



THE EFFECTS OF NEW MEDIA ON YOUNG TURKISH READERS

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1. Introduction

This paper aims to introduce the effects of new media on young readers in Turkey. Based on a wide survey's statistical data, this paper tries to find out the readership attitudes of university students and to understand how new media effects them. The survey is realized as part of a PhD thesis on 23 private and public universities in Istanbul, among 18-25 years old 770 students. Istanbul, most populated city of Turkey with a huge emigration from other urban and rural regions, representative for the whole Turkish population is chosen as the sample city. Within the frame of this survey several questions are addressed to randomly chosen 770 university students in order to understand their readership attitudes. However this paper is focused only on effects of new media on young readers so survey's data concerning the new media are used and discussed along the paper in order to enlighten following questions; what is the level of newspaper readership of young generations? What will be the future of printed newspaper? Is there a threat for printed newspaper faced with new media?

2. New Media on the Theory

Trying to define new media appear as an impossibility as the innovations of our times change and what we name now as "new" and "new media" becomes "old" rapidly. Defining new media on the

basis of the use of new technology for distance communication reflects a narrow point of view. On the other hand, trying to define it as a process rather than a structure will not be enough again. So it is prudent to define the term with its references and with the wide range of changes in media production, distribution and use. These are more than technological changes; they cover textual, conventional and cultural aspects. The key terms are digitality, interactivity, hypertextuality, dispersal and virtuality.

In a digital media process the physical properties of the input data, light, sound waves are converted not into another object but into numbers; that is, into abstract symbols rather than analogous objects and physical surfaces. Converting the data into strings of on/off pulses dematerialized media texts in the sense that they are separated from their physical form, compressed data into very small pieces, permitted the access at very high speeds, in non-linear ways and an easier manipulation than analogue forms (Lister et al., 2003, 13-16).

New media qualified also as "interactive", increased the opportunity for people to manipulate and intervene in media. It requires user engagement with media texts and a more independent relation to sources of knowledge with possible individualization of media and greater choice possibilities. Old media with passive consumption is replaced by new media offering interactivity. In new media offering interactivity the audience becomes user rather than being just a viewer of the visual culture. As the user actively intervene on media content by playing, experimenting and exploring with the help of interactivity can produce meaning and change even the content. Hypertext defined as a work which is made up from discrete units of material in which each one carries a number of pathways to other units (Lister et al., 2003, 24-36). On the other hand, the dispersal characteristic of the new media distinguishes it from the centralized traditional media and it became decentralized. The virtuality describes the experience of immersion in an environment constructed with computer graphics and digital video with which the user has interaction and also the user

6th INTERNATIONAL SYMPOSIUM INTERACTIVE MEDIA DESIGN

has the feeling to be “in the place physically while being in another environment”. New media can be distinguished from the old media by their material fluidity rather than being anchored to a specific material support; new media can be manipulated digitally (Hansen, 2004, 31).

Andrew L. Shapiro (1999) argues that the "emergence of new, digital technologies signals "a potentially radical shift of who is in control of information, experience and resources" (Shapiro cited in Croteau and Hoynes, 2003, 322). W. Russell Neuman (1991) suggests that whilst the "new media" have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to W. Russell Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication" (Neuman cited in Croteau ve Hoynes, 2003, 322). New Media, “will alter the meaning of geographic distance, allow for a huge increase in the volume of communication, provide the possibility of increasing the speed of communication, provide opportunities for interactive communication, allow forms of communication that were previously separate to overlap and interconnect”.

According to Manovich (2001) new media has specific attributes different from traditional media; digital representation, modularity in order to make a change on visual, auditory, textual elements of a website, coding and decoding system permitting the transfer between the files formats and production of efficiency. New media has also the characteristic to gather all the different media together called multimedia (Lister, et all. 2003, 9).

3. The Impact of New Media on Newspaper Industry

New media's appearance in media industry which enables interactivity, hypertextuality and digitality providing updated and free information, created a great advantage upon other media tools. New media became a very competitive tool and a real threat

especially for printed newspapers. Researches about the future of newspapers state expressly that young generations do not follow the news from the newspapers anymore but from the new media tools such as online newspapers, blogs and news sites. This phenomenon is justified by the huge amount of increasing on-line ads expenditures of international companies. This trend is expected to grow in forthcoming years.

On the other hand, newspaper industry is undergoing an important transformation period through which Internet created a new form of journalism with global information access, instantaneous reporting, interactivity, moving images, multimedia content (Pavlik, 2001). In fact, newspapers were among the first media tools to perceive the opportunities and also the threats posed by electronic publishing. Stagnant circulation, increasing newsprint costs, shifting demographics, changing reading and consumption habits indicated that social and economic transformations were challenging the viability of the daily newspapers (Boczkowski, 2005, 22). This transformation becomes a technological imperative. If a definition of digital journalism is required, it is the juxtaposition of the old and the new concepts. In other words, it is the use of digital technologies to research, produce and deliver news and information to an increasingly computer-literate audience. Hypertextuality, interactivity, nonlinearity, multimedia, convergence, customization and personalization are the main characteristics of digital journalism (Kawamoto, 2003, 4).

Journalism gained a lot of new characteristics by being moved to digital environment without losing its basic attributes such as page design, page layout and photographs etc. Nevertheless, newspapers conserved their printed version while being digital. In other words, new media brought traditional newspapers to different platforms and contributed to change during the printing process. The publication processes of the “old media” are complex and require the synchronization of many different activities by a large range of people; the content has a static relationship with its readers. Nevertheless, online news open new avenues in information



dissemination and build a more dynamic relationship with the readers (Ward, 2002, 20-21). The potential to update the news, the pages simultaneously and repeatedly minute by minute gives an enormous advantage to online newspapers which of those roles is to provide updated information to its readers. The interactive dimension with the readers constitutes another advantage of online newspapers over traditional newspapers. Online newspapers have challenged the primacy of news, the relationship between reporter and reader.

According to Picard (2004), technological developments decreased activities of page setup and printing and also permitted the effective use of national and international agencies; this resulted as a lesser need for the personnel. With this new technology, new transferring, storing, multiplying, retrieving techniques of information are created, printing speed is increased and multi-UNITED machines are integrated to the system.

New Media Use: Worldwide and Turkey

Internet, mobile and interactive media use is increasing very rapidly all around the world and they are gaining more and more market share against other communication tools. While many publishers face economical difficulties concerning ads and readers, Internet and mobile communication providers see new opportunities for themselves on the worldwide market. Newspapers too try to adapt themselves to the trend to survive on the market but it is a double-edged sword to the industry. Many publishers around the world are experiencing a recession in print advertising and readership, but at the same time are seeing new opportunities opening up in emerging platforms, including online and mobile. The most important task for newspapers is to wisely navigate these new areas, developing a strong presence in online and mobile. This means tapping into new revenue streams with a plan to monetize strategically both now and in the future, ensuring increasing strength in these new areas, which translates into financial gains and stability as time goes on.

By indexing key digital media categories, has found that Scandinavian countries, most Western European countries, the United Kingdom, the United States, Korea, Japan, Australia and New Zealand are the world's most digital countries. Canada, Russia, Argentina, Chile, Venezuela, Colombia, the United Arab Emirates, South Africa, Portugal and most of the countries in Eastern and Central Europe are not yet fully digitized, but are either hot in mobile or Internet penetration. However, Central America, parts of South America (including Brazil), Africa (except for South Africa and Tunisia) and most Asian countries (including China and India) are still ranked low in terms of digital development, with mobile penetration in these areas at lower than 65 percent and Internet penetration at lower than 40 percent.

Digital media use changes according to different countries and regions; Turkey has the lowest technological penetration compared with the countries of OECD but has a very high level of mobile phone use, equal to developed countries and this trend continues to develop. Internet use is low compared with developed countries of West Europe and US. Computer ownership and Internet use has a parallel growing in Turkey. According the research realized by Turkey Statistical Foundation (Türkiye İstatistik Kurumu) in 2008 about "Household's Information Technology Use"; 24,7% of houses can have access to Internet. 29,6% of households who don't have an access to Internet declare that "they don't need Internet in their homes". ADSL is the most preferred Internet provider in Turkey with 82, 1% (TUİK, 2008). (See Figure:1)

According to the analysis of global research companies such as Price Waterhouse-Coopers, ZenithOptimedia and IBM Institute for Business Value concerning the Global Internet and Newspaper Ad Expenditures-Market Share Forecasts results is as follow;

- PriceWaterhouseCoopers (PwC) reports global advertising has grown steadily since 2002, and predicted it will reach US\$500 billion in 2010, with an average compounded annual growth rate of 5.4 percent from 2007 to 2011.

6th INTERNATIONAL SYMPOSIUM INTERACTIVE MEDIA DESIGN

- IBM Institute for Business Value, global advertising spending will increase from less than US\$300 billion in 2002 to more than \$450 billion in 2010.
- ZenithOptimedia estimated global advertising expenditure will exceed US\$482 billion this year and reach \$539 billion in 2010.

Research firms agree that Internet advertising expenditures around the world are growing at a much faster rate than other sectors. In 2002, online advertising claimed only a 2.8 percent share of the overall global ad market share. However, as room for growth is much larger on the Internet than in other sectors, this number will reach 10.8 percent by the end of 2008 and climb to 13.8 percent in 2011, auditing firm PwC has forecast. While the Internet's surge comes as no surprise, its ability to garner billions of dollars of advertising revenue has come at the expense of traditional media, including television, newspapers, magazines and radio. Newspapers claimed 31.5 percent of the advertising sector globally in 2002. That number has dropped to 26.5 percent in 2008, and will continue to decrease, but at a slower rate, to 25 percent in 2011, PwC predicts. Global advertising spending and market share can be seen in below figure: (See Figure:2)

4. Newspaper Industry in Turkey

In Turkey, there are 32 national newspapers and only 15 of them have a circulation over 100,000. However, these newspapers' owners are the powerful holdings of the media industry. Turkish newspaper industry

faced the latest economical crisis of 2001 and this crisis caused bankrupts and then an inclination toward a narrower newspaper industry. Doğan Holding, Turkuaz Holding, İhlas Holding, Cumhuriyet Foundation, Çukurova Holding are the main forces of media industry in Turkey. Doğan Yayın Holding with its numerous magazines, newspapers and distribution network is the leader of the market.

In 1990s journalism becomes popular and adopts a lighter identity with the changing media ownership structure; being the owner of a media organization turns into a political advantage. Independence of editors becomes a question mark and journalism is carried on protecting the best interests of media owners. Besides, the power of media on governments drew the attention of holding owners and resulted in their interest to buy newspapers with economic difficulties. In such an environment, media industries could not compete and witnessed the rapid inclination through a horizontal and vertical monopolistic structure and it is possible to talk about an oligopolistic market (Atılğan, 1995, s.147). The reason of media concentration can be explained under three main topics; firstly fast growing technology requires the renovation of technological background in the sector as well as expanding the investments. Secondly there is an important competition among the media companies and communication tools and finally the lack of special legal regulations for media causes and even encourages the oligopolistic structure of the sector.

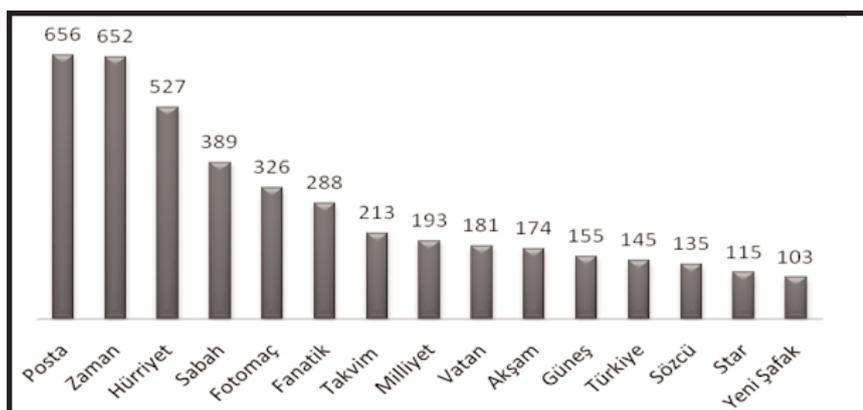


Fig. 3. National Paid Newspapers Circulation in Turkey (1000)
Source: Medyatava, 10.08.2008, <http://medyatava.com/tiraj.asp>

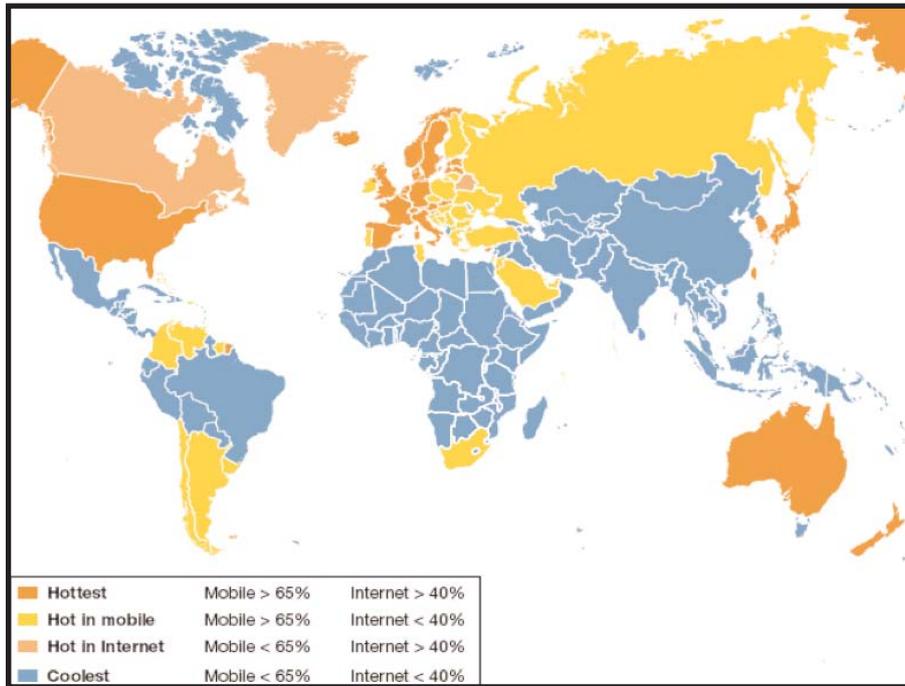


Fig. 1. Internet and Mobile Use Worldwide
 Source: WAN (2008). *World Digital Media Trends*. Shaping the Future of the Newspaper Analyzing Strategic Developments and Opportunities In The Press Industry.

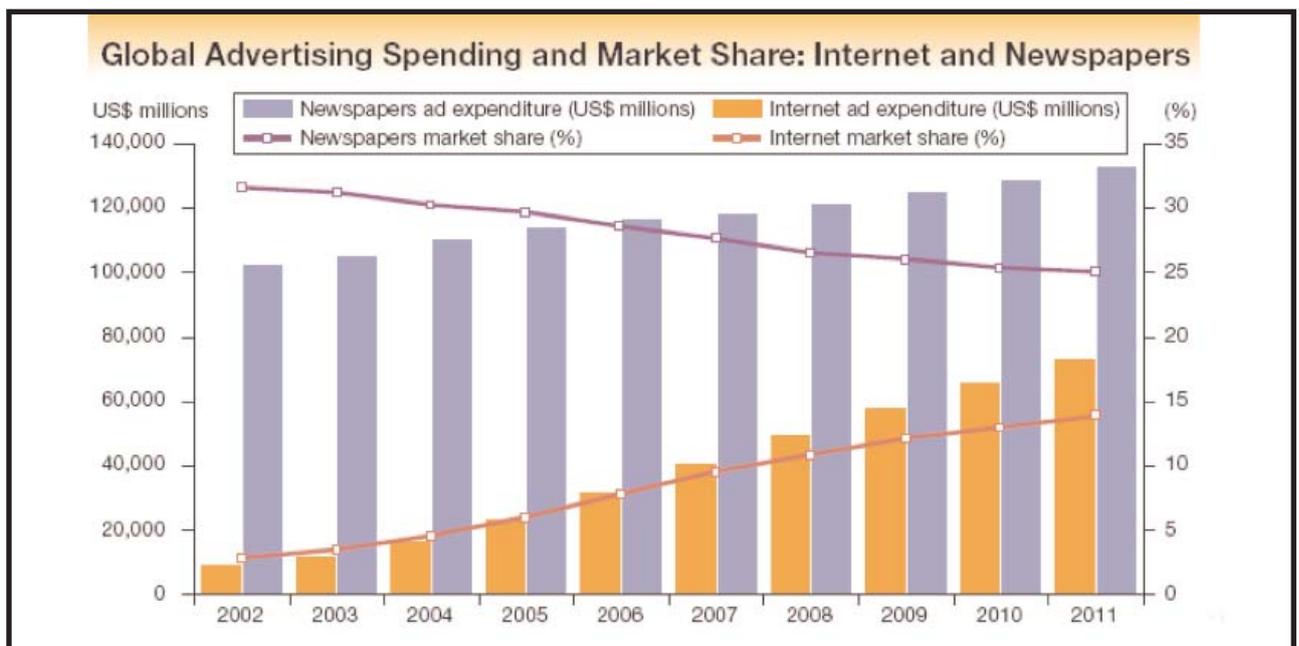


Fig. 2. Global Advertising Spending and Market Share: Internet and Newspapers
 Source: WAN (2008). *World Digital Media Trends*. Shaping the Future of the Newspaper Analyzing Strategic Developments and Opportunities In The Press Industry.

6th INTERNATIONAL SYMPOSIUM INTERACTIVE MEDIA DESIGN

Circulation and ad revenues are affected by the economic conjuncture in Turkey as it happens in all countries. Economic crises of 1999 and 2001 stated a regression and GNP receded to 2000\$. Aftermath of these crisis, an economic development occurred in Turkey and US dollar dropped and GNP attained 5477\$ (Cantekinler, M. K., Çaycı, A. D., Daşdemir, Ö., Yayla, F., ve Yılmaz, R., 2008)

Figure 5 shows an abrupt decrease in newspaper circulation in 1999-2001. Only in 2006-2007 national newspaper circulation reached 5 million again after 1996 with the huge promotion campaigns. Average circulation in 1996 – 2000 decreased from 5.2 million to 4.3 million (Özdemir, 2005, s.27). In 2001 as a result of economic crisis the total circulation regressed to 3,3 million. Besides Turkish newspaper industry did not record gains from the promotion fights between the years of 1996-2002. In 2003 legal arrangements limited newspapers promotion and marketing activities; now only cultural products are allowed to be used as promotion tools which caused a drop in circulation numbers (Hürriyet Gazetesi Faaliyet Raporu, 2007).

Stabilized economic development in recent years rallied the circulation numbers but still in 2008 it reached the numbers of 1996 and do not show an eventual increase. Despite this amelioration, the general trend indicates a serious problem because newspaper circulation is not parallel to demographic development. Circulation per person has dropped to 70 from 83 in 1996-2005 and now our country of 72 million populations has 72 newspapers per 1000 people. The regular increase trend is perpetuated until 2005 and attained 5 million, in 2006 and 2007 the same trend carried on and the average daily circulation is 5.235.000 in the first trimester of 2007, 5.209.000 in the first trimester of 2008. It shows a decrease of 0,5%.

The main income resource of newspapers is the circulation revenues and advertisement sales and newspapers became more and more dependent on ads sales. (Picard, 2004). The share of ad income was 55% of total ad income in 2001 and this share increased regularly every year and reached 63% in

2005. Newspaper industry owns 81% of all ad income in US. In a developing country such as Turkey too, the trend will be a more and more accentuated importance of ad incomes. On the other hand, circulation which is another source of income, faces a decrease; it drops to 15% in 2005 (Özdemir, 2005, s.27).

5. Effects of New Media on Young Readers in Turkey

Even though newspaper readers buying and reading habits vary from country to country, the definition of reader changes only according to technological developments. Developing new media makes it hard for printed media and especially for newspaper to compete. The problem of decreased readership of youngest is present everywhere, in every country and new media constitutes a threat for the future of newspapers. On the parallel of the general trend worldwide, the future of printed media has a pessimist foresight in Turkey. The main observations are that young people read less and less, spare less time on reading and they use Internet to get the news and the information.

Analysis and Discussion of the Research

It is suggested that young readers faced with plural multimedia choices do not have printed media readership habits or their readership level is very low with the growing new media alternatives. They usually prefer getting the news from online media tools. Young readers considered as the new generations of newspaper readers are the main concern of media industry owners and foundations. In US and Europe projects and researches are carried on to increase the level of young readership. As in Turkey, few researches about the issue are realized and newspapers are not very successful to draw the attention of young readers, it is necessary to make an extended research on the effects of new media on them.

The presented research in this paper realized as part of a PhD thesis on 23 private and public universities in Istanbul is a quantitative statistical survey on 18-25 years old 770 students. Within the frame of this survey several questions are addressed to the

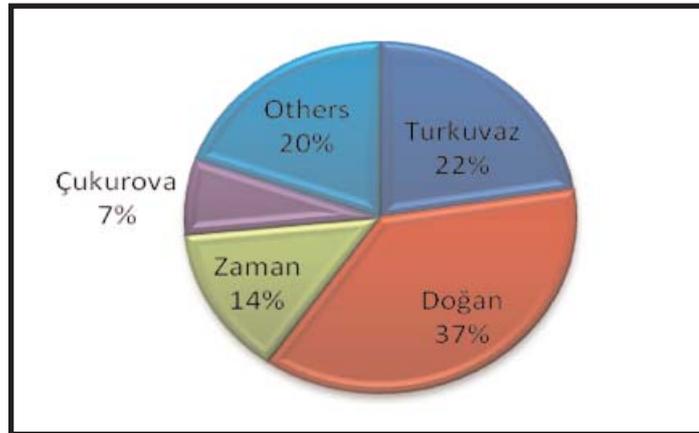


Fig. 4. Market Share of Groups (Circulation), 2008
Source: Turkuvaz Dağıtım, 2008, Gruplara Göre Tiraj Dağılımı

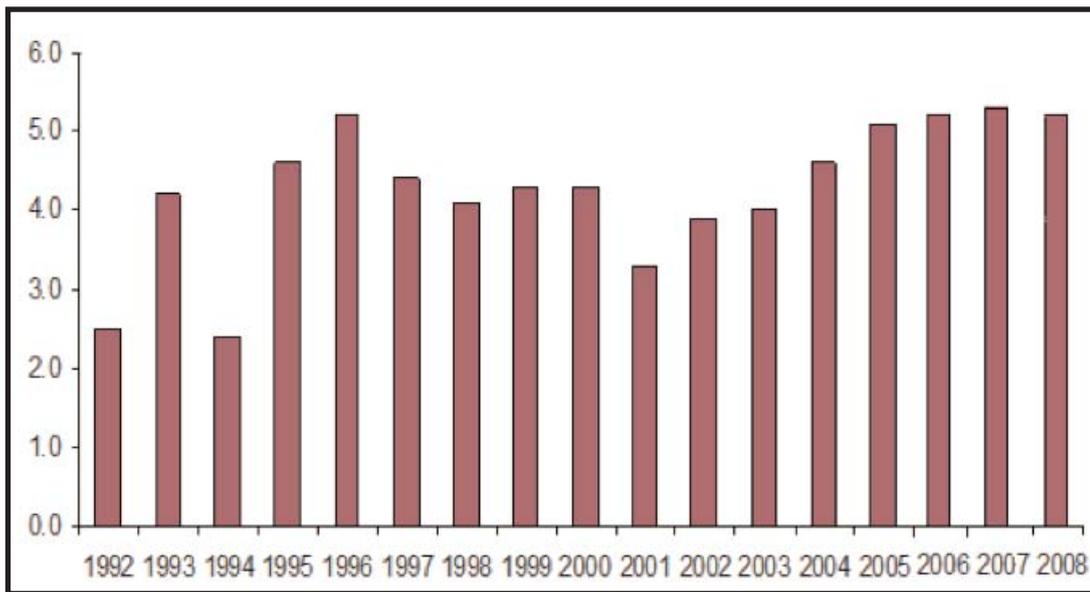


Fig. 5. Turkish Newspaper Industry – Average Daily Newspaper Circulation Total (in Million)
Source: Turkuvaz Dağıtım, 2008.

students in order to understand their readership attitudes. The reason to choose Istanbul as the sample city of the survey is that, Istanbul is the most populated city of Turkey with a huge emigration from other urban and rural regions. The present paper is focused on effects of new media on young readers so only the results of the survey concerning the new media are discussed. Cochran Formula is used in order to realize the statistical part of the research. According to the formula the exact number of people that has to be surveyed is 384 students. But on the frame of this survey, several questions are

addressed to 770 students by a formula (See Table 1.)

After collecting data with questionnaire, different statistical tests, including ANNOVA, Chi Square, variance analysis, tested with SPSS 13.0 program. In this research random sampling method is used which means each individual is chosen randomly and entirely by chance. Each individual has the same probability of being chosen at any stage during the sampling process so this survey is applied at the university canteens.

6th INTERNATIONAL SYMPOSIUM INTERACTIVE MEDIA DESIGN

According to results:

- 33,8% (260 students) university students are reading regularly, 6 times by week the newspapers.
- Among 510 students; 252 students (32,8%) read 3-5 times a week, 144 students (18,7) read 1-2 times a week, 61 students (7,9%) do not touch a newspaper.

The results show that 33,8% of the students read regularly and 66,2% read irregularly the newspaper which is the 1/3 of Turkey's educated young generation. This can be interpreted as a threat for the future of printed newspapers.

The reason why they don't read:

- 39,6% of the students is that they read online newspapers,
- 25,8% of the students the reason is that they can read for free on the Internet. So the price is an important issue for them.

To the question of their preference to get information and news,

- 85,7% of them get the news from the TV, 84,5% from the newspapers, 79,9% from online newspapers, 49,6% of them use online news sites, 34% use online dictionaries, %34 use radio, 22,7% use news magazines, 21,4% use mobile phones to get the news.

Young generation use and spend much more time with new media to get the information. Palm computers and blogs are used on low levels by youngsters.

73,5% of young readers spend: 15 mn to get the information from TV, 68,3% of them from the printed newspapers, 58,5% from online newspapers.

Palms, mobile phones, magazines, blogs and radio are rarely used information providers. On a daily basis, TV (3,10) takes the biggest share as an information provider, printed newspapers (2,90), online newspapers (2,12), other information sites (2,12).

98,8% of university students are online every single day, 91,2% spend 30 mn. per day and 37,7% spend 3 hours per day. The average time spending on the Internet is 2-3 hours but time spent for online newspapers and news sites is relatively short. 34,4% of students who spend more than 30mn. On the Internet read regularly online newspapers, and 13,6% of them do not read at all online newspapers. Most of them (79,5%) read online newspaper at home and 21,9% read at the university. 90,8% of students think that online newspapers will be media leader for information and news consumption within 10 years, and online newspapers will be the great authority and 84,9% of students think that mobile phones and palms will be the leader and only 35,8% think that printed newspapers will be the leader for news consumption. The most and regularly clicked newspaper is milliyet.com.tr (21,7%) and secondly hurriyet.com.tr (17,3%). Other sites are far behind these two sites. When the irregular readers are added it is possible to affirm that milliyet.com.tr capture 66,3% of young readers and hurriyet.com.tr 61,4%.

Students' reason to choose online newspapers is easy news and information access; 85,9% of them answered that they can get updated and fresh news immediately, 73,6% said they have free, unpaid information, 71% of them said online newspapers provide visual and auditory multimedia possibilities, 69,4% said they can have wide content analysis with huge amount of information. The results show that only 26,5% of students think that online newspapers are trustworthy and reliable sources of information.

6. Conclusion: Shaping the Future of Newspapers

The global newspaper industry is growing and by 2011 is expected to fetch more than US\$130 billion in ad revenues, according to PricewaterhouseCoopers. However, the industry is continuing to lose market share, particularly to the Internet, dropping from a share of more than 30 percent in 2002, to a projected 25 percent in 2011. During this transition period, newspaper companies are launching new digital revenue strategies to take advantage of the double-digit revenue growth virtually everywhere in the

$$n = \frac{N t^2 p q}{d^2 (N-1) + t^2 p q}$$

$$n = \frac{209508 \times (1.96)^2 \times 0.50 \times 0.50}{(0.50)^2 \times (1-209508) + (1.96)^2 \times 0.50 \times 0.50} = \frac{384}{526}$$

n: Sample size t: the t table for digit for %95 confidence N: Population Size p: probability

Table. 1. Formula.

	University Name	Total	Women	Rate	Last Number	Men	Rate	Last Number
1	Bahçeşehir University	5527	2447	8,9	9	3080	11,2	11
2	Beykent University	5726	2857	10,47	10	2869	10,5	11
3	Boğaziçi University	8692	4050	14,8	15	4642	17,01	17
4	Doğuş University	1922	796	2,9	3	1126	4,1	4
5	Fatih University	5508	2728	10	10	2780	10,1	10
6	Galatasaray University	2105	1125	4,1	4	980	3,5	4
7	Haliç University	2609	1336	4,89	5	1273	4,6	5
8	Işık University	1683	522	2	2	1161	4,25	4
9	İstanbul University	50224	21742	79,7	80	28482	104,4	104
10	İstanbul Bilgi University	7212	3712	13,6	14	3500	12,8	13
11	İstanbul Bilim University	374	262	1	1	112	1	1
12	İstanbul Kültür University	5975	2490	9,1	9	3485	12,7	13
13	İTÜ	15187	4229	15,5	16	10958	40,1	40
14	İstanbul Ticaret University	4351	2127	7,7	8	2224	8,1	8
15	Kadir Has University	3717	1663	6	6	2054	7,5	8
16	Koç University	3101	1535	5,6	6	1566	5,7	6
17	Maltepe University	4649	2120	7,7	8	2529	9,2	9
18	Marmara University	40932	18163	66,5	67	22769	83,4	83
19	Mimar Sinan University	4751	2842	10,4	10	1909	6,9	7
20	Okan University	1199	553	2,02	2	646	2,3	2
21	Sabancı University	2726	1051	3,8	4	1675	6,1	6
22	Yeditepe University	12545	6173	22,6	23	6372	23,3	23
23	Yıldız Teknik University	18793	5518	20,2	20	13275	48,6	49
	Total	209508	90041	329,48		119467	437,36	
	Sampling:	770	330		332	438		438

6th INTERNATIONAL SYMPOSIUM INTERACTIVE MEDIA DESIGN

world. Some of the strategies include development of new digital products, and the acquisition of Internet and mobile companies on the ascendancy. This year, the World Digital Media Trends yearbook captures some key trends for global media strategists and marketers more than 71 research partners. The hundreds of data sets published here signal the rise of the Internet and mobile media, which offer newspaper, companies the opportunity to gain market share in revenue making, and to reach audiences more precisely. In addition, the yearbook also examines existing online usage and online newspaper trends.

According to the Online Publishers Association and Nielsen Online, news and information content takes up most of the time U.S. users spent online, about 50 percent. Because the online sector is an area of substantial growth, it is also an area providing the newspaper industry with many opportunities, according to another study from Nielsen. From December 2004 to December 2007, online newspaper unique audiences in the United States increased from 39.97 million to 63.05 million, and reach jumped from 26 percent to 38 percent. Both of the studies indicate that reading content online is a growing trend, which may illuminate new opportunities for newspapers during this challenging era. In recent years, several publishers have adapted to the changing media landscape, and have transformed from a printed business to a multimedia enterprise, providing their content on a variety of platforms, and stepping out of local boundaries to seek partners, thus maximizing market scale. It is estimated that within 25 years newspapers will lose its efficiency in US and this estimation is 35 years for Turkey (Quoted from Akşam interview by Saraçer, 2008, 308). The reason of this delay relies on the fact that Turkey did not fully completed the transition from printed to visual and from visual culture to Internet.

In Turkey the basic problem is that newspaper industry do not give enough attention to young readers and do not care enough to turn younger readers into devoted and regular readers. It is interesting that even though newspapers are considered as the most reliable communication and

information tools, their readership stays very low. Developing and rapidly growing blogs are unreliable sources of information. Students forecast that within the fore coming 10 year's palms, mobile phones, online newspapers will forestall the printed newspapers and become the main authority in the communication sector. They think that TV programs and printed media will lose their authority. On the other side, newspaper managers think they can resolve this problem if they work together with their marketing and editorial department in collaboration. Concerning the actual issue, a lot of researches, strategies and tactics are developed and they differ or sometimes they show similarities according the countries' perspectives. Countries and newspapers which manage well these activities, focus on young generations' requirements, needs and desires, develop a younger look, establish a younger-oriented company management will be the leaders of the future.

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