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Journal of
**Media and Communication
Studies**

December 2018
ISSN: 2141-2545
DOI: 10.5897/JMCS
www.academicjournals.org



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Journal of Media and Communication Studies

Table of Contents: Volume 10 Number 11 December 2018

ARTICLES

**The changing nature of “News Reporting,
Story Development and Editing”**

Ghadeer Al Najjar

**Does mobile technology increase the diversity of news?
A content analysis of news notifications on mobile phones**

Fei Qiao

Full Length Research Paper

The changing nature of “News Reporting, Story Development and Editing”

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Received 18 September, 2018; Accepted 17 October, 2018

With advancements in technology in this age of globalization and digital media, the nature of News Reporting, Story Development and Editing across the United States have been constantly evolving. Through a systematic secondary research, the current research would examine various factors which led to the evolutionary journey of News Reporting, when there was simply a man behind a desk delivering news to the age of journalism and reporting with the help of robots. This journey has been truly inspiring and has developed a relationship with the target audience in terms of expecting something new each time they see various podcasts and live reporting from journalists across the globe. The results depict similar advancements in the niche area of Story Development as we have entered the age of digital storytelling. This includes various skillsets such as research, resource-selection, script-writing, voice-overs, technical skill development, collaboration, creative expression and presentation, all of which would be discussed in detail. Similar advancements were observed in the journey of document editing as well as film-making and editing procedures from the traditional years to the digital age.

Key words: News Reporting, Story Development, Story-telling, Editing.

INTRODUCTION

The evolutionary history of News Reporting, Story Development and Editing is filled with many changes. Although the elements constituting news have not changed, the reception and delivery of news have drastically changed over the last 50 years. News Reporting evolved from an age where there was only a man behind a desk to deliver news to the modern times where there are mobile phones with news applications and various news-reporting blogs over the internet. In other words, digital technology dramatically changed the manner in which news is created, reported and

consumed. News websites, social media and mobile apps are increasingly being used today as the preferred source of news information. In other words, due to advancements in technology, people expect real-time access to news (Boitnott, 2018). In olden days, families gathered around radios and TVs to listen to the latest news. The National Public Radio which is the primary non-profit radio service in the United States offered over 900 stations. With the growth of the internet, the daily routines of journalists changed and the broadcasting/reporting of news entered a new era altogether as

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it simultaneously changed the manner in which consumers expected to get real-time information. With the advancement in technology, as consumers shifted to new tools to gain access to news information, news reporters too switched over to various tools to gather and present news. For the same, social media platforms such as Facebook and Twitter are increasingly used by news reporters. Live Streaming Apps are now being used to disseminate information. This includes platforms such as Periscope and Ustream which allow access to live videos from users around the globe (Boitnott, 2018). Therefore, during emergency breaking news and weather conditions, live reporting can be executed for the people across the globe.

With emerging streaming services, it is also possible for a consumer to expect a personalized experience when gaining access to various news information and content online. The consumers can now talk about what they want and how they want it, providing them with a niche personalized version of News Reporting. With advancement in technology, it is now possible to learn about the target audience visiting the website and, therefore, only specific news information could be delivered across to them as per each individual's interaction with the site. Therefore, News Reporting has entered the arena of personalization wherein news is delivered with content that is specific to each visitor's interest. Consumers now expect personalized information delivered in a concise manner and therefore, it is much needed that the marketers and journalists connect well with the target audience (Boitnott, 2018). In today's times, News Reporting and journalism via robots is increasingly being observed.

With advancements in technology, the nature of Story Development and editing has also evolved. Story developers avail many opportunities to experiment with the advancing technologies and perform the relevant tasks of Story Development. We would hereby understand how with advancements in digital technologies, much changed with regards to Story Development and editing. The editor must have appropriate knowledge of the style of visual and sound effects to be used in presenting a film. Similarly, a story developer must be aware of the various concepts and technicalities used in presenting a story and should be well-versed with it. It is indeed a matter of fact that the digital age has affected, inspired and changed the manner in which stories are delivered across to the target audience. The storytellers continue to innovate and explore new opportunities, as well as develop digitally enabled relationships with the target audience.

With digital Story Development and editing, it is the perfect opportunity of engaging young people in media literacy and making them learn as to how media is influential in building our perceptions. Many approaches to Story Development have been captured such as the storyboard development which refers to an orderly presentation of drawings and photos to summarize an

event. Looking at these sequential photos, an individual can completely understand the story. This approach of storytelling and development is termed as story mapping (Ohler, 2005). The main storytellers of a film include the screenwriters, directors and the editors. With various editing techniques, the editor can work on a narrative or documentary to produce it as per his/her own will. Editing majorly determines the pace and structure of a film and is an essential component of efficient Story Development. Editing also determines the speed and sequence at which events in a film move along. Editors cut and paste material from different sources to depict a series of sequence and the illusion of unity in a film. In other words, the editor decides the duration of the shot, the events of the shot and the kind of edit between the shots.

The process of selecting and preparing written, visual, audible and film media to convey relevant information is termed as editing. It mostly involves correction, organization and various other modifications with the sole purpose of producing correct, accurate and consistent work to the target audience. The author starts with individual new idea for work and at a later stage collaborates with the editor once the work is created. The top editors in big publication houses are termed as the executive of the chief editors. They could serve various industries such as books, magazines, films and others. Editors help in presenting ideas in the most accurate and marketable manner with accompanied responsibilities. Copy editors help in correcting spelling and grammar and work on remarkable headlines and issues ensuring accurate data presentation at all times. They evaluate the entire structure of problems, organization, logical consistency and sentences/paragraphs that could be rewritten or condensed further. Copy editing also involves concepts of proofreading and formatting.

Through this paper, we aim to understand how the nature of News Reporting, Story Development and editing has evolved with advancements in digital technologies. The main research question of the study is whether or not there are significant milestones in the history of News Reporting, Story Development and Editing in the United States – enough to change their nature and functioning completely.

RESEARCH METHODOLOGY

Through systematic research methods of collecting secondary data, we hereby aim to critically appraise research studies depicting the advancements in the changing nature of News Reporting, Story Development and Editing across the United States. Research papers published from year 2010-2018 were mostly considered. These were searched by using databases such as ScienceDirect, PubMed, CINHALL and Elsevier. The keywords used for searching the articles were "News Reporting in the United States", "Story Development in the United States", "Editing and Film Making in the United States", "History of News Reporting in United States" and a few more. The research is designed to provide a complete summary of current evidence related to the addressed research question. Thereafter, the results were analysed and discussed with

specific emphasis to the factors that recently changed the nature of News Reporting, Story Development and Editing in the United States.

RESULTS AND DISCUSSION

Changing nature of News Reporting

In the 1960's, News Reporting was most prevalent through newspapers and radio. These were the black-and-white days of television and due to the lack of portable equipments, News Reporting via TV could not compete with on-the-scene reporting of radio (Halbrooks, 2018). Also, during this time, the customary practice of News Reporting simply involved a newsman reading a script on the camera. However, the event of *Kennedy Assassination* changed the nature of News Reporting completely. This was when the media journalists made efforts to get live video and photos from Texas to be transmitted across to the country and the globe at large. After this tragedy, images and videos became the future of news broadcasting. As satellites were not launched, events such as parades and wars were captured by moving large trucks and cameras to the venue much ahead of time.

In the 1970s, the trend of teams working for News Reporting started rather than just a man presenting the news. Much expenditure was spent on logo design, news music, anchor desks and news promotion. Journalists and consultants were hired to conduct market research and surveys. During this time, videotape was replaced with film and live microwave trucks allowed "LIVE Reporting" from a scene that needed immediate attention of the nation. In the 1980s, it was understood that News Reporting is much beyond typical news, weather and sports. The trend of Health and Consumer Reporting was initiated to emphasize upon the importance of living health and give due importance to savings. Computers were introduced during this decade to many newsrooms which made the process of News Reporting much more organized and automated (Halbrooks, 2018). In the 1990s, News Reporting occurred via news magazines. Few of the examples of famous news shows included *60 Minutes* and *ABC's 20/20*. Many controversial investigations were also carried out by the news magazines to become famous. Logos became bigger and bolder to gain more attention of viewers. These were the days when the Cable TV was launched giving the viewers an access to many programs other than newscasts. With a heart-throbbing 9/11 terrorist attack in 2001, the old fashioned reporting through market research and technology took a back seat (Halbrooks, 2018). The anchors made great efforts to continuously report the news related to the 9/11 terrorist attack and also tried to give reassurance to the viewers. The newsrooms also had to decide if they should report about rumours of further terrorist action or wait for factual details.

The decade of 2010 depicted many technological changes in the nature of News Reporting. TV newsrooms were providing news and information across a variety of platforms. These included websites, social media platform (Reddit, Twitter, LinkedIn, Facebook, YouTube, Instagram) and much more. News became accessible on mobile phones and tablet computers. Therefore, we can say that traditional TV news changed itself to solid and accurate News Reporting that was influenced by many visual presentations, facts, outside sources and TV personalities. From 2010 onwards, the News Reporting landscape resorted to automated reporting wherein journalists and media practitioners try to gather information through various digital survey and analysis (Matsa and Lu, 2016). In other words, "Digital News" has become one of the most prominent news-platform across the world. Therefore, the youth today is more inclined towards turning on to the web for access to news, rather than switching on the television/radio or reading the newspaper. Many of the smart-phone users frequently get news alerts and prefer to read the relevant full stories or search online for more information. Therefore, we can say that News Reporting evolved from the age of Newspapers and Radio to Local TV, Cable TV, News Websites, Social Media Platforms and News Apps on Mobile Phones (Gottfried and Shearer, 2016).

In the olden times, typewriters, newspaper clippings, messages at hotel reception desks and various other methods were used to gather information. However, with advancements in digital technology, wireless connectivity and smart-phones, it has now become possible to cover LIVE News Reporting and transmit it to the public within few minutes. Many communication tools are now used which have completely changed the nature of News Reporting. These included Digital Audio Recorders, Digital Cameras, Podcasts, Photoshop, Youtube, Mobile apps and Smart-phones. Increased connectivity was achieved through Cellular Telephone Networks, Email, Social Media, Wireless Internet and much more. The advanced research methods involved in News Reporting include Crowdsourcing, Global Village Journalism and Online Newspaper Archives. Various news companies such as BBC, Wall Street Journal and BuzzFeed are launching experimental platforms for reporting news through various Chat Apps such as Snapchat, Viber, Facebook Messenger and many more (Radcliffe, 2018). Chat Bots are being launched which include various interactive services such as quizzes in a fun and conversational style to deliver interesting news by engaging audiences in an innovative manner. In today's highly automated times, robots are being extensively used for news related to business earnings and sport (Radcliffe, 2018). However, the use of robots in other fields of News Reporting is yet under investigation and research. It seems that the digital news revolution has just begun and there is a lot more to discover. Few other emerging technologies that are revolutionizing the News

Table 1. Evolution of Changing Nature of News Reporting in the United States.

Name	Means of distribution	Main media type	Founded (Year)
New York Times	Newspapers	News, Sports	1851
Los Angeles Times	Newspapers	News	1881
The Wall Street Journal	Newspapers	News	1889
Washington Post	Newspapers	News	1877
Hollywood Reporter	Magazines	Hollywood film	1930
Newsweek	Magazines	News	1933
Private Broadcasting -ABC/CBC/NBC-News	Television	News	1945
CNN	Television	News	1980
Fox News Channel	Television	News	1996
HuffPost	Online	News	2005
TMZ	Online	Celebrity News	2005
Techmeme	Online	Tech News	2005
Vice News	Online	News	2013
Many Other Online Sites such as Yahoo! News and Google News	Online	News	2005 onwards

Reporting industry are Virtual Reality (VR), Data Journalism and Visualization, Text-to-Video Creation, Live Video Platforms and others. All these advances in technology demonstrate that News Reporting is dramatically changing. It also refers to investigation of how news content could be improved and distribution processes can be increased.

Although news can be accessed in many different ways today, the majority of the professionally produced news journalism in the United States is primarily underwritten by the newspapers (Levy and Nielsen, 2010). The multimedia News Reporting organizations have started giving specific emphasis to interactive graphics, podcasts, video streaming and other similar advancements. Aggregators like Yahoo! News and Google News attract large number of visitors in the United States for News and other players such as Drudge Report and Huffington Post play significant roles too (chiefly in the U.S). Table 1 depicts how the nature of News Reporting changed in the United States with advancements in technologies. Today, there are thousands of newspapers, 26 local television stations and cable networks – MSNBC, Bravo and Syfy- throughout the United States.

Changing nature of Story Development

It is important to know how the nature of Story Development changed with time and how it fits the new world of technology to explore opportunities. In this niche area, it is essential for the story developer to continue to risk, learn, adapt and move forward. This is how the film makers learn to tell worthwhile and deeper stories to their audiences, so as to understand the core of innovation. Today, with advancements in technology, story developers experiment in smaller ways in multi-platform

projects to climb up the ladder of success (Higgs, 2014). They continuously work towards exploring new opportunities to innovate in the distribution arena, working in new partnerships. This further involves developing direct digitally-enabled relationships with the target audience (Higgs, 2014).

In the olden times, much importance was given precisely to content of the story. Late in the 1970s, there has been a significant wave of storytelling in the U.S. wherein stories were narrated in the form of oral traditional or “folk”, music, dance and crafts. Today, with a broader network of enthusiasts, the professional storytellers use a variety of amateur and professional settings to depict their wonderful stories (Dt. Sobol, n.d). However, in today’s modern times, creativity and digital approach to Story Development is also given significant importance. Much psychological research is being done on how people depict greater understanding and attachment to the story worlds because of new stories working in their brain (Higgs, 2014). They have great abilities to understand them and project them into realistic outcomes of Story Development to target audience. Therefore, we can say that Story Development starts with a baseline story with great content and ideas. The film-makers then partner with the best digital creative artists to reach out to target audience. The success of Story Development is measured qualitatively as well as quantitatively to understand how well it captures target audiences (Issa, 2015).

The nature of story developed has entered the age of “Digital-Storytelling” wherein people share aspects of their story through digital media production. This term describes the new practice by which people use various digital tools to develop and describe their own story. The media may include various film techniques of video and sound and other forms of non-physical media in the form

Table 2. Forms of story development since 2004 to present (Allen, 2017).

Year	Form of Story Development
2004	Blogs rule the web
2005	Social Media (Facebook, YouTube, LinkedIn, etc) gains importance
2006	The Social Media Release debuts
2007	PR becomes important
2008	SEO (Search Engine Optimization) gains importance
2009	Two-way communications between company and customer
2010	“New” Newsrooms Change the Conversation
2011	Digital Presentations
2012	Content Management
2013	Visual Content
2014	Communicators Became Technologists
2015	Personalized Marketing
2016	Influencer Marketing
2017and Beyond	Augmented Reality through reality apps and devices

of photographs, electronic files, paintings and much more – through which individuals can depict a story or present an idea in the form of story-telling. In today’s modern times, digital Story Development covers a range of digital narratives such as narrative computer games, hypertexts, interactive and web-based stories. The Story Development concept is also used for advertising and promotion and has been recently used for film-making too (Piccirillo, 2011). Story Development and story-telling involves the process by which people share various life stories with others. Various accessible media techniques are involved in this process which includes the use of various equipment such as digital cameras, digital voice recorders and various hardware and software. Various techniques of Story Development allow individuals to share their stories over the internet through YouTube, Podcasts and other electronic distribution systems (Hinton (n.d) and Mole, 2018).

Story Development can be considered as an extension of the ancient art of storytelling, adapted with the modern techniques of digitized images and sound. These modern techniques involve digitized forms of text, images, video, audio, social media elements and maps. The art of digital Story Development is also used in classrooms to integrate subject curriculum with various knowledge skills sets. In many schools of media and communication, students work individually or in collaboration to make their digital stories, which are then made available to the international audience depending on the purpose of the project of Story Development. These days, Story Development is reflected in the form of short media films that combines personal writing, music and photographic images (Table 2). Through technology, technical background is enabled to produce different works with combination of images and sound.

In today’s age of Story Development, there is a combination of still imagery, moving imagery, sound and

text. This enhances the experience of target audiences and provides a platform for further interaction and feedback. Digital Story Development has entered a new era supported by new media devices such as computers, digital cameras, recorders and software. Further, the stories created are shared through the internet, podcasts and other electronic media platforms. Various technical tools are used for story-telling and Story Development for creative expression. These include features such as edit video, add music, create title screens and various other transitions. Therefore, the features of Story Development are combined in a creative manner to give great emphasis to story, images, videos, narratives, sound effects and music. There are no set rules about a digital Story Development. As in any other story, it is important to keep the target audience in mind and make sure to convey across a profound, dramatic and interesting story. The art of traditional story-telling is no more followed and the idea of merging traditional story telling with various modern digital tools is becoming very popular. Today, anybody who possesses a computer can develop a digital story with a specific topic and a particular point of view. Various topics can be selected for content development of stories such as personal tales, historical events, search of life on other planets in the universe and exploring lifestyle in various communities and much more. Today, the art of Story Development is used for primary and secondary education by teachers, for higher education, for social services, healthcare, religious training, museums, libraries, businesses and much more.

The most important lesson to be learnt from the art of Story Development is to consider the target audience as the main hero. The story could create real life connections and needs physical element to make people feel enthusiastic about the subject and develop further interest in it. It is also important to engage visitors on a daily basis to tell them great stories on a digital platform.

It is essential to consider the narrative, creative and imaginative concepts of Story Development as and when required. When Story Development is used in education, students dissect films and content via digital as well as non-digital media platforms and learn the art of storytelling and the method of critical analysis of these forms. Through various multimedia assignments and group discussions, students learn the art of digital media production and prepare portfolio media projects. These include Story Development in the form of various podcasts, experimental films, narrative films and interactive games.

With the above discussion, we can say that digital Story Development empowers individuals to communicate confidently along with gaining new insights into technologies of editing and sharing stories. It becomes important to merge the concepts of content development with digital skills to make the most of the digital age of Story Development. Through digital Story Development, various skill sets are practiced by the story developers. These include the following (Saponaro, 2014):

- a) Research: Story developers do extensive research on the selected topics of interest so as to reach the target audience.
- b) Resource Selection: Story developers select the most appropriate content, images, video-clips and the best media for presentation.
- c) Script-Writing: Story developers work on the script writing skill sets to improve them drastically.
- d) Voice-overs: Story developers select the best voice-over for narration of the script which in turn adds authenticity to the videos.
- e) Technical Skill Development: Story developers work much on their technical skills by spending many hours on editing videos, selecting the best image, adding voice-overs and much more. This in turn helps them to create the best videos that develop the interest of the target audience.
- f) Collaboration: Story Development is a gradual learning process for all developers wherein they get the opportunity to practice various social skills. Various other skills also include content management and organization of new ideas from time to time.
- g) Presentation: Story developers present their stories to the real target audience in various forms such as podcasts, films, e-portfolios and much more. All the aspects and parameters related to Story Development are exercised to the best of potential and capabilities.
- h) Creativity Expression: As mentioned before, creative use of digital media is the most interesting aspect of Story Development in this era of advanced technology.

Through Story Development, it becomes possible to connect with people across generations as the interesting and enthusiastic presentations of stories are capable of driving attention of the target audience. The advertising and media industry is programmed in such a manner that

they can present compelling stories. The main purpose of Story Development is to influence the target audience for a specific purpose. Therefore, brands and publishers have now mastered the art of Story Development rather than creating simple advertisements. In other words, the role of brand and marketing team is changing with changing nature of Story Development. We can therefore say that the use of technology has modified the way we interact with others in the form of storytelling. Technology and digital media has truly contributed to the creation of motion pictures, photography, social media and other influential forms of communication (Yilmaz, and Cigerici, 2018). People are also resorting to social media platforms such as Twitter, Facebook and Instagram to express their thoughts in the form of stories. These platforms allow posting of statues, photos and videos depicting personal stories. Social media gives the power to story developers to express their personal opinions freely in the form of content and visual representations (Mendoza, 2015).

The American popular culture has entered a renaissance in storytelling with the popularity of radio-shows and podcasts such as 'This American Life' and 'Serial' – capturing the everyday stories of Americans. In the world of digital storytelling, there are organizations such as StoryCorps and StoryCenter who work towards capturing any stories in a digital format. The founder of StoryCenter, Joe Lambert says that 21st century precisely refers to digital storytelling. Also, in the 21st century, one of the ways of creating stories is 'remixing' which involves connecting different forms of media to narrate a story (Huff, 2017). As mentioned before, today, storytelling in America is being carried forth on Twitter, Instagram, Snapchat and Youtube. The stories produced via the channel of digital Story Development have good editing and pacing, good voice-overs, a compelling theme and visual artistry. Many story developers also use a software called iMovie to create media libraries on their devices (Huff, 2017). These include images, voiceovers and various sound tracks. In other words, digital Story Development allows developers who have difficulty with writing to communicate their stories in a very different manner. Being familiar with the related technical software is the biggest challenge faced by story developers today. Digital storytelling is being adapted for a variety of purposes in the United States as a way of communication in the digital world. It is looked upon as a great channel to listen to story of others, understand one another, learn about ourselves and also understand the world in which we live (Huff, 2017).

Changing nature of Editing

Traditionally, in the U.S., copy editing mostly referred to working on simple grammar, spelling and punctuations. However, today, the concept of technical editing has changed the nature of editing industry. This involve

working on grammar, poorly structured sentences, working on headings/subheadings, content, index, technical disambiguation, inconsistency in tables and figures and much more. Through these concepts, the editor gains a competitive edge over others for a particular product, service or technology. Different services are given by editors which include proofreading, copy-editing, online editing, search-engine-optimization (SEO) and much more. With regards to film-making, the technical part of the post-production process is termed as film editing. In other words, the action of selecting different scenes and then arranging them together to form a movie is termed as editing (Kendall, 2018). In this process, editors create various sequences of different shots to complete a motion picture. Today, this process involves the use of digital technology which is much more advanced as compared to the traditional process used in olden days (Kendall, 2018). The film editor works on raw footage and sequences and by using specific tools and techniques converts them into motion pictures. This field (film editing) is also referred to as the invisible art. In today's modern world of editing, the film maker works on layers of images, story, music, dialogue and performances of actors to craft them into a series of sequential events arranged together in the form of a film. The elements that together constitute a film are replaced with final elements of sound, music and visual effects to complete the picture.

In the early times, films were short films that were long and static. Motion was the most important element used to amuse the target audience. The concept of storytelling and editing did not exist at that time as there generally was not any story. Simple movement such as recording people walking across a street was enough to amaze the audience with the technology. In the late 1890's, a device combining camera and projector was introduced which was termed as the 'Cinematographe'. It was a compact device and light in weight. Later, the concept of 'Continuity Editing' was developed which was a style followed in the early European and American movie business (Kendall, 2018). This form of editing style constructed a continuous or advanced flow of action and emotions in film-making. Thereafter, the concept of 'Montage Editing' came into picture which involved many short shots edited together to form a narrative sequence. Various technical concepts were drawn in this form of editing such as Invisible Editing, the 180 Degree Rule, Short Reverse Shot, Cuts on action and much more (Kendall, 2018). This was followed on by technical processes of sound editing. All these processes relate to the times when the concept of editing was done by physically cutting and pasting together pieces of the film together. This process was however time consuming and involved much expenditure. Later, the flatbed editing machines were discovered. These became the standard equipment for film editing and production. Today, most films are edited digitally on systems such as Avid, Final Cut Pro and Premiere Pro.

The post-production editing in film making has three phases: editor's cut, director's cut and the final cut, which constitute complete presentation. Moreover, these involve the use of expensive machines such as video editors and the use of video editing software. Film editing includes trimming/cutting segments, sequencing of clips and adding transitions and special effects. In the digital age, film editing could also be categorized further into linear video editing, non-linear video editing, offline editing, online editing and vision mixing, with each of them explained below:

Linear Video Editing: is the term used when editing is done in a very linear way. Various video clips are recorded in a single tape in precise order of their sequential appearance.

Non-Linear Video Editing (NLE): This type of editing is done using specialized software and various programs such as Avid, Final Cut Pro and others.

Offline Editing: Here, the raw footage is copied from a particular source. Once the editing is done, original content is then re-assembled.

Online Editing: Here, the re-assembling of an offline video is done up-to the final stage of a video production.

Vision Mixing: This is mostly done within the environment of live television and real-time media.

To summarize, with the invention of computers, digital editing and real-time editing became much more prevalent (Aigrain and Joly, 1994). Digital editing is much faster and efficient than the traditional methods of editing. Digital clips are attached to a computer software which can be manipulated, cut and arranged in a sequence with additional visual and sound effects. Earlier, editing software was capable only of the basic sound and video editing. In the modern times, such software are capable of accomplishing amazing tasks such as footage enhancing effects, motion-tracking, CGI, Chroma keying and plenty more (Ross, 2018). Therefore, film editing has progressed from cutting and sticking pieces of negatives to the digital era of film editing technology. Today, the production of a film cannot be completed without editing. Editing has further been branched into storyline editing, visual animation, sound editing and many more categories (Ross, 2018).

Conclusion

The nature of News Reporting has evolved from Newspapers and Radio to the age of 24-h news cycle. Therefore, many trends are changing the way people access and interact with news media. These trends are accelerating at such a pace that it has become difficult for journalists to keep up with the pace. We have well

understood how news and journalism have changed and evolved in recent years with the emergence of the internet, citizen journalism, 24X7 news networks, streaming services and much more.

With regards to Story Development, emerging technologies in digital media have completely changed the landscape. The story developers make efforts to explore various opportunities for utilizing the digital space to capture the interest of the target audience. The concept of brand management has also evolved with the evolution of Story Development. So, the days of simple advertisements are replaced by story-telling portfolios. The concept of research, resource selection, collaboration, presentation, script-writing, voice-overs, technical skill development and creativity expression have all evolved with changing nature of Story Development. The nature of copy-editing and film-editing has also evolved significantly with time with the use of digital frameworks and systems. Therefore, we can say that for film-makers, artists and editors, the concept of Story Development and Editing is still evolving and they always make it a point to consider the demands of the target audience before working on their projects.

To summarize, the best way to develop great ideas is to understand everyone's ideas, build strong internal and external capabilities, work on the digital marketing team and build the right platform for the team to connect with each other with creative ideas. This makes content management, story development and editing much faster, better and cheaper. Creative collaboration should exist between professionals of digital marketing, production, technology and research which would then lead us to the golden age of digital technology. In other words, News Reporting, Story Development, storytelling and Editing are only getting better with advancements in digital age. With the invention of robots and other automated systems, further revolutionary systems are yet to be encountered in the future of online journalism, Story Development, and Editing. Therefore, there is an exciting future waiting for all of us. This would be a world full of feelings, emotions, new stories and editing mechanisms. It would be interesting to research and investigate if robots would replace editors and story developers. The future holds many promises for technologically empowered services in the sector of News Reporting, Story Development and Editing.

CONFLICT OF INTERESTS

The author has not declared any conflict of interests.

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Full Length Research Paper

Does mobile technology increase the diversity of news? A content analysis of news notifications on mobile phones

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Received 24 September, 2018; Accepted 17 October, 2018

Through conducting a content analysis of news notifications on the mobile media platform, the current study mainly finds that 1) no agenda correlation exists among legacy media outlets; 2) an agenda correlation is found between non-legacy media outlets and legacy media outlets; 3) in terms of news pushing frequencies, non-legacy media outlets, and legacy media outlets share different news pushing patterns on the mobile media platform. Both theoretical and practical implications are further discussed.

Key words: Mobile media, intermedia agenda setting, agenda correlation, legacy media outlets, non-legacy media outlets.

INTRODUCTION

Based on a recent report, as of February 2018, 77% of American adults have a smartphone and 53% of American adults own a tablet computer (Pew Research, 2018a). As the prevalence of mobile media grows, an increasing number of American adults prefer to consume news on mobile devices. According to Pew Research (2018b), 88% of Americans get news on a mobile device. This trend indicates that mobile devices are gradually becoming one of the main sources for American adults to obtain and gather news.

Using mobile applications is one of the most convenient ways for audiences to obtain news and gather information from their mobile devices. If the users enable the news applications to push notifications to their smartphones, they can receive the news notifications sent out by the news apps. News notifications are short descriptions of

the news stories. The most prominent function of news notifications is to allow users to obtain immediate information about what is happening around the world. This phenomenon is consistent with the concept “ambient news” proposed by Hermida (2010), emphasizing the ubiquity of news for consumers.

The development of mobile media in today's information explosion era seems to deliver a message to the audiences, that is, “you are exposed to the sea of information, and you can obtain, choose and read all different kinds of news.” Audiences tend to receive this message, perceiving that the mobile media enables them to gather information from more and various sources, leading them to utilize the information to change or exert some certain impacts on their communities (Purcell et al., 2011; Napoli and Obar, 2014).

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However, do the audiences receive diversified information? Do the mobile media contribute to the diversity of information distribution? Or do the mobile media strengthen the unsettling paradox in mass communication proposed by Johnson (1996), “the more information we have, the less we know” (p. 213)? Also, according to Newman (2016), the amount of smartphone users who turn on the function of news notification has tripled in many countries including the US, UK and Germany, and the news organizations have kept increasing their volume of news notifications on mobile phones. No current study has investigated news notifications on smartphones. Thus, the current study aims to explore and analyze these series of media problems by employing two theoretical approaches and empirical research.

LITERATURE REVIEW

Intermedia agenda setting

Agenda setting theory, in its initial stage, refers to the strong correlation between the issues covered in the mass media and the public perception that those issues are important in their lives (McCombs and Shaw, 1972; Scheufele, 2013). In other words, the public’s agenda is formed by the media agenda through “creating a shared, national pseudo-environment” by the news organizations to deliver the important news together, influencing the perceived importance of the public toward certain issues (Meraz, 2009, p. 683).

The exploration of the agenda setting theory at its initial stage mainly focuses on “attitude object” which involves the attitude or opinion held by an individual toward an issue and designating “a set of objects” to define agendas (McCombs, 2005, p. 546). This initial stage is viewed as traditional agenda setting effects research. As the theory was further advanced, scholars introduced three additional dimensions to agenda-setting research: attribute agenda setting which is also called second-level agenda setting, need for orientation which is known as individual-level agenda setting, and intermedia agenda setting which mainly focuses on explaining how the media agenda is shaped (Meraz, 2009; Conway et al., 2015; Haim et al., 2018).

Intermedia agenda setting originates from the exploration of the question: “if the press sets the public agenda, who sets the media agenda?” (McCombs, 2005, p. 548). McCombs (2005) says that “norms and traditions of journalism, the daily interactions among news organizations themselves, and the continuous interactions of the news organizations with numerous sources and their agenda” (p. 548) determine the media agenda. With the influences of these factors, journalists’ decisions and practices become routinized (McCombs, 2005). The journalists tend to routinely monitor news stories from

other media outlets to confirm their selections of news are valid and consistent with other media outlets’ agendas (Roderick, 2014). For example, they tend to observe other media outlets, especially those elite news organizations, such as the *New York Times*, to “validate their sense of news” (McCombs, 2005, p. 549), to validate the legitimacy of their news choices. Besides, except for journalists, editors’ regular engagement in “crosschecking of each other’s news stories” (Roderick, 2014, p. 337) is conducive to better verifying and validating their story selections. As a result, the highly homogeneous news agenda can be found among all kinds of news media.

In previous research, researchers explore intermedia agenda setting effect between elite-to less elite mass media outlets. They find that, in the traditional media environment, there is a strong intermedia effect between legacy and non-legacy mass media outlets (Harder and et al., 2017; Lim, 2006; Meraz, 2009; Reese and Danielian, 1989). The results show that non-legacy newspapers and legacy newspapers share highly homogeneous news agendas. Also, other scholars apply this concept to the convergence media environment. They find that a strong intermedia effect exists among multiple news media platforms including website, television, and newspaper (Meraz, 2009; Yu and Aikat, 2005).

Although strong agenda correlations are found between legacy and non-legacy media outlets, researchers have found a decrease in agenda correlations among legacy media. The scholars propose two reasons to explain this phenomenon.

The first reason is due to the emergence of market journalism. Market journalism refers to a market model of journalism or market-driven approach under which news organizations cover the stories that meet the interest of their audiences and advertisers rather than focusing on seeking “what is important and salient” for the audiences to know, which is also called “the trustee model” (Roderick, 2014). If some legacy media outlets adopt this market-driven approach in covering news while others still follow the trustee model to select their news topics, then, news divergence appears. The news topics might no longer be the same within the legacy media outlets.

The second reason is due to the new concept—news philosophy. News philosophy “dictates the nature of the news product that the media organization offers and how its coverage will help differentiate it from its peers” (Roderick, 2014, p. 338). The news philosophy helps the legacy media outlets brand and distinguish themselves in the competitive media environment, leading to the decrease of agenda correlation among the legacy media outlets. Political fragmentation is consistent with the concept of news philosophy. The legacy media outlets with different political ideology tend to differentiate their news coverage from their competitors. From the news production’s perspective, the differences in political

ideology of different news organizations determine the nature of the news product, prompting the differentiation of the news coverage and decreasing the agenda correlation. From the news consumers' perspective, the selective exposure of the audiences exerts great influence on how news organizations select news reports which can cater to the needs of their audiences. During this process, news organizations with different ideologies manage to identify their niche in the market and fulfill the demands of their audience, leading to the decrease of agenda correlation.

Based on the literature review and the contradictory perspectives about news conformity, the following research questions are proposed:

RQ1: To what degree does the agenda correlation exist among legacy media outlets in pushing news notifications on mobile media?

RQ2: To what degree does the agenda correlation exist among legacy media outlets and non-legacy media outlet in pushing news notifications on mobile media?

Guided by news philosophy and political fragmentation, the news products tend to represent the ideology of the news organizations. On the other hand, as institutions, news organizations, regardless of whether they are legacy or non-legacy media outlets, need to follow similar patterns with other news organizations in order maintain their legitimacy in the society. Hence, the institutional isomorphism is an unavoidable phenomenon which can be observed among legacy media outlets, and between legacy media outlets and non-legacy media outlets. The homogeneity of the news agenda not only demonstrates the routinized patterns of thoughts and work of journalism professionals but also displays institutional isomorphism.

Institutional Isomorphism

Institutional isomorphism refers to the idea that "organizations that share the same environment tend to take on similar forms as efficiency-seeking organizations seek the optimal 'fit' with their environment" (Boxenbaum and Jonsson, 2008, p. 78). In other words, the institutions not only adapt to the "technological pressure" but also, more importantly, to "what they believe society expects from them" (Boxenbaum and Jonsson, 2008, p. 78). As a result, the institutions are inclined to seek the "social mundane" and "legitimate" to conform to the expectations from the society (Boxenbaum and Jonsson, 2008, p. 78).

There are three main perspectives as to why organizations become similar (Boxenbaum and Jonsson, 2017). The first perspective is from Max Weber's "iron cage of rationality." This perspective places emphasis on how the pressure of competitive forces in the society prompts the organizations to adopt similar structures and take similar actions. The second perspective is from rational adaptation theorists, and they argue that the

adaption to similar forms results from the purpose of efficiency-seeking. The organizations are inclined to find the optimal way to fit themselves in the same environment. The third perspective is from population ecology theorists' idea of competitive selection, suggesting that the survival of organizations with similar structures is dependent upon the outcome of the competition.

DiMaggio and Powell (1983) proposed three influential pressures that cause the similar structural adaptation of the organizations. The first one is coercive pressure (Boxenbaum and Jonsson, 2008, 2017; Edelman, 1992; Guillén, 2001; Sutton et al., 1994). Such pressure comes from "the power relationship and politics," like state, to force organizations to adopt certain structures (Boxenbaum and Jonsson, 2008, p. 80). The second one is mimetic pressure (Boxenbaum and Jonsson, 2008; Haveman, 1993; Palmer et al., 1993). Such pressure results from the uncertainty of the organizations, meaning that the organizations attempt to adopt the similar structures of the successful organizations to avoid risk and perhaps profit loss, which is consistent with Max Weber's perspective. The third one is normative pressure (Boxenbaum and Jonsson, 2008; Suchman, 1995). Such pressure refers to the organizations take the proper actions that are in line with the moral duties. Most of the time, normative pressure relates to professions because the education and training acquired by the professionals are similar, leading them to have similar values of "what is proper" (Boxenbaum and Jonsson, 2008, p. 80).

Likewise, news organizations are undergoing these three pressures. They need to deal with the coercive pressure through abiding by the rules set by the states and governments. In other words, news production needs to deliver the consistent ideology of power (Jensen, 1987). Cook (2008) even argues although the "freedom of the press" is protected by the Constitution, news organizations are controlled by private corporations, and their functions are influenced by government decisions. In other words, news production does not have "absolute" freedom. News production is consistent with certain political ideology. Moreover, news organizations are in a highly competitive environment, to avoid financial losses and risk, they tend to adopt the similar structures of the successful or influential news organizations, which is helpful for them to handle the mimetic pressure.

Applying institutional isomorphism to the sustainability of the legacy media outlets, the legacy media outlets might tend to have similar patterns in pushing news alerts. The reasons fall into two parts. First, they need to compete with each other. Competition serves as the driving force for the legacy media outlets to "copycat" each other's news notification patterns because the legacy media outlets are inclined to adopt the similar patterns to ensure that they are doing the "right" thing and would not suffer financial losses. Second, the legacy media outlets tend to seek to maintain their legitimacy for

their audiences. Adopting similar patterns of pushing news notifications manages to legitimize their authority for their audiences because other legacy news media outlets are pursuing the same method to deliver their news on mobile media.

Yet, as reviewed above, the news philosophy requires the media news outlets to distinguish themselves to some extent, which might be contradictory to the propositions of institutional isomorphism. From the perspective of institutional isomorphism, the media outlets, especially the legacy media outlets, tend to mimic the news operation of each other because of market competition and to maintain legitimacy and avoid charges of negligence. Whereas, from the perspective of news philosophy, only through having different news notification pushing patterns, can the media outlet distinguish itself in the market, especially in today's mobile era.

In the current study, news notification pushing patterns are examined on three attributes: average news pushing frequency, news immediacy, and news locale. Because of these contradictory perspectives, the following research questions are proposed:

RQ3: How similar are legacy media outlets' patterns of pushing news notifications on mobile media?

Applying the perspective of institutional isomorphism to news notifications pushing patterns to the non-legacy news media outlets, these news media outlets are inclined to mimic the patterns of the legacy news media outlets. The legacy media outlets are considered to be the successful outlets in the market. They serve as the "role models" for the non-legacy media outlets, or "flagships." Therefore, the non-legacy media outlets tend to follow the similar patterns of the successful role models to minimize their financial loss. During this process, the non-legacy media outlets might have similar or identical pushing patterns as legacy media outlets on mobile media. Thus, based on the previous literature review, the following research questions are proposed:

RQ4: How similar are non-legacy and legacy media outlets' patterns of pushing news notifications?

METHODS

To systematically explore the research questions, a content analysis is employed.

Selection of the news outlets

The current study mainly focuses on mobile media. Therefore, the mobile phone is the platform for the current study to investigate the research questions. The same news notifications are sent out by the mobile media platform regardless of the operating systems for the mobile devices. In the current study, the coders use the iPhones as the smartphone to examine the news notifications of the

news media outlets.

A total of 12 news apps were downloaded from App Store. These 12 news apps were ranked as the popular news apps on iPhone on Jan 23, 2015. The users' average rating for these 12 apps is above four stars. The rationale for selecting the popular news apps on iPhone is that they are the most highly-rated and downloaded news apps by users. In other words, the news notifications pushed by them can exert greater influence on the audiences than other news apps. Among these 12 apps, eight of them are from legacy media outlets while four are from non-legacy media outlets.

The eight legacy media outlets include NYT Now, CNN, AP mobile, Fox News, Guardian, ABC News, CBS News, and LA Times. In the current study, the type of legacy media outlet is based on the continuum pertaining to political ideology perceived by the audiences provided by Pew Research (Blake, 2014). Therefore, among the eight legacy media outlets, NYT Now, AP mobile, ABC News, CBS News and LA Times are considered as neutral legacy media outlets. CNN and Guardian are considered as liberal legacy media outlets. Fox News is considered as conservative media outlets.

The four non-legacy media outlets include Huffington Post, News 360, Circa and Daily Beast. The news notifications are turned on, meaning that the coders can obtain the news notifications from the media outlets once they send out their news alerts.

Sample frame and the unit of analysis

Two coders are trained to code all news notifications, and a total of 15% of the sample is calculated for the intercoder reliability based on Cohen's Kappa values (reported after each variable below). The coders screenshot all news notifications sent to her iPhone from Jan. 23 to Feb. 23, 2015. A total of 249 news notifications are captured. Each news notification is one unit of analysis for the current study.

Measured variables

Legacy media name

If the legacy media outlet is a conservative legacy media outlet, number "1" is assigned. If the legacy media outlet is a liberal legacy media outlet, number "2" is assigned. If the legacy media outlet is a neutral legacy media outlet, number "3" is assigned. The intercoder reliability is 1.0.

Non-legacy media name

Take down the name of non-legacy media outlets. Number "4" is assigned to refer to the non-legacy media outlets. The intercoder reliability is 1.0.

Date

Take down the dates of the news notifications. The intercoder reliability is 1.0.

Topic

A pre-test of 50 news notifications was conducted to identify the major topics. A total of five main topics were generated. If the news notification is about politics, number "1" is assigned. If the news notification is about society, the number "2" is assigned. If the news notification is about entertainment, number "3" is assigned. If the

news notification is about sports, then, number “4” is assigned. If the news notification is about “weather,” number “5” is assigned. If the news notification is about “economy,” number “6” is assigned. If the news notification is about topics other than these five topics, then, number “7” is assigned. The intercoder reliability is 0.93.

Locale

If the news is national news, number “1” is assigned. If the news is international news, number “2” is assigned. If the news is regional news, number “3” is assigned. The intercoder reliability is 1.0.

News event

News event refers to the story described in the news reports. The coders take down the news events of each news notification. The intercoder reliability is 1.0.

News immediacy

The coders record whether the news is breaking or not based on the news notification pushed by the media outlets. If the news notification includes “breaking” in their news notifications, number “1” is assigned, indicating that the news is a piece of breaking news. If the news notification does not include “breaking,” number “2” is assigned, indicating that the news is not a piece of breaking news. The intercoder reliability is 1.0.

Conformity of the news

As reviewed above, three types of legacy media outlets are included in the current study: conservative legacy media outlets, liberal legacy media outlets, and neutral media legacy outlets. The current study compares each news notification from each legacy media outlet. Therefore, a total of agenda correlations are generated: the agenda correlation between conservative and liberal legacy media outlets, agenda correlation between conservative and neutral legacy media outlets, and the agenda correlation between liberal and neutral media outlets.

If the news notification from conservative legacy media outlet shares the same news event and news topic with the news notification from a liberal legacy media outlet, number “1” is assigned, or otherwise, number “0” is assigned. If the news notification from conservative legacy media outlet shares the same news event and news topic with the news notification from a neutral legacy media outlet, number “1” is assigned, or otherwise, number “0” is assigned. If the news notification from liberal legacy media outlet shares the same news event and news topic from neutral legacy media outlet, number “1” is assigned, or otherwise, number “0” is assigned. The intercoder reliability is 1.0.

As reviewed above, the current study also includes four non-legacy media outlets. If the news notification from the non-legacy media outlet shares the same news event and news topic with news notification from conservative legacy media outlet, number “1” is assigned, or otherwise, number “0” is assigned. If the news notification from the non-legacy media outlet shares the same news event and news topic with news notification from liberal legacy media outlet, number “1” is assigned, or otherwise, number “0” is assigned. If the news notification from the non-legacy media outlet shares the same news event and news topic with news notification from a neutral legacy media outlet, number “1” is assigned, or otherwise, number “0” is assigned. The intercoder reliability is 1.0.

News notification frequency

The coders record the number of news notifications pushed to her smartphone and took down the number of news notification for each legacy news media outlets and non-legacy news media outlets. The intercoder reliability is 1.0.

Average news notification frequency for each media outlet type

As reviewed above, the current study includes three types: conservative legacy media outlets, liberal legacy media outlets, and neutral legacy media outlets. The coders calculate the distribution of news notifications by media type based on the formula that using the total number of news notifications divided by the total number of media outlets of a certain type. The intercoder reliability is 1.0.

RESULTS

The current study analyzed 249 news notifications from Jan. 23 to Feb. 23 on the smartphone. Based on the descriptive statistics, 93.2% ($N = 232$) of the news notifications are pushed from legacy media outlets while 6.8% ($N = 17$) of the news notifications are pushed from non-legacy media outlets. Among the legacy media outlets, 6.9% ($N = 16$) of the news notifications are pushed from conservative legacy media outlets, 28% ($N = 65$) of the news notifications are pushed from liberal legacy media outlets, and 65.1% ($N = 151$) of the news notifications are pushed from neutral legacy media outlets.

In terms of the news locale, a total of 76.7% ($N = 191$) of the news is national news, 21.3% of the news is international news ($N = 53$), and 2.0% of the news is regional news ($N = 5$). In terms of the news topic, a total of 40.6% ($N = 101$) of the news is about politics, 42.6% ($N = 106$) of the news is about society, 6.8% ($N = 17$) of the news is about sports, 4.8% ($N = 12$) of the news is about economy, 4.0% ($N = 10$) of the news is about entertainment, .8% ($N = 2$) of the news is about weather and .4% ($N = 1$) of the news belongs to others. Among all news notifications, 38.6% ($N = 96$) of the news is breaking news while 61.4% ($N = 153$) of the news is non-breaking news (Table 1).

RQ1 asks whether an agenda correlation exists among legacy media outlets on the mobile media platform. A series of Chi-Square tests are conducted (Table 2). Based on the results from testing whether conservative legacy media outlets and liberal legacy media outlets push the same news notifications, a significant difference is found ($\chi^2(2) = 44.87, p < .001$). The news notifications from conservative legacy media outlets are more likely to push different news topics and events (56.3%) than pushing the same news topics and events as liberal legacy media outlets (43.8%). Similarly, the news notifications from liberal legacy media outlets are more likely to push different news topics and events (84.6%) than pushing the same news topics and events as

Table 1. Descriptive statistics.

Parameter		N	Percent
News locale	National news	191	76.7
	International news	53	21.3
	Regional news	5	2.0
News topic	Politics	101	40.6
	Society	106	42.6
	Sports	17	6.8
	Economy	12	4.8
	Entertainment	10	4.0
	Weather	2	.8
	Others	1	.4
	Breaking news	Breaking news	96
Non-breaking news		153	61.4

Table 2. Chi-Square Results for News Conformity.

News conformity	Media type	N	Prop	χ^2	df	sig																																																			
Conservative-Liberal	Conservative Legacy	Different	9	56.3	44.87	2	0.000																																																		
		Same	7	43.8				Conservative-Liberal	Liberal Legacy	Different	55	84.6	44.87	2	0.000	Same	10	15.4	Conservative-Neutral	Conservative Legacy	Different	9	56.3	19.64	2	0.000	Same	7	43.8	Conservative-Neutral	Neutral Legacy	Different	131	86.8	19.64	2	0.000	Same	20	18.9	Liberal-Neutral	Liberal Legacy	Different	32	49.2	13.90	2	0.001	Same	33	50.8	Liberal-Neutral	Neutral Legacy	Different	92	60.9	13.90
Conservative-Liberal	Liberal Legacy	Different	55	84.6	44.87	2	0.000																																																		
		Same	10	15.4				Conservative-Neutral	Conservative Legacy	Different	9	56.3	19.64	2	0.000	Same	7	43.8	Conservative-Neutral	Neutral Legacy	Different	131	86.8	19.64	2	0.000	Same	20	18.9	Liberal-Neutral	Liberal Legacy	Different	32	49.2	13.90	2	0.001	Same	33	50.8	Liberal-Neutral	Neutral Legacy	Different	92	60.9	13.90	2	0.001	Same	59	39.1						
Conservative-Neutral	Conservative Legacy	Different	9	56.3	19.64	2	0.000																																																		
		Same	7	43.8				Conservative-Neutral	Neutral Legacy	Different	131	86.8	19.64	2	0.000	Same	20	18.9	Liberal-Neutral	Liberal Legacy	Different	32	49.2	13.90	2	0.001	Same	33	50.8	Liberal-Neutral	Neutral Legacy	Different	92	60.9	13.90	2	0.001	Same	59	39.1																	
Conservative-Neutral	Neutral Legacy	Different	131	86.8	19.64	2	0.000																																																		
		Same	20	18.9				Liberal-Neutral	Liberal Legacy	Different	32	49.2	13.90	2	0.001	Same	33	50.8	Liberal-Neutral	Neutral Legacy	Different	92	60.9	13.90	2	0.001	Same	59	39.1																												
Liberal-Neutral	Liberal Legacy	Different	32	49.2	13.90	2	0.001																																																		
		Same	33	50.8				Liberal-Neutral	Neutral Legacy	Different	92	60.9	13.90	2	0.001	Same	59	39.1																																							
Liberal-Neutral	Neutral Legacy	Different	92	60.9	13.90	2	0.001																																																		
		Same	59	39.1																																																					

conservative media outlets (15.4%). In other words, no agenda correlation exists between conservative and liberal legacy media outlets on the mobile media platform.

Based on the results testing whether conservative legacy media outlets and neutral legacy media outlets push the same news notifications, a significant difference is found ($\chi^2 (2) = 19.64, p < .001$). The news notifications from conservative legacy media outlets are more likely to push different news topics and events (53.6%) than pushing the same news topics and events as neutral legacy media outlets (43.8%). Likewise, the news notifications from neutral legacy media outlets are more likely to push different news topics and events (86.8%)

than pushing the same news topics and events as conservative media outlets (13.2%). In other words, no intermedia agenda setting effects exist between conservative and neutral legacy media outlets on the mobile media platform.

Based on the results testing whether liberal legacy media outlets and neutral legacy media outlets push the same news notifications, a significant difference is found ($\chi^2 (2) = 13.90, p < .05$). The news notifications from neutral media outlets are more likely to push different news topics and events (60.9%) than pushing the same news topics events as liberal media outlets (39.1%). Yet, the results show that news notifications from liberal

Table 3. Non-parametric binomial test results for news stories conformity.

News conformity	Proportion	Sig
Non-Legacy-conservative legacy		
Different	0.94	0.000
Same	0.06	
Non-Legacy-liberal legacy		
Different	0.88	0.002
Same	.12	
Non-Legacy-neutral legacy		
Different	0.24	0.049
Same	0.76	

legacy media outlets are more likely to push same news topics and events (50.8%) as neutral legacy media outlets than pushing different news topics and events (49.2%). In other words, neutral media outlets have no tendency to follow the same agenda of the liberal media outlets while the liberal legacy media outlets have slight tendency to follow the same agenda of the neutral legacy media outlets in pushing news notifications on the mobile media outlets.

RQ2 asks whether non-legacy media outlets are inclined to push the same news topics and news events as the legacy media outlet on the mobile media platform. A series of non-parametric binomial tests are conducted (Table 3). Based on the results, non-legacy media outlets are significantly more likely to push the same topics and news events as a neutral legacy media outlet ($p < .05$). The results show that 76% of the news topics and events pushed from non-legacy media outlets are the same as the neutral legacy media outlets. Yet, non-legacy media outlets are significantly more likely to push different topics and news events as conservative and liberal media outlets ($p < .05$). The results indicate that 94% of the news topics and events pushed from non-legacy media outlets are different from the conservative media outlets and 88% of the news topics and events pushed from the non-legacy media outlets are different from the liberal media outlets. In sum, the agenda correlation exists only between non-legacy media outlets and neutral legacy media outlets on the mobile media platform.

RQ3 asks whether legacy media outlets have similar news pushing patterns on the mobile media platform. The total number of news notifications for a conservative media outlet is 16 in one month, and there is only one conservative media outlet in the study. Thus, the frequency of a conservative media outlet in news pushing is 0.53 per day ($16 \div 30$). The total number of news notifications for liberal media outlets is 65 in one month, and there are two liberal media outlets in the study. Therefore, the frequency of the liberal media outlet in news pushing is 1.08 per day on average ($16 \div 2 \div 30$). The total number of news notifications for the neutral media outlet is 151 in one month, and there are five

neutral media outlets in the study. Therefore, the frequency of a neutral media outlet in news pushing is 1.01 per day ($151 \div 5 \div 30$). These three types of legacy media outlets are inclined to push one news notification per day. In other words, the legacy media outlets basically share similar news pushing patterns in terms of frequency.

For conservative media outlets, the most frequently pushed topic is politics (43.8%) and the second most frequent pushed topic is society (37.8%). Also, for liberal legacy media outlets, the most frequent pushed topic is politics (47.7%) and the second most frequently pushed topic is politics (38.5%). For neutral legacy media outlets, the most frequently pushed topic is society (44.4%) and the second most frequently pushed topic is politics (36.4%). In other words, politics and society are the two major topics pushed by all three types of legacy media outlets. Therefore, the legacy media outlets share similar news pushing topics.

For conservative legacy media outlets, the most frequently pushed news locale is national news (68.8%). Likewise, for liberal legacy media outlets, the most frequently pushed locale is national news (67.7%). Also, for neutral legacy media outlets, the most frequently pushed news locale is national news (80.8%). Therefore, the legacy media outlets share the same news locale in the news pushing on the mobile media platform.

For conservative legacy media outlet, the most frequently pushed news is breaking news (68.8%). For liberal legacy media outlets, the most frequently pushed news is non-breaking news (76.9%) and also for neutral legacy media outlets, the most frequently pushed news is non-breaking news (55.0%). In other words, liberal and neutral legacy media outlets share the same pattern in pushing non-breaking news while conservative media outlets are more likely to push breaking news. RQ4 examines whether non-legacy media outlets and legacy media outlets follow the similar pattern of news pushing on the mobile media platform. The total number of news notifications for non-legacy media outlets is 17 in one month, and there are four non-legacy media outlets in the current study. Thus, the frequency of non-legacy media

outlet in news pushing is 0.14 per day on average ($17 \div 4 \div 30$). In other words, the non-legacy media outlets fail to push even one notification per day. As aforementioned, the frequency of legacy media outlet in news pushing ranges from 0.51 to 1.08. Therefore, the non-legacy media outlets do not share the similar news pushing patterns as legacy media.

For non-legacy media outlets, the most frequently pushed topics are politics (47.1%) and society (47.1%), which are consistent with the most frequently pushed topics from legacy media outlets. Therefore, the non-legacy media outlets share similar news pushing topics with legacy media outlets.

For non-legacy media outlets, the most frequently pushed news locale is national news (82.4%) which is consistent with the most frequently pushed news locale from legacy media outlets. Thus, the non-legacy media outlets share similar news locale with legacy media outlets.

For non-legacy media outlets, the most frequently pushed news is non-breaking news (88.2%) which is consistent with the most frequently pushed news from liberal and neutral legacy media outlets. Hence, non-legacy media outlets are likely to push non-breaking news notifications as liberal and neutral legacy media outlets.

DISCUSSION

By conducting a content analysis on news notifications on the mobile media platform, the current study investigates 1) the agenda correlation among legacy media outlets and between legacy media outlets and non-legacy media outlets, and 2) the news notifications pushing patterns among legacy media outlets and between legacy media outlet and non-legacy media outlets. The findings show that no agenda correlation is found among legacy media outlets except for liberal and neutral legacy media outlets. Liberal legacy media outlets have a slight tendency to follow the same agenda of the neutral legacy media outlets. Also, agenda correlation exists between non-legacy media outlets and legacy media outlets. Furthermore, legacy media outlets have similar news notification patterns regarding news pushing frequency, news topic, news locale and news immediacy. On the other hand, non-legacy media outlets and legacy media outlets have different news notification patterns regarding news pushing frequency, but similar patterns in news topic, news locale and news immediacy. Both theoretical and practical implications are discussed below.

Theoretical implications

First, one of the noteworthy findings in the current study is that no agenda correlation is found among legacy media outlets in pushing news notifications on the mobile media platform. This finding is consistent with the perspective of news philosophy which indicates and

emphasizes the distinct news features of the news organizations to differentiate themselves from their peers (Roderick, 2014). In other words, the news philosophy approach encourages “differentiation rather than imitation” (Chalaby, 2000; Roderick, 2014, p. 338). Roderick (2014) cites an example from Stelter (2012) to illustrate this approach: “the U.S. evening newscasts increasingly try to distinguish themselves by purposely picking some stories that differ from their rivals, as well as through stylistic changes” (p. 338). This phenomenon can be observed from the news topics and news events pushed by legacy media outlets on the mobile media platform in the current study. For legacy media outlets, the urge of branding and being distinctive becomes more salient than avoiding financial loss by cross-checking and copying their peers’ news topics and events.

Moreover, an agenda correlation exists between non-legacy media outlets and neutral legacy media outlets in mobile media. This finding is in line with previous studies exploring agenda correlation between non-elite media outlets and elite media outlets. The finding is also consistent with the perspective of institutional isomorphism: The non-legacy media outlets are inclined to perceive the legacy media outlets as their highly legitimated role models, which are succeeding in the market. Therefore, covering the same topics and events as the legacy media outlets becomes a tendency for these non-legacy media outlets. Also, this finding is consistent with the resource dependence theory which states that large actors who control the resources tend to exert influences on small actors (Nienhüser, 2008). On the mobile media platform, larger actors are the legacy media outlets who control the market resources while small actors are the non-legacy media outlets who tend to depend on legacy media outlets to obtain their resources in order to succeed in the market.

Finally, findings show that legacy media outlets are likely to have the same patterns of pushing news notifications, including pushing at least one news notification per day. Also, the pushed news shared similar attributes for locale, immediacy, and topic. This finding is consistent with the perspective of institutional isomorphism as reviewed above. The similar news pushing patterns are conducive for legacy media outlets to maintain high efficiency in the competition of mobile media environment, and these patterns and practices may also be increasingly legitimated across the profession and industry, and therefore becoming routinized and taken for granted.

Yet, another noteworthy finding is regarding news pushing frequency. Compared with legacy media outlets, non-legacy media outlets have different news notification patterns, which is inconsistent with the perspective of institutional isomorphism. The non-legacy media outlets fail to push one news notification per day. In other words, the non-legacy media outlets seldom push news notifications to users’ smartphones. One potential reason might be that the mobile strategy for non-legacy media

outlets is different from legacy media outlets. The non-legacy media outlets in the current study are mainly news-gathering platforms, such as News 360 and Circa, which do not generate original news content but gather news from legacy media outlets or social media. The users of such non-legacy media outlets might have different motives for news consumption than users of the legacy media outlets. According to uses and gratifications theory (Althaus and Tewksbury, 2000; Ha and Fang, 2012; Heikkinen and Reese, 1986), users' motivations and evaluations of news consumption determine the news content and updates. The users of non-legacy media outlets, especially news-gathering outlets, might tend to obtain news from various sources and do not expect to receive news notifications from them since they are not legacy media outlets.

Users might rather receive news notifications from legacy media outlets because they are the "legitimate" news resources to disseminate news. Therefore, the non-legacy media outlets tend to have different news notifications pushing patterns than the legacy media outlets, indicating that both legacy media outlets and non-legacy media outlets share a similar understanding of legitimacy and their niche markets.

Practical implications

Based on the findings, two practical implications are generated.

First, for both legacy and non-legacy new outlets, branding and being distinctive is the trend in surviving and succeeding in mobile media. The regulation of the news organizations and the routinized journalists' practice might hinder the process of differentiating themselves from their peers. Yet, to break the clutter of numerous mobile news notifications, establishing your own brand and picking your own stories might be an optimal option. For new entrants, it does not necessarily mean one must reinvent mobile news strategies. They can follow the proven practices and forms. The critical issue for new entrants is to pinpoint the right niche and develop unique brand features.

Moreover, for non-legacy news outlets, they might need to select an optimal way to cater to their audiences' demand to develop their own news pushing patterns. Only in this way can the non-legacy new outlets have their own features and survive in today's mobile era.

Limitations and future directions

There are several limitations in the current study.

First, the current study focuses on three types of legacy media outlets. As for the conservative legacy media outlets, only Fox news is examined. In future studies, several other conservative legacy media outlets could be

included.

Second, for the selection of non-legacy media outlets, mainly news gathering media outlets are selected. In future studies, several other types of non-legacy media outlets could be included.

Also, the current study is rather exploratory; therefore, the current study merely tracks the news notifications in a one-month frame, resulting in the lacking of large sample size. In the future study, longer time frame and more news notifications should be included.

Furthermore, in order to have an in-depth understanding of agenda correlation in mobile media, surveys or some qualitative methods, such as interviews, might be included in future studies.

Finally, the current study mainly examines a wide range of topic categories. Future studies might focus on one specific topic to better investigate news homogeneity.

Conclusion

After conducting a systematic content analysis on the pushed news notifications on a smartphone, two main results are found. On the one hand, an agenda correlation is found between non-legacy media outlets and legacy media outlets. On the other hand, no agenda correlation exists among legacy media outlets, which is an opposite and unexpected finding. Guided by news philosophy, the legacy media outlets tend to brand themselves by selecting different news events. Yet, the similar news notification pushing patterns might generate the illusion that they are pushing the similar news stories.

Referring back to the question proposed by the researcher at the beginning of the article, "Do the mobile media strengthen the unsettling paradox in mass communication (which is put forward by Johnson (1996), the more information we have, the less we know)?" Based on the results of the current study, the answer is no. The competition pressure of the mobile media and the guidance of news philosophy prompt the legacy media outlets to differentiate themselves from their peers. The stories they pick and push are different from their competitive peers. However, if the user only depends on news gathering applications to obtain their news, then, they might only expose to their favorite sources, which can limit their choices of news consumption.

CONFLICT OF INTERESTS

The authors have not declared any conflict of interests.

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