About 60% of people comment or like 3 stories, with 19% doing so frequently.

According to Reuters Institute Digital News Report (2019), two-third (66%) of people now used their smartphone to access news on a weekly basis (+4pp), demonstrating the smartphone's increasing importance for news. Apple News and Upday are only two examples of the growing importance of mobile news aggregators. Apple News reached 27% more iPhone users in the US than the Washington Post (23%). The popularity of podcasts, particularly among young people, was also driven by the rise of the smartphone. More over a third of our total sample (36%) reports having listened to at least one podcast in the past month, but among people under 35, this number jumps to 50%. The majority of people (55%) listen to podcasts on their phones.

As of April 2020, trust in the media's coverage of COVID-19 was relatively high in all countries, at a similar level to national governments and significantly higher than for individual politicians. Media trust was more than twice the level for social networks, video platforms, or messaging services when it came to information about COVID-19. (Nic Newman with Richard Fletcher, 2020). During lockdowns, consumers quickly adapted new digital behaviors, which is creating new digital opportunities while also exposing the upcoming challenges. Our study demonstrates how membership and subscription models are increasingly being adopted by local media organisations, individuals, and a growing number of specialized, high-quality publications. However, it is also evident that not all publishers will find success with paid content. It also won't work for all customers.

## 6. PARADIGM SHIFT: PRINT MEDIA TO DIGITAL MEDIA

India is the second most populated country in the world and the population of the country can be divided based on their demographics, literacy rates and cultures to achieve the goal of major digital consumption in various natures of digital platforms. Publishers of India very well knew the power of digital media and its reach. Many publishers of major print media organizations had started investment before the beginning of the 21st century. Since 1990, when the internet started growing, publishers have started their organization's websites for consumers. They have started to catch the perceptions of consumers towards digital media of content consumption. They believed that the future of India's newspapers will be digital. English-language newspapers were the first to feel the excessively growing move to digital in India. According to the report of exchange, media unfold the positive shift of the consumer's perception next to digital media.

Major shifts of the consumer were measured by previous surveys and report via various prominent investigation organizations like Reuters. Through the atrocious growth of online internet users towards digital media has made a positive effect on the growth of digital advertising. CAGR predicted the growth of advertising revenue due to growing digital media consumption to Rs 70,343 crores by 2022. According to Dentsu India and exchange 4 media.com foretell in terms of advertising revenue collection that Television is expected to see a huge decline in advertising revenue-earning share in the future because of booming digital media because millions of online consumers who preferred digital platforms to consume content set unprecedented breakthroughs of revenue generation to digital media. Digital share of advertising jump from presently 28% approximately Rs 15,782 crore in 2020 to 30% in 2021 and 34% till 2022. Thus, television contributes the largest share of 41% approx. Rs 23,201 crore presently and leads the advertising revenue-earning comparatively from digital & print media.

## 7. LITERATURE REVIEW

(Newman et al., 2018) - The report "Reuters Institute Digital News Report" has published a report on digital consumer's consumption patterns in 36 countries in 3 subcontinents Europe, USA and Asia Pacific countries. The survey was conducted by a YouGov polling company with the purpose to track the activities and changes over time within the digital media and for a better understanding of how both online and offline media are used in a complementary manner. This study showed that young people (age 15-25) have the highest number of online news consumption. It has revealed almost all-important aspects related to online news consumption paying for news, news avoidance, social media usage for news consumption, effects of ads on digital platforms, polarization in the news media, brand attributes and its effect on consumer's perception.

(Karambelkar, 2019)- In the research article, "Impact of Digital Media on Print Media", the impact of e-newspapers on printed newspapers is being highlighted. It has discussed how digital media technology has changed the habit and behavior of consumers in a particular manner to consume news content. With the emergence of digital media how reader's interests come down from print media. It has been explained that the younger sector of the Indian population prefers digital media because for several reasons of changing behavior pattern of readers has interactive properties of new media technology, reduce the time in accessing news of their interests. It has also described social media use and its effects on delivering news content in today's aspect.

## 8. OBJECTIVES OF THE STUDY

To understand the perceptions of different age consumers of different age groups towards digital media usage.

To assess the effectiveness of digitalized media platforms and tools on reader's behavioral changes approaching digital medium from traditional print media.

To examine the role of vernacular language on consumer perception to consume news & information on digital media platforms.

To evaluate the role of social media on news and information consumption.

## 9. RESEARCH METHOD

In order to collect primary data, a survey method was used to conduct the research. A questionnaire was made that included 10 questions in total which not only helped to know that which media is mostly preferred by the public for consuming news and other information but also to know their perspective towards the emergence of digital media and its use in news consumption. Tool used for collection of data is Google Form containing multiple choice questions that were distributed among people of various age groups. The population samples for this study are those who read news, either online or in print. After filling up of forms, data was collected in Google Forms and was analyzed on the basis of their responses in the form of pie charts.

## 10. DATA ANALYSIS AND INTERPRETATION

A total sample size was collected and surveyed, out of which the number of female readers was slightly higher than that of male readers. 55.6% of total population was of female readers and the remaining 44.4% were males which can be seen in Fig. 8.1.

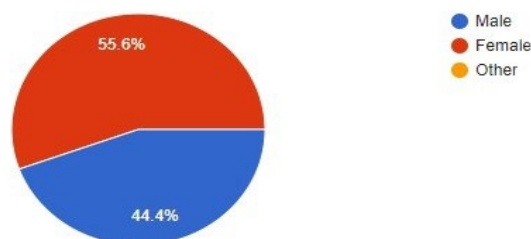


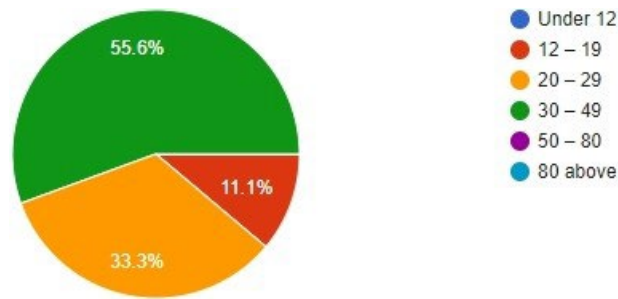
Fig 8.1

When asked which mode of media people prefer more, it was observed that 52.6% of the population uses digital mode of media and print mode of media is used by 47.4% of the total population. Fig 8.2 describes the preference of media. This suggests that users of digital media were slightly higher than that of print media but print media was still preferred by people.



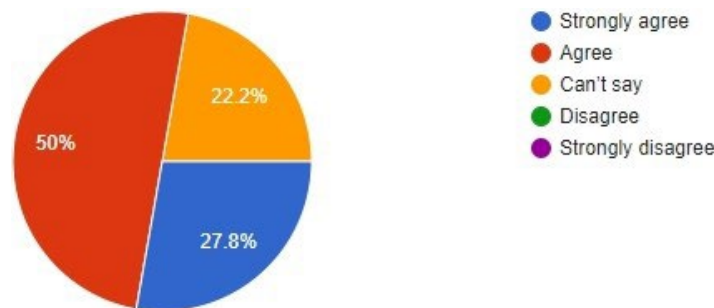
Fig 8.2

When the question was asked that which age group consumes news mostly, it was observed that according to their point of view the people from the age group of 30-49 consumes the news mostly. Other than that 33.3% of the age group was of 20-29 and 11.1% of the age group was of 12-19 which mostly included the youth as shown in **Fig 8.3**.



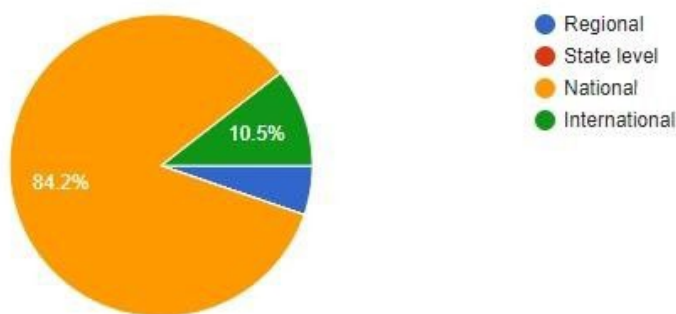
**Fig 8.3**

Indian democracy has four pillars that act as the base, support and strength for a nation's politics and economy. These are the Legislature, Executive, Judiciary, and Media, where media plays an important role because it provides the information regarding the current conditions and requirements of the people in the country. But with time media has started to air fake or unjustified information which is why people have started losing their faith in it. But still, according to our survey, the maximum number of people do consider the media as the fourth pillar of democracy because it works as a transparent layer and medium between the government and the people of the country. (Refer **Fig 8.4**)



**Fig 8.4**

From **Fig 8.5**, we can analyse that 84.2% of the population prefer national newspapers over regional, state and international newspapers. But on the other hand, 10.5% of the people also prefer international newspapers according to their interests and remaining 5.3% of them read regional newspapers which depicts that vernacular language still holds value at some regions.



**Fig 8.5**

When asked whether people consider digital media as relevant source of information, it was observed from **Fig 8.6** that 33.3% of the population agreed with the statement and 11.1% of them disagreed. It was also observed that 55.6% of them are still in dilemma whether digital media can be trusted or not for consuming information and this can also be a reason due to which people are unable to completely shift from print media to digital media and they wait until the news doesn't get printed as shown in **Fig 8.7**.



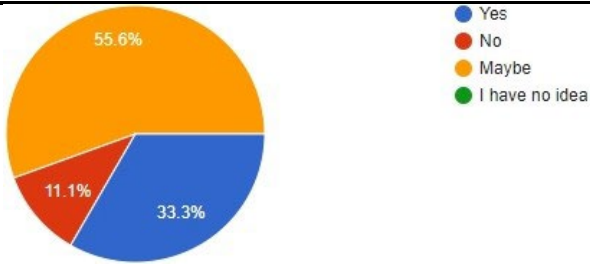


Fig 8.6

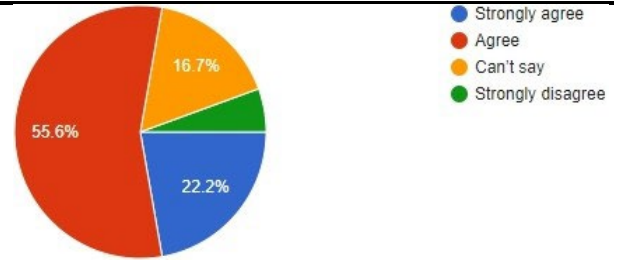


Fig 8.7

It was observed that according to 50% of the people, print media provides more detailed news than digital media and 22.2% of them strongly agrees with the statement because of the news, articles or other information is first verified before getting printed. But it is also true that 11.1% of people are either not sure about this fact or do not agree with it. (Refer Fig 8.8)

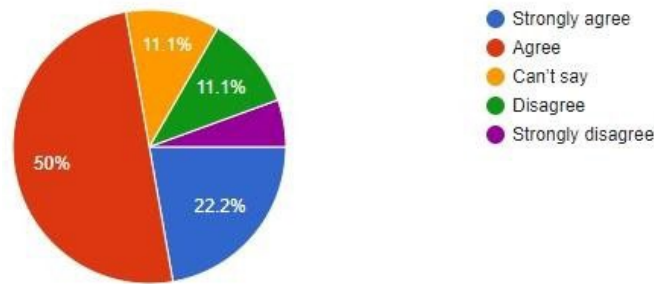


Fig 8.8

When the people were asked to choose reasons behind the paradigm shift towards digital media from print media, they were given various options (easy accessibility, cheap in price, easy availability, choice of languages, etc.). Most of them (88.9%) agreed with all the given reasons and remaining 11.1% agreed with some specific reasons as shown in Fig 8.9.

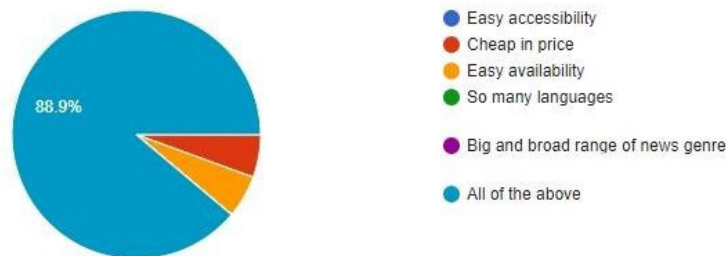


Fig 8.9

Their opinions were asked regarding which mode of information would be preferred by future generation to access news. 88.9% of the population agreed that digital mode of media will be preferred by the future generation and only 11.1% of the total population said that print media will be used by them. This clearly shows that digital media will become more popular and its use will increase in future. (Refer Fig 8.10)

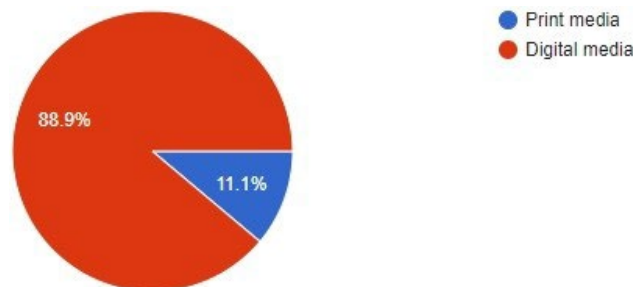


Fig 8.10

## 11. CONCLUSION

We live in a technologically advanced society where practically any problem can be solved by searching Google. The rising usage and consumption rates of digital media make its expanding influence fairly clear. Indeed, there has been a significant change in how people consume media in recent years, with a growing number of the younger generation choosing just digital media due to its interactive features and quick communication. Small-time business owners also favour advertising online since it is more affordable than in print. Counting the drawbacks of print media reveals a number of issues, such as its limited accessibility to those with visual impairment and its inability to target a particular audience. People with visual impairments or poor reading levels are greatly benefited from the audio version and other accessibility features of various digital media.

Despite all of this, print media is still seen as being more reliable than digital media since it constantly produces false information. In the digital age, anything may become news, leaving the consumer in the dark about what exactly qualifies. Therefore, new media and print media are bound to coexist and reinforce each other. Print media and new media will therefore eventually coexist together.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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