

“ONLINE ENGLISH NEWSPAPERS IN INDIA: A LINK ANALYSIS”

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Abstract

This paper aims to provide an overview of the contents and design of the online English newspapers in India. Twelve online English newspapers published daily in India were selected for the study. The study used website content analysis to assess the contents and design of these newspapers. A checklist was developed as the main tool for data collection and Microsoft Word was used as the tool for data analysis. The study shows that online English newspapers in India have a common pattern of contents, coverage, and design. Contents availability and access to the contents are the most prevalent options in these newspapers. Majority of the newspapers use Blog, RSS and Facebook to connect with their readers. The ranking of major online English newspapers in India. Also have been done and “The Times of India” is on the 1st rank among all Selected newspapers for study.

KEYWORDS:-

Website, News Sites, Online Newspapers, World Wide Web, Electronic Publishing, Link Analysis.

INTRODUCTION

The exponential growth of Internet and the increased reliance on digital information have revolutionized online newspaper journalism with new ways and means of disseminating news and other products. It has put online newspapers to the challenge of updating and providing fresh news frequently and dramatically increased the news consumption and usage. Compared with traditional news media, online newspapers have remarkable advantages including their ability to provide up-to-date information, rapid access to a large number of newspapers and their archives without additional expenses, the advantages of being interactive and paperless, the possibility to bookmark, print or save and edit the contents of online newspapers.

Newspapers can provide online versions, that are not mirror images of print versions, instead offer something extra such as interactive features or information that could not fit in print versions. There are a number of online newspapers on the Internet. Some of these have only extracts and general information, while others being complete newspapers with archives. The important characteristics of online newspapers include hypertext, interactivity, and multimedia. Hyperlinks enable navigation through online newspapers and connect readers to related contents. News published on the online newspapers can be complemented with background information, graphics, photographs, animations,

audio streams and video footage, sidebars, and links to e-resources such as online archives, magazines, e-books, and other online newspapers. Interactivity can be made available on the online newspapers to make online editions interesting. The interactivity could be achieved by engaging readers using RSS, Blogs, polls, surveys, opinions, comments, feedback, etc.

44 English-language online newspapers from 14 Asian countries and found that the newspapers were focused on news contents but did not take advantages of immediacy, inter-sites hyperlinking, or communication between readers and the newspapers. In a study, Dibeau found that most online newspapers had adopted innovations such as links to related information, and consumer services such as searchable classifieds. Chyi and Lasorsa reported that websites produced by larger newspapers performed better in terms of structure, content, presentation and 18 DESIDOC J. Lib. Inf. Technol., 2010, 30(4) interactive features¹. Gao and Vaughan showed that link analysis was a novel and useful method that journalists and information professionals can use to gauge online readership and potential impact of online newspapers⁶. The study conducted by Ihlstrom and Henfridsson on genre change and interdependency of online newspapers in Scandinavia illustrated how online newspapers had established a number of communicative practices significant for recognising them as a distinct digital genre. Hashim, Hasan, and Sinnapan found that content availability and choice was found to be the most significant element of interactivity. They found that majority of Australian online newspapers offered interactive functionality for expressing opinions, blogging, contests and polls, only one online newspaper provided genuine interactivity gaming.

There is little research that focuses specifically on the contents and design of online newspapers in Asia. Therefore, a need was felt to analyse the contents and design of online English newspapers in India. This paper gives an informative preview of the contents and design of online English newspaper in India and will be useful for evaluating/deploying online newspapers and news websites.

RESEARCH METHODOLOGY

The study was conducted using website content analysis. The research method like descriptive research method was used. A checklist was prepared as the main tool to assess and evaluate the contents and design of the online newspapers. The checklist included general information about homepages, authority, accuracy, currency, graphics, multimedia, content coverage, accessibility, cost, advertisement, special features, and application of web 2.0 technologies. All the selected newspapers were carefully scanned and analysed based on the checklist. The consolidated data was presented in tabular form using Microsoft excel for further analysis.

SCOPE AND LIMITATION

This article is limited to collect the information about Online English Newspapers in India only. Total 12 Free Online English Newspapers were studied. Different aspects such as searching criteria, entry structure and factions of terms were studied in this project.

AIMS AND OBJECTIVES OF THE STUDY

The main aim of the study is to analyze the contents and design of Online English Newspapers in India with following specific objectives:

- To evaluate the structure, style and design of the Online English Newspapers in India.
- To identify the contents and coverage of the Online English Newspapers in India.
- To ascertain the nature of advertisements and special features that appears in the Online English Newspapers in India.
- To find out the patterns of news gathering, graphics and multimedia in the Online English Newspapers in India.
- To find out the web 2.0 applications on Online English Newspapers in India.
- To rank the online English Newspapers in India based on the assigned points.

ANALYSIS AND INTERPRETATIONS

Analysis part has been represented in tabular form based on the data collected from 12 online newspapers websites. The following newspapers are undertaken for the study.

Table 4.1.List of Online English Newspapers in India

Sr. No.	Name of English Newspaper	Websites
1.	The Times of India	www.timesofindia.indiatimes.com
2.	The Indian Express	www.expressindia.com
3.	The Hindustan Times	www.hindustantimes.com
4.	The Hindu	www.thehindu.com
5.	Deccan Herald	www.deccanherald.com
6.	The Economic Times	www.economictimes.indiantimes.com
7.	The Statesman	www.thestatesman.net
8.	The Telegraph	www.telegraphindia.com
9.	The Assam Tribune	www.assamtribune.com
10.	Mumbai Mirror	www.mumbaimirror.com
11.	Deepika	www.deepikaglobal.com
12.	Hitavada	www.hitavadaonline.com

Table 4.2 Homepage Features of Online English Newspapers in India

Features	The Times of India	The Hindu	The Indian Express	The Hindustan Times	Deccan Herald	The Economic Times	The Statesman	The Telegraph	The Assam Tribune	Deepika	Mumbai Mirror	Hitavada	Daily News and Analysis	Total News Paper
E-mail	✓	--	✓	--	--	✓	--	✓	--	--	✓	✓	✓	6
Mobile Alert	✓	✓	--	✓	✓	✓	✓	--	✓	✓	--	--	--	8
News Letter	✓	--	✓	✓	✓	✓	--	--	--	--	✓	--	--	6
Feedback	✓	--	✓	✓	✓	✓	✓	✓	--	✓	--	--	--	8
Opinion	✓	✓	✓	--	✓	✓	✓	✓	✓	--	--	✓	✓	9
Poll	✓	--	✓	--	--	✓	✓	--	--	--	✓	--	✓	5
Site Map	✓	✓	✓	✓	✓	✓	--	✓	✓	--	✓	--	--	9
Comment	✓	✓	✓	✓	--	✓	--	--	--	--	--	✓	✓	6
Advanced Search	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	--	✓	11
E-paper	✓	✓	✓	✓	✓	✓	--	--	✓	--	✓	✓	✓	9
Sudoku	✓	✓	--	--	✓	--	✓	✓	--	--	✓	--	--	6
Contact	--	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	11
Copyright	✓	✓	✓	✓	✓	✓	✓	✓	--	✓	✓	✓	✓	11
Background	w	w	w	w	w	w	w	w	w	w	w	w	w	12
Side Bar/ Frame	--	✓	--	--	--	--	✓	✓	✓	✓	--	--	--	5
Moving Text /Marquee	--	--	--	--	✓	✓	--	--	--	--	✓	--	--	3
Sing in	--	--	✓	✓	✓	✓	✓	--	--	--	--	--	--	5
	12	10	12	10	12	12	10	9	7	6	10	6	8	

(Note: 'w' represent white background)

Homepage is considered to be the most important and often visited webpage of a website. It is the front page at which most web features are implement so it is very important. The homepage of any website should be appealing, user friendly and informative of the readers. The Hitavada has given e-mail, opinion, comment, e-paper, contact, copyright facilities on its homepage. The Economic Times has a moving text box in the homepage. The Times of India offers a wider range of services to its readers, the online versions of the Indian Express and the Hindu are most user friendly.

Table No. 4.2 shows that all the online English Newspapers have white background. There are six online newspapers providing the services of E-mail, Newsletters, Comment and Sudoku. Eight newspapers have mobile alert and feedback facility. While nine newspapers having the feature like sitemap, opinion and provides E-Paper. In five online English Newspapers there is poll, site bar/frame and sign in facility. Three newspapers have Marque facility. Eleven newspapers having copyright and contact facility and advance search.

Out of 12 online newspapers, 4 newspapers have providing maximum i.e. 12 links to mentioned features.

Table 4.3 Authority, Accuracy, and Currency of Online English Newspapers in India

Features	The Times of India	The Hindu	The Indian Express	The Hindustan Times	Deccan Herald	The Economic Times	The Statesman	The Telegraph	The Assam Tribune	Deepika	Mumbai Mirror	Hitavada	Daily News and Analysis	Total News Paper
Organisation/ Sponsor/ Company	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Dead Links	--	--	--	--	--	✓	--	--	✓	--	--	--	--	2
Where about Location	✓	✓	--	--	✓	✓	✓	✓	--	--	✓	✓	✓	8
Information accuracy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Clear & Legible	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Basic Grammar	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Last Review of Page	✓	--	--	--	--	--	--	--	--	--	--	--	--	1
Links Valid	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	11
Currency	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Public Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
	9	8	7	7	8	9	8	8	8	7	8	8	8	

The authority and accuracy of information should intelligently be ascertained, who is the author and what is his/her reputation, experiences, professional status, qualifications, etc., are required to be checked. Accuracy describes information that is factually irrefutable and complete. It should be assessed whether the information found on the online newspapers is accurate. Most of the WebPages are self-published and self-edited. So the chances of inaccurate information are more.

Table No. 4.3 shows that all the online newspapers are published by authorized and well recognized professional newspapers chosen for the study met the basic requirements like clear and comprehensive information, and the contents followed the essential rules of grammar and composition. Usually the currency of online newspapers depends on the type of information it holds. Missing data not only mean that the document probably has not been updated recently. The Hitavada has where about location, information accuracy, clear and legible, basic grammar, links valid, currency, and public services and other facilities. It can also be an indication that it was not written by professionals.

From the table No. 4.3, it was observed that all the twelve online newspapers gave importance to the currency of their contents and eleven of them have valid links except the Mumbai Mirror. All the newspapers meet its objective of informing the people about the daily happening around the world. There are separate sections for debate, forum or opinion poll on all the online newspapers. Other than these facilities, all the newspapers providing public services, basic grammar. Information currency, organization sponsor or company. And only two newspapers give dead links and one newspaper give where about location. All the newspapers are clear and legible.

It is observed that The Times of India and The Economic Times have got maximum i.e. 9 links.

Table 4.4 Graphic and Multimedia Design of Online English Newspapers in India

Features	The Times of India	The Hindu	The Indian Express	The Hindustan Times	Deccan Herald	The Economic Times	The Statesman	The Telegraph	The Assam Tribune	Deepika	Mumbai Mirror	Hitavada	Daily News and Analysis	Total News Paper
Links to homepage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Easy to print	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Graphic use	✓	✓	✓	✓	✓	✓	✓	✓	--	--	✓	✓	✓	10
Interactive graphics	✓	✓	--	--	--	--	✓	--	--	--	--	--	✓	02
Photo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Video	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	--	✓	11
Statistical data	✓	✓	✓	✓	--	✓	✓	--	--	--	--	✓	✓	07
Flash enable	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	--	--	10
Cartoon	--	✓	--	--	--	--	--	--	--	--	✓	✓	✓	03
	8	9	7	7	6	7	8	6	5	5	7	6	8	

Graphic and multimedia supported information may attract the readers but it should not be the sole criteria for determining the quality of online newspapers. If the audio, video or other effects are used, then it must be appropriate to the proposed of the source.

Table No. 4.4. shows how graphics and multimedia were used effectively by the online newspapers. All the 12 newspapers had photos graphic and link to home page in their sites. All newspapers have separate link to the homepage.

It is observed that The Times of India & The Statesman and Daily News and analysis have got 8 links of Graphic and Multimedia Design.

Table 4.5 Contents and Coverage of Online English Newspapers in India

Features	The Times of India	The Hindu	The Indian Express	The Hindustan Times	Deccan Herald	The Economic Times	The Statesman	The Telegraph	The Assam Tribune	Deepika	Mumbai Mirror	Hitavada	Daily News and Analysis	Total News Paper
Editorials	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Columnists	✓	✓	✓	✓	✓	--	✓	--	--	--	✓	--	✓	07
Most Read	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	03
Most Commented	✓	--	--	--	--	✓	--	--	--	--	✓	--	--	08
Astrology	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	04
Business	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Entertainment	✓	✓	✓	✓	✓	✓	✓	✓	--	--	✓	✓	✓	10
Environment	✓	✓	--	--	✓	✓	--	✓	--	✓	✓	--	✓	07
Health	✓	✓	✓	✓	--	✓	--	✓	✓	✓	✓	✓	✓	10
Life style	✓	✓	✓	✓	✓	--	✓	--	✓	--	✓	--	✓	09
National	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
International	✓	✓	✓	--	--	✓	✓	✓	✓	--	--	--	✓	08
Matrimonial	✓	--	--	✓	--	✓	✓	--	--	--	--	--	--	04
Politics	--	✓	✓	✓	✓	✓	✓	--	✓	✓	✓	✓	✓	10
Stock	--	✓	✓	--	✓	✓	✓	--	✓	✓	--	✓	✓	08
Sport	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	--	✓	12
Technology	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	--	✓	11
Weather	✓	✓	✓	✓	✓	--	✓	✓	✓	✓	✓	✓	✓	11
World	✓	✓	✓	✓	✓	--	✓	✓	--	✓	✓	✓	✓	10
	17	17	16	15	15	15	16	13	13	13	16	11	17	

The validity, uniqueness, novelty, and propose of information are some of the major point on which is the contents of online newspaper are to be annualized. Table No. 4.5 shows that the online English newspaper in India have common pattern of contents, coverage and design, contents availability and access to the contents are the most prevalent options in these newspapers. While all the online newspaper provided editorials, most of these also provided most commented news and articles. Coverage of online newspapers gives and indication of the context to the areas the news pertains.

Table No. 4.5 reveals that most of the online newspaper cover news from the areas like business, entertainment, environment, sports, health, lifestyle, politics, science and technology, weather etc. The Hitavada have editorials, business, entertainment, nationals, politics, stock, sports, weather, and world information. It was found that all newspaper provided links to business and sports news-most of the newspapers provide links to health, politics and science and technology news. Four newspapers have links astrology and matrimonial also.

Twelve newspapers have editorial and covers business, sports. All the newspapers are notional. Near about ten newspapers provides information about weather, technology and political information. Ten newspapers give the worlds news, health and entertainment. Nine newspapers provides links to lifestyle were as eight have stocks, most commented and have international news. Three newspapers have the option of most read, news about environment and columnists.

It is observed that The Times of India & The Hindu and Daily News and analysis have got maximum i.e. 17 links of contents.

Table 4.6.Accessibility, Advertisement and Special Features of Online English Newspapers in India

Features	The Times of India	The Hindu	The Indian Express	The Hindustan Times	Deccan Herald	The Economic Times	The Statesman	The Telegraph	The Assam Tribune	Deepika	Mumbai Mirror	Hitavada	Daily News and Analysis	Total News Paper
Accessibility	✓	✓	--	--	✓	✓	✓	✓	✓	--	--	--	✓	07
Browser dependency	--	--	--	--	--	--	--	--	--	--	--	--	--	00
Online subscription	✓	--	✓	✓	--	✓	✓	✓	✓	--	--	--	✓	05
Archive facility	✓	✓	✓	--	✓	✓	✓	✓	✓	--	--	✓	✓	09
Indexed in search engines	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Free of cost	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Banners (Advt)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
Classifieds	✓	✓	✓	✓	--	✓	✓	✓	✓	✓	✓	✓	✓	11
Links to commercial sites	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
User send/ share information	--	✓	✓	✓	✓	✓	✓	✓	✓	--	--	--	✓	08
Online shopping	✓	--	--	✓	--	✓	✓	✓	--	--	--	--	✓	05
Jobs	✓	✓	✓	✓	--	✓	✓	✓	✓	--	--	✓	--	09
Horoscope	✓	✓	✓	--	✓	✓	--	✓	--	--	--	✓	✓	07
	11	10	10	9	8	12	11	12	10	5	5	8	11	

The question of accessibility is to be taken into account. It should be assessed whether the newspapers are freely accessible or not. General, it is perceived that news websites are free of cost. There are certain websites, which required and agreement between the publisher and the subscriber to access the site freely. There no special cost of intellectual property to the contents of the online newspapers in India and all of these are public domains. Advertising can be categorized in many ways.

The most common mode of classifying various forms of advertising is in terms of product are service. Seven newspapers providing accessibility and horoscope. There are eleven newspapers which are classifieds. Nine newspapers provide information about jobs and archive facility. All the twelve newspapers provides links to commercial sites uses banners (Advt.) indexes in search engines and all are

free of cost. Eight newspapers provides user send/share information. When five newspapers provides online shopping and online subscription. Whether no newspaper have browser dependency.

Accessibility, advertisement and special features maximum links i.e. 12 is provided by The Economic Times and The Telegraph newspapers.

Table 4.7.Application of Web 2.0 Technologies by Online English Newspaper in India

Features	The Times of India	The Hindu	The Indian Express	The Hindustan Times	Deccan Herald	The Economic Times	The Statesman	The Telegraph	The Assam Tribune	Deepika	Mumbai Mirror	Hitavada	Daily News and Analysis	Total News Paper
Blogs	✓	--	✓	✓	✓	✓	✓	--	--	--	✓	--	✓	07
RSS feeds	✓	✓	✓	✓	--	✓	--	✓	--	--	✓	--	--	07
Podcasts	--	--	--	✓	--	✓	--	--	--	--	--	--	--	02
Twitter	✓	--	✓	✓	--	✓	--	--	--	--	✓	--	--	05
Facebook	✓	--	✓	✓	--	✓	--	--	--	--	✓	--	--	05
	4	1	4	5	1	5	1	1	0	0	4	0	1	

The applications of web 2.0 technologies in online newspapers have great importance as these increases the interactivity with the audience. The investigators assessed the extent of use web 2.0 technologies on the online English newspapers in India. Table 4.7 shows the use of web 2.0 technology such as blogs, RSS, facebook, and so on. The use web 2.0 technology by the online English newspapers in India is very low. Among the web 2.0 technologies used by the newspapers, RSS, blogs and facebook are the most used technologies. Seven newspapers have blogs and RSS feeds. In five online English newspapers having the facilities like twitter, facebook. Whether the two newspapers provides podcasts.

It is observed that The Hindustan Times and The Economic Times have been using Web 2.0 tools followed by The Times of India, The Indian Express and Mumbai Mirror.

Table 4.8.Ranking of Major Online English Newspapers in India

Sr. No.	Name of the Newspapers	Points Gained From Tables						Total points scored	Rank
		Table No. 4.2	Table No. 4.3	Table No. 4.4	Table No. 4.5	Table No. 4.6	Table No. 4.7		
1	The Times of India	12	9	8	17	11	4	61	1
2	The Hindu	10	8	9	17	10	1	55	4
3	The Indian Express	12	7	7	16	10	4	56	3
4	The Hindustan Times	10	7	7	15	9	5	53	6
5	Deccan Herald	12	8	6	15	8	1	50	7
6	The Economic Times	12	9	7	15	12	5	60	2
7	The Statesman	10	8	8	16	11	1	54	5
8	The Telegraph	9	8	6	13	12	1	49	8
9	The Assam Tribune	7	8	5	13	10	0	43	9
10	Deepika	6	7	5	13	5	0	36	11
11	Mumbai Mirror	10	8	7	16	5	4	50	7
12	Hitavada	6	8	6	11	8	0	39	10

Table No. 4.8. Shows that ranking of Major Online English Newspapers in India. Based on the cumulative points from table 4.2. to 4.7. ranking of newspapers have been done.

It is observed that maximum points i.e. 61 area gained by The Times of India hence it scored 1st Rank followed by The Economic Times got 60 points and scored 2nd Rank. Where as The Indian

Express is at 3rd Rank with 56 points. The Hindu is n 4th Rank gained 55 points. The Statesman got 54 points at 5th Rank. The Hindustan Times gained 53 points with 6th Rank. There are two Online English Newspapers who got the same points i.e. Deccan Herald and Mumbai Mirror got 50 points at 7th Rank. The Telegraph with 49 points having at 8th Rank. Where as The Assam Tribune got 43 points at 9th Rank. In ranking the less points i.e. 11 Rank by Deepika English Newspaper followed by The Hitavada scored 39 points.

FINDINGS AND CONCLUSION

Newspaper plays a vittal role in day to day life. Even more then important and major role plays online newspaper in currently life style. There are some newspapers not only famous for their services but also they are providing important features.

FINDINGS OF THE STUDY

- 1.Homepage is the most important page at which most web features are implemented. Homepage of any website should be appealing, user friendly and informative for the readers. All the news papers have advanced search facility on their homepage. It is observed that out of 12 online newspapers, 4 newspapers have providing maximum i.e. 12 links to mentioned features.
- 2.The information found on the online newspapers is accurate and authoritative. All the newspapers are clear and legible. It is observed that The Times of India and The Economic Times have got maximum i.e. 9 links.
- 3.It is observed that The Times of India & The Statesman and Daily News and analysis have got 8 links of Graphic and Multimedia Design.
- 4.It is found that all the online newspapers have almost same contents and covers the editorial, sports, politics, science and technology, national, international and worldwide information. It is observed that The Times of India & The Hindu and Daily News and analysis have got maximum i.e. 17 links of contents.
- 5.Accessibility, advertisement and special features maximum links i.e. 12 is provided by The Economic Times and The Telegraph newspapers. Some of the newspapers provide links to access the online archive of their back issue, can subscribes online.
- 6.It is found that the application of Web 2.0 technologies in online newspapers have great importance as these increase the interactivity with the audience. The use of Web 2.0 technology by the online English newspaper in India is very low. It is observed that The Hindustan Times and The Economic Times have been using Web 2.0 tools followed by The Times of India, The Indian Express and Mumbai Mirror.
- 7.It is observed that maximum points i.e. 61 area gained by The Times of India hence it scored 1st Rank followed by The Economic Times got 60 points and scored 2nd Rank. In ranking the less points i.e. 11 Rank by Deepika English Newspaper followed by The Hitavada scored 39 points.

CONCLUSION

The online English newspapers in India have a common pattern of contents, coverage and design. Contents availability and access to the contents are the most prevalent options in these newspapers. All the newspapers are more or less similar in their design and structure with few exceptions. All the newspapers are flash enabled and some of these are using photos and videos gallery. Dead links can be found in Assam Tribune and The Economic Times. The online versions of The Hindu, The Statesman, and The Daily News and Analysis have interactive graphics. This is a very interesting feature and can be adopted by all other online newspapers in India. All the online newspapers have presented news with different headings like business, entertainment, environment, health, lifestyle, weather, etc. The online newspapers designers should try to arrange news in a more appealing manner.

The online versions of the Times of India, The Hindu, The Indian Express and the Statesman have provided information about the most read, commented, and e-mailed news, which help the readers to assess the value and importance of the news. This facility may be provided by all the online newspapers in India. Similarly all the online newspapers have news grouped in 'editorials' and

'headlines', which is innovative and should be given due attention. The online versions of The Hindu, The Statesman, and The Decan Herald provide the facility to send information for the readers. Online version of Decan Herald provides the facility to save articles and other online newspapers may also follow this facility. The Hatawada has e-mail, e-paper, copyright facilities the most used technologies. Even though majority of the newspapers have RSS, Blog and Facebook facilities, the potentialities of these tools are not exploited fully.

It is concluded that the online versions of the newspapers were initially formed as a complement to the existing print versions of the newspapers. Looking at the increasing capability of ICT, the online newspapers should try to attract and engage more readers by delivering their products and services in real time, increasing the quantity of information, upgrading news with photographs, audios and videos, enhancing the richness and timeliness of news, and application of Web 2.0 technologies to engage readers. Online newspapers in India can exploit e-mail, blogs, RSS, web postings, live chat rooms, online polls and surveys, discussion forums, etc. to engage their readers.

These tools and utilities will provide interactive communication, in the way to make the online newspapers a public sphere of discussion. E-mail can be used as easiest way of interpersonal communication between journalists and readers. Online discussion forums are one of the most effective ways to turn the online newspapers into a public platform of debate. Online newspapers can also use mobile platforms to expand their audiences and connection with readers using social media such as Twitter and Facebook. The growing power of social networking is evident from the time spent by readers on sites such as Facebook. The time spent on social networking sites is growing three times faster than that spent on the Internet and represented a strong channel to connect with readers. The online newspapers in India should exploit the emerging Internet and mobile platforms especially the Web 2.0 technologies to attract and increase their readers.

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