

# Untitled

*by* Cho Ki LO

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# SS3904 Sci, Tech & Soc for Computing

## **ASSIGNMENT TITLE:**

### Individual Assignment

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## **Title: Can online journalism adequately replace newspapers?**

### **Introduction**

Since the Internet bloom started from 90s, the overwhelming amount of information is easily accessible to the general public around the globe and this technology has become one of the essential parts of our daily life for most of the population. Before the internet exists, people mostly get the news from mainstream media, for example newspaper. Newspaper industry had been a dominant news outlet for decades when printing press was invented. However, the Internet brings opportunity to the new form of news industry – online journalism. According to the journal by (Franklin, 2012), digital journalism is known as online journalism which utilizes the Internet to publish news content with combination of multi-media elements on online media platforms. Since the objective of online journalism itself is similar to print journalism (newspaper) which aims to deliver news to the public, the main difference is the matter of delivering media and method. I support the idea that the online journalism can replace newspaper in high extent and able brings advantages that the traditional newspaper unable to achieve. My point of views will be explained by the three main arguments taking from social, economical and political aspects in the following sections.

### **Social aspect – Life style habit and changes in news industry**

Since the high speed and broad coverage of network connection becomes a standard for developed countries, it slowly changing the ways for the public accessing news from news outlets. For instance, "The New York Times" as being one of the most famous newspaper around the world which was founded in 1851, the New York Times has been the iconic and leading printed-media publisher for more than a century. According to the report by (Statista, 2016), the circulation of paid daily newspaper in United State is gradually declining from about 62,000 circulation per date to 40,000 daily circulation as the Internet growth exponentially from the late 90s. This may due to the fact the traditional printed-news industry begins to decline and phase out when more advanced and convenient communication technologies had developed in the past few decades. Even though there may be increasing number of people would like to get informed by news while the global population still rising, the pattern and habit of people accessing information varies drastically overtime. On top of that, according to the research by (MITCHELL, GOTTFRIED, BARTHEL, & SHEARER, 2016), more than 60% of Americans get news via the social network rather than newspaper. While the beginning of popularization of television back in 1950s which compete with the newspaper's important role as the main source of daily news, the rapid development of the Internet in 1990s and the current overwhelming social media further divert the mass public's common news sources from printed media to more visual appearing multi-media or even more interactive social media. Hence, most of mainstream newspaper companies nowadays slowly put their emphasis over the online journalism. For instance, The New York Times launched their first IOS version of application in 2008 followed by later Android version in 2010 in order to increase their competitiveness. Hence, the public is slowly changing common practice to getting news from online media instead of print media and online journalism slowly overtaking the newspaper as news outlet.

### **Economical aspect – Sustainability**

For most of the case, the revenue of the newspaper industry mainly rely on advertisement that put together with the news contents. According to the report by (Pew Research Center, 2012), it found out that the total amount of online advertisement revenue between 2010 and 2011 had been increased by 23%. Unlike newspaper which is required to be manufactured and delivered physically, both the television and the Internet can provide easy accesses of everyday news to customer not only in multimedia form but also delivering it with shorter period time and lower cost. On top of that, according to Janssen (2015), the total number of daily newspaper firms in United State had been dropped from 1457 to 1331 during the period between 2004 and 2014. This may due to the fact that multimedia is more suitable to do effective and precise advertisement which takes count of large proportion newspaper publisher's revenue which force the newspaper industry to convert its news into digital forms. Hence, the online journalism is way for news industry to transform and maintain its sustainable development.

### **Political aspect – Free media and Citizen Journalism**

Internet provide an access to different sources of information or more importantly it allows the public to view the same incident from different perspective but sometimes these main stream media may have political bias. According the survey by (MITCHELL et al., 2016), it showed that more than 70% of the interviewees think that the news organizations are politically biased when reporting political issue and more than 70% of them think that news media should focusing on monitoring the politicians instead. By contrast, the online journalism provide more verities of news source and more perspective of views from wider political spectrum, this simply because the Internet is not controlled by any countries or power Not only the public can still access news form the website of traditional main stream media, but also from some of the independent media such as WikiLeaks or Open Society Foundation. For example, WikiLeaks reveals the evidence of proofing the president of Zimbabwe involved in corruption (WikiLeaks, 2007), the criticism and negative comment from the social media give pressure to the president of his crime. The internet may give the power to the public for revealing illegitimate secrets that hiding from government and give the public more power to monitor the government. Moreover, the online journalism also give opportunity to the public to actively participate in journalism. Hence, this give raise to the new form of journalism called Citizen Journalism which basically means everyone can be a reporter, editor, publisher who can publish their own news content to the public (Beers, 2006). According to the report by (Beers, 2006), there is a famous open source style news website is South Korea called "OhMyNews". In 2008, there were more than 8,000 citizen reporter contributed to the website and having more than 2 million daily views. The influence itself is so immense that directly affect the result of the presidential election in 2002. Therefore, the internet not only give the power to the public to collect different political spectrum of information, it also provides an access for the public to publish their own perspective of opinion.

## Conclusion

Online journalism can adequately replace newspaper by comparing the advantages and achievements that only online journalism could have rather than newspaper. From the three aspects including social, economic and political view, it can be concluded that online journalism is one of the ways for the news industry to continue to develop. When more new technology available in the future, the newspaper may completely transformed from physical form to digital form and able to be read on any device or even by 3-D projection.

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