

FACE BOOK CONTENT COVERAGE PAGE OF ONLINE ENGLISH NEWSPAPERS IN INDIA: A STUDY

Dr. Sangita Rajendra Chore

Abstract:

Electronic newspapers that are available to a common literate man are considered to be a very important part of their routine life. Face book is one of the platforms that provides a new version of a traditional newspaper that acquires and holds information electronically. These sources provides an easy access to every resource may it be an archival one or a latest one. It provides an updation in the resource 24×7 so that instant news coverage is possible. This paper provides a major significance of Face book as an important resource in a common man's day to day updation of various aspects. This paper deals with total 26 states which have 579 online newspapers in India. Total 166 online English newspapers are found in India. Paper highlighted State wise Languages of online English Newspapers in India. This paper also focuses on Language wise online Newspaper in India while the major focus of the study is based on the content coverage page of Online English newspapers in India.

Key Words: online Newspaper, Face Book, Social Networks Languages, India,

1.INTRODUCTION

Electronic media has been proved to be a part of routine life of a common man in today's era. In our country traditional newspapers are published in various languages and are generally updated day by day while online resources updates instantly regarding the events that take place. In terms on social networking sites, Face book provides a

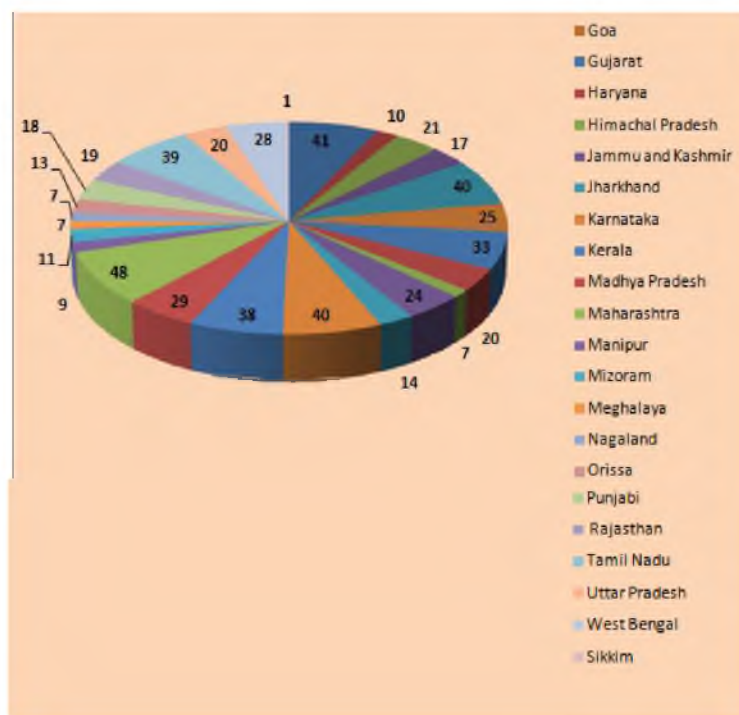
wide range of information and is easily accessible and available to everyone. On the basis of their credibility and significance, they offer a way for their readers to get their bearings in today's fast world. This is a general realization that today's youth is widely attracted towards social media like Face book, Twitter, Instagram etc and prefer these sites for gaining general information about events and surveys taking place. Hence Face book content coverage is widely preferred by the youth. The researcher here focuses on State wise online English Newspapers in India in accordance with face book media coverage where Out of 166 online English newspapers only 104 Newspapers have Face book content Coverage Page, in which only 28 web tools have been used. Out of total 104 online Newspapers 92 online newspapers used 'photoes', 'post' and 'community' web tool it is very famous tool on face book page.

2. ONLINE NEWSPAPER

The online newspaper or Web Newspaper is a reusable, self contained version of a traditional newspaper which acquires the information electronically. It captures information electronically by online database and processes it electronically with word processor and other technical hardware and software. Online newspapers have helped in the development of more open and creative platform for sharing information more quickly across world. They have helped to bring the people together in a more dynamic and interactive space. (Chaubey, O N; Chandra, R, 2010).

State wise online Newspapers in India have been given in Figure-1.



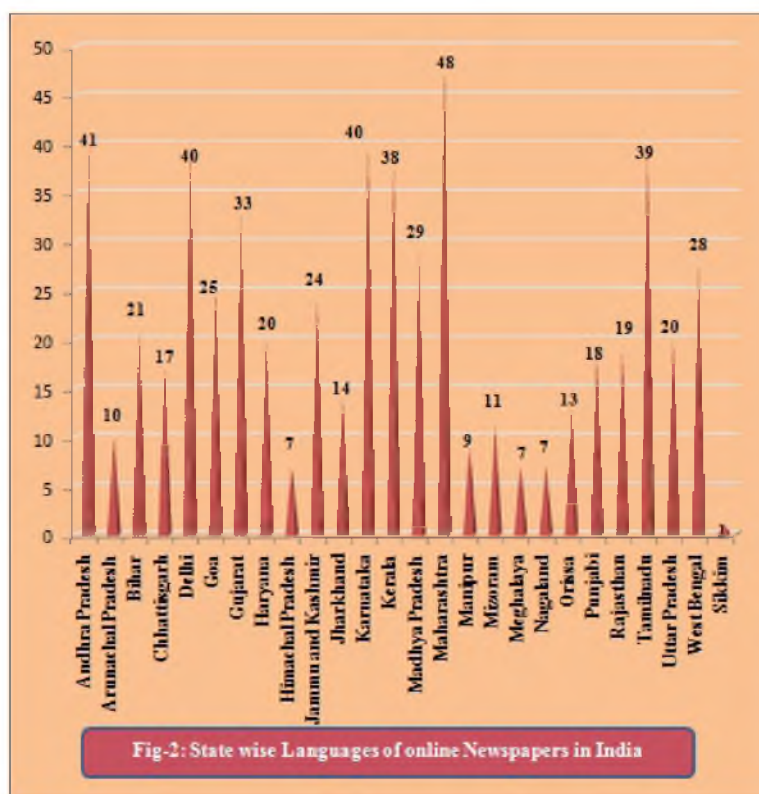


It has been observed from Figure No.1 that there are total 26 states which have 579 online newspapers in India. Out of all 26 states Maharashtra have the maximum number of online newspapers in India i.e. 48 followed by Andhra Pradesh (41). Karnataka and Delhi both having 40 online newspapers; Gujarat (33), Tamil Nadu (39), Kerala (38) and Gujarat (33) and Madhya Pradesh (29) have the online newspapers; It has been also observed that the lowest number of online newspapers found in India is Himachal Pradesh (07), Arunachal Pradesh (10) and Sikkim has only one newspaper

3. State wise Languages of online English Newspapers

Figure-2 shows that most of the newspapers are in English Language (166) and Delhi is with 12 Newspapers, followed by Hindi Newspapers and also Delhi is in leading with Twelve Newspapers. It

has been also observed that Konkani, Kashmiri and Nepali Language newspapers are having only one newspaper which is very less in number. Table also indicate that out of 26 states in India, Maharashtra scored the highest of having 48 Online Newspapers in various languages, followed by Andhra Pradesh (41), Karnataka and Delhi having 40 Newspapers each. Table also highlighted that Sikkim has only one Newspaper.



4. Analysis of Applications of Collaborative Service Platform (Social Networks) hyperlinks in Online English Newspapers

A social networking service is a platform to build social networks or social relations among people who, share interests,

activities, backgrounds or real-life connections. It allows users to locate links with people through mutual friends or acquaintances, build profiles, and update address books. Social networks are relatively new kinds of virtual communities that delineate and build on member relationships by virtue of their being part of that community. Most social network services are web based interfaces that facilitate community of users to interact with each other deploying tools such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, etc. Face book, Google+, YouTube, LinkedIn, Instagram, Pinterest, Tumblr and Twitter are some of the social networking services that are very popular. Social Networking sites are basically used to connect people globally on an online platform. It provides a platform for one to express their views and opinion in public. They help us easily build a social relationship with different people of different interest together. So it can be regarded as one of the most important features of Web2.0. Details

Table No 1: Analysis of Applications of Collaborative Service Platform (Social Networks) hyperlinks in Online English Newspapers

Sr No	Social Networking Tools	No. of Newspapers	%
1	Face book	138	83.13
2	Twitter	136	81.93
3	LinkedIn	50	30.12
4	Google plus	79	47.59
5	Instagram	20	12.05
6	Tumblr	17	10.24
7	You Tube	46	27.71
8	Pinterest	21	12.65

Table No.1 shows that total seven Social Networking Tools found in 166 online Newspapers, out of that face book is the most famous tools used by 138 online newspapers followed respectively by Twitter i.e.136 online newspapers uses this tool, Google plus tool

used in 79 online newspapers. LinkedIn uses 50 online newspapers. You Tube used by 46 online newspapers followed by Instagram (20) Social Networking Tool is also used in online newspapers. It has been also observed that only Seven papers are having all these Eight features, and i.e. Hindustan times, Free Press , Excelsior, [The Tibet Post International](#), [Post Noon](#), [Khaleej Times](#), [Journalist Today](#), [The Tibet Post International](#).

5. Analysis of Application of Face book Content Coverage hyperlinks in online English Newspapers

Face book is a web 2.0 tool which allows its users to connect with friends and people all over World online. It allows user to share pictures, videos, articles and personal opinion. Overall use of social media for news consumption is increasing day by day. As such online newspapers use social networking sites like Face book to attract readers table-2 shows details.

Table No. 2: Analysis of Face book content Coverage Page of online English Newspapers

Sr. No	Name of Tools	Total Newspapers
1	Videos	75
2	Photos	92
3	Post	92
4	Community	92
5	Event	32
6	About	91
7	Cartoon Gallery	2
8	Poll	10
9	Notes	17
10	Instagram Feed	6
11	Flickr	1
12	Shop	1
13	Reviews	39
14	Twitter feed	13
15	DNA View	1
16	Pinterest	5
17	You Tube	8
18	Google Play	1
19	Info & Ads	62

20	Google Plus	2
21	Groups	10
22	Apps	1
23	Invite Freinds	1
24	Jobs	2
25	Top Fans	3
26	Wall Paper	1
27	Services	1
28	Livestream	3

Analysis shows from table-2 that out of total 166 online English Newspapers only 104 Newspapers have Face book content Coverage Page, in which only 28 web tools have been used. Out of total 104 online Newspapers 92 online newspapers used 'photoes', 'post' and 'community' web tool it is very famous tool on face book page, followed by 91 about the page, 75 online newspapers given videos on their sites and 62 newspapers are covered info and ads. It has been also observed that Poll, Notes, Instagram Feed, Reviews, Twitter feed, Pinterest, You Tube, Groups are also famous web 2.0 tools which is followed by user community. The analysis also shows that out of total 104 online English newspapers some newspapers used only one tools i.e. Flickr, Shop, DNA View, Google Play, Apps, Invite Friends, Wall Paper, Services. It also notice that Voice of Sikkim newspaper uses thirteen web tools on face book page followed by 'The Hawk' which has eleven tools, followed by Kasmir Observer, DNA, Mumbai mirror and Exceisior are the newspaper which has ten Web tools.

6. CONCLUSIONS

Today's youth is widely attracted towards social media like Face book, Twitter, Instagram etc and prefer these sites for gaining general information about events and surveys taking place. Hence Face book content coverage is widely preferred by the youth. Conclusion of this study correlates with the studies which state that

the use of social media is quickly growing between young adults and students. The authors examine total 26 states which have 579 online newspapers in India in which 166 English newspapers. Out of all 26 states Maharashtra scored the highest of having 48 Online Newspapers in various languages. Face book is the most famous tools used by 138 online English newspapers, in which only 28 web tools have been used.

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