



## Abant Kültürel Araştırmalar Dergisi

Abant Journal of Cultural Studies

2023, 8(15): 34-43



### Comparison of News Presentation Differences in Traditional and Internet Newspapers\*

Geleneksel ve İnternet Gazetelerinde Haber Sunum Farklılıklarının Karşılaştırılması

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Geliş Tarihi (Received): 23.03.2023

Kabul Tarihi (Accepted): 28.04.2023

Yayın Tarihi (Published): 30.04.2023

**Abstract:** The Internet has been forcing change by incorporating tools that are widely used all over the world. Newspapers with a long history also take their share of this innovative aspect of the internet. Some newspapers are entering the new environment offered by the internet, while others continue to be published in print. This situation means the existence of two different media for the newspaper. In this direction, the study aims to reveal the differences in news presentation between traditional and internet journalism. Printed and digital media organs of Hürriyet, Sabah and Takvim newspapers, which are national newspapers in Turkey, were determined as samples. 458 news about the 2019 Local Elections, which were handled in line with the sample, were evaluated by quantitative content analysis method. In line with the findings obtained as a result of the research, among the traditional newspapers and the websites of these newspapers; It has been determined that there are differences in the number of news, the number of words used, the source of the news, the use of visual material, the use of flash and the number of repeated news.

**Keywords:** Traditional newspapers, internet, internet newspapers, press, media

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**Öz:** İnternet tüm dünyada yaygın olarak kullanılan araçları bünyesine katarak değişime zorlamaktadır. Köklü geçmişi olan gazeteler de internetin bu yenilikçi yönünden payını almaktadır. Bazı gazeteler, internetin sunduğu yeni ortama girerken bazıları ise hala basılı olarak yayınlanmaya devam etmektedir. Bu durum gazete açısından iki farklı ortamın varlığı demektir. Bu doğrultuda çalışmada, Türkiye’de ulusal yayın yapan Hürriyet, Sabah ve Takvim gazetelerinin basılı ve dijital yayın organları örneklem olarak belirlenmiştir. Örneklem doğrultusunda ele alınan 458 adet 2019 Yerel Seçim konulu haber, nicel içerik analizi yöntemi ile çözümlenmiştir. Araştırma sonucunda elde edilen bulgular doğrultusunda, geleneksel gazeteler ve bu gazetelerin internet siteleri arasında; haber sayısı, kullanılan kelime sayısı, haberlerin edinildiği kaynak, görsel materyal kullanımı, flaş kullanımı ve tekrarlanan haber sayısı konularında farklılıkların bulunduğu tespit edilmiştir.

**Anahtar Kelimeler:** Geleneksel gazeteler, internet, internet gazeteciliği, basın, medya

**Atıf/Cite as** Keskin Şahan, I. (2023). Comparison of News Presentation Differences in Traditional and Internet Newspapers, Abant Kültürel Araştırmalar Dergisi, 8 (15): 34-43.

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\* Bu çalışma, Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Radyo, Televizyon ve Sinema Ana Bilim Dalı’nda kabul edilen yüksek lisans tezinden üretilmiştir.

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## Introduction

From the past to the present, newspapers have been the most important source of news and information for the society. Despite the emergence of many mass media with changing times and developing technology, the newspaper still exists as a frequently preferred mass media tool today. Perhaps the most important reason for this lies in the ability of newspapers to use every new technology in their favor. The most recent example of this situation is the easy adaptation to the opportunities provided by Internet technology. Especially today, the media industry and naturally newspapers are converging mainly around digital technology, the internet and mobile phones.

In terms of communication tools, the concept of convergence has become frequently used with the spread of the Internet and the development of digital technologies since the 1990s. This concept refers to the technological and economic merger of the computer, audiovisual media and telecommunications sectors. As a result of this merger, new products and services have emerged (Geray, 2003: 19).

Convergence makes it possible for all informatics, telecommunication and communication technologies to come together in a new environment (Kejanlioğlu, 2004: 80-81). In this context, digital publishing emerges as a result of the merger of newspapers with digital technology. The emergence of digital publishing has become easier the distribution and accessibility of news in ways never experienced before. Therefore, internet technology, contrary to ending the newspaper, enables it to gain widespread use and to be produced as internet newspapers by changing its shape.

The Internet has developed dramatically in the last decade. This development has enabled people to access new information about the world and the way they live. According to Holmes (2005: 2), people who use the internet “not only encounter information and communication technology”, but also “their behavior styles are also affected by this technology”. However, with the increasing use of the internet, people are now reading news and other events around the world online. Due to this situation, the internet is seen as a threat that will eventually take over the role of newspapers. As a new news medium, some differences distinguish internet news sites from newspapers.

- While traditional newspapers offer one-way communication to the readers, there is interactive communication in Internet newspapers. Readers and viewers can report their feelings and thoughts about the news to the other party by clicking on the relevant links. There is no one-sided communication like newspapers. Readers who have a problem with the news, articles or writings they read can communicate one-to-one by sending these problems to the relevant e-mail addresses of writers and journalists (Sayruğaç, 2002; Yücedoğan, 2012: 148).
- Speed is a very important phenomenon in journalism. Internet newspapers can instantly share the news with the public due to the medium in which they are circulated (Karakaş, 2002: 77). However, such a situation cannot be mentioned in traditional newspapers. Because even if any development or new event occurs after the newspapers go to the press, it can't be published until the newspaper goes into print again.
- Internet journalism, while providing a free and democratic environment to its readers, causes a lot of information pollution. At the same time, there is news about gossip on the internet and old news is presented as if it were new. A higher level of care is taken not to violate ethical rules while writing news in traditional newspapers (Karaaslan, 2016: 82).
- In traditional newspapers, the news is given in certain sizes. The content of the news should be prepared to fit into the columns allocated on the newspaper pages. Therefore, the news is either shortened according to the columns or fewer photographs are used. At the same time, news on television is usually presented at a certain time in the evening. Since the news is included in the hour range, each piece of news is adjusted according to this time. However, since there is no specific time and column limitation in Internet journalism, as in traditional newspapers and television,

internet news editors can keep news content in a wider range and benefit from visual materials that support the content abundantly. This situation provides an incredible richness in terms of the presentation of news on the internet (Karakaş, 2002: 77).

- Internet newspapers, like traditional journalists, do not have any paper and printing costs. In addition, internet news sites; do not employ photographers, reporters and columnists, and news is obtained from subscribed news agencies. This news is transferred to news sites by internet editors. Therefore, in the context of the production of the news, the costs of internet newspapers are quite low (Kırçıl & Güler, 2003: 155).

The differences between traditional newspapers and Internet newspapers are discussed in terms of the collection of news, its circulation, the medium in which it is circulated and the opportunities it provides to both readers and journalists. These differences also show the advantages and weaknesses of these two news media. Today, the weaknesses of the Internet, such as distorting news and publishing fake news, have decreased to much more minimal with the transition of traditional newspapers to the Internet environment. The reasons for this situation can be seen concretely in the table comparison of traditional newspapers and internet newspapers.

**Table 1.** Boczkowski's (2004: 65) Comparison of Traditional Newspaper Internet Journalism

<b>Traditional Newspaper</b>	<b>Internet Newspaper</b>
News of general interest	Customized news and personalization
Physically limited	Physically unlimited
Space is limited	Space Unlimited (network organization)
Limited in time 1-Being bound to a certain time 2- Fixed production cycle	Unlimited in time 1- Not being dependent on a certain period (archive) 2- Various production cycles (update)
Format limited	Format unlimited (multimedia)
Professional	User-generated content
Usually stationary	Usually dynamic

When we look at the first of the differences between newspaper and internet journalism in Table 1, the news covered in traditional newspapers appeals to every segment of society, while internet newspapers appeal to only a certain segment. Another difference is the temporal separation of the two types of newspapers. While traditional newspapers are published only once a day, internet newspapers are broadcast 24/7. On the other hand, while news in newspapers is limited to a certain format, news in internet newspapers can be handled in different formats. Another difference is that while professional people are more effective in the news production process in traditional newspapers, in internet journalism, professional people are effective as well as users. One of the important features that distinguish online newspapers from traditional newspapers is their speed.

Internet and social media platforms allow newspapers to circulate news quickly and effectively. Thus, the reader can instantly give feedback to the news they reach quickly. In addition, the digital environment has given newspapers the ability to present stories from various perspectives. Through the unlimited space offered by the Internet, more comprehensive information can be presented to the reader over long periods (Hülür & Yaşın, 2017: 67- 68).

There are many studies on traditional and internet journalism in the literature. In the study of d'Haenens et al. (2004), one of the studies presented, they examined how the news presented in the online and print versions of two newspapers in the Netherlands were consumed and stated that the reader's interest in the news varied depending on the newspaper and news categories. As a result, they found no evidence that online readers consume news differently than readers of print versions. On the other hand, Lesitaokana & Akpabio (2014) stated that news audiences have a positive attitude towards online newspapers, but still prefer traditional newspapers, and especially in Botswana, access to online and traditional newspapers is affected by factors such as cost and convenience.

Kılıç (2015), has determined that internet newspapers in Turkey operate within a capitalist market system, the mainstream media is also dominant in the internet field, therefore the potential of internet newspapers to be an alternative to the mainstream media and their internet versions is quite low.

In this direction, in this study, the transfer of newspapers to the internet environment with the developing technology and the news presentation differences between traditional and internet newspapers are examined. In the study, the newspapers determined as the sample and the websites of these newspapers were compared with the quantitative content analysis method in terms of news presentation differences and shaped with tables. In this context, the printed and digital publications of the national newspapers Hürriyet, Sabah and Takvim in Turkey were examined comparatively. In the analysis, a total of 7 days from 20-26 June were selected as the time interval, and a total of 458 news presented in this period were analyzed. The parameters used in the analysis are the total number of news, the number of words used in the news, the data table of news sources, the use of visual materials, the use of last minute or flash, the number of repeated news and headlines. With the data obtained from these parameters, the news presentation differences between traditional and internet newspapers were tried to be revealed.

In this direction, answers to the following questions are sought during the research process:

- 1- What are the differences between traditional and internet newspapers in terms of news presentations?
- 2- What is the difference between traditional and internet newspapers in terms of news coverage?
- 3- How are the visual elements used in internet newspapers used differently from traditional newspapers?
- 4- What are the differences between traditional and internet newspapers in terms of news sources?

## **Method**

In this study, the quantitative content analysis method was used for its purpose. "Quantitative content analysis is a research technique that enables the systematic realization of communication content, usually within the framework of predetermined categories" (Geray, 2004).

The population of the research consists of national newspapers published in Turkey and have digital versions on the internet. The sample of the research is limited to the newspapers Hürriyet, Sabah and Takvim, which have high circulations in Turkey (<http://gazetetirajlari.com/>) and the news sites of these newspapers on the internet. The point to be considered while making this classification is that it is not possible to examine all of the printed newspapers and internet news sites in Turkey. In addition, the fact that the archive section of internet news sites was open to access played an active role in the selection of newspapers.

In the study, a total of 458 news stories about the "23 June 2019 Istanbul Local Elections", which were included in the Sabah, Hürriyet and Takvim newspapers, which were determined as the sample, and on the internet news sites, were examined. The review handled the news between 20-26 June 2019 by content analysis method. In this direction, the news was analyzed by converting them into numerical data and the following findings were reached:

## Results

Findings are presented through research questions and sub-headings.

**Table 2.** Number of News on 23 June 2019 Istanbul Local Elections

Broadcast Environment	Newspapers	20-26 June	Total
Printed Newspapers	Sabah	47	141
	Hürriyet	46	
	Takvim	48	
Internet Newspapers	<a href="http://www.sabah.com.tr">www.sabah.com.tr</a>	103	317
	<a href="http://www.hurriyet.com.tr">www.hurriyet.com.tr</a>	90	
	<a href="http://www.takvim.com.tr">www.takvim.com.tr</a>	124	
<b>Total</b>		<b>458</b>	<b>458</b>

Table 2 shows that a total of 458 news items were published in traditional and internet newspapers between 20-26 June. While 141 news are published in print newspapers, this number is 317 in internet newspapers. This situation reveals the difference between traditional and Internet newspapers. Since the number of pages in printed newspapers is limited, there is a certain restriction in terms of the number of news, but this is not the case on the internet. Since the Internet has an unlimited area, more news can be included than printed newspapers.

It is seen that the newspaper that gave the most coverage of the elections during the 7 days analyzed within the scope of the study was Takvim with 48 news, and Hürriyet was the newspaper that gave the least coverage. Sabah newspaper, on the other hand, included 47 news in total. When we consider internet news sites, Sabah included 103 news, Hürriyet 90, and Takvim 124 news. During this process, it is seen that while it is the Takvim that gives the most news, both in print and on the internet, Hürriyet publishes the least.

**Table 3.** Number of Words Used in the News

Newspapers	Word Count	20 June	21 June	22 June	23 June	24 June	25 June	26 June
Sabah	Word Count	2511	1323	2333	1792	3151	1386	1806
Hürriyet	Word Count	1837	1865	1867	1008	3615	991	1834
Takvim	Word Count	322	442	511	157	2330	529	500
<a href="http://sabah.com.tr">sabah.com.tr</a>	Word Count	9029	4757	7716	7598	3533	7011	2134
<a href="http://hurriyet.com.tr">hurriyet.com.tr</a>	Word Count	17.959	6086	5212	8546	2096	7049	2087
<a href="http://takvim.com.tr">takvim.com.tr</a>	Word Count	11.046	7182	6304	18.866	2290	2684	1849

Since there are page and news restrictions in traditional newspapers, the news covered is given in a shorter and more concise form. The distribution in Table 3 shows that the daily word count of traditional newspapers is less than internet newspapers. However, since there is no restriction on the news published in internet newspapers, it is seen that the number of words is higher as indicated in the table. In this context, we see that Hürriyet's printed newspaper included more words on June 24, that is, one day after the election, compared to other newspapers, and as an internet newspaper, Takvim included the most words on June 23 election day.

Table 4. Data Table on News Sources

News Sources	Sabah	Hürriyet	Takvim	<a href="http://sabah.com.tr">sabah.com.tr</a>	<a href="http://hurriyet.com.tr">hurriyet.com.tr</a>	<a href="http://takvim.com.tr">takvim.com.tr</a>	Total
Agency	4	13	-	42	49	10	118
Own Correspondent	30	17	3	7	12	2	71
TV Channel	-	-	-	15	2	27	44
Social Media	2	1	3	8	3	14	31
Another Newspaper	-	-	-	5	-	8	13
Bureaucrat	3	1	2	1	4	13	24
No Source	9	14	40	25	19	50	157
<b>Total</b>	<b>48</b>	<b>46</b>	<b>48</b>	<b>103</b>	<b>89</b>	<b>124</b>	<b>458</b>

When the distribution of sources according to traditional and internet newspapers is analyzed in Table 4, Sabah mostly includes its own correspondents in its printed newspaper, while it mainly shows agencies as sources in the internet newspaper. At the same time, he frequently gave place to the videos he received from A News television, where he was in the same media group, in the Sabah internet newspaper. While Hürriyet mostly included its own correspondents in its printed newspaper, it included agencies in its internet newspaper. Hürriyet newspaper frequently published news from Demirören News Agency (DHA), of which it is also in the same group. The Takvim, on the other hand, did not include any sources, mainly in both print and internet newspapers.

Table 5. Use of Visual Materials

Newspapers	Photograph	Video	Graphic	None	Total
Sabah	83	-	2	3	88
Hürriyet	53	-	4	6	63
Takvim	68	-	4	12	84
<a href="http://www.sabah.com.tr">www.sabah.com.tr</a>	245	44	4	1	294
<a href="http://www.hurriyet.com.tr">www.hurriyet.com.tr</a>	155	16	1	-	172
<a href="http://www.takvim.com.tr">www.takvim.com.tr</a>	421	78	5	-	504
<b>Total</b>	<b>1025</b>	<b>138</b>	<b>20</b>	<b>22</b>	<b>1205</b>

When we look at both traditional and internet newspapers selected as samples for the study between 20-26 June, we see photography as the most used visual element in the news. Accordingly, Sabah was the newspaper that featured photographs most frequently in printed newspapers. This was followed by Takvim and Hürriyet newspapers, respectively. In traditional newspapers, sometimes the news is given only in the form of headlines and news. Thus, it happens when visual elements are not used. This situation mainly shows itself in the newspaper Takvim.

When we look at the internet newspapers, the use of video as well as photography is quite common. The newspaper that used the most photographs and videos in internet newspapers was Takvim, followed by Sabah and Hürriyet, respectively. In addition, while all internet newspapers mentioned within the scope of the subject included visual elements in all their news, Sabah Newspaper did not include it once.

Table 6. Last Minute or Flash Usage

Newspapers	20 June	21 June	22 June	23 June	24 June	25 June	26 June	Total
Sabah	-	-	-	-	-	-	-	-
Hürriyet	-	-	-	-	-	-	-	-
Takvim	-	-	-	-	-	-	-	-
<a href="http://sabah.com.tr">sabah.com.tr</a>	4	3	3	6	2	1	-	19
<a href="http://hurriyet.com.tr">hurriyet.com.tr</a>	2	-	-	4	1	1	1	9
<a href="http://takvim.com.tr">takvim.com.tr</a>	5	3	2	13	1	1	1	26
<b>Total</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>23</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>54</b>

As seen in Table 6 above, the printed newspapers Sabah, Hürriyet and Takvim do not use "Last Minute" and "Flash". When we look at the internet newspapers, it was found that the use of "Last Minute" and "Flash" was the most used 26 times Takvim by the newspaper. This was followed by Sabah 19 times and Hürriyet 9 times, respectively.

Table 7. Number of Repeated News and Headlines

Newspapers	20 June	21 June	22 June	23 June	24 June	25 June	26 June	Total
Sabah	-	-	-	-	-	-	-	
Hürriyet	-	-	-	-	-	-	-	
Takvim	-	-	-	-	-	-	-	
<a href="http://sabah.com.tr">sabah.com.tr</a>	2	8	7	7	7	3	1	35
<a href="http://hurriyet.com.tr">hurriyet.com.tr</a>	-	-	-	-	-	-	-	
<a href="http://takvim.com.tr">takvim.com.tr</a>	-	-	-	-	-	-	-	
<b>Total</b>	<b>2</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>1</b>	<b>35</b>

Another important difference between Internet newspapers from traditional newspapers is the possibility of re-emphasizing previously published news at different times of the day or week.

When we look at the number of repeated news in Table 7; It is seen that Sabah Internet newspaper repeated its news 35 times in total during 20-26 June. When Hürriyet and Takvim internet newspapers are examined, it is seen that there is no one-to-one repetition in the news. However, it should be noted that for these two internet newspapers; even though similar news contents are constantly repeated, these news were excluded from the analysis because of the formal changes. Therefore, there are no headlines and repeated news in both internet newspapers. Printed newspapers, on the other hand, have never encountered the exact repetition of the same news due to many reasons originating from their natural structure and structure.

## Conclusion

Traditional newspapers have brought their effectiveness to the present day as an unchanged and loyal news source for human beings for many years. However, the rise in technology in recent years has caused some changes in the expectations and needs of the target audience. In particular, the prevalence of mobile phones all over the world has enabled people to access the Internet from anywhere they want. As a result of these changes, some newspapers have been structurally updated by the characteristics of the Internet environment. Even though newspapers meet the demands of internet users, newspapers that are traditionally printed on paper continue to be published. Accordingly, there are some differences in the presentation of the news in the newspapers published in different environments.

Internet journalism, also known as online journalism, is a type of journalism in which news content is published over the Internet. Internet newspapers can provide fast, efficient and accurate transmission of events and breaking news in society within a few seconds. Traditional newspapers, on the other hand, have to wait for the next day to deliver the news to the reader. With the internet, most people no longer need traditional newspapers, as they can access the news they want whenever they want without making any special effort or paying for the news. Despite this, it should not be forgotten that there are people who are accustomed to reading news through printed newspapers.

In this study, the news presentation differences between traditional and internet newspapers, in terms of the subject chosen as the sample; The number of news, the number of words used in the news, the source of the news, the use of visual material, the use of flash and the number of repeated news were examined comparatively.

The most important difference between traditional and Internet newspapers is the space they allocate for the news they publish. Since the number of pages is limited in traditional newspapers, there is a natural



restriction in terms of the number of news. Since internet newspapers provide unlimited space, more news can be included than traditional newspapers. As supported by the findings obtained in the study, the total number of news in internet newspapers is higher than in traditional newspapers in the period that was investigated. This shows that Internet newspapers are more advantageous than traditional newspapers.

Again, as a difference arising from the limitation or unlimitedness of the environment, the news is given in a shorter way in traditional newspapers. Therefore, the number of words in the news published in traditional newspapers is less than in internet newspapers. In Internet newspapers, on the other hand, the number of words used is higher since there are no restrictions in terms of media. Thus, the desired content can be transferred without restriction.

One of the obvious differences between both newspaper mediums is speed. Speed makes itself felt very sharply in internet newspapers. While publishing the news, internet journalists try to reach the reader first as a requirement of journalism. That's why they are in a race to inform each other. Traditional newspaper reporters, on the other hand, cannot enter such a race as a natural consequence of their nature. They can give the news the internet newspapers have given the next day. As a difference brought about by this speed situation, internet newspapers mostly use news from agencies as a source. It has been determined that traditional newspapers use their own reporters as sources, which is a slower but reliable method of reaching the news since it would be meaningless to have a concern about speed.

The use of visual materials on the Internet and traditional newspapers is quite high. In the findings obtained as a result of the analysis, it was determined that photography was used excessively in both media. However, the use of visual materials in Internet newspapers is ahead of traditional newspapers in terms of quantity. In addition, while only photographs and graphics are used in traditional newspapers, additional videos can be published in internet newspapers, as a superiority of the internet environment. The use of video is to increase the credibility and reliability of the news presented in Internet newspapers. The videos published in internet newspapers mostly consist of visual content from the agencies or television channels that the institution is affiliated with.

In the field of journalism, speed comes as the most important factor right after the correct reporting of the news. Internet newspapers are superior to traditional newspapers in this regard with the advantages of the digital environment. In fast-paced journalism, traditional newspapers do not have the opportunity to compete with digital ones. For this reason, internet newspapers compete only among themselves in delivering the news to the reader quickly. Since the news is instantly conveyed to the readers in internet newspapers, the news is published with the expressions "Last Minute" and "Flash" to draw attention to important and striking developments. Traditional newspapers, on the other hand, do not have such uses, as the news is published the next day.

In Internet newspapers, editors can bring previously published news to the headlines at certain times of the day or week. The main purpose of this is to keep a desired topic on the reader's agenda for the desired period. It has been determined that one of the internet newspapers selected as a sample carried the news that had made the headlines in the previous days and made it to the headlines again in the following days. Not even a single example of this situation has been encountered in traditional newspapers.

In the study, which was examined based on the problem of news presentation differences in traditional and internet newspapers, it was concluded that there are some differences between traditional newspapers and their websites. The Internet has given new dimensions that improve and develop newspapers. These new dimensions can be listed as the readers' ability to access the news quickly, regardless of time and place in internet newspapers, to include more news, to include more details in the news, to combine elements such as video, sound and image, and to bring the news to the fore when desired. Internet newspapers carry the potential of important features that they will add to their structure in the future depending on technological developments. Internet newspapers, which differ from traditional newspapers in terms of presentation even today, are likely to deepen these presentation differences in the future.

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