

ONLINE TECHNOLOGY, CONVERGENCE AND  
ORGANIZATIONAL TRANSFORMATION PROCESS IN THE LJWORLD.COM,  
A CASE STUDY

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ABSTRACT

This case study gives a detailed description of the organizational transformation process of the Lawrence Journal World to one of the most recognized convergence news operations in the United States. The research uses interviews, documents and field observation to identify three stages in the change. It describes the challenges, decisions and adaptations needed in each to appropriate online technology in a case of society and technology mutual shaping.

The evolution involved adaptation in human resources practices, management techniques, organizational chart, communication between areas, training, physical organization of the newsroom, and redefinition of the business model.

This study seeks to contribute to the discussion of how to turn a newspaper's Web site into an asset that fully benefits from the potential of both technology and quality journalism. It helps identify good practices media companies can use to adapt to an ever-changing environment. It also emphasizes the role of leadership and vision as anchors to the transformation and drivers of the change.