

Newspapers Offer More News Than Do Major Online Sites

by Scott R. Maier

This study compares the content of five prominent web news sites to the front-page news of a broad cross-section of U.S. daily newspapers. Results show that newspapers offer depth and breadth unmatched by the online sites.

Online news consumption has grown at a breath-taking pace. For example, the nation's top four news Web sites (Yahoo! News, MSNBC.com, CNN.com and AOL News) in 2008 experienced a 22 percent increase in unique visitors to 23.6 million a month, a rate of increase twice that of 2007 and more than five times the rate in 2006.¹ Evidently, audience migrated to the Web at the expense of newspaper readership. The Pew Research Center for the People and the Press, which has been tracking these changes, reports that since the 1990s the proportion of Americans who read a newspaper on any given day has declined about 40 percent.² For the first time, the Pew survey found more people who say they rely mostly on the Internet for news than people who cite newspapers.³ "The trend is unmistakable," the Pew Research Center concludes. "Fewer Americans are reading print newspapers as more turn to the Internet for their news."⁴

As newspapers struggle to retain readership and in some instances solvency,⁵ identifying what news qualities make the traditional press distinctive has become a question of survival. To what extent do newspapers offer depth and breadth of coverage not found online? How does the news agenda differ between newspapers and Internet news sites? What can readers gain by getting the news from both sources? In a secondary analysis of data collected by the Project for Excellence in Journalism, this study of 13,000 news stories compares the content of five prominent Web news sites to the front-page news of a broad cross-

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tion of U.S. daily newspapers. The results provide an independent empirical assessment of the editorial attributes that distinguish newspapers from online news sources; the findings also reveal a clearer understanding of the trade-offs involved with the accelerating transition from print to digital news.

Background and Literature Review

The Internet is not the sole cause of the American newspaper industry's dire circumstances. The steady decline in newspaper readership dates back decades before the World Wide Web became a public phenomenon.⁶ Even as the Internet experienced huge gains in the late 1990s, newspaper circulation losses could not be attributed to audience migration to online sources, according to Stempel and his co-researchers. Documenting that early Internet users were more likely than non-users to be information-seekers who were also readers of newspapers, Stempel et al. concluded that the relationship between Internet news and newspapers was complementary rather than competitive.⁷ As the percentage of people who read newspapers online continues to grow, newspapers today hope to recapture readership, especially among younger generations, through their online venues. But overall, online growth has not offset print losses. According to a 2008 Pew Research Center survey, 39 percent of respondents reported reading a newspaper yesterday—either print or online, down from 43 percent two years earlier.⁸

Given these industry patterns, it is not surprising that a recent survey found journalists working online are more hopeful about the future of their industry than are news people from traditional media outlets.⁹ Nonetheless, the survey of members of the Online News Association found widespread concern that the Internet is changing the fundamental values of journalism—"more often than not for the worse." Among the biggest changes cited was the loosening of standards and increased emphasis on speed. On the positive side, respondents lauded original reporting and the "diversity of voices" provided by online news sites.¹⁰

Despite sweeping changes in news consumption habits, "traditionalists"—those who get their news from TV news and other legacy media—remain the largest segment of the news audience, according to the Pew Research Center.¹¹ Another sizable audience is made up of "net newsmen" who largely eschew traditional sources. Of this Web-oriented audience, twice as many read online newspapers than a printed newspaper (17 percent compared to 8 percent). But the Pew Research Center also found an emerging audience—representing nearly a quarter of the American public—that blend online and traditional sources.¹² While audiences increasingly are informed of new events via blogs, twitter and other social media, research suggests that mainstream media are often the original source of the information provided.¹³ Whether digital journalism shortens breadth and depth on news coverage in favor of breaking news is "a question that could spark a spirited debate in any newsroom around the

world,” says Jim Kennedy, vice president and director of strategic planning for The Associated Press. But what’s beyond debate, Kennedy argues, is that “news gets split apart into atomic pieces for today’s digital consumption” as audiences select headlines, 25-word summaries, clips and material to be shared outside their original packaging.¹⁴

Communication scholars have sought to evaluate differences between Internet news and mainstream media, although the focus has tended to be on how the message is delivered rather than what is communicated.¹⁵ In a content analysis of 422 websites associated with local newspapers, radio stations and television stations, Lin and Jeffres concluded that each medium emphasizes relatively discrete content.¹⁶ The study found that radio, for example, most strongly emphasized station promotion, local TV stations focused on community feedback and newspapers positioned themselves as the “information gateway” providing links to community Web sites and printed media. Another content analysis, conducted by Wu and Bechtel, found that Web traffic escalated when online news sites featured international politics, education and science/technology.¹⁷ Drawing from national survey data, Beaudoin found that the Internet had a stronger positive effect on international knowledge among Americans than did either newspapers or network television.¹⁸ Investigating reader choices made at the Yahoo! News site, Curtin, Dougall and Mersey discovered that online users seek out more entertainment and odd news stories than they might find in their daily newspaper, but the researchers also documented high demand for hard news on national and world events.¹⁹

In a study of print and online versions of six Colorado newspapers, Singer found that online content tended to have a stronger “local” orientation than its printed counterparts, but overall online material was “shovelware” repositioned from print.²⁰ Based on recent research by Russial, one reason that online newspapers remain text-oriented is that their parent institutions have not moved as quickly or completely in the direction of multi-media work as observers commonly claim.²¹ Two other studies also highlighted media homogeneity: A content analysis by Just, Belt and Crigler found online and legacy media coverage of the 2008 presidential campaign to be similar in tone and content;²² Hoffman reported that mobilizing information—information aiding people to act—was no more prevalent in Web newspapers than in their print counterparts.²³

Research Questions

Overall, the research literature is surprisingly sparse regarding differences in content between print and online news media. But as the plight of the press becomes increasingly dire as Internet use surpasses newspaper readership, recognizing the distinctions between the two media has never been more important. To better understand what newspaper readers stand to gain—or potentially lose—by shifting to online news sites, the study addresses the following research questions:

RQ1:

How do newspapers and online news sites compare in selection of top stories given the greatest coverage?

RQ2:

How do newspapers and online news sites compare in depth and breadth of news coverage?

RQ3:

How do newspapers and online news sites compare in story prominence across news topics?

RQ4:

How do newspapers and online news sites compare in story authorship and story format?

RQ5:

How do newspapers and online news sites compare in geographic focus?

Method

This study draws on the Project for Excellence in Journalism's News Coverage Index, which provides a quantitative accounting of the stories being covered by U.S. news media. The News Coverage Index, analyzing 70,000 stories a year from 48 news outlets, is considered "the largest effort ever" to measure the content of the news media on a continuing basis.²⁴ The Project for Excellence in Journalism (PEJ)²⁵ releases a weekly report identifying the top stories of each of media sector and providing "a narrative analyzing the twists, turns and trajectory of the coverage."²⁶ The data are further analyzed in PEJ's annual State of the News Media report. Offering raw data to scholars for further research, the Project for Excellence in Journalism has released its first data set, the 2007 News Coverage Index.²⁷

The News Coverage Index tracks the five main sectors of mainstream media: newspapers, network television, cable television, online news and radio. Key variables for all stories include story date, story placement, story topic, geographic focus and word count. In intercoder reliability tests, the level of agreement for each of the key variables ranged from a low of 85 percent for story topic to 91 percent for geographic focus, 94 percent for story placement and 100 percent for story date and media source.²⁸

By focusing on just two sectors—newspapers and online news—this secondary analysis mines the data in greater detail than PEJ offers in either its weekly or annual reports. This study also gauges content through a somewhat different lens. The Project for Excellence measures content by percent of news hole—the relative space given to news content. While this method provides a

common metric for story length determined by words (as in print or online) or by time (as with radio and television), it also tends to minimize differences because content is calibrated in relative rather than absolute terms. Hence, a 300-word television news story could be credited for the same percentage of news hole as an in-depth 2,000-word newspaper story. To assess coverage in absolute terms, this study's primary measures of news coverage are word count and story count.

Newspaper Sample

PEJ's sample of news outlets is purposive, designed to be "illustrative but not strictly representative of the media universe."²⁹ To provide a cross-section of national stories covered by the nation's 1,450 daily newspapers, the field of daily papers was divided into three tiers based on circulation: over 650,000, 100,000 to 650,000 and under 100,000. Newspapers also were selected to provide geographic and ownership diversity. The following sample resulted: First-tier newspapers with national prominence were *The New York Times*, *The Washington Post*, *The Wall Street Journal*, the *Los Angeles Times* and *USA Today*. Second-tier newspapers of significant regional stature were *Boston Globe*, *The (Minneapolis) Star Tribune* and *The Austin (Texas) American-Statesmen* and *The Albuquerque Journal*. A selection of small and medium-sized newspapers were *The (Attleboro, Mass.) Sun Chronicle*, *The (Ashtabula, Ohio) Star Beacon*, *The Bakersfield Californian* and *The Chattanooga Times Free Press*.

National and international stories that begin on A1 (including jumps) were coded and analyzed. The only local stories included in the study were those pertaining to a larger national issue, such as how the war in Iraq affects the hometown. PEJ's rationale for examining only front-page stories was in part conceptual because the research focus is on "what newspapers emphasize, their top agenda." The exclusion of inside stories, PEJ also acknowledges, was practical—going beyond page one would require "an enormous amount of work for relatively minimal gain."³⁰

Coverage of leading news stories tended to be similar, whether online or in print. Of the 10 story topics receiving the most coverage in 2007, seven were the same for each medium.

Online News Sample

Drawing from a list of the nation’s top 10 online news sites (as measured by unique visitors according to the Nielsen/NetRatings), PEJ sought a sample that represented the most popular news sites and provided a balance between sites that produced their own news content and sites that aggregated information from throughout the Web. Chosen for the sample were MSNBC.com and CNN.com, which largely create their own news content; Google News and Yahoo News, popular sites that aggregated material from other Web sites and AOL News, which usually uses material from news wire services but also creates unique material.³¹ A screen capture was made daily for each online news site. Coders identified the day’s top five stories, determined by location, prominence of display on the Web page and size of headline. For example, the top “lead” story was the news article posted with the largest font size for its title on the home page. The second most prominent story was the story that had a picture associated with it, presumably to draw the reader’s attention. Prominence for the next three stories was determined according to headline size and placement on the homepage. Coding was based only on the narrative text. Excluded from the study were videos, audio clips and photographs.³²

Results

The 2007 News Coverage Index yielded a sample of 13,079 national and international news stories, almost equally divided between articles published on the front pages of U.S. newspapers and news stories posted on five online news sites. The largest selection of newspaper stories (1,761 articles or 13.5 percent of the sample) came from *The New York Times*, reflecting the newspaper’s emphasis on national and international coverage; the smallest selection came from *The Bakersfield Californian* (177 articles or 1.4 percent of the sample). The sample provided approximately 1,300 stories (10 percent of the sample) for each online news outlet studied. Sample frequencies for each news medium are reported in Table 1.

Table 1
Distribution of News Sample

<i>News Media</i>	<i>Story Count</i>	<i>Percent of Sample</i>
<i>New York Times</i>	1,761	13.5
<i>Washington Post</i>	837	6.4
<i>Wall Street Journal</i>	512	3.9
<i>USA Today</i>	395	3
<i>Boston Globe</i>	375	2.9
<i>Star Tribune</i>	292	2.2
<i>Star Beacon</i>	225	1.7
<i>Austin Statesmen</i>	359	2.7
<i>Bakersfield California</i>	177	1.4
<i>Sun Chronicle</i>	184	1.4
<i>LA Times</i>	833	6.4
<i>Albuquerque Journal</i>	233	1.8
<i>Chattanooga Times Free Press</i>	376	2.9
CNN.COM	1,305	10
Yahoo News	1,305	10
MSNBC.com	1300	9.9
Google News	1,305	10
AOL News	1,305	10
Total	13,079	100

Top Stories

Coverage of leading news stories tended to be similar, whether online or in print. Of the 10 story topics receiving the most coverage in 2007, seven were the same for each medium. [See Table 2] At the top of the list for both sectors was coverage of the war in Iraq, the presidential campaign and the Iraq policy debate. The differences in the “Top 10” news stories are perhaps the most revealing. Newspapers provided top coverage (two to six times more stories than posted by online news outlets) to the immigration debate, the effect of the Iraq War on the U.S. home front and the health care debate. By comparison, stories uniquely making online’s “Top 10” news list were the war in Afghanistan, the Middle East conflict and the firing of U.S. attorneys. Reflecting the international tilt of online news, six of the medium’s top 10 stories focused on news beyond the U.S. border, while five of the newspapers’ top 10 stories were international. Four times as many stories were published online on the Israeli-Palestinian conflict than on the front pages of newspapers, and more than three times as many stories on the war in Afghanistan were published online.

Table 2
Top Stories for Newspapers and Online Sites

Top 10 Ranking	Newspaper Stories	# of Stories	Word Count	Online Stories	# of Stories	Word Count
1	'08 Campaign	545	769,401	Iraq Events	606	460,798
2	Iraq Events	428	575,801	'08 Campaign	350	289,852
3	Iraq Debate	398	439,637	Iraq Debate	333	250,964
4	U.S Economy	209	259,203	Iran	213	131,273
5	Immigration	210	248,454	Pakistan	160	116,920
6	Iraq War	181	231,155	U.S. Economy	158	87,428
7	Dom. terror	127	169,491	Afghan War	151	79,738
8	Pakistan	99	136,990	Dom. terror	111	78,573
9	Iran	107	136,077	Fired Attorney	97	74,713
10	Health Care	99	129,120	Israeli-Palest.	113	71,960

Bold signifies unique Top 10 story.

Depth of Coverage

The mean length of a story printed in the newspapers was 1,288 words, nearly twice the mean length of online news articles, which averaged 664 words per story. The difference is substantively and statistically significant ($t(13077) = 65.8, p < .001$). As shown in Table 3, newspaper coverage was significantly more extensive in average word count than was online coverage for every news topic examined. The differences in story length were most pronounced in business and foreign coverage, in which the average word count was more than two times greater in newspapers than online.

Table 3
Story Coverage by Broad Story Topic

<i>Broad Story Topic</i>	<i>Media Sector</i>	<i>Mean Word Count*</i>	<i># of Stories</i>	<i>Total Word Count</i>
Government	newspaper	1,233	408	503,215
Agencies/Legislatures	online	710	374	265,506
Campaigns	newspaper	1,347	674	907,703
Elections/Politics	online	822	429	352,818
Defense/Military	newspaper	1,279	193	246,762
(Domestic)	online	880	72	63,360
Court/Legal System	newspaper	1,293	44	56,908
	online	741	22	16,300
Crime	newspaper	1,312	271	355,519
	online	619	495	306,464
Business	newspaper	1,443	439	633,670
	online	653	130	84,936
Economy/Economics	newspaper	1,241	329	408,148
	online	518	284	147,126
Environment	newspaper	1,188	163	193,655
	online	700	70	49,008
Education	newspaper	1,229	122	149,898
	online	631	10	6,310
Religion	newspaper	1,389	51	70,858
	online	698	18	12,560
Health/Medicine	newspaper	1,243	443	550,751
	online	729	121	88,209
Immigration	newspaper	1,149	189	217,123
	online	718	69	49,535
Disasters/Accidents	newspaper	986	196	193,203
	online	601	415	249,344
Celebrity/Entertainment	newspaper	1,151	31	35,682
	online	590	82	48,355
Lifestyle	newspaper	1,243	313	389,037
	online	708	127	89,873
Sports	newspaper	1,254	184	230,703
	online	818	99	81,010
Media	newspaper	1,452	53	76,944
	online	802	34	27,274
U.S. Foreign affairs	newspaper	1,250	1,018	1,272,296
	online	712	1,336	951,192
Foreign (non- U.S.)	newspaper	1,482	757	1,121,685
	online	610	1,762	1,074,485
Total	newspaper	1,288	6,559	8,448,779
	online	664	6,520	4,329,736

*Independent sample t tests indicate differences in mean word count are statistically significant ($p < .001$) for all story topics.

Clearly newspapers were wordier on a broad range of news topics, but did their online competitors compensate by offering a greater number of stories (albeit shorter) on the significant issues facing the nation? In foreign coverage, online news services outstripped newspapers by posting more than twice the number of stories (1,762 online articles compared to 757 newspaper stories). Online news outlets also offered a higher frequency of stories on U.S. foreign affairs, disasters/accidents and celebrities/entertainment. But on all other news topics examined, newspapers offered not only longer stories but also more stories. [See Table 3] For example, newspapers offered 12 times as many stories on education as provided by online news, nearly four times as many stories on health/medicine and more than three times the number of business stories.

A combined index of depth of news coverage was calculated by multiplying story word count times story frequency. By this measure, differences between the two media were even more pronounced. Total coverage by newspapers of education was 23 times more extensive than coverage by online news outlets; business coverage was seven times greater, religion six times, health six times and courts three times. Online coverage of foreign news and foreign affairs was comparable to newspaper coverage. Online news outlets exceeded newspaper in total coverage only in two major categories: disasters/accidents and celebrities/entertainment.

Story Placement

Another way to assess the agenda-setting function of media is to consider how prominently a news story is played. In this study, all stories examined are front-page material (or the online-equivalent), but other differences remain in terms of story placement on the printed page (i.e., above or below the fold) or prominence on the screen (i.e., story location, headline size). By ranking prominence on a 4-point scale (with 4 representing the lowest rank), relative story importance accorded by the editor was calibrated. The results indicate similar news judgments regarding story prominence were made by both newspaper and online editors. For example, both newspapers and online news gave top billing to disasters/accidents and U.S. foreign affairs. Both media types tended to give education stories relatively low play. Each averaged 3.3 on the 4-point prominence scale. The greatest difference was the prominence given economic stories, which received substantially better display in newspapers, averaging 2.4 on the prominence scale than by online news outlets, averaging 3.2 on the prominence scale. Although the differences were small, online news also gave celebrity/entertainment and foreign news higher prominence than did newspapers.

Story Type

News stories also were assessed by their format: whether a story is a product of original reporting or drawn from another news source; whether the story carries a reporter byline; and whether the story is a straight news story, news analy-

sis, or an opinion column. By these criteria, overall differences between newspaper and newspaper stories were most pronounced. [See Table 4] In the newspaper sample, 83 percent of the articles were bylined straight-news stories written by a staff reporter, compared to 3.7 percent of online articles. Less than one percent of front-page newspaper articles were staff-written but carried no byline, yet 10.5 percent of online news stories were anonymously staff-written. Newspapers

Table 4
Cross-tabulation of Media Sector and Story Format

<i>Story Format</i>	<i>Newspaper</i>	<i>Online</i>
Straight news story internal staff report w/byline	Count	5,443
	% within sector	83.0%
Straight news story internal staff report, no byline	Count	30
	% within sector	0.5%
Straight news story, wire story	Count	582
	% within sector	8.9%
Straight news story, other news outlet	Count	343
	% within sector	5.2%
Straight news story, Other sources and format	Count	82
	% within sector	1.3%
News analysis	Count	73
	% within sector	1.1%
Opinion columns	Count	6
	% within sector	0.1%

used wire services for 8.9 percent of their front-page stories, while online news relied on wired stories for nearly 60 percent of their lead material. Newspapers turned to other outside news outlets for only 5.2 percent of their front-page content, compared to 20.2 percent by online news. In a Pearson chi-square test, the association between story source and media type is statistically significant ($X^2(7, N = 12750) = 8390, p < .001$).

Not surprisingly, online news outlets were more opinionated – but perhaps not as much as one might expect. About 2.6 percent of leading online news was labeled as analysis, compared to 1.1 percent of front-page newspaper stories; opinion columns represented less than four percent of online stories, while researchers found just six opinion columns on the front page of newspapers, or about 0.1 percent of all newspapers stories examined.

Geographic Focus

Sharp differences in geographic orientation were also found between news-

papers and online news. More than two-thirds of front-page newspaper stories focused on U.S. news, while 55 percent of online newspapers had a domestic focus.³³ By contrast, more than twice as many stories with a strictly international focus were covered online (1,762 stories; 27 percent of total) compared to newspapers (757 stories, or 11.5 percent of total). Online news services also covered more international stories involving the United States (1,607 stories, or 24.6 percent), compared to newspapers (1,348 stories, or 20.6 percent of total). The association between geographic focus and media type is statistically significant ($X^2(4, N = 13079) = 859, p < .001$).

Discussion

With newspaper stories averaging twice the length of online news stories, the press can—and should—trumpet how the daily newspaper remains the primary medium for in-depth news. As this study indicates, newspapers offered not only longer stories but reported far more frequently on nearly every major domestic news topic, including business, the environment, health, immigration, transportation and sports. Online news overlooked almost entirely some news topics close to readers' hearts. For example, out of 6,500 news stories published over the year by the nation's five largest online news services, only 10 stories focused on education and 18 stories on religion. The results also provide evidence that newspapers are less sensationalist than their online counterparts. The only major news topics receiving less coverage in newspapers were celebrities/entertainment and disasters/accidents—topics of universal interest that transcend geographic boundaries.

On balance, the study also shows that online news cannot be dismissed as a "headline news" service providing only summary coverage of the day's events. With online news averaging 664 words a story, coverage is substantial and generally more extensive than television or radio news. Moreover, shorter is arguably better when it comes to reading the news on the screen. Time spent reading online news, though increasing, remains relatively brief—averaging 53 minutes per week, according to a recent estimate.³⁴ By comparison, newspaper readers spend on average 39 minutes per day with the paper.³⁵

Online news media offered a broader international focus than did the press, covering more foreign stories than did newspapers, network television or any other news medium studied by the Project for Excellence in Journalism.³⁶ But even in foreign coverage, online news lacked the depth of coverage of newspapers, with foreign news stories averaging less than one-half the length of foreign news reports in print. Despite an international emphasis, the online news agenda overall is remarkably similar to that of newspapers. The majority of the year's top stories were the same for both media and print and online news editors generally agreed on how prominently news stories should be displayed. In summary, the gatekeeping function appears similar for each medium, although readers would find greater attention paid to domestic issues by newspapers

and a broader international orientation from online news services.

The sharpest distinction between print and online news is how the information is gathered and presented. The vast majority of front-page newspaper articles examined were staff-written, bylined news stories with little or no opinion offered, while less than 4 percent of online stories carried a byline and only 14 percent were staff written. Nearly 60 percent of online news drew from wire services, compared to nine percent for newspapers. However, online news services used a broader range of news sources. Neither newspapers nor online news offered much in the way of opinion or analysis on their front pages, with straight news accounting for well over 95 percent of stories examined for either medium. This is somewhat surprising considering that the Internet is perceived as a “hot” medium offering greater voice, individuality and opinion than does the legacy press. But in practice, this study found authorship of online news stories was largely anonymous, wire-service stories dominated online news and interpretation was generally absent from both media.

Missing from this study is consideration of some of online’s greatest virtues—the ability to deliver information in multimedia formats, provide interactivity and offer hyperlinks to other news sources. Also excluded is arguably the press’s strongest asset—local coverage of the community in which the newspaper resides. Another limitation of this study is that news stories are assessed quantitatively. Not evaluated is tone, accuracy, balance and other journalistic values. All of these dimensions are worthy of further study.

Conclusion

In a time of turmoil for the press, this study’s findings offer a refreshingly positive perspective for newspapers—at least from the standpoint of content. Clearly, newspapers provide a product that offers depth and breadth unmatched by their online competition. This is a selling point that has not been made strongly enough by the press. With most major stories authored by named staff, newspapers also boast a high degree of story ownership and transparency—attributes largely missing from some of the nation’s most prominent online services. In sum, newspapers have good reason to boast that they offer in-depth, independent news unrivaled even in the digital age.

The findings also underscore some of the strengths of online news. Readers who now get their news on the computer rather than at their doorstep are not likely to miss out on the big stories of the day. The study showed that both newspapers and online news services shared similar news judgments regarding news topics and story prominence. But reflecting the Internet’s international audience, readers online are likely to get a broader picture of what’s happening around the world than do those who exclusively read newspapers, as well as a slightly heavier dose of analysis and opinion.

Readers who both subscribe to the legacy press and get their news online perhaps stand to gain the most. This assumes, of course, that newspapers,

often the original source of online news, find an economic model to support their operations in the digital age. The study shows both media are robust in content; what's still missing is the means to support in-depth news coverage, whether online or in print.

Notes

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3. Pew Research Center for the People & the Press, "Internet Overtakes Newspapers As News Outlet," (23 December 2008), <<http://people-press.org/report/479/internet-overtakes-newspapers-as-news-source>>.

4. Pew Research Center, "Internet Overtakes Newspapers."

5. Two major daily newspapers folded in early 2009, a few sought bankruptcy protection and many reduced staffing in the midst of the newspaper industry's most severe decline. See, for example, Nichols, John and Robert McChesney, "The Death and Life of Great American Newspapers," *The Nation*, April 6, 2009.

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12. Pew Research Center, "Key News Audiences."

13. See, for example, Stephen Lohr, "Study Measures the Chatter of the News Cycle," *New York Times*, Sec. B, p. 1, July 13, 2009; Stephen D. Reese, Lou Rutigliano, Kideuk Hyun, Jaekwan Jeong, "Mapping the blogosphere," *Journalism* 8 (August 2007): 235-261.

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23. Hoffman, "Is Internet Content Different," 58-76.

24. Project for Excellence in Journalism, "About the News Coverage Index," March 23, 2009. Online at http://www.journalism.org/about_news_index/methodology.

25. The Project for Excellence in Journalism is a part of the Pew Research Center in Washington, D.C., a "fact tank" funded by the Pew Charitable Trusts.

26. Project of Excellence, "About the News Coverage Index."

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28. Project for Excellence in Journalism, "Methodology, State of the News Media 2008, (23 March 2009), <<http://www.stateofthemediamedia.org/2008/methodology.php>>.

29. Project for Excellence in Journalism, "Methodology," (23 March 2009), <http://www.journalism.org/about_news_index/methodology>.

30. PEJ's methodology is discussed in greater detail at <http://www.stateofthemediamedia.org/2008/methodology.php>.

31. Project for Excellence, Methodology.

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33. PEJ coders examined only national and international news stories. Hence, local stories are not included in the sample unless they have a strong national or international dimension.

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