A Study Of News-Portals Accessibility Among Youth With Special Reference To Patna City

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Abstract
The relationship between news and human beings has an enormous significance and has been going on since times immemorial. Media are the major sources by which people seek and obtain information. Ever changing technologies coupled with the escalating speed of information diffusion have re-defined journalism which is transformed from traditional media into digital media or new media (Luke, 2007). There is no doubt that the speed of change in the media industry has accelerated with the advent of the internet. The Internet is a medium which is very cost-effective for spreading information and its impact is more profound than any other form of communication tool. Young literates spend more time on the internet than the preceding generation (Coughlan, 2016). In the last few years, the popularity of media news-portal has been increasing. These e-networking sites have been the source of much speculation. It is important to know the level of gratification of young people who seek and obtain information from the new forms of Computed Mediated Communication, like news portals (Newman, 2016). This research paper is based on a survey method and has highlighted the accessibility of the news portal in Patna. This study was conducted among a sample of 200 students (between the age group of 18-28). This survey seeks to understand the current position of the use of news portals among youth and also examined the scope of news-portal with special reference to Patna.

Keywords: News-Portal, News-Websites, Youth, Digital Media, New Media, Patna.

Introduction
Portal derives from the Latin word Portale, which means “city gate”. American Heritage Dictionary defines a portal as “a doorway or an entrance or a gate, particularly one that is huge and commanding. The very early history of portals used by librarians can be traced back to the 1960s when the first digital version of Index Medicus was created (Lancaster, 1995). A web portal or links page is a website that works as a point of access to information on the World Wide Web (www) (Molia, 2014). So on the World Wide Web, we can search so many good news providers like RTT News, Reuters, Tahalka, CNN IBN, BBC Hindi, NDTV, The Hindu, News Bond, Apna Shaher and many more. In the early ’90s, the first newspaper created their web pages only to make their presence on the information super highway (Dzieza, 2014). By 2001, web news portals improved their news form, content and presentation aspects. The present use of multimedia augmentations on news websites extends the entire range, from posting pictures, graphics and maps with 3-D experiences along with a facility to download audio-video news stories (Zhou, 2003).
The relationship between news & human beings has an enormous significance and has been going on since time immemorial. Media are the major source by which people seek and obtain information (Shah, 2016). Ever-changing technologies coupled with the escalating speed of information diffusion have re-defined journalism which is transformed from traditional media into digital media or new media (Luke, 2007). There is no doubt that the speed of change in the media industry has accelerated with the advent of the internet. The Internet is a medium which is very cost-effective for spreading information and its impact is more profound than any other form of communicational tool (Baruah, 2012). Young literates spend more time on the internet than the preceding generation (Coughlan, 2016). In the last few years, the popularity of media news-portal has been increasing. These e-networking sites have been the source of much speculation (Newman, 2016). The Internet has radically altered the habits in which individuals can easily use it and young people are the vanguard of these changes. It’s become a vital part of an individual or society. The main goal of creating the internet was to build up a network infrastructure that combined all the computers in the world together so that an individual can run any type of application anytime, anywhere in the world.

According to the study conducted by I-CUBE, in India growth of computer literacy has augmented at an unexpected rate of more than 25% from 2007 to 2008, with about 87 million users, most of them from urban (I Cube, 2007). India’s first internet service launched in 1987 was ERNET (Education and Research Network) with a collaborative project of the Department of Electronics, the Government of India and The United Nations Development Programme (UNDP). At that stage, common people had no access to the net, as ERNET was confined to educational and research institutions (Suman and Kharbanda, 2005).

In this information era, every second something new is occurring and breaking news becoming an everyday issue. News Portal constitute one area by which people do not have to wait for the newspaper or any news programmes to know about current news and what is happening in the world. Online media is playing an essential role in order to update and make aware of all these issues more than any other traditional or offline media like TV, Radio and Newspapers (Buff, 2016). Whenever breaking news is posted online, internet users can easily obtain all updates happening and become more aware and alert without much effort (Padwal et.al., 2015). Thus, most news companies have started their own online websites because young literates and preceding generations are referring internet more than any other media. India has the world’s third largest Internet users with over 269 million users, where whom 40 million use the internet via mobile phones (Simon, 2016). Thus, people can easily access the internet anytime and anywhere without any hurdles.

**Objectives:**

The main objectives of this paper are:

- To examine the accessibility or usability of News Portals.
- To study the scope of news portals.
Methodology:
This research is based on the survey method. A sample of 200 students from four institutions in Patna was selected for the study. The institutions were selected by Simple Random Sampling. They are the Birla Institute of Technology, Patna College, Patna University and the Central University of South Bihar. A total of 200 students aged between 18-28 years from the four institutions were selected through quota and purposive sampling techniques. In this technique, the researcher selects a questionnaire tool for gathering information. Only 182 students’ responses collect out of 200 students. So, 182 students' responses were used in the final analysis. Individual students were taken as units of the study.

Findings:
Of the total sample of 182 students, 51% of respondents are male and 49% of respondents are female. In this study, the researcher finds the scope and usability of News Portals in Patna city. 

RQ 1: How often do you use the internet?
It was found from the study that about 91% of students use the internet daily, whereas 4% use it weekly, followed by 5% fortnightly. None of the respondents was a monthly user.

RQ 2: Which medium do you use for surfing the internet?
The study shows that the majority of the students (73%) used mobile for surfing the internet, whereas 13% of students used personal computers/laptops followed by University/College (9%) and cyber cafés 05%.

RQ 3: According to you, which source is admirable for gathering quick information?
It was revealed from the data that 34% of students switched to the news channel, whereas 32% prefer newspaper, followed by News Portal (30%) and magazine or journal used by only 4% of students.
RQ 4: Do you use News Portal for getting information?
Under this Research question, the majority of internet users (70%) said that they use News Portal for getting information and only 30% of students do not use it at all.

RQ 5: If not, why?
In this question, the researcher wants to analyze the reason why are students not using News Portals. Out of 54 respondents, 48% of students states the reason that this service is useless for them, followed by 35% of students who said, they were not interested in using News Portals and 17% of student’s marks that it is not available.

RQ 6: If yes, how often do you check News Portal?
The result shows that among News Portal users 44% were using daily, followed by 31% weekly, 16% used fortnightly and only 9% of students used it monthly.
RQ 7: Which type of news do you prefer more to surf in News-Portal?

In this question, students marked more than one option. The data revealed that 81% students use it for entertainment, whereas 63% of students use it for getting current news followed by sports 41% students, 22% of students use it for getting political news whereas only 16% of students gather crime news, followed by regional news are 10% and 20% students marked the options others.

RQ 8: If you like article or information do you give feedback/comment?

It was found from the study that 44% of news portal users never give any feedback, followed by 40% who says sometimes, and only 16% student says they always give feedback on news portals.

RQ 9: What is the main thing that you like about News Portal?

The study shows that the most important thing which is liked by 40% students was users can share content with other social networks/mail, whereas 29% respondents liked its quick access feature, followed by Audio-video and animation effects (19% students), archives feature gained 12%.
Conclusion

The present study shows that about 70% of respondents use News Portal which represents the high level of access and usability of News Portal (Electronic, Print Media) among youth in Patna City. But still, the 30% of respondents in a state capital city like Patna are those who have no knowledge of or access to or less interest in News Portals. This shows that youth are still away from News Portals. But amazingly among the user of News Portals, 44% of students use it daily and 21% gave feedback, which shows the interest level and scope for the new media. In the age of information technology where electronic and print media are the first choice of the young generation, they were not much aware of News Portals. Of course, offline media is still a choice of youth and News Portals in the bottom line, still, this result shows potential for its positive usage and a huge leap into the future.

Bibliograph


