

An Analysis on Shift from Print Media to Digital Media (With Reference to College Students in Chennai)

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Abstract:- Establishing the effect of online media (e-Paper) on print media (hard copy) newspaper sales is the major goal of the study. As is well known, in the past, people relied heavily on the newspaper to keep up with events in the world. People used to wait for the newspapers, and some even carried them with them. However, when technology underwent a significant transformation, smartphones proliferated on the market and news-related apps were created. As a result, people became less interested in newspapers. The study investigated how digital platforms such as Facebook, Twitter, Instagram, and others have affected printed media (newspapers). The information is gathered through in-depth questionnaires, and it demonstrates the decline in print media circulation.

Keywords:- Digital Media, Print Media, Social Media, Newspaper and Magazines.

I. INTRODUCTION

Online news and digital media have assimilated into modern culture. The presence of digital media, particularly social media, has made printed newspapers increasingly difficult to publish.. For free news and information, users are turning to the internet. Compared to printed media, alternative sources of news and information are far more rapid. For consumers to accept it globally, this served as the best alternative. Additionally, it is never imagined that the newspaper, which is sent just once per day, could handle the volume of information and news updated every few minutes. Without having to work to put newspapers in racks, it is simple to return to the same old news. Alternately, without spending time, everyone can use the Internet whenever they want, anyplace. Social media has had a big influence on how we receive our daily news. Many people prefer to get their news via mobile apps since it is easier to read. Given the surge in the usage of digital media as a news source, it is interesting to consider if print media will become extinct. There has been print media for many centuries.. The printing press, created by Johannes Gutenberg in 1440, was the first invention that contributed to the spread of this concept of text printing. Over the next roughly 600 years, print media evolved into a major news source. Over the last 10 years, an increasing number of print media sources have shifted away from conventional print and begun publishing news online.

In today's environment, it is easy to think that electronic media always outperform print media. Until 2018, it is anticipated that electronic communications would grow by 15.9% yearly, whereas print will only rise by 2.8% annually (Stabel, 2015). Electronic media appeal to more people because they are more accessible, faster, less expensive, and utilise cutting-edge technology. Electronic advertising might be more effective, However, this does not ensure that it is.. People typically believe that print advertisements are more emotional and authentic than internet ones. While electronic advertisements are dispersed over the world, print media looks more deliberate. People are constantly exposed to corporate advertisements on social media, streaming services, and other platforms.

➤ *A Brief History of Media:*

Humans began speaking around 60,000 years ago, writing around 5,000 years ago, and publishing around 600 years ago, excluding relief efforts in China. Radio was created almost 110 years ago. Television was introduced 80 years ago, the internet 45 years ago, and the modern mobile phone 30 years ago. New technology is being used in communication, influencing both content and format. In today's ultramodern society, the function of media is becoming increasingly important. The media has raised awareness among individuals about their rights and responsibilities. Despite the growth of technological media, print media has thrived worldwide. Despite the growth of electronic media and the internet, newspaper circulation continues to increase internationally. The newspaper plays a critical function in the operation of any democracy.

➤ *Digital Media and its Evolution :*

One-way mass communication through print media has given way to the rapid development of digital media, which enables people to act as both consumers and producers. The study uses the term "digital media" to describe online news sources like Times of India, NDTV, India Today, as well as several social media sites such as Facebook, Twitter, and Instagram. Every issue seems to have a remedy thanks to digital media. The versatile features that digital media offers have made it a popular choice.

➤ *Traditional Media :*

The print media model flourished in the pre-internet period when the typical individual did not have access to

instant news via cellphones or online news aggregators.. With more than 20 million smartphone users in India alone, the growth of information access has undergone tremendous change over time. However, as the average circulation of print media declines globally, it is necessary to study the influence caused by digital media, and the results will be useful for the future of traditional media (newspapers).

➤ *Rise of Digital Media :*

Digital media refers to any form of material that a machine can read. Digital electronics devices are distinguished from traditional media devices by their ability to generate, alter, and distribute digital material. It might be hard to imagine, but only 1% of all media storage capacity was available in digital form in 1986, which is just 30 years ago. This percentage increased to 94% by 2007, which best demonstrates the speed at which digitisation took place. Despite what younger generations may think, robots can read information saved on computers.. People began to consider how to build machines that could digest information more quickly than humans as early as the early 1800s. (James)

➤ *Role of Digital Apps in Delivering News:*

The days of waiting for breaking news on the morning news or reading gossip magazines for the most recent celebrity speculations are long gone in this era of "fake news." Today, all of the information we need is available at the touch of an app, and the majority of people now get their news online, particularly through social media. News now breaks quickly. The narrative of today will be forgotten in the future. These days, it's simple to overlook things because of how quickly news can be circulated. Although having access to so much information is wonderful, it is important to always check sources and avoid believing what is said in headlines. It is up to us to be the new fact, with social media serving as our new news management.

II. REVIEW OF LITERATURE

In a paper by Katherine in 2006, The Comparison of Effectiveness between Print Media & Electronic Media in terms of Promotion and Recruitment by Western Michigan University shows us now people use digital media for recruiting and promotion now earlier ads were given in print media but now a days they use digital media such as social media and other things for newspapers. The author argues that the media plays a critical role in shaping attitudes towards sustainable development, which cannot be achieved by law alone. The Indian media's survival strategy during wartime may have unintended and maybe harmful consequences for society. To maintain its reputation as the fourth estate of society, the media must exercise extra caution during times of conflict, even if it is a financial strategy. The media has a crucial role in promoting sustainable development and encouraging people to utilise alternative energy sources, ultimately leading to a better society.

In a research paper of Ms Netrain 2012 Impact on Digital media on print media tells us that the shift to digital

media is more vital among youth and young generation because of social media and the future of print media is declining. According to her survey 70 % of people read online and mainly through social media because of easy access .Three survey studies show that effective engagement, as judged by emotional arousal or tangible feelings, can explain HME more than cognitive involvement. The results revealed that affective engagement had a causal influence on prejudice. Surprisingly, bias perceptions were unrelated to opinion-hostile media coverage, often known as objective news bias. Furthermore, there is a strong correlation between value-relevant engagement and cognitive involvement measures used in this study.

An article by Armani & Setwaina, Ira in the year 2015 on Digital Media taken over by print media by Loyola University Maryland gives us analysed view on the statistics and how the shift is eminently seen and how it affects the paper industry and the boom in digital media .The study suggests that while newspapers may not make a big impact, they nevertheless have a responsibility to raise awareness regarding knowledge-based concepts. They lack technical understanding and often use words like knowledge society, knowledge economy, and knowledge management. Many people still rely on newspapers, as the internet is only accessible to those who understand how to use it. The Tribune had the most editorials and news analysis, making it the most powerful portion of the daily, yet it received the least attention. The paper talks about how print media is going to suffer in future and it will be ratified soon and digital media will take over it and as a result many jobs will go.

In a paper by Dheeraj Singh and Rashmi Dogre in the year 2018 in the paper named impact of digital technology on print media tells us the impact and how does it affect the print media and there is a decline in the demand of newspapers and people want news to be economical and easy access and digital media is fulfilling all the needs and this is the reason for the shift.

An article by Rashmion in 2022 transformation from print to digital media tells us that 97% youth use digital media and print media is facing loss from past 2 years post covid because of decrease in demand and all are thriving digital media .This study defined 13 categories of news items and rated their substance based on number of pieces. The survey found that, despite being a Marathi-language daily, Sakal shows a preference for worldwide news. Additionally, Marathi readers are interested in political and criminal news. The Hindi daily Nai Dunia covers topics such as agricultural, social, culture, and health. It reflects the ordinary Hindi readership. It aims to change their habits to align with modern times. (3) Hindi is more focused on national issues. It also encompasses development, industry, and commerce. The Hindu newspaper differs from other language publications in its approach. Post Covid all the preferences are in favour of the digital media and people read online were the information is short and clear and less time taking and attracting the readers.

Shift from Printed to Digital Magazine and Its Impact to Women Reader in Jakarta tells show digital media helps women more and how it gives them employment and knowledge more easily than print media .It’s becomes cost effective and women’s can easily afford it now and it shows the change in preferences of the people. Post Covid all the preferences are in favour of the digital media and people read online were the information is short and clear and less time taking and attracting the readers. In summary, whereas current communication technology effectively disseminates information to a wide number of people, indigenous folk media offers visual, verbal, and auditory forms to motivate, educate, and inform 16 locals. Folk media has a strong emotional impact on individuals. Folk media messages foster growth and influence people's behaviours.

➤ *Research Gap*

The past research papers tells us a overall survey among on the people but this research paper tells us mainly on preference of college students in south india. In the article by quintype they just talk about the reasons of the shift and why is digital media preferred and advantages of it but this paper has a survey done among students and gives a detailed study. In the paper Impact of digital tech on print media gives us a generalised view and not a specific view but this paper has a detailed study focused on youth and college students. this study is limited to promotion and recruitment and not for youth students but this paper is telling us reasons for the shift and the reasons. The previous paper highlights the importance of digital media in empowering women alone, but this study explains the cause for the shift, and it is about the youth, who are the future of the nation and the globe.

➤ *Statement of Problem :*

Digital media has experienced remarkable development and is prospering. People are increasingly adopting digital media, whereas print media is in decline due to a variety of factors, the most important of which being the advancement of information technology. We have picked this issue to have a complete research on the shift and its causes to digital media, and this study is done among college students since they are the future and the demand is mostly focused on them, and to know the reasons for the change and will there be a future for print media.

➤ *Scope of Study:*

Since ancient times, print media has flourished, as has digital media. Since the increase in information technology in all over the globe and post Covid, it is tremendous and it is giving a lot of hindrances for growth of print media.

➤ *Objective :*

- To know the preference of the college students in media
- To know the reason of the shift to Digital media

III. METHODOLOGY

The study's data is acquired from both primary and secondary sources, with the major data coming mostly from questionnaires provided to college students from various institutions and universities around the Chennai region. For a more accurate study, secondary data is gathered from sources including articles, books, magazines, newspapers, and the internet .This research paper has used primary data for collection of data and it has secondary data from research paper and magazines .They utilise questionnaires for data collecting, and it was sent in a google form link to the college students of various colleges and universities around Chennai, and they were requested to input data, and their age varied from 17 to 23 years, and their choice was questioned, with some recommendations. A total of 70 responses was collected and it is collected through google forms where students were send link and they filled their forms.

IV. RESULT AND DISCUSSION

Table 1 : Demographic Features

Gender	No of Responses	Percentage
Male	30	42.85
Female	40	57.14
Total	70	100

Source : Primary Data

Age	No of Responses	Percentage
Less than 18 yrs	20	28.5
19-21 yrs	29	41.4
Above 21 years	21	30
Total	70	100

Source : Primary Data

Type of Course	No of Responses	Percentage
Commerce	20	28.5
Medicine	19	27.14
Engineering	20	28.5
Arts and others	11	15.7
Total	70	100

Source : Primary Data

➤ *Inference*

A total of 70 replies were collected from colleges around Chennai, with students from various courses and departments receiving samples via a website for the research. Table 1 of the aforesaid study shows that there is higher female representation than male representation among respondents. This shows that it has more no of females in recent times than males. From Table 2 we identify that the age from 19-21 is more in number and it has majority in college by 41.4 % and above 21 is less in

number and the middle aged people like the early twenties and late teens are more prominent in college and this shows that they are the future population. In Table 3 we see that students from Commerce and Engineering department have

participated more in number and it has a lot of participation and it has 28.5% each of the population and Medicine and Arts department has less weightage. Students have recently chosen to specialise in business, followed by engineering.

Table 2 General Questions about Print and Digital Media

S. No	Statement	Yes (Nos)	No (Nos)	Maybe (Nos)	Total (Nos)
1.	You subscribe to any newspaper	20	32	18	70
2.	You believe in future of running paperindustry	20	34	16	70
3.	Your college provide you newspaper or magazine or journals	22	28	20	70
4.	You use social media for news?	34	26	10	70
5.	You subscribed to any digital app	31	21	18	70
6.	You think digital media has future	37	5	28	70

Source : Primary Data

➤ *Inference*

The inferences we see that students have subscribed to newspapers but they read online more and they don't use much of the newspaper. The students believe that there is no future in newspaper industry according Table 2 . The college has provided with newspaper but 28.5% of the population is not known . From the data collected by the students state that most of them believe that their is no future in print media and all the students rely on digital media . The rate of subscription is very low and this is leading to shutting down of many newspaper industries. The reason for rise in social media is because students spend most time in their and eventually get news information from those apps only but the authenticity of those new is to be questioned .

Table 3. Comparison of Print and Electronic Media

S.no	Statement	Print Media (Nos)	Digital Media (Nos)	Both (Nos)	Total (Nos)
1.	Which method do you prefer for reading news	10	31	29	70
2.	Which media is more reliable	22	30	18	70
3.	The editorial do you enjoy reading	20	35	15	70
4.	If you want to collect information for your project, media will you choose	16	35	19	70
5.	Media has impact on youth	12	48	10	70
6.	You see more advertising in	12	40	18	70

Source: Primary Data

The future of print media is a question till date because the younger population is more inclined to digital media by 44.2% and they believe that the digital media news is more reliable but in reality the information shared in digital media is not fully authentic and cant be fully relied on .The student by 50% collect data for any references or assignments from digital media because of its easily available and in a click of a button their is all information from any part of the world. The youth by 50% would like to get influenced by the advertisement by digital media only and this leads to the scope for many business and start-ups.

Table 4: Level of Satisfaction

S. No	Statement	Satisfied (Nos)	Neutral (Nos)	Dissatisfied (Nos)	Total (Nos)
1.	You satisfied with the content of print media	24	36	10	70
2.	You satisfied with the content of digital media?	60	8	2	70

Source :Primary Data

➤ *Inference*

When given the option of choosing between digital and print media, the majority of the people prefers digital media in most cases, and in general, digital media is currently the king. More than 85% of students are happy with the content of digital media since it is more functional and simple to grasp. The print media setting is quite archaic and dull for the kids. People choose digital media for reliability. Previously, people used print media, but today it is digitalized and more handy for everybody, demonstrating where the population trend is headed. 85% of students believe that digital media has a bright future and will continue to grow.

Table 5 Choice of News Preferences by the Respondents

Statement	Politics (Nos)	Sports and Entertainment (Nos)	Business and Studies (Nos)	Total (Nos)
Your area of preference news	15	40	15	70
Type of news do you see or read in digital media?	18	31	21	70

Source : Primary Data

Table 6 : Choice of Language

Statement	English Paper (Nos)	Regional Paper (Nos)	Others (Nos)	Total (Nos)
Newspaper You Prefer	40	20	10	70

Source : Primary Data

➤ *Inference:*

They prefer English news paper for reading and most of them read online or newspapers only for sports and entertainment only more than 40% of the population and it shows the place they are interested and the regional news is not much preferred. Few students like 30% and above choose for business and studies from Table 6 . The students from Table 7 prefer more in English the mode of communication for news and this is because English has been a mode of communication in our country.

Table: 7 Digital Media Related questions

Statement	Short notes (Nos)	Pictures (Nos)	Design and style (Nos)	Total (Nos)
Factor Motivates you to Read Online	20	30	20	70

Source : Primary data

Statement	Economical (Nos)	Easily Accessible (Nos)	Attractive and Short (Nos)	Total (Nos)
Reason to read online .	10	38	22	70

Source : Primary data

➤ *Inference:*

Today, almost 90% of respondents utilise social media to consume news, which is the current trend. 59% of the people has subscribed to the apps of news for the news . In digital media they prefer social media the most by 35% and some use search engine and some use online news channels .The main reason the choose digital media is for easily accessible by 56% and 37% choose it because it is attractive than other media . The reason which motivates them to read online is short notes like summaries by 69% and secondly because of print and style .

V. LIMITATION OF THE STUDY

This research is confined to students at institutions in Chennai, Tamil Nadu, including students from all around Tamil Nadu, including rural and urban regions. The data is exclusively collected from students of various courses from first year to fifth year and all four departments. There was a tonne of private information from uncovered companies. Because respondents wanting to participate are college students, the survey was limited to a certain age category. Analysis was conducted based on participant feedback from focus groups or surveys. There was a lot of private information about companies that was kept hidden. Analysis was based solely on respondents' individual opinions, not the opinions of any focus groups or experts, and The poll was restricted to a certain age range because the only respondents who agreed to participate were college students.

SUGGESTIONS

According to the survey few suggestions are;

- Print media should make short notes and have to change the style and print for the users to attract.
- Digital media is the future and it will be successful and this people we can enter in the field for the nice boom will happen and investments can be made here .
- Digital media can demand more money for advertising and this will be very profifigure since they have more reach .
- Colleges have libraries and newspapers but people are very less in numbers to go and read it . So they should digitalise it and this can be easy for both college and student's.
- The reliability of news should be improved for both of the media .
- The content in both the media should improve as people are neutral and don't have a clear answer and they should improve it .
- Students should use social media as a tool to gain knowledge and use it wisely.
- Newspapers subscription should not be done much because we can get digitalised information now a days.

VI. CONCLUSION

In the last two years, there has been a sharp increase in digital transformation. People were driven into the digital world by the pandemic without thinking about whether they were prepared for it or not. However, the entire process of transformation did not simply take two years; it had been ongoing for the previous twenty years. According to World Press Trends 2015, between 2011 and 2015, digital readership expanded at a staggering CAGR of 97%, while newspaper circulation increased at a CAGR of 4%. All of this was caused by the expansion of 4G subscribers as well as the introduction of smartphones and figurets. In the ensuing years, the print market experienced a slow but steady collapse. The Covid era then started. The global lockdown reduced the print supply to nearly nothing. The convenient access to online news for free seems to be little reason to pay for a newspaper subscription. The witness of not the “End” of print but rather the from adaptation of print and News organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the digital media to create its impact on the society at a faster pace.

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