
Content Analysis of Online news papers in Maharashtra

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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 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.

News papers can provide online versions that are not mirror images of print version instead offers 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 compete 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 complimented 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. There has been a number of studies that assess the contents and design of online newspapers, and news websites.

There is little research that focuses specifically on the contents and design of online newspapers in Maharashtra therefore a need was felt to analyses the contents and design of online newspapers in Maharashtra. This paper gives an informative preview of the contents and design of online newspapers in Maharashtra and will be useful for evaluating deploying online newspapers and news websites.

OBJECTIVES OF THE STUDY

The main aim of the study is to analyse the contents and design of the online newspapers in Maharashtra with following specific objectives:-

- I. To evaluate the structure style and design of online newspapers in Maharashtra.
- II. To identify the contents and coverage of the online news papers in Maharashtra.
- III. To ascertain the nature of advertisements and special features that appears in the online news papers in Maharashtra
- IV. To find out the patterns of news gathering graphics and multimedia in the online newspapers in Maharashtra.

RESEARCH DESIGN

The study was conducted using website content analysis. The review of related studies shows that research methods like surveys web server log analysis and link analysis can also be used for allying various aspects of the online news sites. The web sites of online newspapers was used to identify the news and URLs of the newspapers (Annexure 1) published daily in Maharashtra were selected for the study. A checklist was prepared as the main tools to assess and evaluate the contents and design of the online newspapers. For preparing the checklist different online newspapers were observed and the literature, relating the content analysis of online newspapers and websites were consulted.

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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 analyzed based on the checklist. The consolidated data were presented in tabular form using Microsoft Excel for further analysis.

RESULTS AND DISCUSSIONS

Homepage Features

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 implemented. So it is very important that the homepage of any website should be appealing user friendly and informative to the readers. Table No 1 shows that all the online newspapers have white background with about half of these have side bar or frame. A very few newspapers have moving text or marquee in their homepage.

Most of the online newspapers have provided links for contact address and copyright in their homepage. All the newspapers have advanced search facility. Majority of the newspapers

Table No-1. Homepage features of online news papers in Maharashtra

Characteristics	MAHARASHTRA TIMES	LOKMAT SAKAL	TARUN BHARAT	PUDHARI	LOKSATTA	DESHONNATI	NAVA BHARAT	Desh Doot	Hari Bhoomi	Dainik bhaskar	Mid day	Indian Time	Afternoon Dispatch &	The Asian Age	Lokmat Times	Mumbai Mirror	Financial Express	Razaac	Business Line	The Indian Express	Times of India	The Economic Times	Inqulab	Urdu Times
E-mail	✓	-	-	✓	-	✓	✓	-	✓	-	✓	-	-	-	✓	✓	✓	✓	-	-	✓	✓	✓	-
Mobile Alert	-	-	-	-	-	-	-	-	-	✓	✓	✓	-	-	-	-	-	✓	-	-	✓	✓	-	-
News letter	✓	-	-	-	-	✓	✓	-	-	-	✓	✓	-	-	-	✓	✓	-	-	✓	✓	✓	-	-
Feedback	-	-	✓	-	-	✓	-	-	✓	✓	✓	✓	-	-	✓	-	✓	✓	-	✓	✓	✓	✓	✓
Opinion Poll	✓	-	-	✓	-	✓	-	✓	-	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	✓	✓	-	✓
Site map	-	-	✓	-	-	✓	✓	-	-	✓	✓	✓	✓	-	✓	✓	✓	✓	-	✓	✓	✓	✓	✓
Comment	-	✓	-	✓	-	✓	✓	-	-	-	✓	-	-	✓	✓	-	✓	✓	-	✓	✓	✓	-	✓
Advanced search	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
E-paper	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sudoku	-	-	-	✓	-	✓	-	-	-	-	✓	-	✓	-	-	-	✓	✓	-	-	-	-	-	-
Contact	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Copyright	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Background	W	W	W	W	W	W	W	W	W	W	W	W	W	W	w	W	W	W	W	W	W	W	W	w
Side-Bar/frame	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving text/marquee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	✓	-	-

Have sign in facilities also (Table 1). Even though The Times of India offers a wider range of services to its readers, the online versions of the Indian Express are most users friendly.

Authority, Accuracy, and Currency

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.

Table No-2. Authority, accuracy, and currency of online newspapers in Maharashtra

Characteristics	MABHARASHTRA TIMES	LOKMAT SAKAL	TARUN BHARAT	PUDHARI	LOKSATTA	DESHANNATI	NAVA BHARAT	Desh Doot	Hari Bhoomi	Dootrak bhaskar	Mid day	Indian Time	Afternoon Dispatch &	The Asian Age	Lokmat Times	Mumbai Mirror	Financial Express	Razac	Business Line	The Indian Express	Times of India	The Economic Times	Inquilab	Urdu Times
E-mail	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile Alert	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News letter	✓	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Feedback	-	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Opinion Poll	✓	-	-	✓	-	-	✓	✓	-	-	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	✓	-	✓
Site map	-	-	✓	-	-	✓	✓	-	-	✓	✓	✓	✓	-	✓	✓	✓	✓	-	✓	✓	✓	✓	✓
Comment	-	✓	-	✓	-	-	✓	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	-	✓
Advanced search	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
E-paper	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sudoku	-	-	-	✓	-	✓	-	-	-	-	-	-	✓	-	-	-	-	✓	✓	-	-	-	-	-
Contact	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓
Copyright	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Background	W	W	W	W	W	W	W	W	W	W	W	W	W	W	w	W	W	W	W	W	W	W	W	w
Side-Bar/frame	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving text/marquee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	✓	-	-

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 2 shows that all the online newspapers are published by authorized and well recognized professional newspaper companies. It was found that all the online 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. It can also be an indication that it was not written by professionals. From the Table 2, it was observed that all the online newspapers gave importance to the currency of their contents and most of them have valid links except the Mumbai mirror. All the newspapers meet its objective of informing the people about the daily happenings around the world. There are separate sections for debate, forum or opinion poll on all the online newspapers.

Table No- 3 Graphics and multimedia design of online news papers in Maharashtra

Characteristics	MAHARASHTRA TIMES	LOKMAT SAKAL	TARUN BHARAT	PUDHARI	LOKSATTA	DESHONNATI	NAYA BHARAT	Desh Doct	Hari Bhoomi	Dainik bhatkar	Mid day	Indian Time	Afternoon Dispatch &	The Asian Age	Lokmat Times	Mumbai Mirror	Financial Express	Razac	Business Line	The Indian Express	Times of India	The Economic Times	Inqulab	Urdu Times
E-mail	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile Alert	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News letter	✓	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Feedback	-	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Opinion Poll	✓	-	-	✓	-	✓	✓	✓	-	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	✓	✓	-	✓
Site map	-	-	✓	-	-	✓	✓	-	-	✓	✓	✓	✓	-	✓	✓	✓	✓	-	✓	✓	✓	✓	✓
Comment	-	✓	-	✓	-	-	✓	✓	-	-	✓	-	-	✓	✓	-	✓	✓	-	✓	✓	✓	-	✓
Advanced search	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
E-paper	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sudoku	-	-	-	✓	-	✓	-	-	-	-	✓	-	✓	-	-	-	✓	✓	-	-	-	-	-	-
Contact	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓
Copyright	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Background	W	W	W	W	W	W	W	W	W	W	W	W	W	W	w	W	W	W	W	W	W	W	W	w
Side-Bar/frame	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moving text/marquee	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	✓	-	-

4.2 Graphics And Multimedia

Graphics 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 purpose of the source. Table 3 shows how graphics and multimedia were used effectively by the online newspapers. All the newspapers had photos and videos in their sites and about half of these have photos and videos gallery. All the newspapers have separate link to the homepage.

Table No-4. Contents and coverage of online news papers in Maharashtra

Characteristics	MAHARASHTRA TIMES	LOKMAT	SAKAL	TARUN BHARAT	PUDHARI	LOKSATTA	DESHONNATI	NAVA BHARAT	Desh Doot	Hari Bhoomi	Dainik bhaskar	Mid day	Indian Time	Afternoon Dispatch & Courier	The Asian Age	Lokmat Times	Mumbai Mirror	Financial Express	Razac	Business Line	The Indian Express	Times of India	The Economic Times	Inqulab	Urdu Times
Editorials	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Columnists	✓	✓	-	-	-	-	-	-	-	-	-	-	-	-	-	✓	-	-	-	-	-	-	-	-	-
Most read	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most commented	-	-	-	-	-	-	-	-	-	-	-	✓	-	-	-	✓	-	-	-	-	-	-	-	-	-
Astrology	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Business	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Entertainment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Health	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lifestyle	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
National	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
International	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Matrimonial	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Politics	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stock	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sports	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Weather	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
World	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Majority of the newspapers are flash enabled and about half of the newspapers provided interactive facilities such as blogs, RSS, feedback, polls, etc. A very few newspapers provided cartoons in their websites. The online versions of The Mumbai mirror Midday and Inqulab and analysis provided cartoons.

Contents and Coverage

The validity, uniqueness, novelty, and purpose of information are some of the major points on which the contents of online newspapers are to be analyzed. Table 4 shows that the online newspapers in Maharashtra have a 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 newspapers provided editorials, most of these also provided most commented news and articles. Coverage of online newspapers gives an indication of the context to the areas the news pertains Table 4 reveals that most of the online newspapers cover news from the areas like business, entertainment, environment, sports, health, lifestyle, politics, science and technology, weather, etc. it was found that all the newspapers provide links to business and sports news. Most of the newspapers provide links to entertainment, environment, lifestyle, and weather news. A few newspapers have links to astrology also.

Accessibility, Advertisements, and Special Features

The question of accessibility is to be taken into account. It should be assessed whether the newspapers are freely accessible or not. Generally, it is perceived that news websites are free of cost. There are

certain websites, which require an agreement between the publisher and the subscriber to access the sites freely. Table 5 indicates that all the newspapers are freely accessible and browser independent. About half of newspapers provide online subscription facility. Tarun Bharat Hari Bhoomi Deshonnati Loksatta Pudhari Afternoon Dispatch & Courier online subscription facility. Majority of the newspapers provide links to access the online. There is no special cost of intellectual property of the contents of the online newspapers in Maharashtra and all of these are public domains. Advertising can be categorized in many ways the common mode of classifying various forms of advertising is terms of product or service. It was found that all the newspapers have banners to publish advertisements and majority of these use top frame for the banners. All the newspapers have links to classfields. Pop ups are present only in the newspapers which provide the facility to post information for the readers. About half of the newspapers provide links to online shopping horoscope, and job advertisements.

Application of Web 2.0 Technologies

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 of web

Table No-5. Accessibility advertisements and special features of online news papers in Maharashtra

Characteristics	MAHARASHTRA	LOKMAT	SAKAL	TARUN BHARAT	PUDHARI	LOKSATTA	DESHONNATI	NAVA BHARAT	Desh Doot	Hari Bhoomi	Danik bhaskar	Mid day	Indian Time	Afternoon Dispatch & Courier	The Asian Age	Lohmat Times	Mumbai Mirror	Financial Express	Reconc	Business Line	The Indian Express	Times of India	The Economic Times	Inqilab	Urdu Times
Accessibility	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<
Browser dependency	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Online subscription	-	-	-	<	<	<	<	<	-	-	<	-	-	-	<	-	-	<	<	-	-	-	-	-	<
Archives facility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indexed in search engines	-	-	-	-	-	-	<	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Free of cost	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<
Banners (Advt)	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<	<
Classifieds/ Jobs	<	<	-	<	<	<	<	<	-	<	-	<	-	<	-	-	<	<	<	<	-	-	-	-	-
Links to commercial sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
User send/ share information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Online shopping	<	-	-	-	-	-	-	<	-	-	<	-	-	-	<	-	-	<	<	-	<	-	-	-	<
horoscope	<	<	-	-	-	<	-	<	-	<	<	-	-	<	<	-	-	-	-	-	<	-	-	-	-

2.0 technologies in the online newspapers in Maharashtra Table 6 show the use of web 2.0 technologies such as Blogs, RSS, Face book, and so on. The use of web 2.0 technologies by the online newspapers in Maharashtra is very low. Among the web 2.0 technologies used by the newspapers, RSS, Blogs, and face

book area the most used technologies. The online versions of The Times of India, Maharashtra times, Lokmat, Sakal, Tarunbharat, Pudhari, Loksaatta, Deshonnati, Hari bhoomi, Dainik bhaskar, midday, Afternoon Dispatch and courier, The Asian Age, Lokmat times, Mumbai Mirror and The Indian Express provide links to Twitter in also their sites.

Table No-6. Application of Web 2.0 technologies by online news papers in Maharashtra

Characteristics	MAHARASHTRA	LOKMAT	SAKAL	TARUN BHARAT	PUDHARI	LOKSATTA	DESHONNATI	NAVA BHARAT	Desh Doot	Hari Bhoomi	Dainik bhaskar	Mid dav	Indian Time	Afternoon Dispatch &	The Asian Age	Lokmat Times	Mumbai Mirror	Financial Express	Razauc	Business Line	The Indian Express	Times of India	The Economic Times	Inaulab	Urdu Times
Blogs	√	-	√	-	-	-	-	√	-	-	-	-	-	√	√	-	-	√	-	√	-	-	-	-	-
RSS Feeds	√	-	-	√	-	√	√	√	-	-	√	√	-	-	√	-	-	√	-	-	-	-	-	-	√
Prdcasts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Facebook	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

CONCLUSION

The online newspapers in Maharashtra 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 using photos and videos gallery. Dead links can be found in The Economic Times. This is a very interesting feature and can be adopted by all other online newspapers in Maharashtra. All the online newspapers have presented news with different headings like business. Entertainment environment health lifestyle weather etc. the online news papers designers should try to arrange news in more appealing manner. The online versions of The Times of India the Indian Express provided information about the most read commented and e mailed news which helps the readers to assess the value and importance of the news. This facility may be provided by all the online newspapers in Maharashtra. Similarly all the online newspapers have news grouped in editorials and headlines which is innovative and should be given due attention. Even though majority of the newspapers have RSS Blog and Face book facilities the potentialities of these tools are not exploited fully. The authors found that the online versions of the newspapers were initially formed as a complement to the existing print versions of the news papers 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 email blogs RSS web postings live char rooms online polls and surveys discussion forms 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 email 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 can also use mobile platforms to expand their audiences and connection with readers using social media such as Twitter and face book 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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