

Lecture 9

Impact on IT in media

- Newspaper readership and television audiences are on the decline while the popularity of blogs and online news sources has steadily increased.

- Newspapers and other print media are caught in a vicious cycle. Their advertising bases, their life blood, are being drained by competition from the burgeoning of competitors—not just the Internet-based folks, but the ever-multiplying cable channels.
- And one of their biggest competitors is, ironically, themselves, their own Internet publication.

- The old journalism of verification, the journalism based on reporting—and reporting is expensive, let alone follow-up—is being replaced by the journalism of assertion: Well, I read this and here's what I think.

- Internet project, Internet in the Society, that catalogs the high general public use of the Internet as a source of political information. About 30 percent of the total public used the Internet, not necessarily to blog, but to various news sites to find out political information.

- And considering that only somewhat more than half of the adult population voted, that 30 percent is a big and growing number.

- Tom Rosenstiel at the Pew Project on Excellence, in his State of the Media Report he points out that this huge surge that was feared would come in what he calls the journalism of affirmation—and people do have this tendency—that that surge has not materialized by and large, with a couple of notable exceptions—talk radio, although not all talk radio; and Fox News.

- By and large, people accessing the Internet for news start their searches at the Web sites of the major newspapers or the network TV channels and then they become what Rosenstiel calls pro-active assemblers of their own newscast, which we all will become.