

Public Abstract

First Name:You

Middle Name:

Last Name:Li

Adviser's First Name:Esther

Adviser's Last Name:Thorson

Co-Adviser's First Name:You

Co-Adviser's Last Name:Li

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Department:Journalism

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Title:CONVERTING CULTURAL CAPITAL TO ECONOMIC CAPITAL IN THE JOURNALISTIC FIELD:
CONTENT MANAGEMENT IN THE NEWSPAPER BUSINESS

This study investigates how newspaper business can improve its content quality as well as economic performance as it faces economic downturn and technology disruption. Interviews and statistical analysis were conducted to understand what content makes a quality newspaper, and what content characteristics significantly contribute to newspaper revenue. The study found that the newspaper under investigation is committed to quality journalism through carrying out a series of roles, including being a watchdog, information disseminator, and town square of the community. The study also found that news and entertainment content significantly predicted print advertising revenue. Sports and business content did not seem to affect revenue. The newspaper managers should allocate resources strategically, and continue monetizing audience through building a pay-wall model on different media platforms.