

A STUDY ON LATEST TRENDS IN E-NEWSPAPERS AND E-NEWS SERVICES IN THE ELECTRONIC ERA

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ABSTRACT

Provides a brief discussion on developments of newspaper websites and e-news services offered by different e-news channels. Attempts to explore the latent advantages of e-news in the electronic era. The study sheds light on the background of e-reading as a phenomenon as well as the need for studying it in the Indian market context. The study presents the research model and the hypothesis set to conduct the empirical study to find out newspaper readers' views on e-reading devices and their services. This paper provides data on readers' preferences regarding e-reading devices services and sheds light on readers' acceptance behavior towards e-reading technology

KEYWORDS: Dainik Bhaskar (D.B). Technology Acceptance Model (TAM)

INTRODUCTION

Explaining e news services and formats more clearly Online newspaper /web newspaper are those which are available on web with navigation support, advertisement their style of presentation etc for example The New Indian Express, The Hindu , D.N.A etc whereas PDF newspapers are electronic replicas or digitized projects of the traditional newspapers e.g , Wikinews etc. and E- news via e-devices is an electronic newspaper service supported by e-paper technology gadgets (i.e an e-reader, such as Amazon Kindle DX), e.g Hindustan Times on Kindle For e.g Southport Reporter from U.K is the only web based newspaper having no connection to hard copy formats. The advent of electronic newspapers has really offered us a great opportunity for making a swift review of day to day events and things happening around globally almost at a wink. E-newspaper is a self contained, reusable and refreshable version of a traditional newspaper that acquires and holds information electronically. In this , information is retrieved electronically from online databases processed electronically with word processors ,desktop publishing packages and a variety of more technical hardware and software transmitting it electronically to the users.

There are many advantages in switching the content into an electronic format; online versions offer fast access and more updates compared to the print versions (Li 2006). It is also possible to utilize different technologies such as audio, graphics, video and interactive elements that are not possible to implement in a print version or at least they aren't that common yet. According to Bucy (2004) e-newspapers can get a competitive advantage when engaging in interactive

elements because by them it is possible to invite readers to the site, keep them there for a longer period of time and make them revisit the site later. For readers, on the other hand, interactive elements mean freedom to filter news according to their own preferences and the opportunity to give feedback on the articles, which creates a feeling of empowerment (Spyridou & Veglis 2008). However, there has also been a concern regarding the interactive elements of the e-newspapers; it has been considered that the massive investments in interactive elements and technological abilities have been made at the expense of content quality lowering the editing standards and credibility (Salaverria 2005). Earlier the content of the e-newspapers was solely text-based and a replica of the print version, but obviously it wasn't a long lasting strategy in a competitive market field. Also the concern regarding readers' readiness to pay for the content online is groundless. According to Aitamurto (2009) many readers already pay for the content and even more would be willing to pay if the content was chargeable.

Understanding the history of e-newspapers, the shift from a print version to an electronic newspaper to be read on a reading device's screen might not be that radical after all given that readers have already been familiarized with electronic newspapers earlier.

LITERATURE REVIEW

The introduction of online editions of newspapers and availability of news via 24 hour television channels and Internet has affected the circulation of newspapers in their hard forms and posed an ongoing challenge to the business model. Dimmick et al in their study noted that internet has a competitive displacement effect on traditional media in the daily news domain with the largest displacements occurring for television and newspapers. Ihlstrom et al addressed several issues of navigation, pagination, structure and overview of newspapers and presented the future scenario of use and design of the newspaper. Bains discussed the development of electronic news production and predicted the replacement of print by electronic news but suggested only when something better than a PC screen comes into widespread use. Ola and Oja clearly pointed channelization of online PDF newspapers instead of traditional ones. Flavian & Gurrea showed the significance of electronic medium in the work places and particularly for the newspaper business and analyzed the users behavior towards the digital process. Yijun and Liwen studied the web visibility of national newspapers of *The Globe and the Mail*, *Canada Peoples' Daily*, China etc. All of the large and mid-size companies have offshore facilities in low-wage countries such as India, the Philippines and Angola. These offshore production units are often involved in the digitization of microfilm, OCR enhancement (manual correction of automatically generated texts), reeking and segmentation (identifying individual articles on newspaper pages and classifying the articles into genres such as news items, editorials, family announcements, advertisements, etc.) .Suppliers of ICT-services; others specialized in the digitization of cultural heritage collections or printed matter in general (newspapers, magazines, books, documents) are also engaged in this field. Several theoretical models have been used to study users' acceptance behavior. The most used ones, include Fishbein's & Ajzens (1975).Theory of Reasoned Action, Ajzens (1991) ,Theory of Planned Behavior and the Technology Acceptance Model by Davis (1989). However, there haven't been any studies regarding newspaper readers' preferences on e-reading devices and their services. In addition, India can be seen to be quite behind in the development in terms of the e-reading

devices even compared to the other foreign countries where e.g. in Norway and Denmark it has been possible to rent e-reading devices at libraries ten years ago (Scholnik 2001).

RESEARCH OBJECTIVES

The objective of this paper is to form better understanding of the newspaper readers preferences in terms of the e-reading devices and their services. By investigating the newspaper readers' most desired services in an e-reading device in order to be considered equal with the print version, it is also possible to recognize different user segments. Readers' views on the services are examined with a survey method. The objectives of the study are:

- 1) to get understanding of the theories and models behind technology acceptance, (here, e-reading technology acceptance) and draw conclusions on factors influencing the adoption process.
- 2) to provide understanding of the services that are the most desired ones in an e-reading device in terms of reading newspapers with them, and draw conclusions on the different user segments and profiles that might appear following the survey.
- 3) to make the users community aware of latent advantages of e-news and e-news services.
- 4) to explore different possible means of accessing newspapers.
- 5) to find the ongoing trends of media houses
- 6) to compare e-newspaper details with the traditional newspapers.
- 7) to access the possible opportunities in the e- newspapers and e news services.

This paper also aims to provide understanding newspaper readers' views on e-reading devices and their preferences regarding services in e-reading devices so that service providers can respond to the new challenge set by the reading devices. The case in this paper is newspaper sites to whom the transition of the media content from paper form into the e-reading device is a current challenge. The main research problem can be defined as "How do the Indian newspaper readers accept e-reading technology?" Following sub questions are based on the main question and are also be covered in this study:

- Which benefits of ereading devices have the strongest connection with starting to use e-reading technology?
- What kinds of services are perceived to be the most critical ones in a reading device?
- Will the information on the users' preferences regarding the e-reading devices and their services create different user segments or profiles?

The main research question aims to outline the needs that newspaper publishers should consider in the future when developing the content for e-reading devices to better respond to the needs of their readers and contribute to the intention to use e-reading devices. The purpose of the first sub question is to identify the benefits, based on which the readers intend to start using e-reading technology. The second sub question refers to the features that newspaper readers perceive the most critical ones when imagining using e-reading devices. With the answers to this question information is acquired regarding the services that should be realized in the e-reading devices in order to increase the customer satisfaction. The purpose of the third sub question is to

look at different user segments and profiles among the newspaper readers based on their preferences regarding the e-reading devices and their services. Because the current segmentation system at newspaper agency is only based on demographic features, a segmentation based on service preferences would bring new valuable information about the newspaper readers to understand them better.

METHODOLOGY

The first part of this study concentrated on e-reading devices as a phenomenon and discussed the different technology adoption models that have been used in the field of marketing. It was noted that no matter how great a new technology is it is of no value as long as people don't adopt and start using it. The second part of the study constitutes the methodological and empirical part. In the empirical part it was chosen to use a quantitative method due to the great amount of needed answers. The empirical part of this study is based on the data collected in a survey conducted in fall 2011. An online questionnaire was sent to 4899 newspaper subscribers of which 1084 filled out the questionnaire. Thus the individual response rate was 22,1%. The data collected in the questionnaire covers widely the way the Indian newspaper readers think of e-reading devices and what kind of services they consider important to have in them. In order to qualify the suitability and validity of the questions in the questionnaire, a test questionnaire was sent to 200 subscribers of DB. 47 people replied to the test questionnaire resulting in a response rate of 23,5. Based on the results of the test questionnaire some of the questions were modified to avoid non-sampling errors consequent on non-responses, which were especially significant around the question regarding household's yearly income. It was also decided to add an open question where the respondents can share their general views either on the matter of e-reading devices or on the questionnaire itself.

NEWS ORIENTED WEBSITES

Mostly all the electronic newspapers have launched their respective websites for the access to their content through internet. Some of the news oriented websites searched and retrieved through Google search engine are listed below Table A.

Websites	World channels of e-news
www.sahasamay.com	Sahara News
www.cnn.com	CNN
www.tv9.net/	TV9
www.cnbc.com	CNBC TV
www.allindiaradio.org	AIR
Starnews.indya.com	Star News
www.sharasamay.com	Sahara News
www.aajtak.com	Aajtak News
www.ddimews.gov.in	DD news
www.ndtv.com	NDTV News
www.cbsnews.com	CBS News
www.foxnews.com	Fox News

Besides cost effectiveness, time saving utility and easy to use e- newspapers have gained immense popularity among the users due to following advantages.

1. In e -newspapers, readers scroll the front page to get an overview of the contents of the news site which is not possible through the printed news.
2. There are user friendly easy options for turning the pages, linking to dynamic indexes, personal preferences can be set.
3. Multimedia and hyperlink facilities are available.
4. Style and presentation of e-newspapers are much better than the printed equivalents.
5. Links to available sections and references to other relevant supplementary information details for other information are also available
6. E newsgroups act like international bulletin boards.
7. A subscriber can post questions or answers
8. Specific groups can use their relevant news pertaining to their respective fields in a comprehensive and appropriate way.

SERVICES IN E--READERS

To understand what kinds of services newspaper readers consider important to have in their e-reading devices it's important to look at what services are already available in e-reading devices world wide. Since e-reading devices are only just entering the Indian market the focus is in the internationally launched services. Basically the more the e-reading devices come to resemble computers the more services will be available in them. The devices that use Wi-Fi network can basically utilize all the services available on the Internet such as information services Google and Wikipedia, blogs, quick messages, games and other entertainment applications. Other more essential services in regard to e-reading devices are among others bookmarking, font sizing, full text search, note taking possibilities and library services. The range of services available depends on device; those with LCD screen can be used as computers and utilize the varied services of the Internet including several different entertainment possibilities. Devices using e-ink aren't made for watching pictures and videos but for reading different kinds of texts. Newspapers and e-books can naturally be read on all e-readers (Miettunen2010).In several online news sites it is already possible to customize the content according to own interests after registration to the site. For example, if a user is interested in politics and sports, he/she gets those kinds of news on the front page. The most important news isn't naturally ever hidden but the order of the smaller news can be changed according to readers' own preferences (Miettunen 2010).

Media houses expect an ongoing trend in decreased advertising avenues. The main problem is the revenue sharing between the content providers and the telecom operators, the diversity of devices such as mobiles, net books and e-readers and lack of standards. Some of the media houses have started developing their own downloadable programs that runs on mobile phones .This table depicts that no channel is free from pitfalls, though of late media houses are striving fast towards the adoption of some new models as explored through e-medium replacing the printed ones in Table B.

Channels	Merits	Demerits
Print	Shareable ,Good overview Durable ,Portable Dispensable ,Scan able No power consumption needed	Old news, waste of paper , No interactivity Geographically limited
Online	Interactive, Current, searchable, archiving. unlimited space, no geographical borders	No mobility Poor overview Unsure business model
Mobile	Anytime, anywhere, push and pull Immediacy. High penetration, personalization	Too small. Poor overview, Lack of Standards, expensive, slow

DIFFERENT E--READING DEVICES AND THEIR ADVANTAGES

The main advantages of the devices include customizing abilities (filtering news, changing font type and size), quick downloads and updates, search functions and great storage abilities (Burk 2001). Buying content into an e-reading device is immediate; the product moves immediately to the device and the readers get to use the content straight away. The devices using e-ink are eye-friendly and enable a similar reading experience than reading a printed-paper in terms of the text. Also the possibility to customize fonts and their sizes makes the reading process pleasant. In several e reading devices there already is a function that reads any text aloud in English (Lahtinen 2010). As the devices become more common it will surely be possible to hear news read. There are several different e-reading devices available at the moment in the market. The most convenient devices for reading newspapers are the ones with big screens such as Apple's iPad, Skiff reader and LG's upcoming e-reader specially designed for reading newspapers. There will be several launches of similar kinds of devices with big screens during the coming time.

FEW KEY TECHNOLOGICAL DEVICES

- ✚ **E Book Devices**
- ✚ **Ectaco jetBook Color**
- ✚ **Sony 'Reader Wi-Fi'**
- ✚ **ASUS 'Eee Reader DR900'**
- ✚ **Movistar eReader**
- ✚ **e Griver Touch / IDEO**
- ✚ **Pandigital Novel eReaders**
- ✚ **BeBook Pure Ereader / NEO Ereader**
- ✚ **Cool-ER Reader**
- ✚ **eSlick Digital Book Reader**
- ✚ **Elonex eTouch**
- ✚ **iRiver Story HD Digital Ebook Reader**
- ✚ **Fnackbook**
- ✚ **Agebook+**

EASYREAD (PERSONALDIGITAL READER)



The Easyread Personal Digital Reader uses the Culturecom 1610 33MHz CPU. This innovative 1610 33MHz CPU was invented and developed by the father of Chinese computer, Mr Chu Bong Foo. The CPU, O/S, RAM and relevant software is to be found on one single chip. The CPU is capable of displaying approximately 32,000 traditional Chinese characters. The PDR also supports insertion of 8MB EBK cards via expansion slot. A piece of 8MB EBK card can store approximately 3.8 million Chinese characters (equivalent to 20 paperback novels). Easyread uses SSCT LCD which provides a non-flashy and high resolution display.

Pepper Pad 3



It's also an eBook! (mouse over image to preview)

Product Features:

- * Surf, shop, do research, plan a vacation, check the weather and more.
- * Seven inch color display with touch screen for beautiful photos, videos and Web pages
- * Bluetooth 2.0 device support for use with a full-size keyboard and/or mouse
- * 20 GB disk drive, that's hundreds of photos and videos you can
- * Rechargeable lithium batteries plus smart power management

Nuvomedia Rocket eBook

This eBook has a higher contrast screen and a larger memory. It is monochrome, can hold about 10 books and thousands of pages of magazines and newspaper. You can make notes on the margin, underline text, set bookmarks and find specific pages with this eBook. It is compatible with PC or Mac but is no longer in production



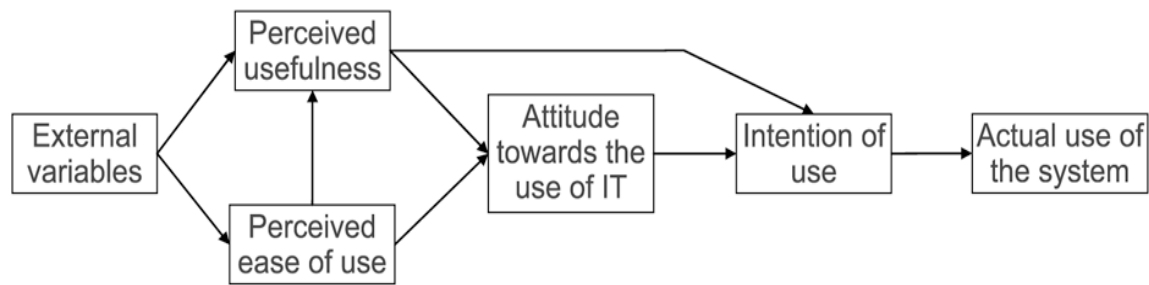
New E-Newspaper Reader Echoes Look of the Paper



It is important to understand the difference between the actual e-reading devices such as Kindle and tablet computers, which e.g. iPad represents. Though the tablets are often referred as e-reading devices because of their developed reading properties they are more computers than e-reading devices. Tablets can be used for a variety of activities instead of only reading texts such as for Internet browsing, e-mail access, photo gallery, calendar and music. Because of their large LCD – screens also newspapers are easy to read from a tablet’s screen. Apple’s iPad has been the most talked about and visible tablet device in the market. Apart from the E- newspaper and e book digital readers available in the market, for example Amazon’s kindle DX. The NOOK family of ebook reading devices from Barnes and Noble: NOOK Simple Touch | NOOK Color | NOOK Tablet some of the recently developed devices to access e news with commercial motif like Esobi Mobile Android, Webnews TV 1.0.4, Coffe Cup RSS News Flash 4.5 etc and their features are listed in the Table C.

Name of Device	Properties	Platform	File Size	Year of Release
Web News ,TV1.0.4		Windows	1.5MB	2009
News Desktop Scrolling Bar		Windows NT,XP 2000 etc	2.4MB	2005
E Sobi Mobile 1.0	Esobi mobile integrates handy internet information mgmt. features to let enjoy manage and share their favourite news , podcast and personal contents via mobile device	-	1.1MB	2010
Rss News 1.3	Mobile RSS news reader of scattered RSS feeds , can be accessed all around the world	Windows	42.0KB	2009
Coffee Cup RSS flash News.5	Adds news from Yahoo,CNN andCNET using Flash to ones Website	Windows, XP etc	5.3MB	2007

Because the questionnaire results of this research are based on peoples’ images instead of actual e-reading experience TAM is also suitable model in this sense. the TAM model has been extended with hypothesis developed with some individual characteristics regarding the role of innovativeness in adopting technology and with the determinant of perceived enjoyment. Also social value is added into the model to demonstrate the effects of social influence in the process of adopting e-reading technology. he technology acceptance model TAM by Davis (1989) is widely known in the information systems literature (IS) and has the widest acceptance. TAM is based upon intentions to use technology and defines two key factors; “perceived usefulness” and “perceived ease-of-use” (Davis 1989). In TAM, according to Davis and Venkatesh (2000), IT usage is determined by behavioral intention. Behavioral intention is affected by attitude toward usage, as well as the direct and indirect effects of perceived usefulness and perceived ease of use.



The original Technology Acceptance Model TAM(Davis et al.,1989)

When looking at the revised TAM model in Figure 1. below, it can be seen that it differs quite a lot from the original Technology Acceptance Model. First of all, there are three new determinants that are missing from the original model namely Innovativeness, Social Value and Perceived Enjoyment. These determinants have been added into the model following the empirical evidence that each of these constructs can assist in understanding the usage intention better. Secondly, the construct of “the attitude towards the use” has been removed from the revised model based on the empirical evidence that the construct does not meaningfully mediate the relationships between the beliefs and intention (Davis et al. 1989). Also the construct of “the external variables” having an effect on Perceived Usefulness and Ease of Use has been removed because this research doesn’t go into other external variables at all. All in all, the whole context of the model has been transformed into the e-reading technology context.

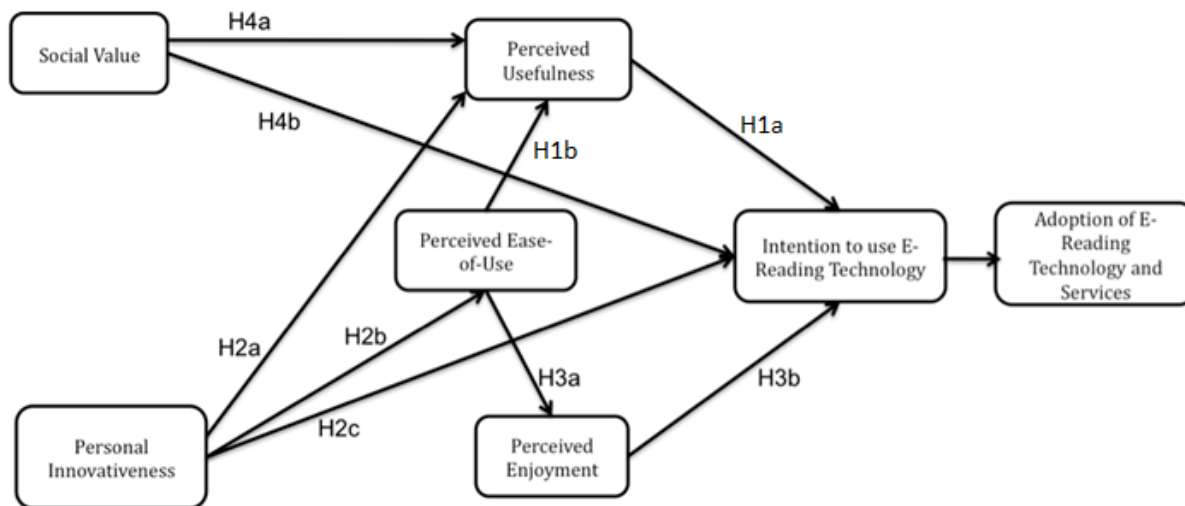


Figure 1.A : revised version of TAM to explain the e-reading technology adoption (Schillewaert et al. 2005).

- H1a. Perceived usefulness correlates positively with user’s intention to use e-reading technology.
- H1b. Perceived ease of use has an indirect effect on a user’s intention to use e-reading technology via perceived usefulness.
- H2a. Personal innovativeness for information technology correlates positively with a user’s perceived usefulness of the e-reading technology.
- H2b. Personal innovativeness for information technology correlates positively with a user’s perceived ease of use of the e-reading technology.
- H2c. Personal innovativeness for information technology correlates positively with intention to use e-reading technology. The concept of enjoyment means that users feel enjoyable from the value of using e-reading devices. New technologies that are considered enjoyable are less likely to be difficult to use (Huang et al. 2007).
- H3a. Perceived ease-of-use correlates positively with perceived enjoyment.
- H3b. Perceived enjoyment correlates positively with a user’s intention to use e-reading technology.

Based on the fact that we people tend to be quite often influenced by our friends or colleagues, the social value can be seen to also have an effect on adopting e-reading technology. Social value in this study refers to perceived pressures from social networks to make or not to make a certain behavioral decision. Individuals adapt their attitudes, behaviors and beliefs to their social context and therefore support from others who are considered influential has an important impact on what action a potential adopter chooses to take

- H4a. Social value correlates positively with perceived usefulness
- H4b. Social value correlates positively with a user’s intention to use e-reading technology.

SURVEY RESULTS

	U	Intention	PEQU	PE	Social value	PI
Perceived Usefulness	1	.747	.405	.730	.257	.456
Pearson Correlation Sig(2 tailed)N	1084	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084
E reading technology use : intention	.747	1	.367	.807	.226	.485
Pearson Correlation Sig(2 tailed)N	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084
Ease of use :	.405	.367	1	.363	.019	.420
Pearson Correlation Sig(2 tailed)N	.000 1084	.000 1084	.000 1084	.000 1084	.522 1084	.000 1084
Perceived Enjoyment :	.730	.807	.383	1	.359	.438
Pearson Correlation Sig(2 tailed)N	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084
Social value:	.257	.226	-.019	.359	1	.129
Pearson Correlation Sig(2 tailed)N	.000 1084	.000 1084	.522 1084	.000 1084	.000 1084	.000 1084
Personal Innovativeness : to use new technology	.456	.485	.420	.438	.129	1
Pearson Correlation Sig(2 tailed)N	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084	.000 1084

Table D: Findings from the hypothesis testing

FINDINGS:

When looking at the services the most important services were found to be the ones of watching news videos, seeing more picture material, getting more information by clicking key words of an article. There are six different areas, on which readers base their acceptance on e-reading technology. These areas are perceived usefulness, eco-consciousness, social value, perceived enjoyment, perceived ease-of-use and diverse services. For perceived usefulness the strongest argument is that using an e-reading device would fit the way people want to read newspapers. For eco-consciousness the strongest argument is that people believe that using an e-reading device would be an eco-conscious choice. When looking at social value it was found that using an e-reading device would improve the way people are perceived. Perceived enjoyment on the other hand has to do with that people would think they have fun when using an e-reading device. The strongest argument for perceived ease-of-use is that people believe it is easy to get an e-

reading device to do what they want it to do. Finally the strongest argument for appreciating diverse services on an e-reading device is the possibility to see more picture material of certain use. Regarding benefits of e-reading devices having the strongest connection with starting to use e-reading technology. Of these the highest correlation with intention to start using e-technology belongs to perceived enjoyment, which is in line with several other studies that indicate the important role of perceived enjoyment for people to start using certain technologies (e.g. Heijden 2000; Igarria et al. 1995). The second highest correlation with intention to start using e-reading technology belongs to perceived usefulness. What is notable is that all the highest rated services can be seen to improve readers performance and reading experience whereas the lowest rated services could be categorized as entertainment applications. Therefore it can be stated that newspaper readers prefer the actual reading features to entertainment features on an e-reading device. Besides there are different user segments and profiles based on readers' preferences regarding e-reading devices and their services. It is often stated that consumers don't want to pay for electronic content because there is always a way to find the same information for free on the Internet. This, however, seems to be changing. When taking into account that people would be willing to pay for online news solely, they might be willing to pay even more if they could get some extra services to make the news reading experience even more enjoyable. Charging the online content increases earnings from printed version because price of the printed version can be hiked faster since there can't be found any completely free alternative on the Internet (Aitamurto 2010). However, when making the content chargeable the quality of the content starts to play a crucially important role and becomes the factor that makes readers in the end decide on to which media provider to pay. Agarwal and Prasad (1998) discussed that individuals develop beliefs about news technologies by combining information from several different media. Those individuals who have higher personal innovativeness are expected to develop more positive beliefs about the target technology. Agarwal and Prasad (1998) described personal innovativeness as symbolizing the risk-taking tendency that exists in certain individuals and not in others. Besides social norms could play an even more important role in consumer adoption of technology. Influences can come from several different sources such as neighbors, relatives, family members, and friends as well as inspirational figures in the media.

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