The Survival of Newspapers in The Digital World

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ABSTRACT:

A newspaper may be a periodical publication containing written information about different factors like politics, business, and sports, infrequently embody material like optional columns, weather forecasts, reviews of native services, crosswords, etc.

The objectives of the research project are to know the importance of newspapers in our daily life, to know which language of the newspaper is more popular in different localities, to know which are the different sections people prefer to read newspapers, to check which factors are affecting the sales of the newspapers and to check how social media affecting newspapers.

The methods used to get the result for the research project are graphical representation, and chi-square test using Microsoft Excel.

According to the analysis, we observed that reading newspapers daily and two times / three times a week shows the importance of newspapers in our daily lives. Due to easy availability, most people like to read E-newspaper which is the digital form of hardcopy of newspapers. The popular language is English in urban localities as well as rural localities. We have seen that 48% of the sample preferred reading the entertainment section. Sales of newspapers are decreasing due to social media platforms.

Keywords: *newspapers, Chi-square test, digital platforms, sales, etc*

Data Availability: *The data used for the study is primary data.*

INTRODUCTION:

The newspaper is a powerful tool that provides news to millions of people of different age groups. The word newspaper means full of information about what is going around the world and it is published on national as well as regional levels it contains different sections like Politics, Business, Sports, Education, Articles, Crime issues, Advertisements, and others. These newspapers are also available in different local languages which will help people to access the news in their comfortable language. Before the invention of newspapers, there were two types of publications they are handwritten sheets and single-item news publications.

The Indian first newspaper Hicky's Bengel Gazette was started by James Augustus Hicky in the year 1780. The newspapers were started in the British era in India. These newspapers are often typed in black ink with a white or grey background. It was traditionally been printed (usually on cheap or low-grade paper called newsprint). In India, printing newspapers is a very popular print media as compared to other countries. Printing newspapers is the old form of mass media but it is never said to be the old style during

almost 400 years of existence (2020 EPRA IJMR). But today with the increase in technology resources the method of accessing newspapers citizens has changed they use digital forums or platforms.

From the India Readership Survey (IRS) it was been seen that of those under 35 years, 56% are identified as online readers compared to 16% of the print medium (2021 IJRAR May 2021, Volume 8, Issue 2).

### CHALLENGES FACED BY THE NEWSPAPER INDUSTRY:

In today's world, younger love reading news and information using their digital gadgets like smartphones, laptops, etc. E-newspapers have undoubtedly brought a new approach to seeking information. Online Publication media lets you read an article, examine its sources, and interact through a natural conduit that other types of media cannot do (Smith 2005). In India, newspaper marketing and sales are on the largest scale as compared to other countries. After the impact of covid- 19 printing media was still the second–largest advertising medium but it is likely overtaken by digital media in 2021 nowadays the sales of the printing media industries are decreasing because most newspapers are also available on different websites as online newspapers (E-newspaper) and some of the printing industries have also abandoned their print version entirely.

OBJECTIVES:

1. To know the importance of newspapers in our daily lives.
2. To know which language of the newspaper is more popular in different localities.
3. To know which are the different sections people preferred to read newspapers.
4. To check which factors are affecting the decreasing sales of the newspapers.
5. To check how social media affects newspapers.

METHODOLOGY:

To achieve the objectives of the study. The data collection was for one month. The study of the survey was done by collecting primary data through a questionnaire, which was sent using a Google Form link. The questionnaire was based on the objectives to be studied. The responses were collected in a group of people with 218 responses which contained 111(51%) males and 107 (49%) females. The analysis has been done on 200 responses which contain 50% males and 50% females. And 42% of people prefer reading E-newspaper, 39% prefer reading hardcopy and 19% prefer reading both types of E-newspaper and hardcopy. The methods used for the analysis and results are graphical representation and chi-square test using Microsoft Excel which was done using a pivot table.
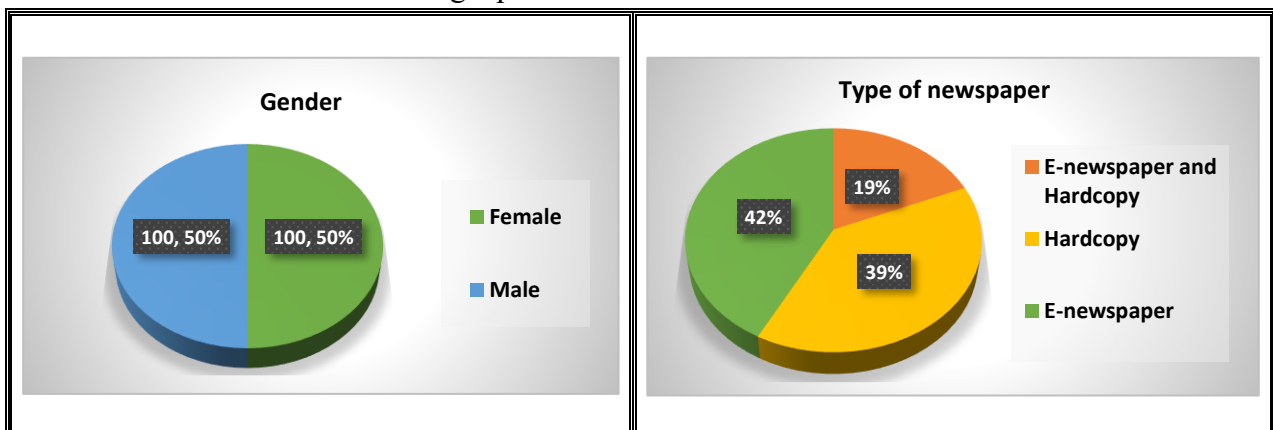
CHI-SQUARE METHOD:

In 1900 **Karl Pearson** introduced a test for analyzing categorical data and distribution. The test is a **Chi-Square Test** also called **Pearson's Chi-Square Test**.

A Chi-Square Test is defined as a statistical test used to check the difference between observed data and expected data. This is best to identify whether there is a relationship between the two categorical variables. It's denoted by χ_c^2

Formula of Chi-Square Test

$$\chi_c^2 = \frac{\sum(O_i - E_i)^2}{E_i}$$

Where,

c: Degrees of freedom

O: Observed value(s)

E: Expected value(s)

1. TO KNOW THE IMPORTANCE OF NEWSPAPERS IN OUR DAILY LIFE.

Using a chi-square test:

First categorical variable = Importance of newspaper

Second categorical variable = Preferred for reading newspaper

Hypothesis to be tested:

H_0: There is no relationship between the importance of newspapers and a preference for reading newspapers.

H_1: There is no relationship between the importance of newspapers and a preference for reading newspapers.

The **Observed value** is represented graphically	The **Expected value** is represented graphically
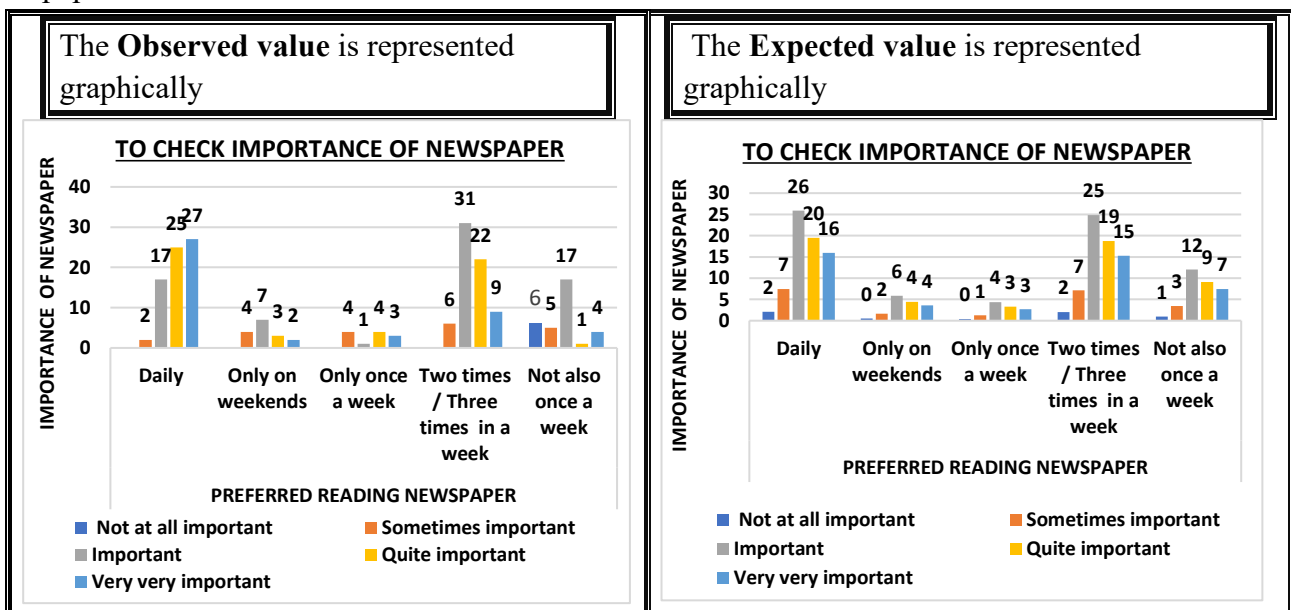
Observed values	Preferred for reading newspaper					
Importance of newspaper	Daily	Only on weekends	Only once a week	Two times/ three times a week	Not also once a week	Grand total
Not at all important					6	6
Sometimes important	2	4	4	6	5	21
Important	17	7	1	31	17	73
Quite important	25	3	4	22	1	55
Very very important	27	2	3	9	4	45
Grand total	71	16	12	68	33	200

Expected values	Preferred for reading newspaper					
Importance of newspaper	Daily	Only on weekends	Only once a week	Two times/ three times a week	Not also once a week	Grand total
Not at all important	2	0	0	2	1	6
Sometimes important	7	2	1	7	3	21
Important	26	6	4	25	12	73
Quite important	20	4	3	19	9	55
Very very important	16	4	3	15	7	45
Grand total	71	16	12	68	33	200

Decision criteria:

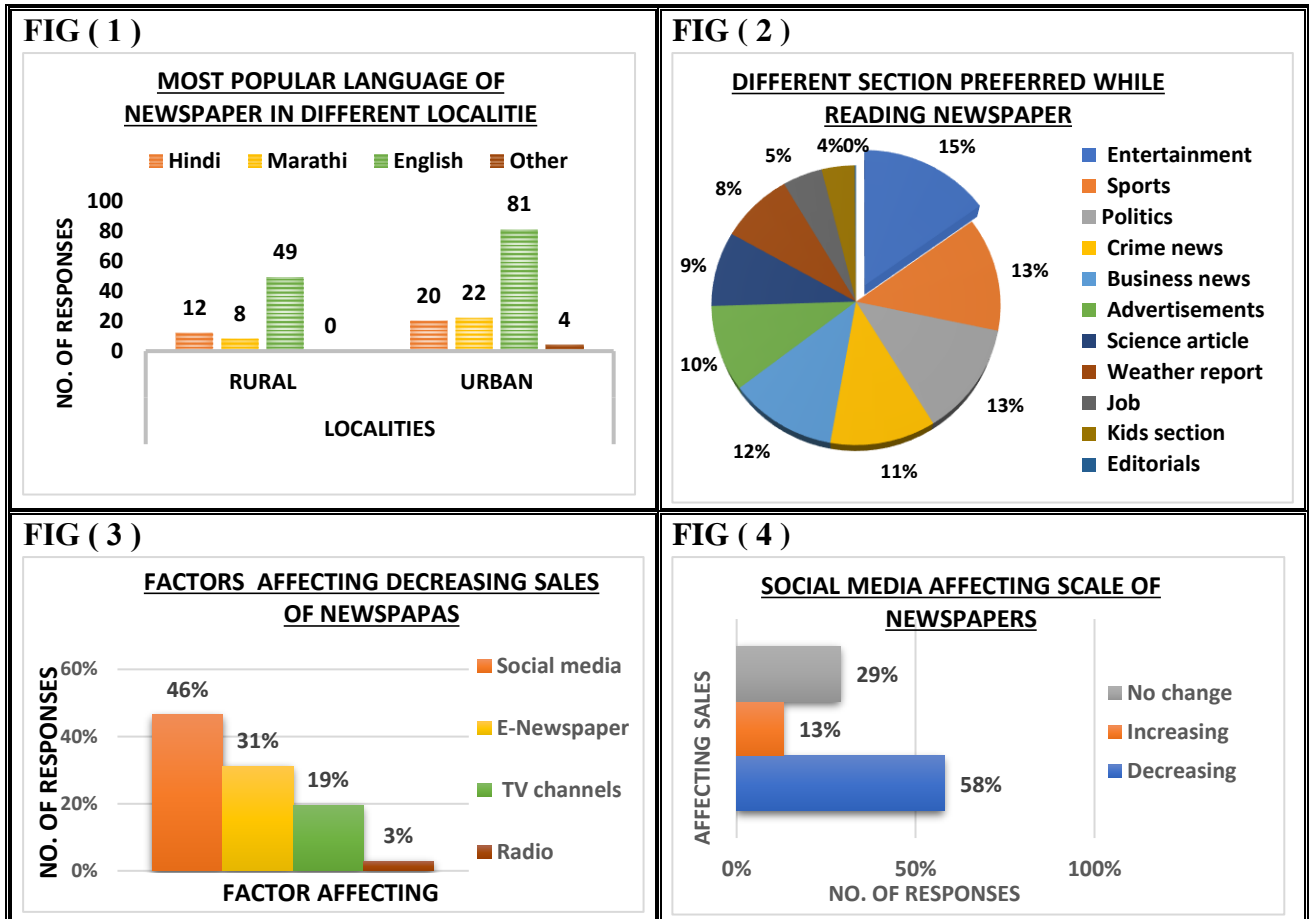Reject H_0, if P-value is less than 0.05

P-value = 5.95822E-09

Therefore reject H_0 since the p-value 5.95822E-09 is less than (0.05)

⬇ GRAPHICAL REPRESENTATION METHOD:

With Graphical Representation, we can easily use the data to draw instant conclusions which will give a little bit of an idea about the data entered.

The analysis is done using a graph like:

- **Bar graph:** A bar graph or bar chart is a chart or graph which is used to show comparisons among the discrete categories variables which are shown in rectangular bars, it can be plotted vertically or horizontally. Also, multiple bar graphs are used for data containing two or more categorical variables.
- **Pie chart:** A pie chart is also called a circle chart, the chart is shown as a circle that is divided by different values of the given variable.

FIG (1) — MOST POPULAR LANGUAGE OF NEWSPAPER IN DIFFERENT LOCALITIE

FIG (2) — DIFFERENT SECTION PREFERRED WHILE READING NEWSPAPER

FIG (3) — FACTORS AFFECTING DECREASING SALES OF NEWSPAPAS

FIG (4) — SOCIAL MEDIA AFFECTING SCALE OF NEWSPAPERS

ANALYSIS:

1. **TO KNOW WHICH LANGUAGE OF THE NEWSPAPER IS MORE POPULAR IN DIFFERENT LOCALITIES.**

Language	Localities	
	Rural	**Urban**
Hindi	12	20
Marathi	8	22
English	49	81
Other	0	4
Total	69	127

It can be seen that in urban localities, 81 people read English newspapers and in rural localities, 49 people read English newspapers. In both the localities English is the most popular language of newspapers. As you can see in (**Fig 1**).

2. TO KNOW WHICH ARE THE DIFFERENT SECTIONS PEOPLE PREFERRED TO READ NEWSPAPERS.

It is seen that 15% of the sample preferred reading the entertainment section, 13% of the sample preferred reading sport and politics,11% preferred reading crime news, 12% of the sample preferred reading business news,10% of the sample preferred reading advertisement, 9% of the sample preferred reading science article and so on. As you can see in (**Fig 2**).

3. TO CHECK WHICH FACTORS ARE AFFECTING THE DECREASING SALES OF THE NEWSPAPER.

From the different factors like social media, E-newspaper, radio, and TV channels it is seen that 46% of the sample is showing that social media is affecting decreasing sales of newspapers. As you can see in (**Fig 3**).

4. TO CHECK HOW SOCIAL MEDIA AFFECTS NEWSPAPERS.

AFFECTING SALES	Frequency	Percentage
No change	58	29%
Increasing	26	13%
Decreasing	116	58%
Total	200	100%

It is seen that 58% of the sample is showing that social media platforms are decreasing the scale of newspapers. As you can see in (**Fig 4**).

CONCLUSION:

From Chi-Square Test Method:
- There is no relationship between the importance of newspapers and a preference for reading newspapers.

From Graphical Representation Method:
- English is the most preferred language.
- Entertainment is the most preferred section of the newspaper.
- Sales of newspapers are decreasing due to social media platforms.

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