

# Increasing Use of News Applications among the Students of Journalism and Mass Communication, Manipal University Jaipur

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## Abstract:

In the modern day, the reading of printed newspapers is fading away among the youth around the globe. The use of News applications is increasing day by day and has become an important phenomenon in the field media. It is true that there is sharp evidence of decline in the readership of newspapers in western society but the future of print media in developing countries like India doesn't seem that worse. However, it is also evident that with the boom of technology and cut throat competition among media industries, the use of online news applications is also on the rise in India especially among the youth. The technology savvy younger generation primarily rely on online news websites like Dailyhunt, Feedly, Times of India, Indian Express, Aaj Tak, Hindustan etc. for information or entertainment purposes. Hence, the study is designed to find out the use of news apps among youth, particularly the students of Journalism and Mass Communication of Manipal University Jaipur.

**Key words: Mobile, News, apps, media, online, print, broadcast, newspapers.**

## I. INTRODUCTION

Digital (online) journalism has become easily accessible as compared to print and broadcast journalism. In 1970 Tele text first digital journalism was invented in United Kingdom. In the summer of 1983, Steve Jobs, in a conference in Aspen launched the first Macintosh. Twenty-four (24) years before the first i Phone and twenty-seven (27) years before the first i Pad. That day in Aspen, Steve Jobs forecast the evolution of a new digital distribution system.

In the year 2008 'Application software' we popularly knew as APPS. "This application had exploded the demand for smart phone, tabs, laptop, computer and other electronics devices. "Apps emerged from early PDAs (Personal Digital Assistant), through the addictively simple game Snake on the Nokia 6110 phone".<sup>1</sup> In the month of July 2008 in, "the Apple App Store when it made its debut 500 apps was with Apple. High speed data and faster mobile data services such as 3G and 4G give a strong online attendance among audience".<sup>2</sup> News apps benefits is to narrow down the news story from a large number of words to just 60 words Today almost everything ranging from news to basic necessity of daily life came on some or other apps.

"The sudden increase in quantity and variation of news apps, owing to the consumer necessities, takes cemented the way in the formation of an extensive choice of review, recommendation, blogs, etc.".<sup>3</sup> Daily hunt, Feedly, Times of India, Indian Express, Aaj Tak, Hindustan (News applications) have revolutionised the way we expressed at the print media industry. "News apps has further added new component to it by increasing its prospect from different length and breadth thus generating various prospects to a slightly unknown but possible space mostly associated to the print media production".<sup>4</sup>

"Online not only provide instant information but also continuously updated news article in that way providing a better medium for information exchange among its users as compared to conventional media like newspaper or magazine. At the same time, print media provides a broader coverage of concrete data or news article and also used as reference material in many cases. Thus, a fine comparison between both the mediums was an appropriate

study to ensure the newest trends in the media industry”.<sup>5</sup> In addition, “a lot of research had been conducted analyzing the growth of print media and the impact of (news apps) digitalization over media industry and therefore restricting its scope mainly to newspaper and World Wide Web”.<sup>6</sup> At once, “newspaper being a significant measure of the media business was relatively ignored and news apps have just arrived the business with excessive potentials and prospective”.<sup>7</sup>

### Review of literature

In the paper, “online journalism in India: An exploratory study of Indian Newspaper on the net.” Kiran Thakur finds in the paper, “that online journalism changes the reading habits of our second generation. In the paper, he concluded that with the development of digital journalism and growth of smart phone user among the youth in India; change the readership from offline to online”.<sup>7</sup>

In today’s world of technology mass depends on the formula of media power assumes that the audience connection is measuring is always posed by an alternative agenda community. The formula contrasts variance accounted for versus the correlations alone. Of course, there are many variables other than media that attract audiences. Media audience correlations of 1.00 would indicate that the media community is dominant, as there is no competition from the alternative community. The formula suggests that correlation of +.50 results in a complete balance of media agenda community and audiences much like the balancing of the earth and moon. By this reasoning agenda setting correlations would need to reach, as suggested, about +.75 to indicate that the power of the media agenda community is more attractive than the alternative community (other than media).

The conventional print media has been direction to a completely novel area of digitalization for its distribution structure since numerous challenges and competitions, the first part being the “News apps online journalism by the use of different Websites. It was newspaper and magazine that first took advantage of World Wide Web (www) because of their strong background in visual information of print media”.<sup>6</sup>

Ram and Sheth pointed, “that adoption occurs because of overcoming initial consumer resistance; though the degree of resistance may vary for different consumers”.<sup>1</sup> Mishra, “proposed that degrees of resistance can be seen from being passive to active and further sub-categorized into various levels of consumer resistance such as indifference (either ignoring a technology or refusing its adoption), postponement (either looking for more information regarding the product or waiting for a more appropriate time for adoption), rejection (deciding to not at all take up an innovation) and, opposition (boycotting the innovation)”.<sup>2</sup>

### Objectives:

1. To find out the readership of News on News Apps.
2. To analyse the readership preferences of News, in the News Apps.
3. To understand the ‘ease to use’ technology of News Apps in Mobiles.

## II. RESEARCH METHODOLOGY

The study is being conducted under Ex-Post-Facto conditions in the department of Journalism and Mass Communication, Manipal University Jaipur, Rajasthan, India. Keeping the study objectives in view an interview schedule was developed for data collection. The questionnaire was administered through a Google form. Google form was distributed among all 296 students of department of journalism and mass communication. A random sample from the target audience group was selected for the study. A total of 194 respondents from department of Journalism and mass communication were responded to the survey correctly and completely.

## III. ANALYSIS AND INTERPRETATION

The data collected through the survey was coded and entered in a spreadsheet in the SPSS and analyzed with the help of cross tabulation. Tables present the demography of the respondents. Majority of the respondents (77.08%) are less than 20 years of age. (21.60%) of the respondents are of 20 to 25 years of age. (28.00%) of the respondents are from I Semester. (34.08%) of the respondents are from III Semester. (32.00%) of the respondents are from IV Semester. Rests (6.00%) of the respondents are from II Semester Masters.

On the other hand, a majority (30.0%) of the respondents are female, (25.0%) of the respondents are male belong to the first year. Other major participations of the respondents (22.0%) are female, (18.0%) of the respondents are male from the second year. Other respondents (5.02%) are postgraduates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	3.1	3.1	3.1
	18 – 20	145	74.7	74.7	77.8
	20 -25	42	21.6	21.6	99.5
	25 and above	1	.5	.5	100.0
	Total	194	100.0	100.0	

In this survey 194 (respondents) student of Journalism and Mass Communication Department, Manipal University Jaipur participated.

**In a question, what are the sources of your news?**

Out of fifty-one percent female students responded they read news on, news apps (17%), online (29.4%), offline (3.6%), (1.0%) others.

Out of forty-seven percent male students responded they read news on news apps (6.7%), online (30.4%), offline (6.7%), (2.6%) others.

			What are the sources of your news?					Total
				News apps	Offline	Online	Others	
Gender		Count	4	0	0	1	0	5
		% of Total	2.1%	0.0%	0.0%	0.5%	0.0%	2.6%
	Female	Count	0	33	7	57	2	99
		% of Total	0.0%	17.0%	3.6%	29.4%	1.0%	51.0%
	Male	Count	0	13	13	59	5	90
		% of Total	0.0%	6.7%	6.7%	30.4%	2.6%	46.4%
Total		Count	4	46	20	117	7	194
		% of Total	2.1%	23.7%	10.3%	60.3%	3.6%	100.0%

**In the next segment of question, which news apps you prefer to read?**

Fifty-one percent female students responded they prefer (49.5%) English news apps, (1.5%), Hindi news apps, and (0.0%) others.

Forty-seven percent male students responded they prefer (35.1%) English news apps, (10.8%) Hindi news apps, and (0.5%) others.

			Which News Apps you prefer to read?				Total
				English	Hindi	Other	
Gender		Count	4	1	0	0	5
		% of Total	2.1%	0.5%	0.0%	0.0%	2.6%
	Female	Count	0	96	3	0	99
		% of Total	0.0%	49.5%	1.5%	0.0%	51.0%
	Male	Count	0	68	21	1	90
		% of Total	0.0%	35.1%	10.8%	0.5%	46.4%
Total		Count	4	165	24	1	194
		% of Total	2.1%	85.1%	12.4%	0.5%	100.0%

**In another question, where do you read news?**

Fifty-one percent female students responded to this question, they used desktop (0.5%), laptop (0.5%), mobile (48.5%) and others (1.5%).

Forty-seven percent male students responded to this question, they used desktop (1%), laptop (3.1%), mobile (36.1%) and others (6.2%).

			Where do you read News?				Total	
				Desktop	Laptop	Mobile		Others
Gender		Count	4	0	0	1	0	5
		% of Total	2.1%	0.0%	0.0%	0.5%	0.0%	2.6%
	Female	Count	0	1	1	94	3	99
		% of Total	0.0%	0.5%	0.5%	48.5%	1.5%	51.0%
	Male	Count	0	2	6	70	12	90
		% of Total	0.0%	1.0%	3.1%	36.1%	6.2%	46.4%
Total		Count	4	3	7	165	15	194
		% of Total	2.1%	1.5%	3.6%	85.1%	7.7%	100.0%

**In another question, How much time do you spend on reading news on news Apps?**

Out of (99) ninety-nine female respondents (80) eighty female students responded they spend less than (30) thirty minutes in reading news on news apps daily. (10) Ten respondents less than thirty minutes, (7) seven respondents more than one hours, and (2) two respondents less than hours.

Out of (90) ninety male respondents (63) sixty-three male students responded they spend less than (30) thirty minutes in reading news on news apps daily. (17) Seventeen respondents less than thirty minutes, (6) six respondents more than one hours, and (3) three respondents less than hours.

			How much time do you spend on reading news on news Apps?					Total
				Less than 1 hours	Less than 30 min.	More than 1hours	More than 30 min.	
Gender		Count	1	0	2	2	0	5
		% of Total	0.5%	0.0%	1.0%	1.0%	0.0%	2.6%
	Female	Count	0	2	80	7	10	99
		% of Total	0.0%	1.0%	41.2%	3.6%	5.2%	51.0%
	Male	Count	1	3	63	6	17	90
		% of Total	0.5%	1.5%	32.5%	3.1%	8.8%	46.4%
Total		Count	2	5	145	15	27	194
		% of Total	1.0%	2.6%	74.7%	7.7%	13.9%	100.0%

#### In the next segment of question, which online News Apps do you prefer to read?

Out of 194 respondents fifty-nine (59) female and forty-seven (47) male respondents says news apps of Times of India. Eight (8) female and ten (10) male responded to news apps of Indian Express. Five (5) each female and male responded for news apps of NDTV. Four (4) male responded in the favour of Daily hunt. Six (6) female responded in favour of Hindustan news apps. Four (4) male and two (2) female responded to Aaj Tak news apps. Eighteen (18) female and (10) male responded for others news apps also.

			Which online News Apps do you prefer to read?								Total
				Aaj Tak	Daily hunt	Hindustan	Indian Express	Ndtv	Others	Times of India	
Gender		Count	2	0	0	0	0	0	0	3	5
		% of Total	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.6%
	Female	Count	1	2	0	6	8	5	18	59	99
		% of Total	0.5%	1.0%	0.0%	3.1%	4.1%	2.6%	9.3%	30.4%	51.0%
	Male	Count	10	4	4	0	10	5	10	47	90
		% of Total	5.2%	2.1%	2.1%	0.0%	5.2%	2.6%	5.2%	24.2%	46.4%
Total		Count	13	6	4	6	18	10	28	109	194
		% of Total	6.7%	3.1%	2.1%	3.1%	9.3%	5.2%	14.4%	56.2%	100.0%

#### In another question, Do you think mobile News apps is ease to use?

In the responded of this question ninety-six (96%) respondents in favour of 'yes' News apps are ease to use on mobile online reading news articles.

			Do you think mobile News apps is ease to use?					Total
				Can't say	Do not known	No	Yes	
Gender		Count	1	0	1	0	3	5
		% of Total	0.5%	0.0%	0.5%	0.0%	1.5%	2.6%
	Female	Count	1	4	1	3	90	99
		% of Total	0.5%	2.1%	0.5%	1.5%	46.4%	51.0%
	Male	Count	0	8	2	5	75	90
		% of Total	0.0%	4.1%	1.0%	2.6%	38.7%	46.4%
Total		Count	2	12	4	8	168	194
		% of Total	1.0%	6.2%	2.1%	4.1%	86.6%	100.0%

### In this question, why do you access News Apps?

Answer to this question most of the respondents made that news apps is 'easy to access' and news items on news apps constantly updated. Some of the respondent's mark news apps helps in both time and money save, with variety of choice for them to read, like or dislike and importantly their comments on the subjects.

			Why do you access News Apps?							Total	
				Audio and video news	Both money and time save	Easy to access	Like and dislike option	Others	Update regularly		Variety of choice
Gender		Count	1	1	2	1	0	0	0	0	5
		% of Total	0.5%	0.5%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	Female	Count	0	3	9	44	1	1	33	8	99
		% of Total	0.0%	1.5%	4.6%	22.7%	0.5%	0.5%	17.0%	4.1%	51.0%
	Male	Count	2	5	11	33	0	9	26	4	90
		% of Total	1.0%	2.6%	5.7%	17.0%	0.0%	4.6%	13.4%	2.1%	46.4%
Total		Count	3	9	22	78	1	10	59	12	194
		% of Total	1.5%	4.6%	11.3%	40.2%	0.5%	5.2%	30.4%	6.2%	100.0%

## IV. CONCLUSION

First, its journey starts from the printing press than to news websites and presently the revolutionary news on apps. It's become the habit of using apps in smartphones among the youth for one or other information, also increasing the demand of Smartphones into the market. Journalism and mass communication students learn the tips of apps for their daily requirement for which they depend on their smartphones. The study limited to find out the use of apps for reading news and results in favour to the student of the Department of Journalism and Mass Communication that they read most news on their Smartphone online. The Study also reveals use of Smartphone easy to access, informed them self with constantly updated on the news apps, it saves their time and money and also they understand the use of technology. News apps technology is friendly in using and knowing information what they want. News applications are rise steeply and the merely cheerful spot to enhancement the sales of the print media is the app market of youth. The outcomes specified that the content provided on news apps is the similar as the content delivered on the news websites because media administrations have yet to take benefit of the technology the apps offer. Even News Agencies today modifying news gratified to Smartphone applications. Reading news on Smartphone has delivered an individual experience with rich variances in the way public read and access news.

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