

Consumption Of News Through News Aggregator Applications: A Study of Mangalore City

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Abstract

Technological advances in the field of communication is leading to new forms of consumption of news and information. Consumption of news on smartphones is relatively a new phenomenon in today's media landscape. Today, almost every media organization has its own smartphone application to distribute news content to readers. But the rise of news aggregators and their smartphone applications has created a new dimension of news consumption on the portable device. Applications that aggregate news, such as Google News, Dailyhunt, Inshorts, Opera News etc., offer users personalized and up-to-date news from reputed sources. News consumers are turning to news aggregator apps as they provide news from multiple sources on a single platform. Despite the popularity of news aggregator applications in India. The present study tries to find out the impact of news aggregator applications on news consumers and the patterns of news consumption in these applications. Mangalore City of Karnataka state was selected to study the problem. The primary data collected from 220 respondents randomly through structured questionnaire.

Keywords: News Aggregators, Smartphone Application, News Consumption, Karnataka, New Technology.

1. Introduction:

In the mid-20th century, the techniques of disseminating news and information were limited to print publications, radio broadcasts, and television transmissions. But in the last decade, there has been a significant increase in various news forms, ranging from round-the-clock television networks to internet-based news websites. In addition, several news organizations have surpassed conventional limitations by embracing a multi-platform strategy, distributing material across multiple platforms such as social media feeds, direct messaging applications and news aggregators (Barthel et al., 2020). With the advancement of technologies the news industry has experienced a significant transition throughout time. The modern technological inventions have revolutionized the methods of gathering, editing, and distributing news and information. At the same time, people's habits of consuming news are being more and more influenced by advanced technologies that make it easy to access a wide range of news sources, receive personalized material, and engage in interactive ways.

The mobile news industry has witnessed substantial development in both the creation and consumption of news-related content and services in recent years. Nevertheless, properly predicting the specific ways in which mobile news will influence traditional news media businesses and cultural standards continues to be a difficult task. However, it is realistic to expect that the development of mobile media will cause significant and long-lasting changes in how news is produced and consumed. (Chyi, H. I., & Chadha, M. (2011).

Access to timely, accurate, and diverse news is fundamental for an informed citizenry and a thriving democracy (Mitchelstein & Boczkowski, 2010). The distribution of news plays a crucial role in allowing citizens to obtain information about current events, government policies, socio-political advancements, and worldwide issues. This access enables individuals to acquire knowledge and understanding, actively participate in discussions related to public affairs, and engage in the democratic process. Furthermore, the presence of a wide array of news sources enables individuals to be exposed to many viewpoints, ideologies, and beliefs, which in turn enhances their ability to think critically and develop a more nuanced comprehension of intricate matters. Hence, the presence of extensive and dependable news reporting not only elevates the extent of citizen participation but also reinforces the structure of democratic administration by fostering openness, responsibility, and the unrestricted dissemination of thoughts.

The widespread use of smartphones, tablets, and other mobile devices has fundamentally transformed the way news consumers throughout the globe consume information. Mobile news consumption has been closely associated with the ability to obtain real-time updates, breaking news alerts, and multimedia information while on the move, thanks to high-speed internet connectivity and user-friendly interfaces. This change highlights the growing dependence on mobile devices as the main means of getting information, replacing conventional methods of news consumption including print newspapers and television broadcasts. Multiple interconnected variables have led to the rise of mobile news consumption. The accessibility and user experience of news material on mobile devices have been improved by technological advancements such as mobile applications, responsive web design, and social media integration. Furthermore, the shift in consumer tastes, marked by a predilection for convenience, customization, and interaction, has stimulated the need for immediate access to news that is customized to individual interests and consumption patterns.

Although news applications created by specific news organizations provide convenience and customization, users frequently face difficulties due to the abundance of these initiatives. Therefore, there is a need for a solution that simplifies access to various news sources. To address this requirement, a new and innovative idea has surfaced: news aggregators. These platforms act as mediators between news consumers and several news publishers, bringing together material from different sources into a single interface. This invention solves the user's dilemma of handling several news applications from multiple organizations by offering a centralized platform for viewing a diverse array of news material.

News Aggregator is simply an online software which collects new stories and events around the world from various sources all in one place. News aggregator plays a very important role in reducing time consumption, as all of the news that would be explored through more than one website will be placed only in a single location. Also, summarizing this aggregated content absolutely will save reader's time. (Mohamed et al., 2020). A fundamental necessity within the framework of a News Aggregator system is the capability for content summarization. This process involves condensing articles from diverse sources discussing a common event, thereby consolidating the information into a single, succinct summary. By

synthesizing multiple perspectives on the event, the summarized content provides users with a comprehensive overview on a unified platform.

News aggregator applications are characterized by numerous crucial attributes that set them apart from conventional news platforms. One of the main characteristics is content aggregation, which involves collecting and presenting news items from many sources in a single interface. Furthermore, some news aggregator applications provide customized news streams by utilizing algorithms to customize content suggestions according to user interests, browser history, and social activities. Moreover, these platforms frequently include attributes like as instantaneous updates, integration of multimedia material, and capabilities for social sharing, so boosting the overall user experience and level of involvement. News aggregator applications provide several benefits to users, news organizations, and the wider media ecosystem. These platforms offer customers quick access to a diverse array of news material from many sources, facilitating fast retrieval and consumption of information. Furthermore, customized news feeds improve the significance and involvement, permitting consumers to explore fresh viewpoints and remain knowledgeable about subjects of interest. News organizations view involvement in news aggregator programmes as a means to increase their audience reach, generate website traffic, and enable revenue through advertising and subscription-based models. Furthermore, news aggregator applications enhance media diversity by increasing the prominence of many voices and perspectives in the digital news ecosystem.

1.1 Review of literature:

In a study conducted by Schmitz Weiss (2013), the focus was on exploring news applications and their location-based services on smartphones. The study examined a range of news apps maintained by news organizations. The study's findings shed light on the user demographics of news applications, highlighting the significant presence of young adults. Interestingly, users expressed a clear desire for location-based news updates within these applications. The study highlighted a significant disparity between the expectations of news consumers and the services offered by news organizations.

In a study conducted by Angela M. Lee and Hsiang Iris Chyi (2015), explore into the realm of online news aggregators and their impact on the consumption and competition of news. Their research offers a valuable comparison between these aggregators and traditional news sources. The study explored the important role that news aggregators such as Google News, Yahoo News, and Huffington Post play as primary news sources for American consumers. The study also explored how demographic and psychological factors can influence audience preferences, providing insights into why people are increasingly turning to aggregator sites.

Athey, S., Mobius, M., & Pal, J.(2021) conducted a study titled "The Impact of Aggregators on Internet News Consumption." The study focused on examining the influence of news aggregators, such as Google News, on online news service providers. Based on the research, it was discovered that major publishers didn't see much difference in their page views as a result of aggregators. However, smaller news outlets experienced a significant boost in overall traffic, which had a positive impact on their online presence.

1.2 Statement of the problem:

The increasing widespread popularity of news aggregator applications prompts concerns on their influence on news consumption patterns. As people increasingly depend on these platforms to receive

news and information, it is crucial to examine the consequences for conventional news outlets, user preferences, and the general information environment. The study seeks to offer significant insights on the dynamics of news consumption in Mangalore city, therefore contributing to a more comprehensive knowledge of the emerging media ecosystem in relation to news aggregator applications.

1.3 Objectives of the study:

- To evaluate the user preferences regarding news aggregator applications
- To assess the popularity of news aggregator applications
- To analyze the content preferences of news consumers
- To find out the credibility of news contents delivered by news aggregator applications

2. Methodology:

For the present study, a descriptive research design is adopted. The sample is selected using a simple random sampling technique. Mangalore, a city in the Karnataka State, has been chosen as the study area to investigate the problem. The primary data is collected from 220 respondents randomly selected from Mangalore city using a structured questionnaire.

3. Findings and Discussion:

Table 01: Gender

Gender	Frequency	Percentage
Male	127	57.73
Female	93	42.27
Total	220	100

Table 01 presents the distribution of respondents based on their gender. The data indicates that among the total sample size, 57.73% (N=127) are males, while 42.27% (N=93) are females."

Table 02: Age

Age (in Years)	Frequency	Percentage
Less than 18	3	1.36
18 to 25	18	8.18
25 to 35	97	44.09
35 to 45	56	25.45
45 and above	46	20.91
Total	220	100

Table 02 provides an overview of the age distribution among the respondents in the study. The majority of respondents fall within the age range of 25 to 35 years, constituting 44.09% (N=97) of the total sample. Following this, the age group of 35 to 45 years represents 25.45% (N=56). The category '45 years and above' comprises 20.91% (N=46). The age group of 18 to 25 years makes up 8.18% (N=18), and those less than 18 years old constitute the smallest proportion at 1.36% (N=3) of the total sample.

Table 03: Occupation

Occupation	Frequency	Percentage
Student	61	27.73

Working in media industry	43	19.55
Public Sector	32	14.55
Private Sector	54	24.55
Other	30	13.64
Total	220	100

Table 03 presents the categorization of participants according to their professions. Students make up the biggest occupational category among the participants, with 27.73% (N=61) of the entire sample, While respondents employed in the private sector are 24.55% (N=54), Respondents employed in the media business make up 19.55% (N=43), the public sector occupation accounts for 14.55% (N=32), while the 'Other' group represents the least number i.e. 13.64% (N=30).

Table 04: Media Usage (N=220)

Media Type	Frequency	Percentage
Newspaper	124	56.36
Television	116	52.73
Radio	28	12.73
News Websites	112	50.91
Social Media	179	81.36
News Applications	76	34.55

Table 04 displays the media consumption habits of the participants. Social media is the most frequently used type of media, as reported by 81.36% (N=179) of the participants. The consumption of newspapers is reported by 56.36% (N=124), news websites are viewed by 50.91% (N=112), while television usage is recorded by 52.73% (N=116). News applications are used by 34.55% (N=76) of the participants, whereas radio is the least used media, with 12.73% (N=28) indicating its usage.

Table 05: Frequency of using news application

Usage of News Application	Frequency	Percentage
Everyday	151	68.64
Sometimes	28	12.73
Rarely	32	14.55
Never	9	4.09
Total	220	100

Table 05 provides insights into the frequency of using news applications among the respondents. The majority, comprising 68.64% (N=151) of the participants, reported using news applications every day. Following this, a smaller portion, 14.55% (N=32), reported using news applications rarely, while 12.73% (N=28) indicated using them sometimes. The least common usage frequency was reported by 4.09% (N=9) of the participants, who stated that they never use news applications.

Table 06: News Aggregator Application installed in Smart Phone (N=220)

Application	Frequency	Percentage
Daily Hunt	129	58.64
Google News	125	56.82

Inshorts	69	31.36
Way2News	10	4.55
Opera News	8	3.64
Any News	5	2.27
Public News	32	14.55
News Point	14	6.36
Other	6	2.73

Table 06 reveals the distribution of news aggregator applications installed on participants' smartphones. The most commonly installed application is Daily Hunt, with 58.64% (N=129) of respondents having it on their smartphones. Google News being installed by 56.82% (N=125) of participants. Inshorts 31.36% (N=69), Public News is installed by 14.55% (N=32). News Point is installed by 6.36% (N=14), and Way2News is chosen by 4.55% (N=10) of participants. Opera News is installed by 3.64% (N=8), Any News by 2.27% (N=5), and the 'Other' category represents 2.73% (N=6) of respondents.

Table 07: Duration of News Aggregator App Usage

Duration	Frequency	Percentage
Less than one year	43	19.55
1 to 2 years	42	19.09
2 to 3 years	51	23.18
3 to 4 years	21	9.55
More than 4 years	63	28.64
Total	220	100

Data on the duration of news aggregator app usage among respondents in Mangalore city is presented in Table 07. The majority of participants i.e. 28.64%, (N=63) reported that they have been using news aggregator applications for over four years. Subsequently, 23.18% (N=51) of participants using it from the past 2 to 3 years, whereas 19.55% (N=43) using it from less than one year. 19.09% (N=42) of participants using news aggregator apps for 1 to 2 years, while the smallest segment, 9.55% (N=21), has been using them for 3 to 4 years.

Table 08: Most Preferred News Aggregator App

Application	Frequency	Percentage
Daily Hunt	70	31.82
Google News	87	39.55
Inshorts	38	17.27
Way2News	2	0.91
Opera News	3	1.36
Any News	1	0.45
Public News	8	3.64
News Point	11	5.00
Total	220	100

Table 08 display the preferences of respondents regarding their primary news aggregator applications. Google News is the most preferred app, with 39.55% (N=87) of participants preferring it. According to

the survey, 31.82% (N=70) of respondents prefer Daily Hunt. Inshorts is the preferred app for 17.27% (N=38), while News Point is favoured by 5.00% (N=11) of participants. Public News is selected by 3.64% (N=8), Opera News by 1.36% (N=3), and Way2News by 0.91% (N=2). The preference rate of Any News is 0.45% (N=1) among respondents.

Table 09: Factors influenced to choose News Aggregator (N=220)

Factors	Frequency	Percentage
Portability	91	41.36
Personalization	54	24.55
up-to-date information	114	51.82
Reputed sources	32	14.55
Multiple sources on single platform	107	48.64
Free access to news	85	38.64
Other	5	2.27

Table 09 represents factors influencing respondents in Mangalore city while opting for news aggregator applications. The primary factor identified by participants is the need for up-to-date information, with 51.82% (N=114) indicating it as a significant factor. The presence of multiple sources on a single platform is the second most influential factor, impacting 48.64% (N=107) of respondents. Portability is a significant factor for 41.36% of participants (N=91), while free access to news is cited by 38.64% (N=85). Personalisation is reported by 24.55% (N=54) of respondents, while reputed sources influence 14.55% (N=32) of participants. The 'Other' category accounts for 2.27% (N=5) of the reported factors.

Table 10: Convenience compared to traditional news sources

Convenience	Frequency	Percentage
Convenient	177	80.45
Not Convenient	43	19.55
Total	220	100

Table 10 evaluates the perceived convenience of news aggregator applications compared to traditional news sources among respondents in Mangalore city. The majority of participants (80.45%, N=177) find news aggregator applications convenient. However, 19.55% (N=43) of participants find these applications less convenient than traditional news sources. The results suggest a strong preference for news aggregator apps for news consumption in Mangalore city due to their convenience.

Table 11: Preferences in Mode of Content Delivery (N=220)

Mode of content delivery	Frequency	Percentage
Only Text	21	9.55
Text with Pictures	172	78.18
Text with Visuals	117	53.18
Text with Audio podcast	41	18.64
Only Visual contents	5	2.27
Visuals with voice over	53	24.09

Table 11 examines the preferences of respondents in Mangalore city for content delivery modes via

news aggregator apps. The preferred mode is 'Text with Pictures,' chosen by 78.18% (N=172) of participants. Followed by (53.18%, N=117) prefer 'Text with Visuals'. 'Visuals with Voice Over' is preferred by 24.09% (N=53) of participants, while 'Text with Audio Podcast' is the choice of 18.64% (N=41). 'Only Text' is preferred by 9.55% (N=21) of participants, while 'Only Visual Contents' is preferred by 2.27% (N=5) of respondents.

The study indicates that users of news aggregator applications have a strong preference for text accompanied by pictures and visuals.

Table 12: News Preferences Based on Geographical Classifications

Types of News	Frequency	Percentage
Regional	71	32.27
National	112	50.91
Global	37	16.82
Total	220	100

Table 12 delves into the news preferences of respondents in Mangalore city based on geographical classifications. The majority of participants (50.91%, N=112) expressed a preference for the 'National' news. Approximately 32.27% (N=71) of respondents showed a preference for 'Regional' news. The preference for 'global' news was reported by 16.82% (N=37) of participants. The respondents in Mangalore city showed a strong preference for national news, followed by regional and global news.

Table 13: Most preferred news category (N=220)

News category	Frequency	Percentage
Political	51	23.18
Sports	44	20.00
Business	9	4.09
Entertainment	22	10.00
Crime	47	21.36
Technology	21	9.55
Lifestyle	19	8.64
Other	7	3.18

Table 13 presents the preferred news categories of respondents in Mangalore city. The majority of participants (23.18%, N=51) expressed a preference for 'Political' news as their most favored category. Approximately 21.36% (N=47) of respondents indicated a preference for 'Crime' news. The preference rate for 'Sports' news among participants is 20.00% (N=44), while the preference rate for 'Entertainment' news is 10.00% (N=22). 'Technology' news is preferred by 9.55% (N=21), while 'Lifestyle' news is favored by 8.64% (N=19) of respondents. The preference for 'Business' news is 4.09% (N=9), while the 'Other' category accounts for 3.18% (N=7) of reported preferences.

Table 14: News length preference

News length	Frequency	Percentage
Brief	162	73.64
Detailed	58	26.36

Total	220	100
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Table 14 analyses the preferences of respondents in Mangalore city regarding news article length. The majority of participants (73.64%, N=162) prefer brief news articles. On the other hand, 26.36% (N=58) of participants indicate a preference for more in-depth news content. The study results suggest a strong preference for shorter news articles among the users of news aggregators.

Table 15: Habits of sharing news

Sharing news	Frequency	Percentage
Always	32	14.55
Sometimes	128	58.18
Rarely	48	21.82
Never	12	5.45
Total	220	100

Table 15 analyses news sharing habits among respondents. The most common habit among participants is occasional news sharing, with 58.18% (N=128) indicating this behavior. Only 21.82% (N=48) of respondents reported rarely sharing news. The act of always sharing news is observed in 14.55% (N=32) of participants, while the habit of never sharing news is reported by 5.45% (N=12) of the surveyed population.

Table 16: Habits of verifying news sources

Habits of News Source Verification	Frequency	Percentage
Always	76	34.55
Sometimes	96	43.64
Rarely	31	14.09
Never	17	7.73
Total	220	100

Table 16 explores the practice of news source verification among respondents. Majority of the respondents i.e. 43.64% (N=96) occasionally verify the news sources, followed by 34.55% (N=76) of respondents reported the practice of consistently verifying news sources. Only 14.09% (N=31) of participants are observed to rarely verify news sources, while the least common habit is never verifying news sources, reported by 7.73% (N=17) of the surveyed population.

Table 17: Methods of reading news

News reading methods	Frequency	Percentage
Just Scrolling Headlines	21	9.55
Reading few lines of news	77	35.00
Reading Complete news	49	22.27
Depends upon the time	73	33.18
Total	220	100

Table 17 evaluates news reading methods among respondents in Mangalore city. The most frequently reported method is 'Reading few lines of news,' with 35.00% (N=77) of participants using this approach. 33.18% (N=73) of respondents mention 'Depends upon the time'. The preference for 'Reading Complete

news' was reported by only 22.27% (N=49) of participants, whereas 'Just Scrolling Headlines' was the least popular approach, chosen by 9.55% (N=21) of the surveyed population. This table examines the various methods used by individuals to consume news articles.

Table 18: Reasons to choose news aggregators over direct news sources (N=220)

Reasons	Frequency	Percentage
Convenience and accessibility	177	80.45
Diverse range of sources in one place	96	43.64
Personalized content based on interests	65	29.55
Real-time updates and notifications	88	40.00
Ease of sharing news with others	76	34.55

Table 18 looks at the factors that influence respondents in Mangalore city to prefer news aggregators over direct news sources. The primary reason cited by the majority of participants (80.45%, N=177) is "Convenience and accessibility." Real-time updates and notifications were cited by 40.00% (N=88) of respondents. 43.64%, (N=96) prefer having a diverse range of sources in one place, while 34.55% (N=76) reported that ease of sharing news with others is important. 29.55% (N=65) of the surveyed population mentioned the presence of personalized content.

Table 19: Problems faced while using news aggregator application (N=220)

Problems	Frequency	Percentage
Disturbing Pop-up Adds	155	70.45
Overwhelming amount of information	54	24.55
Difficulty in verifying the credibility of sources	87	39.55
Technical glitches and app malfunctions	58	26.36
Regional language translation issues	43	19.55
No problems faced	16	7.27

Table 19 explores problems encountered by respondents in Mangalore city when using news aggregator apps. The major problem (70.45% N=155) reported by the news aggregator user is 'Disturbing Pop-up Ads. 39.55% (N=87) of respondents reported difficulties in verifying the credibility of sources. Technical glitches and app malfunctions were reported as a problem by 26.36% (N=58) of participants, while an overwhelming amount of information was mentioned by 24.55% (N=54). 'Regional language translation issues' are problematic for 19.55% (N=43) of users, while a least number of respondents i.e. 7.27% (N=16) reported no issues when using news aggregator applications.

Table 20: Improvements required in news aggregator applications (N=220)

Improvements required	Frequency	Percentage
Improved content filtering and customization options	129	58.64
Enhanced fact-checking mechanisms	123	55.91
More intuitive user interface and navigation features	78	35.45
Better integration of local news	112	50.91
News based on user's location.	85	38.64
Other	16	7.27

Table 20 discusses the desired improvements for news aggregator applications, as reported by respondents. The majority of participants (58.64%, N=129) expressed a desire for the improvement of content filtering and customization options. 50.91% (N=112) of respondents mention the need for better integration of local news. 55.91% (N=123) of respondents expressed a desire for enhanced fact-checking mechanisms, while 38.64% (N=85) considered news based on the user's location to be an improvement. 35.45% (N=78) of respondents expressed a desire for a more intuitive user interface and improved navigation features. The 'Other' category accounted for 7.27% (N=16) of suggested improvements.

4. Conclusion:

The study on news consumption through news aggregator applications in Mangalore city provides valuable insights. The growing number of news aggregator app usage is notable, with a majority of respondents favoring the convenience and accessibility offered by these platforms over traditional news sources. Google News and Daily Hunt were the most preferred news aggregator apps among the participants.

The study unveils diverse content preferences among users, highlighting a pronounced inclination toward text-based content complemented by pictures and visuals. The most favored news categories are 'Political' and 'Crime,' indicating a clear user preference for these topics in news aggregator platforms. Additionally, participants exhibit a preference for shorter news articles. Notably, the majority of users have occasional habits of sharing news.

Users encounter challenges such as pop-up ads, source verification difficulties, and technical glitches, highlighting areas for improvement in news aggregator apps. Participants expressed a need for improvements, including better content filtering, improved integration of local news, and enhanced fact-checking mechanisms. The study highlights the changing patterns of news consumption in Mangalore city, with news aggregator apps being crucial in satisfying users' needs for convenience, varied content, and up-to-date information. The findings may contribute to the improvement of news aggregator platforms to better meet the needs of users in this region.

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