

BRIDGING THE ELECTRONIC GAP:
USE OF THE INTERNET BY COMMUNITY NEWSPAPERS

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ABSTRACT

As increasing technology adds new avenues to the field of journalism, it is important to consider the ways journalism can be enhanced by adopting such technologies. Journalism is a field where the adoption of new technologies is becoming an expected, rather than merely beneficial, way of life, and the multitude of new technologies means there are many ways publications can adopt expertise and tools to better their products. This study compares the amounts and types of content presented in eight newspapers' print and online editions.

This study conducted a quantitative content analysis of eight newspapers over a course of four weeks. The findings show that there are significant differences between the print and online editions in certain content types and topics, but there are also a comparable number of non-significant differences. Overall, this research found few overarching trends or patterns in the amount or type of content offered, and the researcher finds that further research must be conducted.