

UNIT-III

WEB GENERALISM

STRUCTURE

This chapter shall cover the following main points:

- Meaning of Cyber Space; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio,
- Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism

• LEARNING OBJECTIVES

Through this chapter students will come to know about:

- Learn about Cyber Space and Information Super Highway
- Understand internet and information revolution in contemporary situation
- Know about fundamentals of Cyber Media, Cyber Media Vs Print, TV and Radio
- Gain knowledge about advantages and disadvantages of Cyber Journalism,
- Understand various perspectives regarding web advertising, circulation of web newspapers and future of web journalism

• CYBER SPACE- MEANING; INFORMATION SUPER HIGHWAY; INTERNET AND INFORMATION REVOLUTION, FUNDAMENTALS OF CYBER MEDIA, CYBER MEDIA VS PRINT, TV, RADIO,

Two decades ago, the term cyberspace seemed right out of a science fiction movie. In the second decade of the twenty-first century, cyberspace is probably the place where most of us spend a major part of our lives. It has become an inseparable element of our existence. In this article, we will look

at what forms cyberspace and the reasons why laws are important to ensure cyber security.

What is Cyberspace?

We have all seen that technology is a great leveler. Using technology, we created machine-clones – computers, which are high-speed data processing devices.

They can also manipulate electrical, magnetic, and optical impulses to perform complex arithmetic, memory, and logical functions. The power of one computer is the power of all connected computers termed as a network-of-network or the internet.

Cyberspace is the dynamic and virtual space that such networks of machine-clones create. In other words, cyberspace is the web of consumer electronics, computers, and communications network which interconnect the world.

Cyberspace refers to the virtual computer world, and more specifically, an electronic medium that is used to facilitate online communication. Cyberspace typically involves a large computer network made up of many worldwide computer subnetworks that employ TCP/IP protocol to aid in communication and data exchange activities.

Cyberspace's core feature is an interactive and virtual environment for a broad range of participants.

In the common IT lexicon, any system that has a significant user base or even a well-designed interface can be thought to be “cyberspace.”

Cyberspace allows users to share information, interact, swap ideas, play games, engage in discussions or social forums, conduct business and create intuitive media, among many other activities.

The term cyberspace was initially introduced by William Gibson in his 1984 book, *Neuromancer*. Gibson criticized the term in later years, calling it “evocative and essentially meaningless.” Nevertheless, the term is still widely used to describe any facility or feature that is linked to the Internet. People use the term to describe all sorts of virtual interfaces that create digital realities.

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In many key ways, cyberspace is what human societies make of it.

One way to talk about cyberspace is related to the use of the global Internet for diverse purposes, from commerce to entertainment. Wherever stakeholders set up virtual meeting spaces, we see the cyberspace existing. Wherever the Internet is used, you could say, that creates a cyberspace. The prolific use of both desktop computers and smartphones to access the Internet means that, in a practical (yet somewhat theoretical) sense, the cyberspace is growing.

Another prime example of cyberspace is the online gaming platforms advertised as massive online player ecosystems. These large communities, playing all together, create their own cyberspace worlds that exist only in the digital realm, and not in the physical world, sometimes nicknamed the “meatspace.”

To really consider what cyberspace means and what it is, consider what happens when thousands of people, who may have gathered together in physical rooms in the past to play a game, do it instead by each looking into a device from remote locations. As gaming operators dress up the interface to make it attractive and appealing, they are, in a sense, bringing interior design to the cyberspace.

In fact, gaming as an example, as well as streaming video, shows what our societies have largely chosen to do with the cyberspace as a whole. According to many IT specialists and experts, including F. Randall Farmer and Chip Morningstar, cyberspace has gained popularity as a medium for social interaction, rather than its technical execution and implementation. This sheds light on how societies have chosen to create cyberspace.

Theoretically, the same human societies could create other kinds of cyberspace—technical realms in which digital objects are created, dimensioned and evaluated in technical ways. For example, cyberspaces where language translation happens automatically in the blink of an eye or cyberspaces involving full-scale visual inputs that can be rendered on a 10-foot wall

In the end, it seems that the cyberspaces that we have created are pretty conformist and one-dimensional, relative to what could exist. In that sense, cyberspace is always evolving, and promises to be more diverse in the years to come.

History of Cyberspace

In 1984, William Gibson published his science fiction book — *Necromancer*, which describes an online world of computers and elements

the expansion of digital telecommunications, involving more and more people: locally, nationally, and globally. This superhighway, whether it involves making a cellular phone call to a friend, or e-mailing a business to order a product, is leading us in a direction of increasingly easier communication without regard for borders. The development of new methods, such as the Internet, to share information has triggered a revolution in global telecommunications. It began in the 1950s and continued to make dramatic and high-speed changes in the ways we communicate throughout the twentieth century. With each evolution in telecommunications technology, the Information Superhighway has grown in size, improving the connections between individuals and businesses next door and around the world.

The information superhighway or Infobahn was a popular term used through the 1990s to refer to digital communication systems and the Internet telecommunications network. It is associated with United States Senator and later Vice-President Al Gore.

The information revolution is bringing people of different backgrounds from around the world into a global information superhighway. The Internet provides a global platform connecting thousands of networks around the world. There is a variety of information available on the Internet for the users. It has been considered as a forum for users to share worldwide information resources. The resources are so vast that many of us really cannot grasp or understand the Internet fully. It has become a 'global information library' which allows the users to participate in the group discussion, search for any information, start any discussion with others and so on. It can be considered as a hybrid environment of postal services, citizen's band radio, libraries and neighborhood community centers where we ('we' is mainly used in this paper in its generic form) can spend time with our friends ('our' is also mainly used generically). Internet users (Internauts) share jokes, gossip in on-line conferences and join special groups to keep abreast of their specific interests.

Internet and Information Revolution

Between 1993 and 1995, the World Wide Web (www, or the Web), a user-friendly information-sharing network system, quietly came into being and began to spread. In its first fifteen years, the Web reshaped U.S. communications, businesses, and politics, fueled worldwide economic growth, and became a central feature in the daily lives of more than a billion people.

The Internet age began in the 1960s, when computer specialists in Europe began to exchange information from a main computer to a remote terminal by breaking down data into small packets of information that

could be reassembled at the receiving end. The system was called packet-switching. In 1968, the U.S. Department of Defense engaged scientists to create a national communications system. Experimenting with packet-switching, the government scientists eventually linked several computers over telephone lines to operate as a single system. The system was called the Advanced Research Projects Agency Network (ARPANET).

By 1983, research scientists extended the use of ARPANET to form the early Internet, a large network connecting the internal systems of some universities and laboratories. Users were able to exchange electronic mail (now known as e-mail) and data, access computers at other locations, and communicate through newsgroups (one-topic discussion groups) and bulletin boards (message-posting sites). These exchanges demanded advanced computer skills, and the Internet remained a mystery to those without training.

Berners-Lee invents the Web

In 1989, English scientist Tim Berners-Lee (1955) began work on a system he would eventually call the World Wide Web. His goal was to make the Internet accessible to everyone. Berners-Lee designed a standard set of protocols, rules that create an exact format, or pattern of arrangement, for communication between systems. Hypertext Transfer Protocol (HTTP) became the standard communications language on the Web. (Hypertext is any text that can link to documents in other locations. Photos and other images, sounds, and video with links are called hypermedia.)

The next crucial step in the creation of the Web was to establish a server—the computer program that stores information and delivers it in the form of Web pages from one computer to another. The first Web server in the United States, developed at the Stanford Linear Accelerator Center in Palo Alto, California, went live at the end of 1991. Finally, to read the Web, users needed browser software, a program used to view and interact with various types of Internet resources. Berners-Lee developed a text-based Web browser in 1992. With the protocols, server, and Web browser in place, the World Wide Web was available to the public.

The Web improves and spreads

Improvements to the Web made it increasingly simple to use. In 1993, Mosaic, a browser that adapted the graphics, familiar icons (picture symbols), and point-and-click methods, became available. Mosaic caught on immediately—two million users downloaded it within a year. A year later, one of Mosaic's creators devised Netscape Navigator, a highly successful Web browser that gave users more comfortable Web access. In 1995, Microsoft entered the competition with its Internet Explorer.

Simplicity of use immediately brought users to the Web. Internet service providers such as CompuServe, America Online (AOL), Netcom, and Prodigy arose rapidly to meet the enormous demand for servers to link people to the Internet.

Most people working on personal computers (PCs) at home used dial-up connections, which were slow and tied up their phone lines. The first broadband options (meaning “broad bandwidth,” a high-capacity, two-way link between an end user and access network suppliers that provided greater speed than telephone connections) appeared in 1997, but it was not until the early 2000s that millions of homes and offices connected through broadband to the Web on a twenty-four-hour-a-day basis.

The economic boom

During the late 1990s, the United States began to experience an economic boom (upswing) largely due to the success of Web-related companies, which came to be known as dot-coms. Because of the excitement of investors in the new industry, stock prices of the dot-coms soared. (Stock is the value of a company divided into individual shares. When a company goes public, the public can purchase shares.) This caused even more investors to jump in.

In 1995, Netscape offered its stock in a public stock offering. The stock price soared to fantastically high levels, making the company's young founders instant millionaires. Other Web-related industry stocks skyrocketed as well. AOL bought CompuServe in 1998 and Netscape the following year, generating tremendous proceeds each time. In 1997, Yahoo! Inc. was nothing more than a Web search index. By 1999, so many advertisers and investors had jumped on the Yahoo! bandwagon, it had become a major media company worth tens of billions of dollars. The stock of online auction house eBay, one of a growing number of e-commerce companies, increased 2,000 percent in value in less than a year when it went public in 1998. Amazon.com, a seller of books and other merchandise online, was valued in the multibillions long before it made its first annual profit in 2004.

The dot-com bubble bursts

Many dot-com companies were founded by young, innovative people who became suddenly rich when their companies' stock prices rose. Their employees were typically recent college graduates, lured by high salaries, fun work environments, and the promise of owning shares in ever-soaring company stocks. Dot-coms did not stick to traditional business practices. They frequently offered their services to potential customers for free, hoping to grab a corner of the future market. Profit was not a priority in the short term; in fact, many dot-coms never made a dime.

In 2000, the enthusiasm of investors decreased and dot-com stock prices stopped rising. Dot-coms started laying off their staffs; some merged with competitors. By mid-2001, many were out of business, their stocks worthless. The strongest companies reviewed their practices, cut their budgets, and prepared to compete in a new economy.

Web 2.0 and its social environments

After the dot-com bubble burst, a second wave of Web industries arose, which came to be known as Web 2.0. The leader among them was a successful search engine called Google. (Search engines are software programs that help users locate Web sites. They use programs, called “spiders” or “robots,” that go out and collect information, which is then stored and indexed in the search engine's Web site databases.) Developed by two graduate students in 1998, Google started on a shoestring. Its first offices were in a garage and it was financed by money borrowed from family and friends. The simplicity of this streamlined search engine made it an immediate success. Like most Web companies of the new century, Google added advertising to its pages in 2000, making it a highly profitable business. By 2004, it was handling the vast majority of Web searches and was valued in the billions of dollars. It became common for users to say they were “googling” something, rather than simply “searching for” something.

Many of the second-generation Web sites featured shared platforms called “communities.” Within the community, members could publicly express themselves and participate in exchanges. For example, by the turn of the century, blogs had emerged. A blog (derived from “Web log”) is an online commentary written by a nonprofessional writer in journal style that allows readers to respond. By 2006, there were an estimated sixty million blogs worldwide; by some calculations, a blog was being published every second. Among many other popular Web 2.0 environments are MySpace, a social networking Web site with an estimated 154 million members; and YouTube, a Web site on which users can display videos. Wikipedia, the free online encyclopedia written and edited by its readers, grew into a several-million-article project. These and many other Web communities are credited with changing the nature of popular culture in the United States by challenging the domain of the entertainment industry and professional journalists with the voices of ordinary people.

Web 2.0 companies generally do not follow standard business patterns. Most do not immediately make a profit. Commonly, after a new Web company emerges with something to offer, one of the larger Web companies buys it—sometimes for a lot of money. In 2005–2006, Google purchased YouTube for \$1.65 billion; eBay bought Skype, which provides free phone calls via the Internet, for \$2.6 billion; and News Corp. bought MySpace for

\$580 million. During that time period alone, the Web grew more than it had during the entire dot-com boom.

Fifteen-year view of the Web

The World Wide Web celebrated its fifteenth birthday in 2006. An estimated 210 million people in the United States and well over 1 billion people worldwide were regular surfers of the 92-million-site network, and these numbers grow daily. Most businesses conduct at least some part of their operations online. Most people use the Web for everyday aspects of life, such as checking bank balances, accessing work documents from home, donating to political campaigns or charities, and listening to music. The Web also has fueled growth in the global economy, creating new industries that profit by controlling and distributing information rather than manufacturing goods. Much like railroads and electricity in the late nineteenth century, the Web has created a new economic era.

Information revolution

The term information revolution describes current economic, social and technological trends beyond the Industrial Revolution. The information revolution was enabled by advances in semiconductor technology, particularly the metal-oxide-semiconductor field-effect transistor (MOSFET) and the integrated circuit (IC) chip, leading to the Information Age in the early 21st century.

Many competing terms have been proposed that focus on different aspects of this societal development. The British polymath crystallographer J. D. Bernal introduced the term "scientific and technical revolution" in his 1939 book *The Social Function of Science* to describe the new role that science and technology are coming to play within society. He asserted that science is becoming a "productive force", using the Marxist Theory of Productive Forces. After some controversy, the term was taken up by authors and institutions of the then-Soviet Bloc. Their aim was to show that socialism was a safe home for the scientific and technical ("technological" for some authors) revolution, referred to by the acronym STR. The book *Civilization at the Crossroads*, edited by the Czech philosopher Radovan Richta (1969), became a standard reference for this topic.

• FUNDAMENTALS OF CYBER MEDIA

On-line or Cyber Journalism

To get 'online', meaning to connect to the Internet, you need to have:

- A Computer: Computer equipment is a sizeable investment and thus you should select a computer carefully. Before buying a

computer, understand your needs and then choose one accordingly. See that it comes with a warranty and that after sales service is available in case you need it.

- **Internet Service Provider:** This is the software that you will require to get online. You can now choose from a dial-up service or 24-hour broadband services. This is the service that will help you to connect to the Internet and start your surfing experiences.

The World Wide Web has spawned the newest medium for journalism, on-line or Cyber journalism. The speed at which news can be disseminated on the web, and the profound penetration to anyone with a computer and web browser, have greatly increased the quantity and variety of news reports available to the average web user.

The bulk of on-line journalism has been the extension of existing print and broadcast media into the web via web versions of their primary products. News reports that were set to be released at expected times can now be published as soon as they are written and edited, increasing the deadline pressure and fear of being scooped which many journalists must deal with.

The digitalization of news production and the diffusion capabilities of the internet are challenging the traditional journalistic professional culture. The concept of participatory or citizen journalism proposes that amateur reporters can actually produce their own stories either inside or outside professional media outlets. Most news websites are free to their users, except some websites, for which a subscription is required to view its contents. But some outlets, such as the New York Times website, offer current news free, but archived reports and access to opinion columnists and other non-news sections for a periodic fee. Many newspapers are branching into new mediums because of the Internet.

Their websites may now include video, podcasts, blogs and slide-shows. Story chat, where readers may post comments on an article, has changed the dialogue newspapers foster. Traditionally kept to the confines of the opinion section as letters to the editor, story chat has allowed readers to express opinions without the time delay of a letter or the approval of an editor.

The growth of blogs as a source of news and especially opinion on the news has changed journalism forever. Blogs now can create news as well as report it, and blur the dividing line between news and opinion. The debate about whether blogging is really journalism rages on.

Cyber journalism is a term coined after the merging of various traditional media brought about by the proliferation of media industries due to current influx of new technology and globalization. Cyber journalism

countries, state spies strictly monitor Internet cafés, and any 'harmful and illegal use' is met with the 'full might of the law'.

But while some media experts acknowledge that things are changing, they warn about digging an early grave for print media, saying that this power shift should be treated with caution. Despite the rise of Internet media, globally the number of newspapers has increased remarkably, especially in the Third World. This is partly because there are some developing countries - like South Africa - where the market is still growing, and partly because papers are becoming niche, more titles are serving small, more select audiences.

What this points to is that it is not so much that newspapers will disappear but they will change radically. Newspapers groups, which can adapt and add value, which are dynamic and flexible, will do well.

Nevertheless, unlike the US and other developed nations, most print media jobs in Africa are safe, for now, partly because the continent just does not have the resources to upgrade its technological capacities now and then. Also, due to poverty, lack of computers and energy and technological illiteracy in many villages and townships, many people only rely on newspapers and radio to get news.

European consumers are now spending more time online than reading newspapers and magazines, according to a new study. It's a worldwide phenomenon that online media is overtaking print media. In almost all advanced countries excepting India and China, for their own socioeconomic reasons, online media is taking edge over print in various fields including news and information. Online has beaten print medium even in consumer ad market.

When searching for a new device, less than 25 percent of the families read any of the pile of ads that swamps our letterboxes on weekends, whereas more than 70 percent of the homes visit both the Internet and physical shops for inspiration. Editorials such as product tests and evaluations are an important source for information and advice, together with one's closest family. At any phase throughout the decision and buying process, printed advertisements are regarded as the least important source.

Printing gained major prominence and acceptance after World War II when a whole lot of stimulated minds put their thoughts and ideas into print and that sort of revolutionized the print industry. Production of newspapers, novels and books boomed and since then, there has been no looking back for the print industry.

Online text readership is expanding phenomenally. There are billions of web pages for approximately one billion users online and the number is growing by the day. Search engines, niche portals, online shops, emails,

messengers have made the world a much, much smaller place and it is just a matter of time before most businesses go online. This online revolution is much bigger and faster than the print revolution and, by the looks of it, the print media will be in for a whole lot of trouble if they do not adapt to the changing scenario.

Costs: Online publishing costs are incomparably lower than printing costs labor, machinery, paper, color, distribution, etc. and, with newer technologies and faster processors flooding the markets, the online machine publishing blogs, forums, etc. costs will keep going down, while the “human” costs may remain the same or become lower than similar costs incurred by the print media. For example, a printing unit will need several technicians to produce a newspaper and organize it for distribution. Comparatively, an online publishing unit does not need even 1% of the workforce that a print unit requires.

Distribution: Online distribution is literally free. Once a publisher has rented a server space, then all he needs is a programmer and designer to upload his content. There are no printing costs involved, no paper is used, no print run is needed, and no ink is required. But there are publicity costs involved – the online publisher has to promote his website to get people to read his content. Online marketing is done by registering the site with various search engines and then by optimizing the site using search engine optimization SEO techniques. Normally, a publisher should appoint a web development company to market and promote his site online and this entails a cost. Where newspapers are concerned, they too pay a certain commission to their distributors or they have to set up a separate distribution department.

Editing: Editing is very easy when it comes to online publishing. Once a mistake is noticed, a correction can be easily made within minutes. The print media offers no such luxuries. Of course, online media is not error-free – publishers should take care to see that there are no broken links, badly programmed pages, etc. However, corrections can be made in online documents, but for a printed document once a document is printed then correcting it is impossible – you would need to reprint.

Time: Print publishing is a time-consuming affair, whereas online publishing is fast, instant and depends on the publisher’s web development team. News can be uploaded in online media immediately as it breaks – there are no “publishing” delays.

Audience Preferences: People are used to the printed word and it is going to take time for them to make online media a “habit”. But experts and futurists feel that this will surely happen and it’s just a matter of time before online media overtakes the print media. Ask yourself this question:

What was the usage of landlines before mobile technology invaded the market? The answer is there right in your mind – the question is whether realization has struck you yet!

Profits: As of now, print publishing makes a hell of a lot of money than online publishing. Again, this is because of people's habits, and as we have discussed above, habits will change eventually. But, again, experts feel that all this will change – good sites with news are already attracting hordes of advertisements, specially targeting the yuppie and middle-age groups, and many niche content sites have a subscription model going for them. Given the rapidly expanding Internet audience, it is just a matter of time before massive profits start rolling in for the online publishers.

A new IBM online survey of consumer digital media and entertainment habits shows audiences are more in control than ever and increasingly savvy about filtering marketing messages. The global findings overwhelmingly suggest personal Internet time rivals TV time. Among consumer respondents, 19 percent stated spending six hours or more per day on personal Internet usage, versus nine percent of respondents who reported the same levels of TV viewing. Audiences have more control and are increasingly savvier about filtering marketing messages, with serious repercussions for marketers, ad agencies, broadcasters, publishers and cable companies.

Consumers are seeking consolidated, trustworthy content, recognition and community in mobile and internet entertainment - and to effectively respond to the shift advertising agencies must go beyond traditional creative roles to become brokers of consumer insights; cable companies must evolve to home media portals; and broadcasters and publishers must raced toward new media format. Marketers, in turn, are being forced to experiment and make advertising more compelling. TV and the Internet are now essentially on an equal footing as entertainment sources, with consumers turning to online destinations like YouTube, MySpace, Facebook, games, or mobile entertainment.

In one corner of the arena, we have the traditional media power, Television. In the other corner of the arena, we have the newcomer, Internet. Who is going to be the winner for the hearts and minds of the people? At the present, the landscape for this battle is asymmetrical. While most households have access to television, only a minority has access to the Internet. As a whole, the Internet users are younger than the general population. In addition, they are more likely to be male than female.

While the Internet has not surpassed television yet, the key indicator is that the highest preference for the Internet comes from younger people. This younger generation will be brought up in an Internet-enriched

global meeting place where people from all parts of the world can come together. It is a service available on the computer, through which everything under the sun is now at the fingertips of anyone who has access to the Internet.

Advantages of the Internet

The Internet provides opportunities galore, and can be used for a variety of things. Some of the things that you can do via the Internet are:

- **E-mail:** E-mail is an online correspondence system. With e-mail you can send and receive instant electronic messages, which work like writing letters. Your messages are delivered instantly to people anywhere in the world, unlike traditional mail that takes a lot of time.
- **Access Information:** The Internet is a virtual treasure trove of information. Any kind of information on any topic under the sun is available on the Internet. The 'search engines' on the Internet can help you to find data on any subject that you need.
- **Shopping:** Along with getting information on the Internet, you can also shop online. There are many online stores and sites that can be used to look for products as well as buy them using your credit card. You do not need to leave your house and can do all your shopping from the convenience of your home.
- **Online Chat:** There are many 'chat rooms' on the web that can be accessed to meet new people, make new friends, as well as to stay in touch with old friends.
- **Downloading Software:** This is one of the most happening and fun things to do via the Internet. You can download innumerable, games, music, videos, movies, and a host of other entertainment software from the Internet, most of which are free.

Disadvantages of the Internet

There are certain cons and dangers relating to the use of Internet that can be summarized as:

- **Personal Information:** If you use the Internet, your personal information such as your name, address, etc. can be accessed by other people. If you use a credit card to shop online, then your credit card information can also be 'stolen' which could be akin to giving someone a blank check.
- **Pornography:** This is a very serious issue concerning the Internet, especially when it comes to young children. There are thousands of pornographic sites on the Internet that can be easily found and can be a detriment to letting children use the Internet.

- **Spamming:** This refers to sending unsolicited e-mails in bulk, which serve no purpose and unnecessarily clog up the entire system. If you come across any illegal activity on the Internet, such as child pornography or even spammers, then you should report these people and their activities so that they can be controlled and other people deterred from carrying them out.

Child pornography can be reported to:

- Your Internet service provider
- Local police station
- Cyber Angels program to report cyber crime

Such illegal activities are frustrating for all Internet users, and so instead of just ignoring it, we should make an effort to try and stop these activities so that using the Internet can become that much safer. That said, the advantages of the Internet far outweigh the disadvantages, and millions of people each day benefit from using the Internet for work and for pleasure.

Web advertising

Generally speaking, web advertising is any form of Internet-based marketing. When we say any form, we mean anytime your company participates on the web. Because remember, marketing doesn't just happen when you're paying for it or actively pursuing it. This means web advertising includes: email campaigns, social media activity, your website, and your blog.

But typically, when web advertising is discussed, people are referring to methods such as Pay-Per-Click (PPC) and display advertising. Both of these campaigns are typically used in conjunction with Social Media or search engines, such as Google and Microsoft's Bing.

These powerhouses dominate search, especially Google. As of January 2016, nearly 64 percent of all desktop searches were performed through a Google site, reported comScore. (Bing sites were used for roughly 21 percent of all desktop searches and Yahoo sites, which are supplied by Bing, were used for roughly 12 percent.)

Long story short, Google is the leader of the search world.

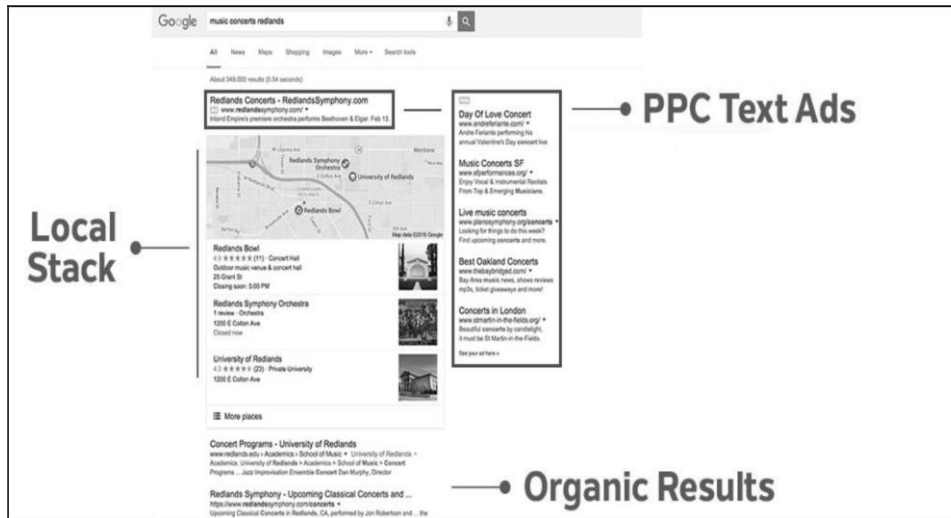
By properly utilizing PPC and display advertising, your business can maximize its marketing budget, capture new leads, and increase sales.

When someone searches Google or Bing, they are actively looking for a solution. They're usually in the mindset to buy or act now. In comparison, social media users are more interested in socializing with friends and

seeing what the world is doing. (Note: This is a general comparison of search engine and social media users.)

As the name would suggest, with PPC ads, you only pay when someone clicks. This tool can be used throughout the Internet. This includes embedding ads into blogs, websites, and email campaigns. PPC campaigns are regularly seen as text ads on search engines.

When used as search engine advertising, a PPC ad is only displayed when a user searches for a predetermined keyword or keywords. The ad can then be displayed above the search engine's organic results, as seen in the screenshot below.



isplay advertising refers to image, audio, or video ads placed on a website - whether manually, or inserted via ad software. (These ad placements are provided by Google, Bing, Facebook, Twitter or any of the other myriad third-party companies that offer media buying).

Display Advertising can be purchased in many ways varying from pay-per-click, cost-per-impression (like a billboard on a highway), or even cost-per-app downloaded.

There are a variety of ways to determine the location of ads and their impressions (where they appear). One of the most effective is retargeting. Retargeting (or Remarketing) allows you to market to prior visitors to your website.

How it works: Javascript creates a cookie in a visitor's browser when they visit the targeted page or site. Once your visitor leaves, the cookie stays with them, triggering the display of your ad on other sites across the internet such as weather.com, youtube, local news, etc.

Retargeting can be utilized in Search Engines or Social Media like Facebook and LinkedIn.

In the case of Google, when a visitor leaves your site and performs another Google search or browses somewhere else with ads placed by Google, the remarketing ad may be displayed.

Ultimately, this ensures your ads are only served to a warm audience: people more likely to be interested because they have previously viewed or interacted with your product.

You've totally seen this before. You searched Amazon for a new espresso machine and then the next day that coffee maker is next to your Facebook timeline. In practice, we recommend setting limits on retargeting so that your ads do not become annoying.



Circulation of Web Newspapers

While print media is going strong, what's interesting to see is the rise of digital /online newspaper consumption in smaller cities, which constitute close to 67% of readership.

37% of the current Net users come from the top 10 metros, and more than half of the Indian online population comes from outside the eight largest cities. (i.e. tier II and III cities). What's more interesting is that the online versions of Indian newspapers are read in 62 countries. Here is the analysis of online/digital newspaper readership:

The market segment:

- The majority readership is in the age group of 21-40 years, and Maharashtra, Karnataka, Delhi, Tamil Nadu and Andhra Pradesh top the readership list.
- Professionals in the IT, education and media fields constitute almost half (48%) the readership.

- Proportion of female readers is considerably smaller than male readers – only 13%.

So, what sort of news do Indians love to read online?

- 24.3% readers read news stories on book/film/theatre reviews
- 92% are interested in reading news about India
- Business & economy (69%), politics (60%), and science & technology (60%). Sports news is favored only by 37% of the users (now I am not surprised with the cricket world cup results!)
- 46% reads news about social development and 33% for environment
- Columnists are read by 42%
- The combined percentage of readers of Op-Ed articles (i.e. opposite the editorial page) is high at 97.7 %.



New things?

- 47% of readers visit online editions to access archival material! Now, that's what I call the power of digitizing information. Newspapers have a life cycle of a day, but if you digitize them, they live forever!
- 14 % use online newspaper as a tool to overcome homesickness (i.e. when they are out of the country)
- Matrimonial advertisements in the online editions of newspapers do not seem to attract readers, even though the readership is dominated by youngsters. Only about 2.5% readers visit the matrimonial section of online newspaper (and they go to paid matrimony sites for the same? – Isn't that surprising?)

• WHY IS ONLINE READERSHIP A GREAT SIGN FOR INDIAN INTERNET (TO BE MORE SPECIFIC E-COMMERCE INDUSTRY)?

Because online newspaper readers are classified as power users. These power users spend double time on the Internet (19 hours a week) than the regular users. On an average, 82% of online newspaper readers purchase products online.

Compare the Indian online newspaper data with the US market (for Q2 '07).

- On an average, 59 million i.e. 37% of Internet users visited online newspaper sites
- Users spent a combined 7.2 billion minutes browsing newspaper Web sites
- US newspapers will now start quoting their online readership as well. Audience- FAX an initiative started by ABC aims to integrate newspaper readership into its circulation reports ([link](#)).

The newspaper business amazes me a lot – for the simple reason that the life cycle of a newspaper is just 10 hours (i.e. morning 7 – probably till 5 PM, or lesser than that) and stales out after that. Apart from being a low price commodity (priced at Rs. 1/2), the key in newspaper business is not just the content, but distribution as well.

The online version, apart from providing the latest updates (i.e. breaking news) should also offer personalization of news. Indiatimes just did it and I hope others jump in too.

• WEBSITES – THE FUTURE OF WEB JOURNALISM

The fast growth of the internet has created the newest medium for journalism which is known as Web Journalism. The speed at which news can be spread on the websites and profound penetration to anyone with a computer and web browser have greatly increased the quantity and variety of news reports available to all the web users. The web revolution started soon thereafter, with newspapers launching their Internet editions and started providing free source of news and other information on the web.

The bulk of web journalism has been the extension of an existing broadcast media and print media into the news website. News reports that were set to be released at expected time are now can be published as soon as they are written and edited.

The key essence of web journalism is website designing as websites need to be attractive and informative to attract the viewers. We not only

read news on the news websites but also there are many things which we can see like weather forecast, astrology, we can also see live videos, images etc. So, all this is managed by a Website Designer.

Websites run by newspapers are basically extensions of their papers itself. As such they can provide a wide range of articles and reports in a variety of areas – news, sports, business, the arts, etc. – written by their professional reporters. Web journalism encompasses a whole range of things, from the websites run by newspapers to citizen journalism and non-profit news sites and even blogs. Most of the news websites are free for all the viewers but some offers current news for free but archived reports and access to opinion columnists and other non-news sections for a periodic fee.

With increased use of computers and internet, web journalism has grown by leaps and bounds. Those who don't have the facility of television, radio or newspapers keep themselves updated by the means of e-journals. With increase of mobile usage which also provides internet connectivity facility through GPRS, the role of web journalism has increased in our life and has become more significant.

● FUTURE OF WEB JOURNALISM IN INDIA

India is currently experiencing extraordinary media expansion, with intense competition between players in the industry. Newspapers and broadcasters are anxious to get the inside story out first. The promise of investigative journalism has finally evolved with the times.

Journalism in India has considerable employment scope these days, with media houses opening new channels or newspapers on a regular basis. While salaries are shooting up, the pool of skilled and qualified journalists is not keeping pace. Without a sufficient number of good reporters and editors, the challenge that the profession faces is of enforcing more rigorous professional standards.

Though print media is read widely and makes money, Indian news organisations are now using online technology to deliver the benefits of the Internet: the most current and up-to-date information, ability to search the content and instantly share information with others.

All major newspapers and TV stations in India have launched their own websites to supplement their traditional forms of news delivery. Some are also applying multimedia technology, integrating text, video and audio in news reporting, and in some cases, real-time. Users are able to obtain information on their computers, cell phones and several other hand-held devices.

In this media environment, aspiring journalists will benefit most from training on a concentrated, hands-on curriculum designed to familiarise

them with each and every aspect – theoretical, practical and technical – of digital reporting.

As never before, India needs more skilled young journalists who have the ability to cover the story well. There are many well-meaning, sincere journalists in the field who lack adequate training, especially in digital reporting. This suggests a considerably broader mission for journalism colleges to fill that need. Breadth of curriculum, background of faculty, resources available at the institution, and job placements and awards received by graduates are obvious indicators of the quality of any J-school.

Among the dozens of journalism colleges in India, there are only a few that have an adequate curriculum. The Indian Institute of Journalism & New Media (IIJNM), Bangalore is a pioneer in the field of digital journalism education, introducing the multimedia stream in India. Its trainee journalists may opt to study in the Print, Broadcast or Multimedia streams and gain both a practical focus as well as instruction in sound theory. IIJNM is independent of any news agency or organisation, which allows it to tap all media sources for greater placement opportunities.

Institutions like IJNM aim to bring about profound impact on India's media scenario in the years to come. With improvement in the quality of journalism, we can certainly hope for superior reporting and news delivery, leading to better governance and stronger democracy in India.



Indian news organisations are now using online technology to deliver the benefits of the Internet.

- **SUMMARY**

- Cyberspace is the dynamic and virtual space that such networks of machine-clones create. In other words, cyberspace is the web of

consumer electronics, computers, and communications network which interconnect the world.

- The Information Superhighway is a phrase that describes the expansion of digital telecommunications, involving more and more people: locally, nationally, and globally.
- The Internet age began in the 1960s, when computer specialists in Europe began to exchange information from a main computer to a remote terminal by breaking down data into small packets of information that could be reassembled at the receiving end.
- The term information revolution describes current economic, social and technological trends beyond the Industrial Revolution.
- Online text readership is expanding phenomenally. There are billions of web pages for approximately one billion users online and the number is growing by the day.
- The Internet provides opportunities galore, and can be used for a variety of things like email, access information, shopping and online chat. There are certain cons and dangers relating to the use of Internet like personal information loss, pornography and spamming etc.
- You must go online if you are sure about making money out of it; you have adequate working capital; You are backed by an experienced, cutting -edge and consistent web development team. If you meet these conditions, then you are certain to make a living out of online media – something that you may not be able to do if you work with the print medium. Online media, also called new media, provides unique and new opportunities that have yet to be fully explored. A publisher who perseveres will discover the real potential of publishing online like no other.

• QUESTIONS

Fill in the blanks

1. What is Cyberspace.....

Cyberspace is the web of consumer electronics, computers, and communications network which interconnect the world.

2. What is Information Superhighway.....

It is a phrase that describes the expansion of digital telecommunications, involving more and more people: locally, nationally, and globally.

3. Full form of ARPANET.....

Advanced Research Projects Agency Network

4. Who invented the Web?

Berners-Lee

5. When did Microsoft enter the competition with its Internet Explorer?

Ans. 1995

6. When did the World Wide Web celebrated its fifteenth birthday?.....

Ans. 2006

7. Who is the leader of the search world?

Ans. Google

8. What is remarketing?

Ans. It allows businessmen to market to prior visitors to your website.

Choose the correct option:

1. When did the World Wide Web begin to spread?

(a) Between 1993 and 1995

(b) between 1994 and 1996

(c). between 1993 and 1994

(d) between 1995 and 1996

Ans. The correct answer is a.

Answers in brief

1. Define Cyberspace and what are differences between Cyberspace and the physical world?

2. Explain in your words about comparison of Cyber Media Vs Print / TV / Radio.

3. What are the advantages and disadvantages of Cyber Journalism?

4. Explain about Web advertising and Circulation of Web Newspapers.

5. How do you think what is the Future of Web Journalism in India and globally?

