Online vs. Print News Survey

Your local newspaper is experiencing low sales of its newspapers since many readers are now choosing the online version. Its current number of online subscribers is now three times the number of print subscribers. The newspaper has sent a survey to all of its print and online subscribers to see whether there is enough demand to keep the print version.

Choose the option that you prefer. Explain the reasons for your choice. Why do you prefer your choice? Write about 150-200 words.

Option A: Stop producing the print version of the newspaper.

Option B: Keep producing both the print and online versions.

In my opinion the newspaper should stop producing the print version. There are multiple reasons to adopt the change. Firstly, as newspaper had experienced the decline in the sales of the print version, in my opinion main reason is that most of the people had shifted to the technology-based reading platform like mobile phones. Most of the people like me prefer to read the news articles online while commuting to work from a subway whereas printed newspaper is very inconvenient to read in the crowded place like metro. Since everyday more people are joining news online network soon the print version will become obsolete. Second reason is that the printed version is not environment friendly. I read in a news article that it took ten trees to produce one lakh copies of a newspaper. Keeping that number in mind newspaper’s annual print will cost more than 1000 trees. As a responsible news network, I think your organization should invest in environment friendly alternatives.

By keeping both the versions the newspaper will be a loss-making organization since it will be supporting a print product which is not economically viable. In long run this can be devastating for the newspaper.