

The substitution of print media by paperless media

*Dissertation submitted to the University of Kerala in partial fulfillment of the Requirements for the degree
of Bachelor of Arts*

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SREE NARAYANA COLLEGE

KOLLAM

2018-2021

THE SUBSTITUTION OF PRINT MEDIA BY PAPERLESS MEDIA

**Career related first degree programme in
Mass communication and journalism
Under CBCS (2a)**

Year: 2020-21

DECLARATION

We here declare that the project entitled, **‘The substitution of print media by paperless media’** is submitted to the department of journalism and mass communication, Sree Narayana College, Kollam in partial fulfillment of the requirements for the Degree of BA mass communication and journalism. This is record of original work done by us and that it has not formed the basis for award of any other degree/diploma / fellowship or any other similar titles.

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CERTIFICATION

This is to certify that the project entitled '**The substitution of print media by the paperless media**' submitted for the award of degree of BA mass communication and journalism university of Kerala, is bonafide research carried out by Sai Prasad, Aswathy P Anil, Karthika Aneesh, Ashik Stalin, Abhinandh, Adarsh M Saji, Soorya Prasad .H, Alin M Kulathara under our substitution this dissertation has been submitted for the award of any other degree before.

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ABSTRACT

The subject is about the change of print media to paperless media that is basically digital media. Our future world will consist of a media system which is digitalized. The change is inevitable and more sufficient that the Access to the information becomes more easy and timely. The change from print media results in the change in user's experience as well as technical adavancability. The rate of today's youth in consuming the print media is decreeing day by day. As future generation looks into the digital side for information seeking apart from materialistic print source. The newsroom as well as the mode of information gathering would be much easier and different from the primitive times. Virtual reality and graphics could be the platform of future world. Apart from print media it would be easy to access from any server as well as there is no need of carrying any materials. Youth would be more affectionate to the digital world and Technologies are meant to simplify the human work. Coming to the journalists they also find Modern ways in news gathering and the source must be more clarified and affirmative that the Chance of creating vague statements before the audience would be less. This study comes out With the effectiveness and relevance of this update from print media to paperless is important And efficient that new technologies and UI would make the new media another wonderful Experience both in that case of visualization with accuracy and clarity. The study is conducted among 263 persons from different age categories and their responses are recorded. From the study we can clearly understand that majority of the people are satisfied with the substitution of print media by paperless media. The positive response is largely from the youngsters which prove the study has future relevance.

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CHAPTER-1

INTRODUCTION

INTRODUCTION

1: what is media?

Media is the communication outlets or tools used to store and deliver information or data. it consist of many mediums such as print media, publishing, the news media, photography, cinema broadcasting, digital media, social media, advertising etc. early means of media where basically the print media and television broadcasting which has a certain limit. Media is a medium which cannot be avoided from the daily life of a human being. In a large consumer society, electronic medium such as television and print media are important for distributing advertisement media. A part from the print medium the emergence of digital media makes long distance exchange between larger numbers of people. We are living in a world where media cannot be avoided. it provides information as well as day to day incidents at a fingertip. in modern terms media includes all the software which are used in pc as well as laptop or mobile phones.

1.1 What is generally meant by paperless media?

Paperless media generally means a medium where the use of paper or printing is eliminated. This is done by converting documents and other papers into digital form, also called digitalization. By digitalizing into a medium we can save money, boost productivity, save space, make documentation and information sharing easier and more secure. In paperless media there is no risk factor that the materialistic factors are destroyed or lost. It is safer for the environment that there is no waste disposal or environment hazardless in any manner. Print media has a lot of restrictions and limitations as compared to the digital media. The accessibility of print medium is limited and the storage capacity of print medium is a task. It may damage with the time even of it is stored or preserved. Paperless medium is time efficient also assessable at any time. Suggestions and feedback can be provided without any time lack. print medium can be outstand by using online systems, such as replacing index cards and rolodexes with databases, typed letters and faxes with email , and reference book with internet. In communication medium digital media has many benefits in saving time, space, availability, communication speed, feedback and live interactions as it can be acquired with an internet connection.

1.2 What are the limitations faced by print media

Printed media cannot capture the sound and movement required by an audience raised on the audio and video of television and the internet. It cannot provide live news. Lead time is another limitation. As print media involves production, information needs a lead time before reaching the audience. The world may know the news before it is printed and published. It is a renowned limitation because as time passes the news value of the news is lost. It is a materialistic subject the print media stands on. At minimum print media requires paper, which is harvested from trees and ink which comes from chemicals. Both require time-consuming and expensive processes to make.

Distribution is another challenge faced by the print media. As the distribution is not properly maintained it results in disharmony among the readers. Print can only reach its audience as it is distributed through an infrastructure that requires vehicles and people which costs money.

After the consumption, accumulation of waste is another major problem arising from print media. The waste disposal is a challenging problem as it accumulates over day by day.

1.3: The new era of digital world

The emerging era is fully digitalized and technologically updated. The world is more communicated than ever. The amount of crossover border bandwidth that is used has grown 45 times larger since 2005 and is currently increasing day by day. It is projected to increase by an additional nine times over the next five years as flows of information, searches, communication, video, transactions and intercompany traffic continue to surge. In addition to transmitting valuable streams of information and ideas in their own right, data flows enable the movement of goods, services, finance and people.

Peoples are using global digital platforms to learn, find work, showcase their talent, and build personal networks. About 900 million people have international connections on social media and 360 million take part in cross border e-commerce. Digital platforms are both traditional employment and freelance assignments which are emerging to create a more global labor market.

When the communication medium is fully digitalized it also digitalizes the world. Communication barriers in the print medium are fully eradicated by the emerging of fully digitalized world. It includes digital transactions: real time, interactive communication with no time to stop and think data science: putting as much as data as you can gather to work to understand your business. you can search for any information you seek to know in the internet. Artificial intelligence: methods of turning your experience, represented by data, to work as knowledge

1.4: Technologies and gadgets that substantiate the effect and existence of paperless media

A part from the old times as we observe technologically our world has changed a lot. From letter to online messages communication becomes much easier. But the changes didn't stop on that. The newly inventions are making our communication as well daily lives more workless and reflect able. Smart phones and computers are the regulatory medium of today's world. It is device where we can keep our own private space. Communications are now end to end encrypted that the information's are not released to a third party. Thus we can ensure safety of our communication.

Social media are now widely used by almost all of the people around the world. Print media is far behind it in its reach even though it has great acceptance among the readers. Today's digital world is controlled by internet. So the technology is basically related with internet.

Some of the technologies that are now widely used and be modulate to a new version in the future

- 1 Video and podcasting
- 2 Presentation tools
- 3 Collaboration and brainstorming tools
- 4 Blogs and blogging
- 5 Wikis
- 6 Social networking
- 7 Instant Messages
- 8 Virtual worlds

Virtual reality and artificial intelligence is another technology that is improving day by day. Virtual reality leads to another dimension experience which is correspondent to the actual reality. It helps in education as well in other fields such as business, communication, infrastructure, etc.

Artificial intelligence is another technology which is widely used in communication in the future. Artificial intelligence provides ability to think and act accordingly for machines. Robotics is another product of AI. Robotics can be used for household purpose as well as a communicative device. It can act as manpower and make work much easier.

1.5 The impact of paperless media (digital media) in livelihood

Some of the benefits

- Communication speed
- Social connectivity
- Versatile working
- Learning opportunities
- Automation
- Information storage
- Editing
- Accurate duplication
- GPS and mapping
- Transportation
- Low cost
- Entertainments
- News value
- Smaller sized device
- Live interactions
- Easy accessibility

Problems

- Digital media can be used by communities with harmful intentions to spread propaganda and chaos.

It is necessary to study that how paperless media affect the daily life of a person. Technologies are meant for one's easiness and commuting his/her daily life. So benefits as well as problems created by it should also be notified that its final effect among the public shouldn't be a chaos. Digital media offers opportunities to spread information and organize action for good causes, but it can also be used to disseminate maleficent content and propaganda. many platforms such as Google, YouTube, face book and twitter constantly update their terms of service and community standards it disapprove threats of violence such as violent or grey content, terrorism, organized criminal activity. However strong and consistent global internet governance is yet to be implemented in a common effort by all digital media stakeholders.

- The transformation of work brought by digital media may increase inequality and lower productivity.

As digital media transforms work by increasing fragmentation and demand for various skill sets rises and falls. The livelihood is very real of rising inequality in the near term as the global economy adjusts to these new realities. Highly skilled workers benefit from these more flexible work structures, but the lower skilled employees could be hurt in the short term

- It can change social skills
- Digital media may facilitate bullying, harassment and social defamation
- Excess digital media consumption may increase vulnerability to addiction and harm mental and physical health
- By selecting what information reaches which users, digital media can alter human decisions and pose risks to civil society.

CHAPTER-2

REVIEW OF LITERATURE

REVIVEW OF LITERATURE

2.1 Out of print: news papers journalism and the business of news in the digital age

Book by George Brock

George Brock in his work out if print substantiated the beneficiaries of digital media over print media that it out comes the traditional print media in a lot of way and the effective and futuristic journalism depends upon the digitalization of media. In his introduction, Brock discusses the effects of digital media on the world of journalism and, importantly, highlights the fact that the 21st century is ‘only a short period in the history of journalism’. Refreshingly, however, Brock does not see the influence of digital media as necessarily a death-toll for established, traditional journalism. Brock emphasizes the fact that journalism has never been fixed, but has continued to develop and evolve in a fluid manner and has undergone radical periods of change before the development of the internet in the 1990s.

Brock defines journalism as ‘the systematic, independent attempt to establish the truth of events and issues that matter to society in a timely way’, and at the end of the book reminds us that ‘Journalists should not confuse the platform with the content.’ His argument, throughout the book, is that the way in which we access news, and the way in which it is reported, is what changes – however there is still, and will continue to be, a very definite place for journalism in society.

Nonetheless, Emily Bell, reviewing the book for the New Statesman, argues that Brock ‘loses coherence’ when he tackles the digital age, although as Bell goes on to say, that cannot really be seen as a fault on Brock’s part. There is simply too much online in the way of digital media, with so much changing so rapidly, to be able to provide anything like a comprehensive analysis of all internet media that exists and is developing at the moment.

Bell makes a compelling point, however, in suggesting that Brock ‘does not go far enough in pushing at just how far this institutionally based idea of journalism has come under pressure to the power of the individual. Brock points out, fears about what cannot or cannot be trusted on digital media are ones that, ‘to some degree, come with all information I consume.’ One of the greatest advantages that Brock sees with digital media is that although mistakes are made often, they are also quickly corrected. Moreover, with digital media there is a greater

readiness to take risks, and to discover by trial and error what style of news reporting is most effective.

Although arguably an overly positive analysis of journalism today, Brock's stance is refreshing and the book is a pleasure to read. The diverse, free-for-all nature of online media reflects to some extent journalism's makeshift beginnings in the fifteenth century, when verifiable fact was mixed up with sensationalist fiction and recognized, reputable newspaper bodies were yet to be set up.

Importantly, Brock ends the book by focusing not on what is being lost, but on what will remain of journalism in whatever future media climate. 'But for all the fluctuations' he says, 'something of enduring worth is captured by the term 'journalism'. That value now has to be made visible again by a new generation.

2.2 The paperless world

Book by Neeraj Garwal

The Paperless world by Neeraj Garwal states the need of new trend in the media world where the paperless media helps in a lot of ways in one's life either as a method of saving time but also with the help of technology documentation and information sharing will become much easier and effaceable.

The concept was introduced in 1980 where the desktop computers made their appearance in the workplace, where one requires a little or no paper instead of paper, use a modern technology where documentation and information sharing become easy within no time.

The book consists of the beneficiaries of going paperless. The substitution of print media by paperless media has many merits such as it saves time, improves security, saves space, Results in immediate response etc.

Eliminating paper via automation and electronic forms automation can be done with the help of contributions of the modern world like document format, E form, database, Workflow platforms, E mail, Digital signature solutions, Web servers etc.

IT also states that compared with print media digital media has many advantages such as

1 It eliminates storage space

2 Reduce Expenses

- 3 Enhance customer service
- 4 Increased Securities
- 5 Improved Disaster recovery protections
- 6 Reduce environmental impact
- 7 Improve your competitiveness in industry etc

Neeraj Garwal concludes that in the future, the world would be digitalized as well as the services in it. Media as an important service also would be digitalized and it wouldn't affect the system but open up a new Era where communication barriers are eradicated and communication would be at our doorsteps without wasting time and putting up unwanted effort.

2.3 Data journalism: mapping the future

Book by Richard Keeble, John Mair

IT was published on January 10th 2014. With vast amounts of data now openly accessible online, and the new info graphic technologies available to visualize data, news media are increasingly making use of these valuable mines of data to source and produce their stories. Data journalism – the use of numerical data in the production and distribution of news – is an emerging subarea in our field but so far little has been written about it. Scholarly narratives on data journalism are still rare, not to mention published books devoted to this subject. The January 2014 release of *Data Journalism: Mapping the future* is a welcome addition to this nascent body of literature, after the seminal *Data Journalism Handbook* (2012).

Defining “data journalism” is not an easy task, given its confusion, or overlap at least, with “online journalism,” “digital journalism,” “computer-assisted-reporting (CAP),” “investigative journalism” and so on. The book sets out with its first section, “What precisely is data journalism,” to track the philosophical and conceptual foundation for data journalism as a stand-alone subject area. This collection of essays from four academics and industry experts certainly answers more questions than it raises. Data journalism evolved from “precision journalism and is a development of CAP in the online context; it combines reporting with programming of data; its features may include interactivity, statistics, a multi-modular approach, and audience participation.

As mentioned in the book, the notion of journo-coder, programmer-journalist, hacker-journalist, or journo-programmer is still novel and the terminology is as yet undecided. When reporting meets programming, the many myths this marriage has generated are always debatable but that does not stop data journalism from growing. Section 2 of the book is particularly informative (and most valuable of all, in my opinion) with the tips on developing and updating data journalism skills given by media-industry specialists such as Jacqui Taylor, Daniel Ionescu, and Pupul Chatterjee. From here one gets a big picture of the state of data journalism in practice – how data are accessed, obtained; how they are processed and presented using ever-updating tools such as Excel, Tabula, Tableau, Import.io, Google Charts, D3, infogr.am, Datawrapper, Many Eyes, Easel.ly, etc.

A great strength of this book is its recency. Not only does it introduce the most updated technologies needed for data journalism, but it also includes some very recent news events as examples to illustrate their implications for data journalism, such as the Snowden leaks, and the offshore banking leaks involving the secret British Virgin Islands-based businesses of the rich and famous around the world.

Most chapter contributors are UK-based so this book has a heavy UK context that requires some basic background knowledge to comprehend it. However, the information conveyed in the context is otherwise of universal reference value. Its UK context should not hinder it from being considered, overall, as an appreciated addition to the limited literature on data journalism.

2.4 Paperless: real world solutions with adobe technology

Book by JP Terry

In Paperless, J.P. Terry weaves the business case and technical implementation into a complete story on how a variety of businesses have benefited from Adobe solutions. Paperless is one part inspiration and two parts instruction. You will be inspired by real-world case studies as you meet people who have brought paperless change to their organizations. You will learn what worked and how you can apply these experiences to your own work. Meet lawyers, doctors, and business leaders who have transformed their operations with Adobe technology. Also, learn how city, state, and federal governments are saving money and providing better services with paperless solutions. The inspiration is just the beginning. The majority of this book is instruction

on Adobe's most important paperless technologies. Each section is full of hands-on demos that will show you how to get real business value from products you may already own. You will learn how to create and use digital signatures, certify PDFs, and integrate dynamic documents with your existing systems. This book explains all you need to know to be on your way to a paperless future.

2.5 THE RISE OF DIGITAL PRINTING IN A PAPERLESS WORLD.

ARTICLE BY NICK ISMAIL

PUBLISHED ON 14 MARCH, 2017

The article "the rise of digital printing in a paperless world" published in 14 March, 2017 on the site www.informationage.com it substantiates the beneficiaries of digital printing in the modern world. Digital printing is the process of transferring a document on a personal computer or other digital equipment to a printing device that accepts text and graphic output. Compared to existing print medium here the information is reduced to binary code or digitized so that it can be stored and reproduced. There is no need to replace printing plates in digital printing, resulting in a quicker turnaround time and lower cost. Digital printing is a lot more speedy compared with paper printing. According to a report by technology company Ricoh on IT pro portal, digital printers now boast features such as fifth ink stations and finishing technologies such as unique paper size handling and booklet finishing.

2.6 The future of print media in the digital age

Article by tishya doraiswamy

Printed on July 29, 2020

In this article tishya points out the facts that why the print media is outdated and how digital media overcomes it. As digital media and the internet have exploded in popularity, print media - newspapers, books, magazines - have lost their charm and value, and are instead seen as a waste of space or paper. When you can access thousands of books on your phone, read every article on the internet, and subscribe to magazines online, who needs the physical thing? And so, the decline of print media began.

The first question to ask - what all comes under print media, and how does it compare to digital content?

Print media is any content distributed in a printed manner, as its name suggests. Newspapers, novels, and magazines are all examples of the same.

On the other hand, digital media is any media that is distributed via electronic devices. This could include blogs, posts, videos, e books, and so on.

Physical media offers a tangible, physical experience to the consumers, and give them something they can store. It has a reputation, and air professionalism.

However, digital media comes with far bigger benefits- it's a better tool for business, allows for more creative freedom, and can be an interactive source of information. And these benefits have been realized, with weekly print circulation reducing by 12% in 2017-2018 itself.

The points that tishya put forward to substantiate the subject are

1 Digital Media – An Immediate Conversation Piece

Print media involves only one thing - reading and assimilating information. Words on paper, maybe an image or two, i. The rise of digital media, however, has enabled discussion and advocacy - at the press of a button, at the tips of your fingers. People from opposite ends of the world, from completely different backgrounds and communities, can debate on problems on a common platform - provided by digital media.

In fact, it's digital media that's made us so aware about the problems going on in the world today - not only can official platforms share information, but individuals, local publications, etc, can spread information around the world. Digital media has given rise to a whole new level of opportunities, for all one needs to do is switch on their phones or laptops to share an opinion on an article, start a magazine, or even launch a book.

2. A Two Page Long Document? Make That a Colorful Video

The other main opportunity that comes with digital media is that a lengthy and heavy article can be transformed into a beautifully animated video series, a weekly column into a conversational podcast, an encyclopedia into a cinematic documentary, and an article into a wonderfully interactive piece with videos, animations, colors. While scouring print media has a

distinct experience in itself, it can often be tedious, and digital media has helped prevent just that.

3. See Only What You Want

In the case of print media, all sorts of content are pushed out to audiences, regardless of what their specific tastes may be. Digital media, however, enables a business, author, news agency, magazine, or anything else, to market its product specifically to its desired audiences with no extra cost! Simply by focusing on certain topics, using certain forums, and utilizing specific keywords, a content creating agency can pull in specifically the viewers it wants to pull in - the interested ones! This, obviously, has made digital media far more lucrative for the businesses themselves.

4. Thousands of Articles and Books – All in Your Pocket

Digital media takes up far lesser space - or rather, no space. All the information and resources are stored in our tiny phone, I Pad, or laptop. Imagine if all that information was converted into print media - the amount of space it would take up is astronomical. And the amount of paper used is even more.

5. Find Any Information At the Click of a Button

Many Indians can't read, neither do they have a TV at home, but with relatively inexpensive smart phones - they can have access to information to news and the stories of their choice on platforms like YouTube, that too, in their own language.

For a Smartphone owning individual, digital media makes information far more accessible than it was before. Take the example of a country like India, with a largely rural population, often living in inaccessible terrains. Print media often didn't reach these places, creating an informational vacuum for the people there. In areas like these, digital media is far more accessible. However, the question of having access to digital media in the first place also exists, especially in countries like our own, where poverty prevents people from affording such luxuries.

Ever since the introduction of television to the mass market, print media has been on the decline. An even bigger change, however, has been observed during the last decade with the introduction of the Smartphone.

2.7 The rise of the digital era in journalism

Article by sanjay pugalia

Published on January 7, 2019

This article is published on 7th January of 2019 on www.hindu.com by Sanjay pugalia. It portrays the current evolutionary process in the field of journalism and the reason and necessity of such an update.

Journalism originated as the reportage of current events, specifically in printed form, i.e. newspapers. However, propelled by the massive growth in technology and electronic communication over the past decade, its scope has expanded and its definition has evolved into an all-encompassing domain of information. The current stage on that evolutionary ladder, following print, radio, and television is digital journalism, the most widely used and popular driver of news consumption in today's world.

As of now, as many as 80% of Indians consume news on the Internet, primarily through the social media and instant-messaging services. The large-scale use of services like Face book, Twitter, Instagram, LinkedIn, and YouTube has allowed news organizations to offer regular updates to consumers on current events, bypassing barriers of time and accessibility. In fact, advancements made in chat-bots have also made it possible to deliver curated news, stock market updates, and other relevant information, tailored specifically for the individual consumer, on Whats App and Messenger.

Another major advancement in the technical side of the digital world is Artificial intelligence. Artificial Intelligence has played a key role in highlighting the emerging potential of technology in automating news delivery on digital mediums. In evidence to this, Xinhua, the state news agency of China, recently unveiled a virtual news anchor running on AI, which is able to deliver news 24 hours a day on its website and social media platforms. Equipped to learn from live broadcasting videos, the AI anchor can simulate human voice, facial expressions, and gestures, and reads texts as naturally as professional news anchor.

The use of News-bots and Stock-bots to provide users with alerts and updates on the economy and relevant corporate and market news has helped in the rise of subscriptions as a revenue model, marking a shift from conventional print subscriptions to digital publications and aggregators, as customers are more favorable to the idea of paying for personalized features and improved levels of convenience tailored specifically to them.

Customizability is another outcome that comes in handy for content-creators as well. For instance, The Washington Post's Bandito, a custom-built real-time content-testing tool, enables experimentation with how stories are presented on its website. It allows editors at the news organization to create several experiences for a story, with varying headlines, blurbs, and thumbnail photos. Once the stories are live, it automatically identifies the best-performing version, displaying it more frequently to consumers, while making appropriate improvements to the rest.

The emergence of live video platforms such as Face book, Periscope, Instagram, and the like have also proved to be a boon for news reporting, opening up a range of high-traffic avenues for delivering information to consumers. On the other hand, innovative graphical representation, like the one used by The Weather Channel to highlight the impact of the storm surge caused by Hurricane Florence on the Carolina coast, has also helped sensitize audiences by giving them a near-realistic insight into the situation.

The recent spurt in the number of mediums available to broadcast news also sheds light on the need for collaborations and the incredible opportunities they present. Several forms of information delivery besides the traditional article format, such as videos, slideshows, podcasts, map mashups, VR-modules, and the like, now exist, which completely redefine the experience of the end user, providing a more interactive experience. Furthermore, cloud-based voice services such as Amazon Alexa and Siri are able to read out news to the consumer, running entirely on voice commands, thereby providing the added advantage of multitasking, eliminating language barriers, and more.

This era of aggressive digital evolution has made data one of the most valuable commodities in existence today, leading to a renewed focus on collecting, processing, and using information to curate targeted content specific to each and every consumer. As a result, the ability to strike a careful balance between transparency, privacy, and security, while utilizing the

immense potential of data and technology, assisted by intelligent innovation, is what will set apart a news organization in this brilliant new age of possibilities

2.8 How internet affects the newspaper business

Article by C. Taylor

In this article the precise information on how the internet affects the growth of newspaper business is substantiated. The advancement of the internet on the other side negatively affected the newspaper business. This article reveals some of the major points why such an occurrence is happening.

1. Fewer people rely on print newspapers in favor of faster digital media.

With the invention of the telegraph, radio and television, print newspapers have faced challenges over the decades, yet publishers have always adapted and persevered. However, the Internet is proving to be a far more dangerous foe to the traditional newspaper model. Faced with such an adversary, small and large newspapers alike may have no choice but to abandon their traditional methods for a more innovative approach.

2. Advertising Revenues

According to the Congressional Research Service, advertising revenue accounts for 80 percent of newspaper income. Unfortunately for newspapers, corporate advertisers are relying more heavily on cheaper and more dynamic online advertising space. Likewise, print classified ad sections are being out-competed by websites specializing in classified ads, social networking and help-wanted listings. As a result of this trend and a weakening economy, revenues from daily newspaper advertising dropped 44 percent from 2005 to 2009. In fact, the only advertising medium to experience an increase in advertising revenue during 2009 was the Internet.

3. Newspaper Staffing

With such dramatic decreases in advertising revenue, newspapers have been forced to cut costs. With labor costs constituting 50 percent of newspaper expenses, staffing was the first to go. Between 2001 and 2009, daily newspapers reduced overall newsroom staff by 25 percent. Although undesirable from an economic position, this has also restricted the newspapers' breadth

of coverage, potentially leading to an under-reporting of important news. With radio and television news broadcasts piggybacking on newspaper reporting, this affects non print news media as well.

4. News Sources

Until recently, major newspaper sources constituted the strong right arm of the news world, but with a reduction of staffing, the resulting slack must be made up elsewhere. Both commercial and nonprofit investigative news agencies, such as Global Post and the Pulitzer Prize-winning Republican, have arisen. Likewise, local news reporting agencies, such as Voice of San Diego and Miniport, have contributed to the mix. Coupling those organized agencies with numerous reporters now working on a freelance basis, and news coverage has expanded beyond that of traditional newspaper media. However, none of these supplemental contributors can match big newspapers for their previously available resources. Therefore, even if coverage is broadened, the comprehensiveness of the coverage may still be lacking.

5. Adaptation

Faced with such challenges, newspapers have no choice but to adapt. Readers demand instant access to news, so newspapers have created online editions. Some of these editions are free, whereas others are offered at a reduced rate or licensed through digital media, such as the Kindle, Nook or I phone. Such formats virtually eliminate print and distribution costs, so the newspaper feeds the news more quickly and efficiently. At the present time, these formats only supplement the traditional print format, but given time, they may prevail as the only available option.

6. Small Newspaper Opportunities

The lower costs associated with an online-only format creates opportunities for small news businesses. No longer are these publishers drowned in a sea of printing equipment, paper and distribution routes. For a modest investment, start-up news sites have the opportunity to emerge and have their voices heard. Even a single reporter operating by himself has a viable medium to publish internationally. This opportunity was virtually unheard of before the Internet.

These are some of the disadvantages in the print sector where the newspaper is the major printed material among these. Newspapers are traditional and outdated where the modern digital Era outcomes the printed materials in all terms.

9 The disadvantages of advertising in the newspaper

By

Barbara Hazelden

Published on February 12, 2019

The major disadvantages of Advertising in the Newspaper that pull back it from the reliable new advertising medium is published through this article by Barbara hazeldon on February 12,2019.the major drawbacks of the newspaper is clearly stated, For years, newspaper ads have enabled businesses to reach large potential markets for a fixed cost and to target specific consumer groups by placing ads in dedicated sections. For example, a sporting goods store's ad would logically appear in the newspaper's sports section. These positive newspaper attributes are countered by downsides each business and consumer should objectively evaluate.

1. Unrelenting Media Competition

Newspapers face unrelenting competition from other consumer information sources. Cable television provides 24-hour-a-day news along with in-depth coverage of major events and news stories. Broadcast and cable channel internet sites often cover additional story angles and frequently update content in close to real time.

In contrast, a newspaper operates on non-negotiable production deadlines that limit the freshness of its content. This reduced ability to provide current news, plus readers' tendency to view only certain newspaper sections, has helped drive a decline in overall newspaper circulation. From a distance, newspaper circulation looks impressive: 31 million on weekdays and 24 million on Sundays in 2017. But these numbers were down double digits from the year before as newspapers continued to compete with myriad online mediums.

2. Low Younger-Market Readership

Younger consumers often receive news, entertainment information and shopping opportunities via computers and portable devices. These highly mobile media meet younger adults' needs effectively, meaning that these consumers rarely have a need or desire to browse a paper version of a newspaper. Research has shown that young adults ages 18 to 35 are interested in news, but they are bombarded by it from their favorite social media platforms. Moreover, these platforms are adept at targeting readers based on their demographic and psychographic qualities – something newspapers are unable to accomplish with the same precision.

3. Short Shelf Life

Newspaper frequency varies from medium- and large-city dailies to community newspapers that print weekly or bimonthly. Newspaper advertisements' short shelf life considerably limits each advertiser's ability to reach its target audience. Daily newspapers are especially affected, as readers may toss only a cursory glance at each day's paper before running out the door to work. If the reader does not read the paper by the end of that day, ads that feature daily specials will be obsolete. Some advertisers may lack funds to advertise frequently, which makes it even less likely the business will reach its potential customers.

4. Relentless Ad Clutter

Newspaper pages often mix ads with editorial content, although some pages are devoted solely to advertising. A reader can easily focus on a full-page ad since no other ads compete for his attention. In contrast, a page's multiple ads create visual clutter and competing messages. Advertisers, especially businesses with small or unimaginative ads, risk having their ad completely passed over while the reader engages with larger or more interesting graphics. Readers viewing multiple ads may also subconsciously spend less time on each individual ad.

5. Internet Ad Competition

Newspaper ads have never been cheap, but the internet has proven to be an effective lure in this domain, too. Typically, newspaper ads are priced by four factors: the paper's circulation; the size of the ad; the number of times the ad runs; and when and in what section the ad appears. But no matter what a paper's circulation, it's nearly impossible to tell exactly who actually sees,

much less reads, a newspaper ad. People have always read newspapers in very different ways, with some focusing on news content while others scan only for bargains found in ads.

By contrast, a form of internet advertising called pay-per-click allows a business owner to pay a fee each time his ad is clicked. He may pay \$2 for a single click, but if it generates a \$200 sale, it's money well spent. Moreover, PPC advertising allows an advertiser to see how many people viewed an ad, how many clicked on it and how many responded – valuable information that a newspaper cannot provide.

10. Four digital trends reshaping the media industry

Article on www.reports.weforum.org

In this article, we analyze the most important consumer, ecosystem and technological trends that are driving digital innovation in the media industry.

The digitalization of the media industry has been driven by changing consumer behavior and expectations, especially among younger generations who demand instant access to content, anytime, anywhere.

A combination of demographic, consumer and technology trends is dramatically remodeling the media landscape

1. Demographics

As the global middle class grows (from 1.8 billion people in 2009 to an estimated 4.9 billion in 2030)¹, demand for new media services focusing on convenience, education, premium content and video-on-demand will grow, particularly in emerging economies. Meanwhile, the emergence of millennials (the generation born between 1981 and 1997) is creating demand for technology services that offer convenience, memorable experiences and instant access to content. At the same time, the world's population is ageing, leading to increased demand for health and wellness, entertainment and education services designed for older people. Finally, urbanization will contribute to increased demand for media offerings designed with people's commutes and busy work lives in mind.

2. New consumer behaviors and expectations

These demographic shifts are having a dramatic impact on what consumers expect from media, how they consume it, and on their familiarity and savviness in navigating the digital world. Changing consumer expectations and behaviors. Younger generations are keen to consume content from around the globe. Their expectations are built around instant gratification, especially the ability to access content immediately. Moreover, as the boundaries between industries blur, customers judge their experience of a service not just against competitors in its own sector, but against the best services from other industries.

Editorial content, advertising and propaganda. Consumers are increasingly savvy at spotting marketing or PR spin disguised as editorial content. As growing numbers of Internet users turn to ad-blocking software, marketers are changing tactics and looking to engage consumers through storytelling or providing useful information (brand utility).

The rise of the amateur content creator. Younger users are flocking to channels run by amateur content creators, such as Swedish star PewDiePie, who has amassed 9 billion views on his YouTube channel². These content creators have developed a new kind of relationship with their audience, building up a dialog with fans and name checking them in videos.

Content duration and delightful experiences. Consumers appreciate having someone to curate content for them, similar to what an editor would do with a (paper) magazine. Clean mobile reading experiences and native advertising platforms are reaching new and savvy audiences, enhancing the user experience and allowing publishers to charge a premium to advertisers.

Security, privacy and trust: Consumers are becoming increasingly aware that their daily lives are being turned into data that can be analyzed and monetized by third parties. Opaque and complicated privacy policies and customization algorithms may prompt consumers to switch to services that offer them more transparency and better data privacy.

3. Ecosystem challenges

As the media industry adapts to the changing habits of its customer base, we have seen a number of significant changes to the landscape of the media sector. Startup disruptions, Talent, access to technology and a ‘change the world’ attitude are allowing startups to bloom across the world, creating new businesses and lean models. Once this breed of company reaches scale, it invests both in raising the quality of its content and in offering new services, putting competitive

pressure on traditional media companies. Everybody is a content creator. A diverse set of brands and organizations now assume the role of broadcasters competing for consumer attention (for instance, Unilever and Intel through their partnership with Vice Media).

Access to financial resources. Creative people are finding novel ways to fund new products and services. Content creators are bypassing traditional media companies and turning instead to innovative sources of financing such as crowd funding platforms.

The transformation of work digital transformation is likely to have a significant impact on employment, creating demand for some highly skilled digital roles, while making some job categories redundant. As the workforce adapts to the digital economy, there is likely to be a need for lifelong learning to keep pace with the evolution of technology.

Regulatory uncertainty legal frameworks surrounding intellectual property are not ready for a new generation of media consumers who expect instant access to content from anywhere on the globe. As a consequence, many consumers are choosing to bypass conventional means to access content (for example, using Virtual Private Network (VPN) services to access US Netflix in the United Kingdom).

4. Technology trends

The increase in mobile and Internet penetration has made being connected a way of life for younger generations of consumers. This presents media businesses with opportunities to fuel the continuous conversations that this connectivity allows. Alongside this increase in connectivity, technology now allows access to content anywhere, anytime. Meanwhile, the growing availability of open-source and free software enables startups to build new businesses and innovative products in record time. And finally, through the widespread availability of cheap sensors, connected devices and cloud computing, we are witnessing the birth of the Internet of Things, a network of connected machines delivering smart services, which will offer the media industry a whole range of opportunities to create seamless, personalized services.

Against the background of these broader technological advances, there are a number of technological trends that we believe will be central to the digital transformation of the media industry.

Data analytics and real-time content management. Data collection and analytics enable companies to get consumer insights across many channels and devices, allowing them to deliver

relevant and meaningful experiences. This real-time use of data analytics is particularly important as media organizations no longer just provide content but experiential services built around that content.

Mobile and social the power of mobile and social is transforming how media is consumed and perceived.³ Continuous and instant access, particularly through sharing on social media, empowers users to promote or destroy brands and institutions. Overnight stardom or instant reputational crises are new phenomena that need to be managed from business and technology perspectives.

The industrialization of the media industry new digital processes are changing how media is created, distributed and monetized. Traditionally, the media industry focused on creating content and optimizing distribution, but today many companies are automating this, digitizing catalogs and inventories, launching new rights management systems and writing algorithms to create content.

CHAPTER-3
RESEARCH AND METHODOLOGY

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3. RESEARCH

Research is a scientific and systematic search for relevant information. It's an art of scientific investigation. Research involves collection, organization and a systematic analysis of information to increase our understanding of a topic or issue.

There are two basic approaches for research, quantitative approach and qualitative research.

Quantitative research from the name itself can be identified that it is the research that is Expressed using quantities. It is the generation of a data in quantitative form. This method Emphasizes the statistical, mathematical or numerical analysis of data collected through polls, Questionnaires and surveys.

Qualitative research is concerned with subjective assessment of attitude, opinion and Behavior. Generally the techniques of focus groups interviews, projective techniques and Depth interviews are used.

3.1 General objective

To study about the substitution of print media by paperless media

3.2 Specific objective

- To analyze the change of media
- To study about the advantages of digital media.
- To study about the public's approach to the change of media
- To study various digital platforms
- To analyze the difference between print media and social media
- To analyze how the digital media helps the educational and occupational field
- To analyze how the digital platform saves time

3.3 RESEARCH DESIGN

A research design is the set of methods and producers used in collecting and analyzing Measures of the variables specified in the problem research. Here we have both quantitative and qualitative form of analysis. Quantitative research, from the name itself can be designated that of analyzing research using quantities. Studying and emphasizing the statistical, Mathematical or numerical analysis of data collected through polls, questionnaires and surveys. Qualitative research on the other hand is an assessment of analyzing attitude, opinion and Behavior. Techniques of focus groups interviews, projective techniques and depth interviews are used to interpret and analyse the qualitative research.

3.4 Method of study

Here we use quantitative analysis and survey as method of study. Here we conducted a survey from age category 18 to 60 and above seeking the opinions of substitution of print media to new media or digital media.

3.5 Field of study

The survey is conducted among different age categories but mainly focused on the new Generation. Students ranging from 18 to 25 responded highly to the survey and an opinion of the Coming generation can be taken from the survey. Total of 264 responses had been recorded Which 194(73.76%) Are from 18 to 25 age category where 185 (70.34) are students.

3.6 Period of study

The study was conducted from 1st February 2021 to March 30, 2021.the span time is mainly Focused on collecting data, analyzing the presentation of stories in different channels and Reading related books and reviews. The study is conducted among different age groups of Society via online through Google form and response is recorded via online

3.7 Selection of sample studying

The study is about the substitution of print media by paperless media conducted among different Age categories of our society to record their reaction and approach to the replacement of print Media by digital media.

3.8 Hypothesis

Hypothesis is a principle instrument in research. Simply speaking, hypothesis is an assumption Or some supposition to be proved or disproved. But for a researcher, it's a formal question that The researcher intended to resolve.

3.8 (a) General Hypotheses

PRINT MEDIA IS REPLACED BY DIGITAL MEDIA

3.8 (b) Specific Hypothesis

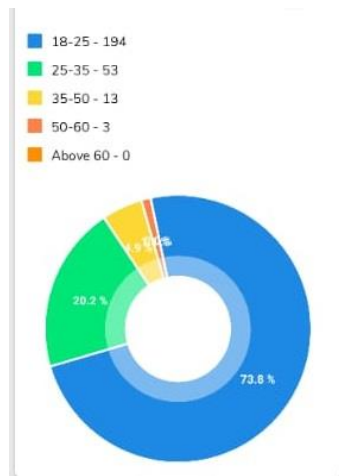
- ✓ People from different ages prefer digital media over print media
- ✓ Digital media is more easy to access than print media
- ✓ Most of the people are satisfied with digital media
- ✓ Print media is outdated
- ✓ Digital media is speed and reflective.

CHAPTER-4

FINDINGS AND ANALYSIS

4 FINDINGS AND ANALYSIS

1. What is your age?



18-25 - 194 (73.76%)

25-35 - 53 (20.15%)

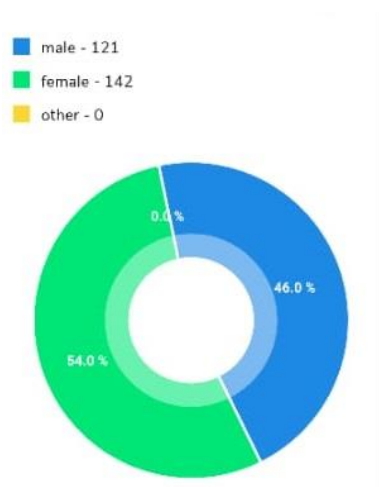
35-50 - 13 (4.94%)

50-60 - 3 (1.14%)

ABOVE 60 - 0 (0.0%)

From the figure: It can be analyzed that 73.76% of people are in the 18-25 age group, 49.9% of People are in the 35-50 age group, rest of them are (1.14%) in the 50-60 age group and no one is over 60 years old.

2 What is your gender?



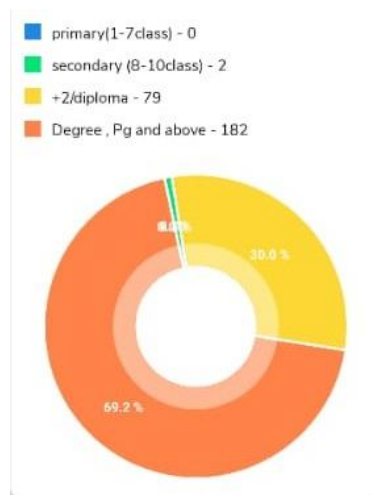
Male - 121 (46.01%)

Female - 142 (53.99%)

Others - 0 (0.00%)

From the figure: it is clear that the majority of the people are (53.99%) female. The rest of them are (46.01%) male.

3 Education qualification?



Primary (1-7 class) - 0 (0.00%)

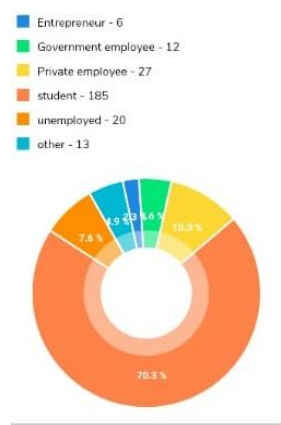
Secondary (8-10 class) - 2 (0.76%)

+2/Diploma - 79 (30.04%)

Degree, pg and above - 182 (69.20%)

From the figure: it can be analyzed that the majority of the people have an education Qualification (69.20%) of degree, pg and above. some people (30.04%) who participated have Learned plus two / Diploma. Rest of the people (0.76%) who participate have learned secondary Class.

4 Occupation



Entrepreneur - 6 (2.28%)

Government employee - 12 (4.56%)

Private employee - 27 (10.27%)

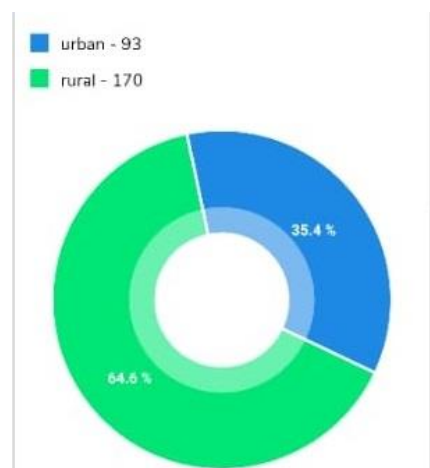
Student - 185 (70.34%)

Unemployed - 20 (7.60%)

Other - 13 (4.93%)

From the figure the majority of the people (70.34%) are students. Some other people (10.27%) are private employees, (7.60%) of people are unemployed, (4.56%) of people are Government Employees, (2.38%) of people are Entrepreneurs, rest of them (4.94%) have an occupation.

5 Locality;

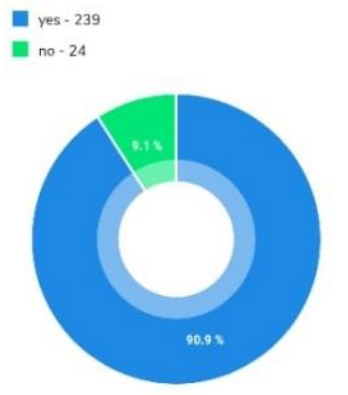


Urban - 93 (35.36%)

Rural - 170(64.64%)

When we ask about their locality according to our research majority of the people which means (64.6%) 170 people are from rural areas and only 93 people (35.4%) are from urban areas. so We get a conclusion that the majority of the people who gave responses to our research were Urban people.

6 Do you read newspapers, Printed books or Magazines?

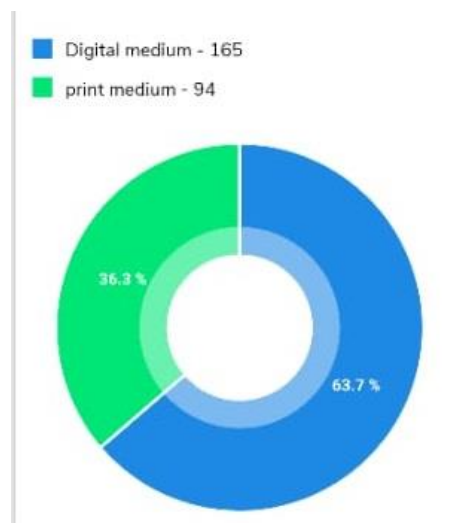


Yes - 239 (90.87%)

No - 24 (9.13%)

It is clear that a good number of respondents read newspapers, printed books and Magazines. There are (90.87%) people who follow printed media. There is small number of People (9.13%) doesn't read printed media

7 In which medium do you prefer to read news?



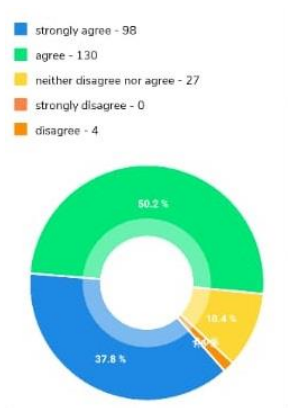
Digital - 165 (62.74%)

Print - 94 (35.74 %)

Not answer - 4(1.52%)

The majority (62.74%) of people rely on digital media to read the news. Only a small Percentage (35.74%) people rely on Print media to read the news. A very small percentage (1.52 %) of people do not answer this question.

8 News is up to date in digital medium?



Strongly agree - 98 (37.26%)

Agree - 130 (49.43 %)

Neither or nor - 27 (10.27%)

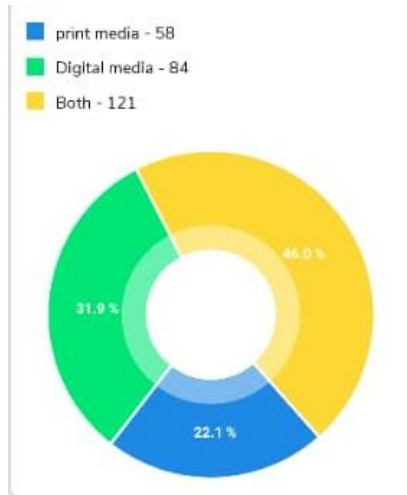
Strongly disagree - 0 (0.00%)

Disagree - 4 (1.52 %)

Not answer - 4 (1.52 %)

Most people (49.43 %) agree that digital media is news up to date. There are those Who (37.26 %) strongly agree without further ado. A small percentage of (10.27 %) people Do not agree and do not disagree. There is no one who strongly agrees only (1.52%) of People disagree and do not answer.

9 Which is more Authentic in your opinion?



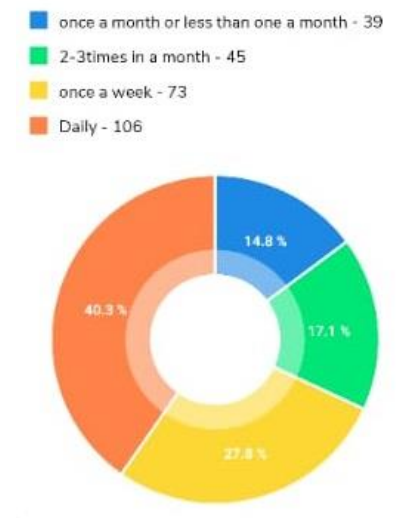
Print media - 58 (22.05%)

Digital media - 84 (31.94%)

Both - 121 (46.01 %)

Most of (46.01%) people say that digital media and print media are equally authentic. There are those (31.94 %) who say that digital media is all too authentic without much Difference. A small percentage (22.05%) of people say that print media is more Authentic.

10 In the past one month, how much time did you spend reading?



Once a month or less than a month - 39(14.83%)

2-3 times in a month - 45(17.11%)

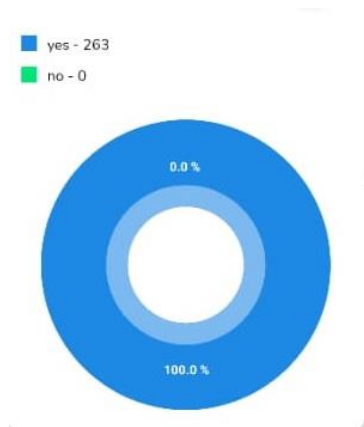
Once a week - 73(27.76%)

Daily - 106(40.30%)

For the question in the past one month how much time will you spend reading to get a clear Answer.

39 people means 24.83 % of the people say that they spend time only once in a month or less Than one time in a month for reading.45 people say that (17.11 %) people have time for reading 3 times in a month. 27.76% (73) people say that they have time for reading once a week. 40.30 % (106) people use time for reading daily, Here we get a conclusion that reading has a Great impact on people in this digital age too. Here majority of the people who find their own Time for reading.

11 Do you use smart phones?

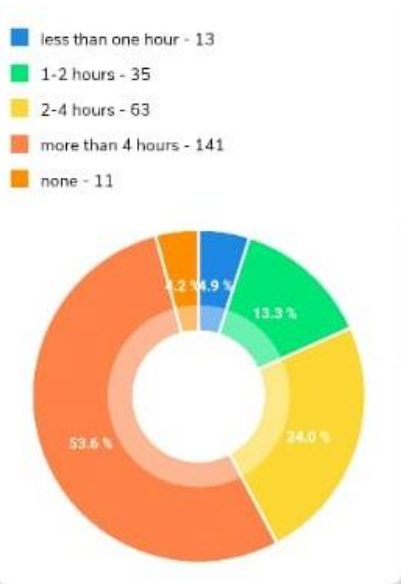


Yes - 263(100%)

No - 0 (0.00%)

As per our question do you use smart phone 100% of the people answered that they use smart Phone. We conducted a survey from the age group 18-60 here we get a clear idea that they use Smart phone. It gives a clear report that smart phones have a great place or part in the life of People without any discrimination.

12 How much time did you spend using smart phones?



Less than one hour - 13 (4.94%)

1-2 hours - 35 (13.31%)

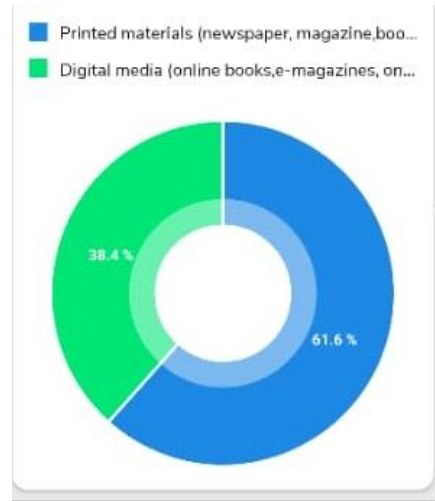
2-4 hours - 63 (32.95%)

More than 4 hours - 141 (53.61%)

None - 11 (4.18%)

Our 12th question has an important role in everyone's life. When we ask about the time spent by the people using smart phones we get a clear picture that the majority of the people use smart phones more than 4 hours. We get a question about why they use or what they spend more than 4 hours on their smartphone, they spend on mobile phones for social media, reading online games etc. As per the survey only 4% of the people use less than 1 hour on mobile phones and 13.31% of people are using smart phones between 1-2 hours a day. A good number of people, which means 63 people are using mobile phones from 2-4 hours a day and 11 of them are not spending time using smart phones.

13 Which media in your opinion is perfect for reading?

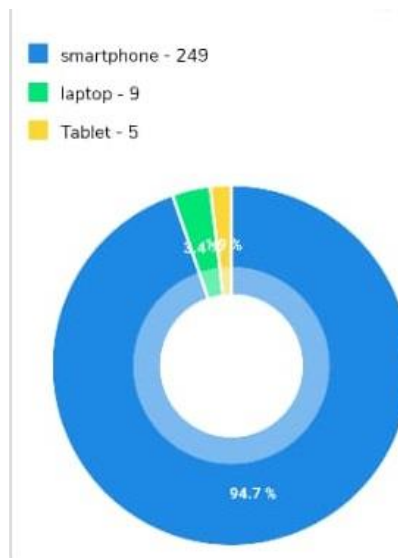


Printed materials (newspapers, books, magazines etc). - 162 (61.60%)

Digital media (online books, E magazines, E newspapers, digital journals etc) - 101 (38.40%)

For the question which media is perfect for reading by the majority of the people which means (61.60) 162 people answer that they prefer printed media than digital media. Only (38.40)101 People support digital media is perfect this is because it is used from very old times. Here we Get a conclusion that printed media is a media which is used from very old times and people are Commonly used and supported by printed materials.

14 what device do you use for reading online?



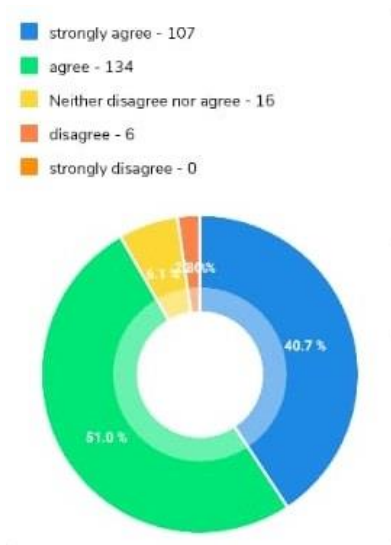
Smartphone - 249 (94.68%)

Laptop - 9 (3.42%)

Tablet - 5 (1.90%)

For the question which medium is used for reading most of the people which means 249 (94.68) Answers that they use mobile phones and (3.42) 9 of them answered for laptop and only 5 for Tablet .This means mobile phone is a commonly used device which the people use for reading And the mobile phone or a smart phone is now became commonly used medium and mobile Phones have a great part in the development of digital media.

15 Digital media is easy to store and access



Agree - 134 (40.68%)

Strongly agree - 107 (40.68%)

Neither nor - 16 (6.08%)

Disagree - 6 (2.28%)

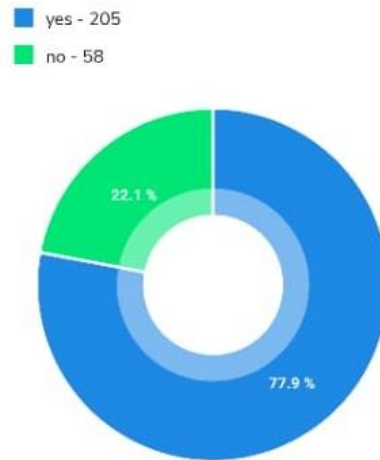
Strongly disagree - 0 (0.00%)

When surveyed on the subject of the substitution of print media by paperless media, Most people (50.95%) agree that digital media is easy to store and accessible. There are those Who strongly agree with the difference of a few percent (40.68%). A small percentage (6.08%) of

People do not agree or disagree. Only a very small percentage (2.28%) of people disagrees.

There are no people (0.00%) who do strongly agree

16 Do you use digital transactions?

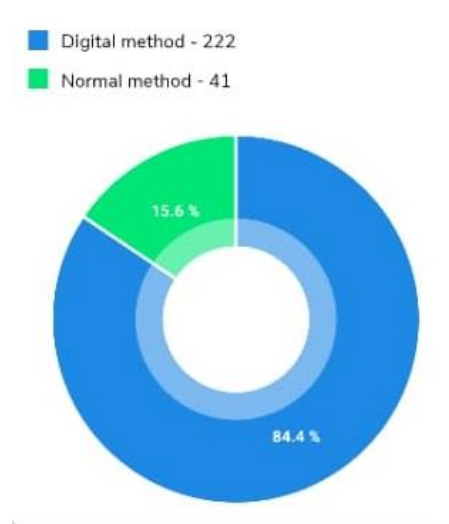


Yes - 205 (77.95%)

No - 58 (22.05 %)

It is clear that a good number of respondents use transactions. Most people (77.95 %) Say that they use digital transactions. Only a small percentage (22.05 %) of people say they do Not use digital transactions

17 Which is more easy payment method?



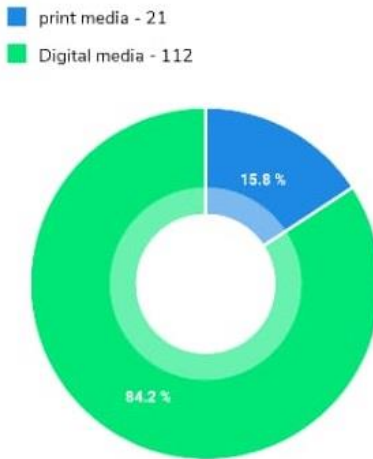
Digital - 222 (84.4%)

Normal - 41 (15.59 %)

To the question of which is the more easy payment method, most people (84.4%) have

Answered that digital media is the most easy payment method. Only a very small percentage (15.59%) of people say that the normal method is easier

18 Which is more efficient in taking response?

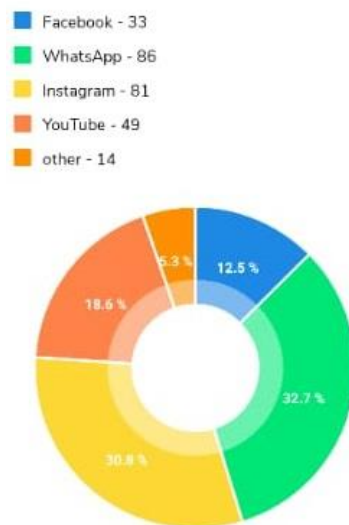


Print - 47 (17.87%)

Digital - 216 (82.13%)

Most people have responded to the question of which is more efficient in taking response as Digital media. Most people (82.13%) agree that digital media is more efficient in taking Response. Only a small percentage (17.87%) of people say that print media is the most Efficient in taking response.

19 Which social media platform do you consume more?



Facebook - 33(12.55%)

WhatsApp - 86(32.70%)

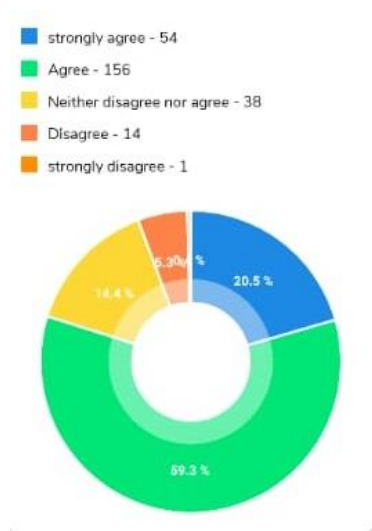
Instagram - 81(30.80%)

You tube - 49(18.63%)

Other - 14 (5.32%)

WhatsApp is a social platform used by a very large percentage (32.70%) of people. It is followed by Instagram. (30.80%) of people say that the social media platform they use is Instagram. A small percentage (18.63%) of people say you tube is the social media platform they use. A small percentage (5.32%) of people says none of these and a small percentage (12.55%) say Facebook is their social media platform.

20 Print medium requires space for storage?



Strongly agree - 54 (20.53%)

Agree - 156 (59.32%)

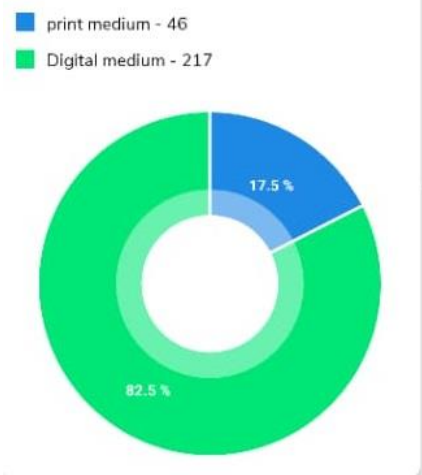
Neither agree nor disagree - 38 (14.45%)

Disagree - 14 (5.32%)

Strongly disagree - 1 (0.38%)

From the figure, It is clear that the majority of the people agree (59.3%) and Strongly agree (20.5%) with the statement .The other (14.4%) neither disagree nor agree. Few People (5.3%) disagree and a small amount (0.5%) people strongly disagreed with the Statement.

21 Which medium is easy to use?

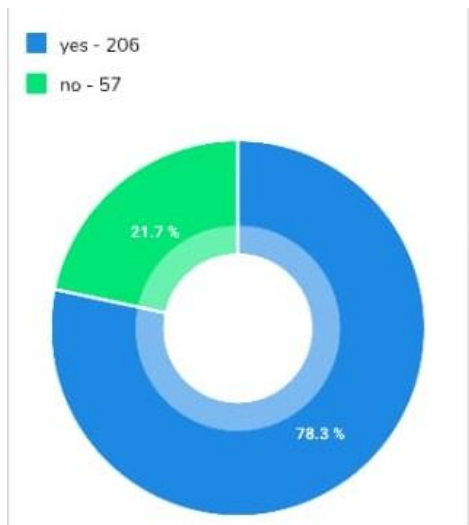


Print medium - 46 (17.49%)

Digital medium - 217 (82.51%)

From the figure: It is noticed that the majority of the people (82.5%) have opted digital medium as easy to use and others (17.5%) have opted print medium as a medium for easy usage.

22 Are you satisfied in the change of print medium to digital medium?

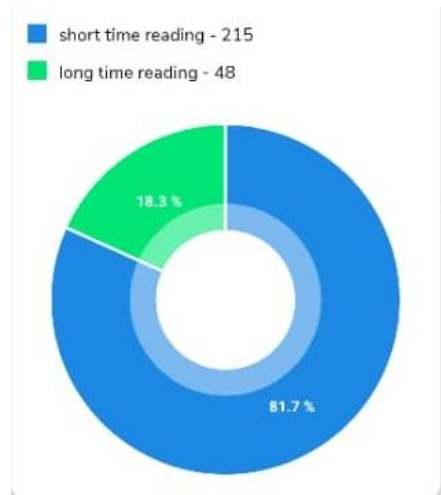


Yes - 206 (78.33%)

No - 57 (21.67%)

From the figure: It can be noticed that the majority of the people (78.3%) are satisfied with the Change of print media to digital media while some of them are not satisfied (21.7%).

23 Short time reading or long time reading?

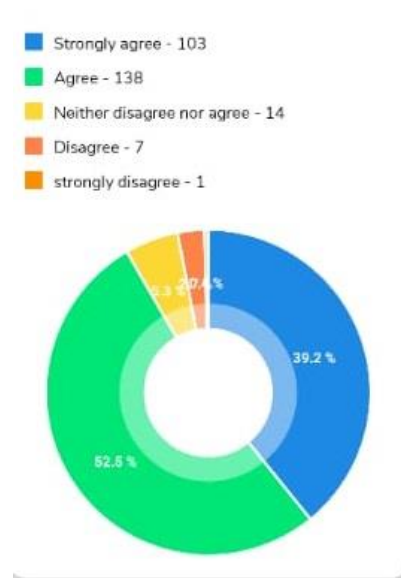


Short time reading - 215 (81.75%)

Long time reading - 48 (18.25%)

From the figure: it Shows that majority of the people are interested in short time Reading (81.7%) and some people are interested (18.3%) in long time reading

24 Digital platforms help me to read newspapers at any time?



Strongly agree - 103 (39.16%)

Agree - 138 (52.47%)

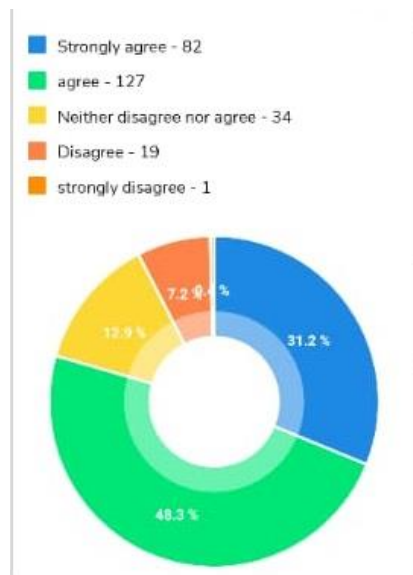
Neither disagree nor agree - 14 (5.32%)

Disagree - 7 (2.66%)

Strongly disagree - (0.38%)

Here, from the figure: it is clear that a majority of people (52.47%) agree with the statement. A Good number of people (39.16%) strongly agrees with the statement. The other (5.32%) neither Disagree nor agree, a small number of people (2.66%) disagree and (0.38%) strongly disagree with the statement.

25. Online reading more easily and time efficient?



Strongly agree - 82 (31.18%)

Agree - 127 (48.29%)

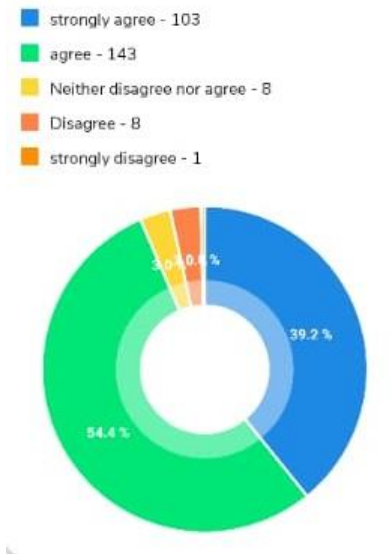
Neither agree nor disagree - 34 (12.93%)

Disagree - 19 (7.22%)

Strongly Disagree - 1(0.38%)

From the figure: It can be analyzed that the majority of the people (48.29%) agree with the Statement. A good number of people (31.18%) strongly agree, some people (12.93%) neither Neither disagrees nor agrees with the statement. The rest of them (7.22%) disagree and only one person (0.38%) strongly disagrees with the statement.

26 By using a digital platform I can read at any time?



Strongly agree - 103 (39.16%)

Agree - 143 (54.37%)

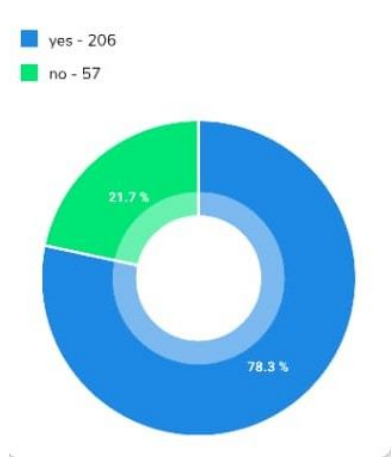
Neither disagree nor agree - 8 (3.04%)

Disagree - 8 (3.04%)

Strongly disagree - 1 (0.38%)

From the figure: it is clear that the majority of the people (54.73%) agree and (39.16%) people Strongly agree with the statement. Some people (3.04%) neither disagree nor agree with the Statement. The rest of them (3.04%) disagree and only one (0.38%) people strongly disagree With the statement.

27. Digital media is transparent?



Yes - 206 (78.33%)

No - 57 (21.67%)

From the figure it can be analyzed that the majority of the people (78.33%) thinks digital media is transparent and the rest of them (21.67%) opt as digital media is not transparent.

From the above findings and analysis on the topic substitution of print media by paperless Media, it is understood that

- Majority of people are satisfied with the replacement of print medium by digital medium.
- Majority use smart phones as a digital medium to read online and for using social media which from the study we can understand that whatsapp is the most used social media.
- A large percentage of people opted digital medium as an easy medium to use and an Efficient medium in taking response.
- Asking on authenticity majority (121 out of 264) chose both digital and print medium as Authentic
- Out of 263 responses 205 use digital transactions and 222 chose it as an easy payment Method, this substantiated the possibility of digital currency and bit coins than traditional Print resources
- Majority approved the statement that print medium requires space for storage where Digital medium is space less. It proves that the print medium is materialistic and can be Damaged from time to time.
- Majority opt for short time reading and digital media is opted by 165 people to read News. This shows the time efficiency of digital reading.
- for the question on the time spent for using a smart phone 141 out of 263 consumes More than 4 hour per day and 63 and 35 people consume 2 to 4 and 1 to 2 hours daily. In taking response 216 opted digital media as an efficient one which depicts the timely And speedy intervention of digital media.
- as a perfect medium for reading 162 choose printed materials whereas 101 chose digital Media. Here it shows that the traditional media is still used by people on a greater extent. But the future generation looks into digital media as a perfect medium for reading as From 101 responses Majority are from 18 to 25 years.

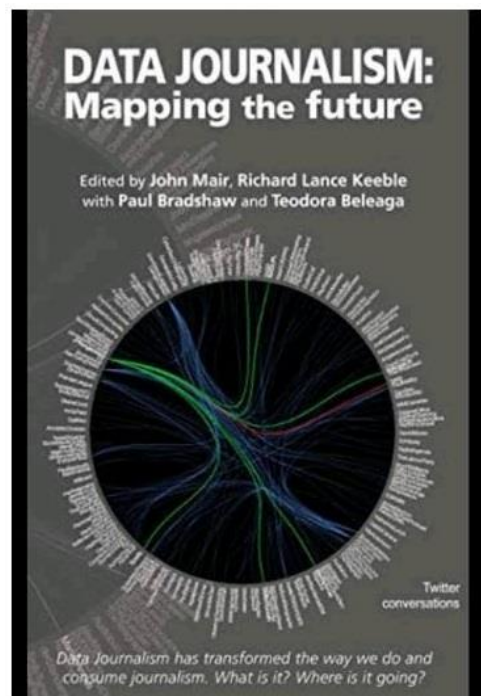
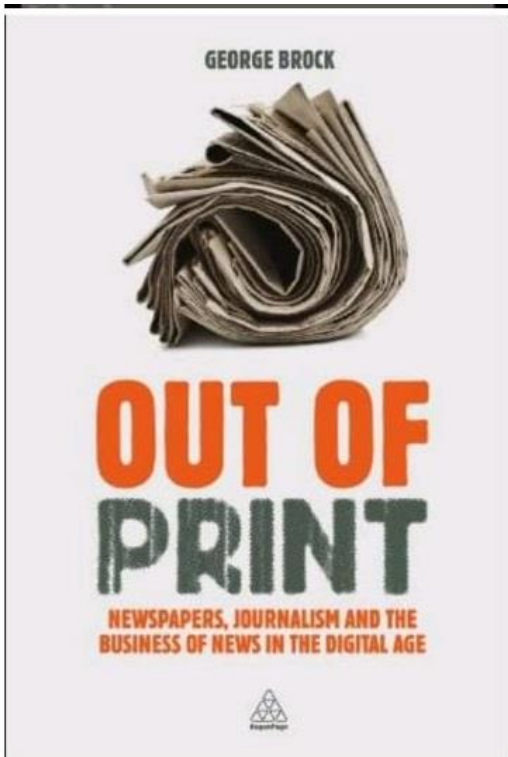
- By using digital platforms we can read at any time and from the survey majority of Persons use smart phones for more than 4 hours. Smart phones are compact and easy to Carry and easy to access at any time without any intervention
- Asking about transparency majority (206) agreed that digital media is transparent. This Clearly proves that digital media can perform reliably and can provide a higher user Interface to the users than print media.

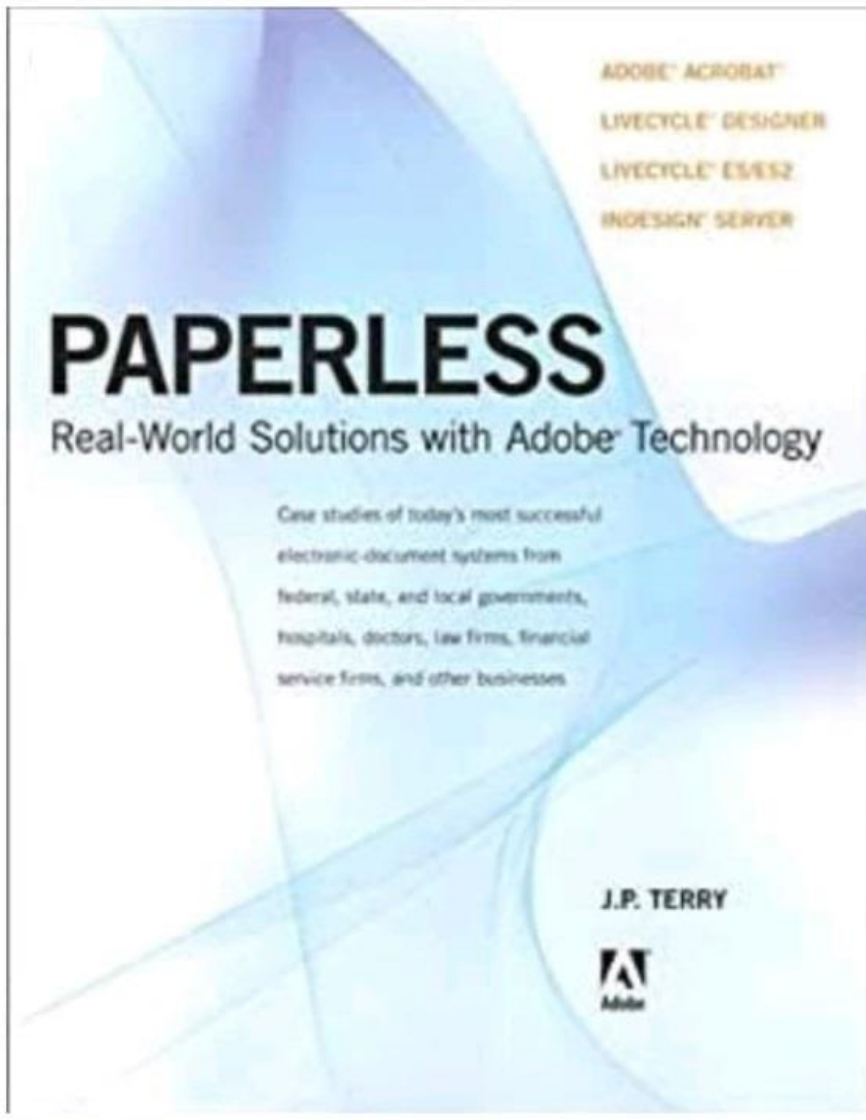
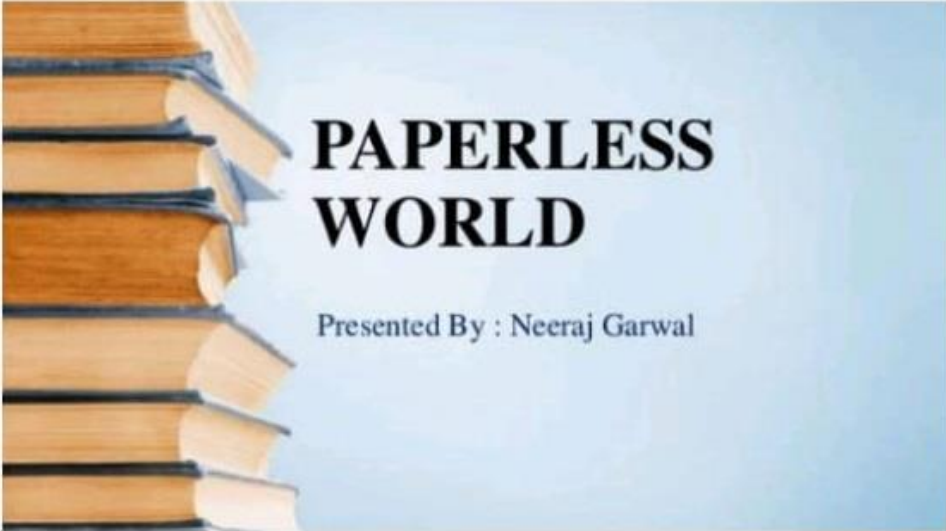
CHAPTER 5
CONCLUSION

6 CONCLUSION

Media is an unavoidable factor in our everyday life. Media provides day to day information to us With its necessity. The necessary information is propagated to every corner of the society Irrespective of age and gender. media can be classified into two, print media and digital media. Print media consist of materialistic printed materials whereas the digital media is infinite and Space less. Here from the topic the main aim is to study whether people choose digital media Over print media and the result is positive. Majority opted that they are satisfied with the change Of print media to digital media. Here not only media but also the medium has major importance, Not only in the transformation of news but also in every other sector digital medium has its Benefits. It's very speedy and easily accessible. From the survey majority choose digital Transactions as an easy method and digital reading as an easily accessible medium that can be Easily accessed at anywhere only with a Smartphone, and if necessary an internet Connection. From the findings and analysis it is clear that people are satisfied with the change And replacement of print media by digital media. Digital media in every sector outcomes the Print media and it is clear from the responses recorded. So we can conclude that the study has Future relevance that the major response is from the youngsters and also we can clearly state That digital media can perform efficiently and timely by replacing print media. A fully digitized World can be expected in the future world.

CHAPTER 6
APPENDIX





CHAPTER 7
BIBLIOGRAPHY

7 BIBLIOGRAPHY

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