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**Title**

**INFLUENTIAL FACTORS EFFECT TO THE  
TRENDS OF ONLINE NEWS BUSINESS**

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**Abstract:**

Nowadays, online news has become the important part of daily life due to the benefit of information seeking, news following and news forecast. But in media business has many obstacles to operate the organization and develop to the goal. The objective of this study is to investigate the influential factors that effect to the future of online news. Results reveal that personal of organization, policy of organization, audiences (lifestyle, behavior, budget), technology (3G, new innovation), law, economic condition, social condition, politic condition and social network effect to trends of online news. While mass media organization try to changing their organization and responsibility in order to success in online news.

**Keywords** – Online News, New Media, Influential Factors.

**Introduction:**

Nowadays, the world pace in to information society which plenty of information. Information has become a necessity for daily life. People have been adjusted lifestyle to received information from everywhere and every channel. While the development of technology and telecommunication current making the new communication methods which connect every place and without distance. Everybody can communicated with convenience and fasten. This changing was occurred by internet network (Alstynne & Brynjolfsson, 1997). Internet has become an essential part of life for many people in order to educating, information and socializing (Kim, 2010) and significant impact to opportunities for communications (Mason and Hacker, 2003). The inclination of internet usage will growing and change unlimited (Lee, 2008). In 2005 the internet users has 1018 millions, 2006 the internet users has 1093 millions, 2007 the internet users has 1262 millions, 2008 the internet users has 1400 millions, 2009 the internet users has 1530 millions and 2010 the internet users has 1650 millions (from <http://www.internetworldstats.com/emarketing.html>). Sagan and Leighton (2010) predicted by 2013 there will be 2.2 billion internet users worldwide.

Thus, it is not surprising that, as part of this process, online news have grown in importance in the media systems of most countries (Mitchelstein & Boczkowski, 2009). The Pew Research Center's Internet & American Life Project surveyed internet user who gotten online news notable increases. In November 2008, 74% of internet users between 18-33 years old had gotten online news, and 76% of internet users between 34-45 years old had gotten online news. In May 2010, 76% of internet users between 18-33 years old had gotten online news, and 79% of internet users between 34-45 years old had gotten online news (<http://www.pewinternet.org>, 2010). In Thailand, National Electronics and Computer Technology Center surveyed in 2010, Thailand has internet users about 21 million users, most of the internet user access internet at home 54.3%, popular time between 8 pm-12pm 37.3%, internet user who send e-mail 27.2%, and gotten online news 14.1%, more than 2009 about 9.3% (<http://www.nectec.or.th>, 2010).

For this reason, both government and private organization are extensively using website as a key channel of communication with their various strategy for their organization, demonstrate company profile, public relation and interesting activity (Jo & Kim, 2003). Furthermore, the growth of internet affected the media businesses are increasing interest the internet due to the advantage of invest in online media and lower operating cost (Ahlers, 2006). The media organizations initiated the new way of connecting to audiences by provided their own website (Rogers, 1995). Because the website permits continuous updating content, convenience, continuously and low cost to operate (Cook, 2008). So, the television station, radio station, newspapers organization and cable news network take part in the online news services in order to coverage the information. To establish the online news department many company must established technology for computer system development, personnel skill and content (Albarren, 2002). This situation is very interesting to investigate for mass media changing and influential factors effect to online news. Consequently, this paper aims to explore and understand further of online news business. Firstly, the study identifies the influential factors that effect to trend of online news; secondly, trend of online news. Finally, the study aims to improve online news organization.

## Literature Review:

### The factors reflected to online news growth:

Present, internet has become influential to other institutes and department included mass media organization. The factors reflected to online news growth depend on this following (Sukhothai Thammathirat Open University, 2008):

*-The Widespread of Computer Technology:* Unavoidable computer involved in daily life of people and it was develop continuity to serve the convenience and communicate to other place. Thus, the computer technology has enabling to make the information presentation with other media such as television, radio, newspapers etc. The efficiency of computer can attract the audiences interested in the news and take advantages from the online news. Because online news is more fasten and up-date than tradition news. Van Dijk & Hacker, (2003) revealed advance of technology has created the users who limited to basic skill will be outpaced more than skillful users to select the information. Henry, (2011) commented the technology of internet has change the data storage, ability to integrate and share the information across massive network of users. So this is parts to support the on-air of online news in the future.

*-Economic System:* Both broadband penetration and speed are expected to continue growing rapidly even in the current economic condition also many government around the world have prioritized investing in internet infrastructure as critical to economic development (Sagan & Leighton ,2010). Additionally, economic is the one factor to website development of other organization. Many organizations interested in online news for competitive business. Online news can make profit and royalty to organization. This changing support to raise hire rates of employees toward the news production process, increase the creativity of programme and develop the way to seeking revenue (Albarran, 2002).

*-Communication Infrastructure:* Communication and information technology is changing rapidly (Chung & Robinette, 2008). So communication infrastructure of the country is essential feature for advance of online news. It is indicate the development or slow of infrastructure. In developing country the incomplete of communication infrastructure effect to access of internet such as telephone line high speed, number of internet per head and internet expenditure (Sukhothai Thammathirat Open University, 2008). Norris, (2001) says communication technology has trend to narrow the gap between the information-rich and the information-poor

and space in internet usage must close and eventually disappear. Van Dijk & Hacker, (2003) pointed out advance of technology has created the users who limited to basic skill will be outpaced more than skillful users to select the information.

*-Personnel of Organization:* Most of the organizations are confront the lack of professional personnel in the field of journalism and communication arts. Online news production not only needs high performance of communication but also necessary to understand technology and characteristics of new media. Online news must have concise, correct format and useful for audience. Moreover, hyperlink, motion picture, still picture, graphics, audios and multimedia have been consider to online news (Lee & Stavrositu, 2004). This factor is effect to the growth of online news.

*-Uses Behavior of People that Take Advantages from Internet:* The majority of people has access internet for entertainment, there can't access for receive news and useful information. However, in the past the people lack of computer and literature skill but today also changing. The data consumption of people in society was improve by education and related to use computer and internet (Sukhothai Thammathirat Open University, 2008).

The online news became new media in society and popularity method to access the information. The globalization and technology are the cause of increasing number of online news users Numcharoen, (n.d.). So, the many scholars forecasted the development and trend of online news in the future also this following:

Pavlik, (1977) demonstrated the development of online newspapers in 3 stages: (1) although, traditional news has faced the competition from online news but online newspapers also reporting the news normally. Most of online newspapers employed the news information from newspapers. The reporters will transform news into the online news. (2) The online news reporters always created and extended news from newspaper. They can take advantages from hyperlink and interactive features for connect to other. (3) Some online news may be created the news information and not dependent on data from newspapers.

Duangmanee, (1996) presented the direction of online news in the future and changing of information diffusion from this following: (1) *Interactive Feature:* the mass media take action in to two-way communication toward the website. The communication method also has real time information between webmaster and users. (2) *Easy to Search Information:* the information

superhighway gather enormous and variety information from over the world. This characteristic supported the convenience of online news users and can connect to other related news issues. The users can search the interested news in order to serve the uses and gratification. (3) *Online News Uses Internet and Multimedia*: Online news has increasing to use multimedia technology such as video, audio, graphic and picture for completely presentation. The efficiency of multimedia features present on a websites is increasing user's perception of usability and positive attitudes toward the sites (Rajani & Rosenberg,1999). (4) *Consider to Download Speed*: The online news organization consider to users for download and search information. Although, they improve the technology and program computer for fasten and easy to use. (5) *International Publication*: the presentation of online news illustrate by Thai language but it difficult to publicize to other foreign website and hard to data transformation. (6) *More Online News Identity*: The online news organizations are try to create separate information from traditional news and not duplicate the same content. (7) *More High Storage Information*: online news has become search engine and storage data devices such as e-library, electronics content, and news database for users. (8) *On-demand Information*: The webmaster of online news will keep the series of data and show only headline news. User can also call for news on-demand when desire. (9) *Become marketing instrument*: internet become increasing marketing instrument for business competition. The online news organization will improve the business strategy from this feature.

Beside the factors effect to online news growth, direction of online news in the future and changing of information diffusion, many scholars are also discussed from this following:

The internet was changing the structure of mass media included vertically integrated, hierarchically managed structure. This emergence was drive the media firms in to alliances, mergers, and creation of network structure (Kung, Picard & Towse, 2008). Some online news try to combine strategic alliances with content providers to reduce the lower position and emerge the business model on the website such as flat structure, staff of website should be able to contribute their opinions and ideas in order to keep evolving and innovating (Cowen, 2010). Convergence trends media companies have expanded their activities in various sector and develop effective tools follow the economic, political and cultural power. For example, some companies emerge between the internet and mobile communication alongside the growth of broadband capacity has developed the network of interactive of communication that connect local and global spaces

(Castells, 2007). Among the status changing of media organization, the media ownership is effect to policymaking for media markets to operate efficiently (Iosifidis, 2010). In addition, organization policy influences on the agenda-setting of online news, the norms of professional journalism are powerful of contents (McCombs, 2005). Online news producers generally use interactivity to making news more personal and meaningful to audiences. The news audiences find the immediate communication valuable such as e-mail and chat functions offering the potential to recreate the community. Example of interactivity of online news included information on time posted, photographs, graphic, clickable images, audio and video files, podcasting and e-mail (Chung & Robinette, 2008). The social observers predicts the audiences will fragmented and virtually everyone has a unique external media agenda that is highly individualized and attention on a small numbers of issues because the public spreads its attention widely across the internet (McCombs, 2005).

Furthermore, the media are key institution on our society. They affect our culture, buying behavior and politics. They are affected in turn by changes in our beliefs, tasters, interests and behaviors (Biagi, 2007). In society, there are many autonomous media channels to produce the homogeneity of content, the similar point of view to send for the target group. While the media ownership or media control will present high supervise to media and have direct impact to the editorial independence, create the obstacle to distribution level and other problems. The media content related to the condition which wide range of social, political, culture values, opinions, information in media organization (Dennis, 1992). Similarity, Iosifidis, (2010) demonstrated cultural diversity, politic and economic power has closely link in society. There are relationship between economic, politic and society, for example, in term of the public interest and debates about regulation and concentration of media ownership there are many opinions which difference in each person. In media industry use economic power to indicates the measurement of market power. The media organization has economic power and financial criteria when they can vender the advertisers. The same as Dennis, (1992) revealed the effect of political in to media is the political group will employ influence of media for present the political content, ideological groups or minorities with political interest in society. Table 2 illustrated guidelines to determine the influential factors toward online news.

### **Method:**

In order to find the influential factors effect to trend of online news the researcher employed the qualitative approach because it take the researchers to closer and understand the perspective of directors and executive of online news about how to management, operation and factors that effect to the online media between the technology changing condition and globalization. Both the primary data and secondary data were used. The primary data were collected by techniques in-depth interviews by the researchers. The secondary data were searched from recent reports, dissertations, articles, journals, online resources, databases, and others, which were beneficial to informing the primary data collection process, and also used to interrogate the findings.

### **Participants and Setting:**

Non-probability sampling and purposive sampling are employed in order to finding the trends of online news. This study considered the background of participants such as age, level of education, working experienced, and organization. So, the researchers contacted to the 30 samples who work in the executive level and managerial level of online news. The participants included Local online television (Channel 3, Channel 5, Channel 9, Channel 11, and Thai Public Broadcasting Services), online cable news (VoiceTV, Spring News, TNN) and online newspapers (Thairath, Dailynews, Khaosod, Matichon, Prachachadthurakij, Thansettakij, and Nation).

### **Research Finding:**

Thirty (30) respondents were interviewed face-to-face individually. All of them are base in Bangkok, Thailand. Most (24) of the respondents were male and 6 were female. The respondents were varies in age. They grouped in 2 groups: 20 were 30-40 years, and 10 were 41-50 years. A large number of respondents (21) were bachelor degree and only (9) respondents were master degree. The major of their educational qualification was mostly in the fields of

journalism and mass communication. The thirty (30) respondents were work in the executive level and managerial level of online news.

The result from this study demonstrated that present conditions of online news are step forward by technology growth and innovation progress. Online news is news media which easy to access by audiences, the users popular to use for search the news, and the competition between producers of online news were extremely high. This situation was effect to divide the market share of audiences and rating on online news. The characteristic of online news was adjusted to interactive media during audiences and online news producers. Both audiences and online news producers participate to set the content, and depend on for each other. The audiences must access to uses and gratification content and producers necessary to up to date the accurate and useful information for users. However, overall of online news content similar to other online news, it also different from other which is presentation on websites such as pop-up, headline and selection to post on website. Consequently, some online news will seek new segmentation and target groups such as women users and men users. The online news not can be able to main stream media instead of television and online news must support department of television station.

The factors that effect to trend of online news separate into internal factors and external factors. Internal factors were consists of personnel of organization, policy of organization. External factors were consists of audiences (lifestyle, behavior, budget), technology (3G, new innovation), legal, economic condition, social condition, politic condition, and social network.

Both technology and economic condition are influential factors which the most of participants considered to online news. The participants disclosed the advance of technology involved in on-air devices, computer, and internet were support the audiences to use. The audiences can access the internet for search the information and send the news flash to other audiences all the times. The online news organization was adjusted the instruments and personnel of organization to support the progress of technology. Most of organization select the modern instrument for the excellent multimedia and promote the personnel to learn the new devices. Furthermore, to cope with audiences who access the online news every time especially news on mobile. However, the advance of technology will help the online news competition but the tardy of 3G (3<sup>rd</sup> Generation) technology in Thailand may cause to undeveloped. The most participants revealed the 3G technology effect to the development of internet in Thailand. The

formation of new telecommunication industry regulators faces many hurdles. This issue has problems about assign the 11 member of National Broadcasting and Telecommunication Commission (NBTC) board. The slow formation NBTC board will be awaited for commercial licence for 3G wireless broadband services. The business disadvantages and opportunity damages both occur in public resources which is intention of constitution.

Economic condition related to trend of online news unavoidable. The economic cycle can indicate the condition of a country. The economic growth supported the overall living expense and lifestyle. When people earn good money they can purchase everything also internet, communication devices, smart phone and other. It advantages to connect to the online news and communities.

Social condition and politic condition are second factors that effect to trend of online news. Executive of online news organization pointed out the social current and enthuse to watching breaking news were occur the widespread of news. The political and tremendous accident events are the popular issues in online news because the audiences try to search these topics. While politic condition control the content of online news. For this reason, some online news was necessary to present the news beneath the policy of organization, policy of army and policy of government. In the same as, online cable news that faces the on-air problems such as extreme political events on May 2010. The government was prohibited the negative content and try to stop broadcasting. This situation was opposite from inquisitive of audiences. So the website can't be able to reserve the overload traffic.

Next factor is audiences included lifestyle, behavior and budget. The executive of online cable news explained the important of audiences following characteristic of lifestyle and behavior of audiences that changing all the time. The hit rate of online news was increase in after work and night time. The audiences was shared into other websites because the competition between news organization. The budget factor was separate the segment of audiences, the upper class have capacity to purchase the hot items such as smart phone, ipad and wifi-internet, but the lower class scarcely opportunities. This condition was come from the gap between the upper and lower class. In addition, some online cable news launched e-booking for subscribe members in next year. While, executive of online television, revealed most of online news' audiences are

teenagers and use online news more than traditional news. So the news organization necessary to established the online news department and developed good content for target group.

Policy of organization and personnel of organization are the factors which online television and online cable news were considered. They assumed that the news crews necessary to working under policy of organization and understand each of duty. The strictly direction can control the online news such as news selection, concept, presentation and design of websites. The workers must recognized the vision and mission of organization and operate it. Additionally, the participants added executive's perspective about the investment of organization. The executive of news organization should consider the social current, need of audiences and business competition for online news investment. The online news suitable for support the television or traditional news and expect the online news can be able to have little revenue and advertising for their own operation.

Additionally, Law is serious agenda for online news because it related to enact the law of NBTC (The National Broadcasting and Telecommunications Commission) and setting the NBTC broad. The executive of online television demonstrated that the uncertainty of law can be able to make hesitate to invest the online business. The news organization can't control the business plan and opportunities. The precarious may happen all the times. For example, the expenses of news transformation from television to online news will be increase. While, the government should established the independent entity for control the online news and separate the category such as online news for usefulness content and online news for children. The punishment for offenders and enact the strictly law ought to consider for online news. The authorities should block the website that has inappropriate content and pornography.

The last factor are social network, the power of social network can spread over the audiences. The easily, accessibility and usability of online news can occur every time and everywhere following by smart phone. The audiences will send the news to social network and sometimes spread the information to private group even more rumors. Several news organizations attempted to establish the news on mobile department in order to publish the online news and subscribe the news members.

Interestingly, every news organization has improved the news instruments, news workers, law and regulation following the technology changing. Online news department was established

in news organization. The suitable content and website for audiences was created in online news department. The organization will pay attention to send the workers to learn the modern technology and news devices. The workers who used to learn the new innovation, they must teach and recommend the novices. Sometime they involved in seminar and conference with other organization for exchange the opinion.

### **Conclusions and Recommendations:**

The goal of this study was to investigate the surround factors that impact to online news. The researcher was evaluated the future of electronics media in business perspective. The dimension of executive news organization can indicate the way to improve the organization. Most of the news company attempt to adjust the news devices and news worker for next innovation. They search the new target group and new segmentation such as niche working women and elite. The new alliance business is the first choice to establish the news on mobile and e-booking. Social network will be more power in this era. The news audiences uses social network for spread the news to other person. While, the growth of technology has become important part of news organization. The influential factors such as personnel of organization, policy of organization, audiences, technology, law, economics condition, social condition, politic condition, social network are effect to future of online news.

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