# Table of Contents

Acknowledgements

Declaration

Abstract

Preface

Words and Abbreviations

## Chapter 1  Introduction

1.1 History of Print Journalism
1.2 History of Internet and World Wide Web
1.3 Newspapers on Internet: The Global Scenario
1.4 Indian Newspapers on Internet

## Chapter 2  Review of Related Literature

2.1 Introduction
2.2 WWW Newspapers of USA
2.3 Content Analysis of 100 US Newspapers
2.4 German Newspapers on the Web
2.5 British Newspapers on the Web
2.6 Changing Needs of Internet Surfers
2.7 Web Page Design and Graphic Use

## Chapter 3  Research Design And Methodology

3.1 Statement of the problem
3.2 Utility of the Research
3.3 Aims and Objectives of the Research
3.4 Hypotheses
3.5 Methodology
3.6 Sampling Design
3.7 Tools of Data Collection
3.8 Data Processing
3.9 Division of Research Design
3.10 Justification for the Paradigm and Methodology
3.11 Case Study Approach
3.12 Objectives of the Case Studies
3.13 Research Procedures
3.14 Readership Survey
3.15 Design of the Exploratory Study
3.16 List of Internet Newspapers of India
3.17 Selection of Newspapers for case studies
3.18 Criterion for Selection
3.19 Additional Case Studies
3.20 Study through questionnaires e-mailed to newspapers
3.21 Additional documentation
3.22 Limitation of the Effort 52
3.23 Research Methods for Readership Study 53
3.24 Objectives 53
3.25 Methodology for Readership Study 54
3.26 Scope and limitations of the Methodology 55
3.27 Pre-testing 56
3.28 Pilot Study 57
3.29 Identification of Readers 57
3.30 Final Study 60
3.31 Statistical Tests 62

Chapter 4

Data and Analysis

4.1 Introduction 63
4.2 Disappearance of Online newspapers 65
4.3 Comparison with Print journalism 65
4.4 Procedure for Registration of Domain Names 66
4.5 Titles of Indian Online newspapers 66
4.6 Parallels in Print Journalism 67
4.7 Scheme of Presentation of Case Studies 68

4A

Data and Analysis (Case Studies)

The Hindu Online

4AH.1 Criterion for selection of The Hindu Online 69
4AH.2 Methodology 71
4AH.3 Findings of the Study 72
4AH.3.1 About The Hindu 72
4AH.3.2 Evolution of The Hindu Online 74
4AH.3.3 The Hindu Online Site Map 76
4AH.3.4 Editorial Process 79
4AH.3.5 Uploading the Internet Edition 88
4AH.3.6 Training In The Use Of Computers, Internet And e-mail 91
4AH.3.7 Vision for The Hindu Online 92
   (Interview with Mr. N. Ravi, the Editor)
4AH.3.8 Regional Stories in The HOL 100
4AH.3.9 Economics of an Internet Edition 102
   (Interview with Mr. N. Murali, the Joint Managing Director)
4AH.3.10 Response from Advertisements for The HOL 109
   (Interview with Mr. V. Kalidas, the Joint Chief Advertisement Manager)

Kesari

4AK1 Criterion for selection 108
4AK2 Methodology 114
4AK3 Findings 114
4AK4 Feedback from readers 115
4AK5 Staff for Online Edition 116
4AK6 Selection of News 116
4AK7 Sunday Supplement 117
4AK8 Advertisements 118
4AK9 Readership 118
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puneflash.com</td>
<td></td>
</tr>
<tr>
<td>4AP.1 Criterion for Selection</td>
<td>119</td>
</tr>
<tr>
<td>4AP.2 Methodology</td>
<td>119</td>
</tr>
<tr>
<td>4AP.3 Findings</td>
<td>120</td>
</tr>
<tr>
<td>4AP.4 Readership profile and Uses and Gratification</td>
<td>121</td>
</tr>
<tr>
<td>4AP.5 Economic Viability</td>
<td>122</td>
</tr>
<tr>
<td>4AP.6 Editorial and Production Process</td>
<td>123</td>
</tr>
<tr>
<td>4AP.7 Selection of Stories</td>
<td>123</td>
</tr>
<tr>
<td>4AP.8 Advertisement Rates</td>
<td>125</td>
</tr>
<tr>
<td><strong>Additional Data (Case Studies)</strong></td>
<td></td>
</tr>
<tr>
<td>The Times of India Online</td>
<td></td>
</tr>
<tr>
<td>4AT.1 Criterion for Selection</td>
<td>127</td>
</tr>
<tr>
<td>4AT.2 Methodology</td>
<td>127</td>
</tr>
<tr>
<td>4AT.3 Findings</td>
<td>128</td>
</tr>
<tr>
<td>4AT.4 About The Times of India</td>
<td>128</td>
</tr>
<tr>
<td>4AT.5 Evolution of TOI Online</td>
<td>129</td>
</tr>
<tr>
<td>4AT.6 Contents of the site</td>
<td>130</td>
</tr>
<tr>
<td>4AT.7 Readers and their Preferences</td>
<td>130</td>
</tr>
<tr>
<td>4AT.8 Editorial Process</td>
<td>131</td>
</tr>
<tr>
<td>4AT.9 Economics</td>
<td>133</td>
</tr>
<tr>
<td>4AT.10 Staff for Times Interactive</td>
<td>133</td>
</tr>
<tr>
<td>4AT.11 Vision for the Online Venture</td>
<td>133</td>
</tr>
<tr>
<td>The Business Standard</td>
<td></td>
</tr>
<tr>
<td>4AB.1 Criterion for Selection</td>
<td>137</td>
</tr>
<tr>
<td>4AB.2 Methodology</td>
<td>137</td>
</tr>
<tr>
<td>4AB.3 Findings</td>
<td>138</td>
</tr>
<tr>
<td>4AB.4 About The Business Standard</td>
<td>138</td>
</tr>
<tr>
<td>4AB.5 Evolution of The Business Standard Online</td>
<td>138</td>
</tr>
<tr>
<td>4AB.6 Site Map</td>
<td>139</td>
</tr>
<tr>
<td>4AB.7 Editorial Staff &amp; Process</td>
<td>140</td>
</tr>
<tr>
<td>4AB.8 Economic Viability</td>
<td>142</td>
</tr>
<tr>
<td>Rediff On the Net</td>
<td></td>
</tr>
<tr>
<td>4AR.1 Criterion for Selection</td>
<td>143</td>
</tr>
<tr>
<td>4AR.2 Methodology</td>
<td>144</td>
</tr>
<tr>
<td>4AR.3 Findings</td>
<td>144</td>
</tr>
<tr>
<td>4AR.4 About the Rediff</td>
<td>144</td>
</tr>
<tr>
<td>4AR.5 Content Tables at the site</td>
<td>146</td>
</tr>
<tr>
<td>4AR.6 Readership Profile</td>
<td>146</td>
</tr>
<tr>
<td>4AR.7 Editorial Department</td>
<td>147</td>
</tr>
<tr>
<td>4AR.8 Editorial Process</td>
<td>150</td>
</tr>
<tr>
<td>4AR.9 Problems of online journalists</td>
<td>151</td>
</tr>
<tr>
<td>4AR.10 Economic Viability</td>
<td>152</td>
</tr>
<tr>
<td>4AR.11 Advertising Options</td>
<td>153</td>
</tr>
<tr>
<td>4AR.12 Update on Contents and Services of Rediff</td>
<td>154</td>
</tr>
</tbody>
</table>
**4AD**  
**Additional Data (Questionnaires to Publishers)**

- **4AHT**  
  *The Hindustan Times*  
  157
- **4AI**  
  *The Indian Express*  
  161
- **4AL**  
  *Lokmat*  
  164
- **4AM**  
  *Malayala Manorama*  
  167
- **4AN**  
  *Nava Bharat*  
  169
- **4AU**  
  *Udayavani*  
  172

**4AO**  
**Additional Data (from Accessing the sites)**

- **4AO.1**  
  *Andhra Jyothi*  
  174
- **4AO.2**  
  *The Telegraph*  
  174
- **4AO.3**  
  *Deepika*  
  175
- **4AO.4**  
  *Deshabhimanii*  
  175
- **4AO.5**  
  *Mathrubhumi*  
  175
- **4AO.6**  
  *Kerala Kaumudi*  
  175
- **4AO.7**  
  *Sanjevani*  
  176
- **4AO.8**  
  *Samabhav*  
  176

**4AA**  
**Analysis (Case Studies)**

- **4AA.01**  
  Initial Phase of Internet Journalism in India  
  177
- **4AA.02**  
  Language-wise Break-up of Net dailies  
  178
- **4AA.03**  
  Sister dailies *not* on the Net  
  180
- **4AA.04**  
  Conspicuous Absence  
  182
- **4AA.05**  
  Contents of online editions  
  182
- **4AA.06**  
  Contents of Online-only Publications  
  183
- **4AA.07**  
  Presentation of INI sites  
  186
- **4AA.08**  
  Contents targeted for Indians Abroad  
  187
- **4AA.09**  
  Regional Coverage  
  188
- **4AA.10**  
  Editorial Contents of the Sites  
  189
- **4AA.11**  
  Multi-media Absent  
  191
- **4AA.12**  
  Economic Viability  
  191
- **4AA.13**  
  Advantage for Publishers  
  192
- **4AA.14**  
  Advertisements  
  192
- **4AA.15**  
  Online shopping  
  194
- **4AA.16**  
  Editorial Organisation  
  194
- **4AA.17**  
  Impact of Information Technology on Indian Journalists  
  195
- **4AA.18**  
  Journalistic Issues  
  196
- **4AA.19**  
  Editorial and Production Processes  
  197
- **4AA.20**  
  Production Process for Uploading onto the Net  
  198
- **4AA.21**  
  Formats of Print and Online publications  
  198
- **4AA.22**  
  Feedback  
  200

**4B**  
**Readership Survey**

- **4B.1**  
  Introduction  
  202
- **4B.2**  
  Findings of the Pilot Study  
  202
- **4B.3**  
  Some observations from the pilot study  
  203
- **4B.4**  
  Final Study  
  204
- **4B.4 (a)**  
  Brief Background  
  204
- **4B.4 (b)**  
  Identifying and locating Indian Newspapers on Internet  
  206
- **4B.4 (c)**  
  List of Indian Newspapers on the Net  
  208
- **4B.4 (d)**  
  Processing of feedback forms  
  209