

Impact of Social Media Online Newspaper In India

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ABSTRACT

Social media(SM) have provided new opportunities for online newspapers in the world. We can use of them as a powerful tool for communication. This study determines the use of the social media tools in Indian online newspaper. The objective of this study to find out maximum implication social networking tools like facebook, Twitter, linkdin as well as other social media tools in Indian online newspapers. Total 69 online newspapers were analyzed out of 68 online newspapers have using web 2.0 application for instant information sharing in public domain.

Keywords: Social Media Tools (SMTs), Online Newspaper, New Technologies, Facebook, Twitter, India

1. Introduction

The advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper.

The concept of social media(SM) is not consistently defined. There are various way to describe the concept although a common definition has not been yet been established. as a starting point the concept of social media will be understood in a technology oriented sense as web-based application, enabling many-to many communication and online publishing. Newspaper users second largest in India of the world E-papers are electronic versions of newspapers made available free on internet. Newspaper is a publication containing news, information and advertising usually printed on low cost paper called newsprint. It may be general of special interest, most often published daily or weekly. Newspapers are extremely useful for historic research as well as for following current events. The first printed newspaper was published in Strasbourg in 1605 before which date newspaper were written by hand, duplicate and appeared once a week, intended only for the elite such as political rulers. Access these e-Papers from office, home or your mobile phone and see your ads anytime, anywhere. Several online newspaper affect social media related services in India.

2. Review of Literature

Some of the Previous published on adoption of social media by online newspaper worldwide that played varied foundation work has been done.

Ijeoma (2013) et all in their study and analysis we found that people are aware of social networking sites. Interestingly, a great majority of respondents make use of social networking sites and are conversant with facebook. **Peterson** (2012) in their study revealed that adoption of communication forms, like, Twitter presents students of congressional behavior an interesting case to examine the intersection of technology and politics. Author examined Twitter use in the 111th Congress to better understand congressional early adoption of new technology. The primary question addressed was, what systematic determinants shape the decision to adopt Twitter as a component of an MC's media strategy? Using data collected from MC Twitter accounts and the 2008 congressional election, found partisan, cohort, and ideological determinants on early Twitter adoption.

Gul & Islam (2013) in their study we found that vernacular online newspapers of Kashmir were more indeed of evolving and existing media structure and practices. Also only 21 (36.2 %) newspapers of Kashmir are available online, most of them have already adopted social media technologies. They suggested that social media incorporation in online newspapers will help to facilitate conversations across worldwide. **Alajmi M.** ((2011) Newspaper in Kuwait are professed as the first sector to adopt the social media newspaper on their website. **Teljas, Cecilia** (2015) In their study we found that fully open social media service are open for every one to view and join. semi-open social media services are open for all the registered user to view and join. Limited openness refers to used defined openness

3 Objective of the Study

- To study the degree of social media tools and technologies adoption by online newspapers of India.
- Which social networking site is more popular among Indian online Newspaper
- To Examine of social networking tool more popular among the Indian online newspapers
- To Examine of the study which language newspaper maximum uses social networking tools

4 Research Methodology

A list we have found 69 Newspaper obtained from <http://www.advertisementindia.com/ePapers.aspx> [Accessed 10.2.2015] (Appendix 1) than online survey by browsing individual particular website. The links of social media provide on website were conducted. This data was measured as a primary date for the study

5 Analysis and Results

The Data collected by various methods were analyses, interpreted and presented here tables and figures.

5.1 Social Media tools adopt in Online Newspapers

Table 1 shown that online newspaper use no of Social media tool Assamiya Khabor using most number of social media tools which are 8 whereas 2 Newspaper using 7 social media tool. 5 Newspaper using 6 social media tool. The maximum numbers (14) newspaper using common 4 followed by 14 Newspaper using 3 social media tool.

Sr.No.	Table of Newspapers	URL	Social Media tools	Languages	Tools
1	Assamiya Khabor	http://www.epaper-hub.com/	Facebook/Twitter/Google+/Blogger/LinkedIn/SMS/RSS/email	Asaami	8
2	Economic Times	http://economictimes.india.com/	facebook/Twitter/Email/Google+/Linkdin/ RSS/App	English	7
3	Financial Express	http://www.financialexpress.com/	facebook/Twitter/youtube/Email/RSS/StumbleUpon/Pintrest	English	7
4	Free Press Journal	http://freepressjournal.in/	facebook/Twitter/Google+/Linkdin/RSS/ Pintrest	English	6
5	Sandesh	http://www.sandesh.com/	facebook/Twitter/Google+/Youtube/RSS/App	Gujrati	6
6	Tamilmurasu	http://tamilmurasu.org/	Facebook/Twitter/Blog/Youtube/Linkdin/Rss	Tamil	6
7	The Times of India	http://epaperbeta.timesofindia.com/	Facebook/Twitter/Google+/Pintrest/RSS/App	English	6
8	I-Next	http://inextlive.jagran.com/	Facebook/Twitter/Google+/Rss/Email/App	Hindi	6
9	Amar Ujala	http://www.amarujala.com/	Facebook/Twitter/Google+/RSS/App	Hindi	5
10	Business Standard	http://www.business-standard.com/	facebook/Twitter/Google+/Youtube/RSS	Hindi/English	5
11	Dainik Bhaskar	http://www.bhaskar.com/	facebook/Twitter/youtube/email/App	Hindi	5
12	The Mathrubhumi	http://www.mathrubhumi.com/index.php	Facebook/Twitter/Google+/Youtube/App	Malayalam	5
13	Vaaritha	http://www.vaaritha.com/	Facebook/Twitter/Google+/Rss/Email	Telugu	5
14	Rashtriya Sahara	http://www.rashtriyasahara.com/	RSS/Blog/Email/ Facebook/Twitter	Hindi	5
15	Udayavani	http://www.udayavani.com/Kannada	Facebook/Twitter/ Google+/Rss/App	Kannada	5
16	Navabharat	http://navbharattimes.india.com/	Facebook/Twitter/ Google+/RSS/App	Hindi	5
17	Daily Thanthi	http://www.dailythanthi.com/	facebook/Twitter/Google+/RSS	Tamil	4
18	Dainik Jagran	http://www.jagran.com/	facebook/Twitter/RSS/App	Hindi	4
19	Deccan Chronicle	http://www.deccanchronicle.com/	facebook/Twitter/ Google+/Linkdin	English	4
20	Divya Bhaskar	http://www.divyabhaskar.co.in/	facebook/Twitter/youtube/email/App	Gujrati	4
21	DNA	http://www.dnaindia.com/	facebook/Twitter/Email/App	English	4
22	Financial Chronicle	http://www.mydigitalfc.com/	facebook/Twitter/RSS/Email	English	4
23	Lokmat	http://www.lokmat.com/	Facebook/Twitter/ Google+/RSS	Marathi	4
24	Malayala Manorama	http://www.manoramaonline.com/	Facebook/Twitter/ Orkut/RSS	Malayalam	4
25	Mid day	http://www.mid-day.com/	Facebook/Twitter/RSS/Pinterest	English	4
26	Prabhat Khabar	http://www.prabhatkhabar.com/	facebook/Twitter/Google+/RSS	Hindi	4
27	Rajasthan Patrika	http://rajasthanpatrika.patrika.com/	Facebook/Google+/ Twitter/Youtube	Hindi	4
28	Sakaal Times	http://www.sakaaltimes.com/	Facebook/Twitter/ Google+/Rss	English	4
29	Samyuktha Karnataka	http://epaper.samyukthakarnataka.com/t/579	Facebook/Twitter/ LinkedIn/Google+	kannada	4

30	The Asian Age	http://www.asianage.com/	Facebook/Twitter/Google+/Rss	English	4
31	The New Indian Express	http://www.newindianexpress.com/	Facebook/Twitter/ RSS/Google+	English	4
32	The Pioneer	http://www.dailypioneer.com/	Facebook/Twitter/ Google+/Linkdin	English	4
33	The Samaja	http://www.thesamaja.com/home.php	Email/Facebook/ LinkedIn/Twitter	Oriya	4
34	Nai Dunia	http://naiduniaepaper.jagran.com/	Facebook/Twitter/Google+/Rss	Hindi	4
35	Jansatta	http://www.jansatta.com/	Facebook/Twitter/ Google+/Rss	Hindi	4
36	Deccan Herald	http://www.deccanchronicle.com/	facebook/Twitter/RSS	English	3
37	Hindustan Times	http://www.hindustantimes.com/	RSS/Bloggar/ Facebook	English	3
38	Mint	http://www.livemint.com/	Google+/Linkdin/RSS	English	3
39	Prajavani	http://www.prajavani.net/	Google+/RSS/APP	Kannada	3
40	Pudhari	http://epaper.pudhari.com/	Facebook/Twitter/ Email	Marathi	3
41	Sakshi	http://www.sakshi.com/	Facebook/Twitter/ Youtube	Telugu	3
42	The Hindu	http://www.thehindu.com/	Facebook/Twitter/Google+	English	3
43	The Hindu Business Line	http://www.thehindubusinessline.com/	Google+/Linkdin/RSS	English	3
44	The Kashmir Times	http://www.kashmirtimes.com/	Facebook/Twitter/ Email	English	3
45	The Siasat Daily	http://www.siasat.com/english/latest-news/india	Facebook/Twitter/ Youtube	English	3
46	The Telegraph	http://www.telegraphindia.com/	Facebook/Twitter/Rss	English	3
47	Greater Kashmir	http://www.greaterkashmir.com/	Facebook/Twitter/ App	English	3
48	Punjab Kesari (Jalandhar)	http://www.punjabkesari.in/	Facebook/Googe+/ Twitter	Hindi	3
49	O Herald O	http://oheraldo.in/	Facebook/Twitter/ Email/	English	3
50	Aandhra Bhoomi	http://www.andhrabhoomi.net/	Facebook/Twitter	Telgu	2
51	Dinamalar	http://www.dinamalar.com/	RSS/App	Tamil	2
52	Eenadu	http://www.eenadu.net/	facebook/Twitter	Telugu	2
53	Gujarat Samachar		facebook/email	Gujrati	2
54	Hindustan Hindi	http://www.hindustantimes.com/	facebook/RSS	English	2
55	Indian Express	http://indianexpress.com/	facebook/Twitter	English	2
56	Mail Today	http://epaper.mailtoday.in/	Google+/App	English	2
57	Mumbai Mirror	http://www.mumbaimirror.com/	Facebook/Twitter	English	2
58	Navshakti	http://navshakti.co.in/	Facebook/Twitter	Marathi	2
59	Phulchhab	http://phulchhab.janmabhoominewspapers.com/	Facebook/Twitter	Gujrati	2
60	Sangbad Pratidin	http://epratidin.in/#	Facebook/Twitter	Bengali	2
61	Dinamani	http://www.dinamani.com/	Facebook/Twitter	Tamil	2
62	Daily Excelsior	http://www.dailyexcelsior.com/	Rss/Email	English	2
63	Andhrajothy	http://www.andhrajothy.com/	Fcaebook	Telgu	1
64	Sanmarg	http://www.sanmarg.in/epapermain.aspx	Blog	Hindi	1
65	Vijya Karnataka	http://www.vijyakarnatakaper.com/	Email	Kannada	1
66	The Navhind Times	http://www.navhindtimes.in/	App	English	1
67	Punjab Kesari (Delhi)	http://www.punjabkesari.com/	Email	Hindi	1
68	The Tribune	http://www.tribuneindia.com	Na	English	0

69	Daily Aftab	m/ http://www.dailyaftab.com /21102014/default.asp	Na	Urdu	0
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5.2 Social Media tools adopt in Online Newspaper in Percentages

Table 2 include figure shown that online newspapers using social networking tool facebook (58) 24.5% followed in Twitter (53) 22% and RSS feed using (34) 14%.

Social Media tools adoption	No of Online Newspaper	No. of Online Newspaper (%)n=
Facebook	58	24.5
Twitter	53	22
RSS	34	14
Google+	29	12
Email	18	8
App	17	7
Youtube	11	5
Blog	5	2
LinkedIn	4	2
Pinterest	4	2
SMS	2	1
StumbleUpon	1	0.5
Instagram	0	0
WhatsApp	0	0
Delicious	0	0
Flickr	0	0
MySpace	0	0

5.3 Language of Newspaper

Table 3 shows online Newspaper publish in Language. 29 newspapers were published in English language out of the list and 13 Newspapers online publish in Hindi rest of the List and 1 online newspaper published in Hindi also English.

Table3.

Language	No. of Papers	No. of Paper in (%)
English	29	42.07
Hindi	13	18.84
Telgu	5	7.24
Guajarati	4	5.8
Kannada	4	5.8
Tamil	4	5.8
Marathi	3	4.36
Malayalam	2	2.89
Urdu	1	1.44
Asmi	1	1.44
Bengali	1	1.44
Oriya	1	1.44
Hindi/English	1	1.44

5.4 Social media in English online Newspapers

Table no 4 shown broaden of social media tools by the English newspaper in India and Economic Times and Financial Express used most of the tools of social media (i.e 7) on his website followed by Free Press journal and Times of India used(i.e 6) and rest of the newspaper use social media tools in decreasing order.

Table no. 4

Sr. No.	Table of Newspapers	Languages	Tools
1	Economic Times	English	7
2	Financial Express	English	7
3	Free Press Journal	English	6
4	The Times of India	English	6
5	Deccan Chronicle	English	4
6	DNA	English	4
7	Financial Chronicle	English	4
8	Mid day	English	4
9	Sakaal Times	English	4
10	The Asian Age	English	4
11	The New Indian Express	English	4
12	The Pioneer	English	4
13	Deccan Herald	English	3
14	Hindustan Times	English	3
15	Mint	English	3
16	The Hindu	English	3
17	The Hindu Business Line	English	3
18	The Kashmir Times	English	3
19	The Siasat Daily	English	3
20	The Telegraph	English	3
21	Greater Kashmir	English	3
22	O Herald O	English	3
23	Hindustan Hindi	English	2
24	Indian Express	English	2
25	Mail Today	English	2
26	Mumbai Mirror	English	2

27	Daily Excelsior	English	2
28	The Navhind Times	English	1
29	The Tribune	English	0

5.5 Social media in Hindi online Newspapers

Table no 5 shown broaden of social media tools by the Hindi newspaper in India and I-Next used most of the tools of social media (i.e 6) on his website followed by Amar Ujala, Dainik Bhaskar, Rashtriya Sahara, and Navbharat used(i.e 5) and rest of the newspaper use social media tools in decreasing order.

Table no.5

Sr. No.	Table of Newspapers	Languages	Tools
1	I-Next	Hindi	6
2	Amar Ujala	Hindi	5
3	Dainik Bhaskar	Hindi	5
4	Rashtriya Sahara	Hindi	5
5	Navabharat	Hindi	5
6	Dainik Jagran	Hindi	4
7	Prabhat Khabar	Hindi	4
8	Rajasthan Patrika	Hindi	4
9	Nai Dunia	Hindi	4
10	Jansatta	Hindi	4
11	Punjab Kesari (Jalandhar)	Hindi	3
12	Sanmarg	Hindi	1
13	Punjab Kesari (Delhi)	Hindi	1

5.6 Facebook profile on Online Newspaper

19 (27.53%) Online newspaper of India have facebook profile. Most of the newspaper provide facebook profile join date and also provide back to back updated link for recent news. Divyabhaskar online newspaper top of the list have like (i.e. 6864219) by the user. (Appendix 1)

5.7 Twitter account on Online Newspaper

25 (36.23%) out of 69 Online newspaper of Indian have twitter account on their website. 27 newspaper have more than 5000 followers. Deccan Herald top of the list it has 3.67M followers and the Hindu business line have 67.5K Followers. (Appendix 1)

Finding and Conclusion

Only 29 online Newspapers are in English language out of 69 followed by 13 in Hindi language rest are in the local languages. Only 1online Newspaper in English and Hindi Language .It is also observed that only facebook, twitter and RSS are used tool by Indian online Newspapers at a higher rate. Perhaps the lack of use or less use of the YouTube, Orkut, pintrest and blog also be attributed to this factor. 2 online Newspapers are not created any profile in social networking site and finally finding showed that use of social media interactive tools among the Indian online Newspapers. It require more attention to use image and video sharing tools and comparing with other social interactive media tools can be attributed to this factor. It suggest that to this paper provide full and updated information in the social media site.

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