

Public Abstract

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Title:How small newspapers are innovating online

This research focuses on what small newspapers are doing to innovate online and how they are able to do it. Interviews with 12 editors at small, community newspapers are conducted to examine the online features of their publications and how their staffs are structured to produce such content. The study also explores how these newspapers have reacted to changes in the industry using a theoretical framework of New Institutionalism and Rational Choice Theory.

The research finds that both theories helped explain these newspapers' practices. The study adds nuance to our understanding of how small newspapers are able to innovate despite their limitations. Based on the findings, it also makes recommendations about ways other newspapers can innovate online.