

**GHANA INSTITUTE OF JOURNALISM SCHOOL OF  
GRADUATE STUDIES AND RESEARCH**

**MEDIA CONVERGENCE OF NEWSPAPERS: A CONTENT ANALYSIS OF THE  
BUSINESS AND FINANCIAL TIMES' PRINT AND WEB-BASED CONTENT**

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## DECLARATION

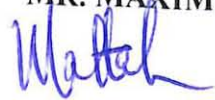
### Student's Declaration

I declare that except for the references, which have been duly acknowledged by me, this dissertation is the result of my own research carried out under the supervision of Mr. Maximus Attah and has never been presented either in whole or in part for the award of a degree.

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### Supervisor's Declaration

I hereby certify that the preparation and presentation of this dissertation was supervised by me in accordance with guidelines of supervision of dissertation laid down by Ghana institute of Journalism.

**Name of Supervisor** : MR. MAXIMUS ATTAH  
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## **DEDICATION**

I dedicate this thesis to my family; Evelyn, Ekuba and Ewurabena.

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## ABSTRACT

Advances in technology, consumer demands, and the revisions in rules governing media ownership, have deeply influenced the media industry in the last 15 years. These developments have led to profound changes and uncertainty about the future of news media. The channels of news media have changed. The traditional route of receiving news via newspapers has evolved into a more digital path, leaving many to question the future of the print publication. This study evaluated the print and Web-based content of the Business and Financial Times. The researcher adds to the field of research on news media by analysing the online and print content of the publication, creating a new way to categorise and evaluate the subject matter by placing it into four categories: repetition, adaptation, representation, and uniqueness. The researcher sought to answer research questions, discovering how each medium demonstrates elements of media convergence.

The study revealed that newspaper does not effectively reflect the epitomes of media convergence. The framework used for evaluating the articles shows the ineffectiveness of media convergence which is seen throughout the data presented and analysed. The research conducted on this newspaper for this study did not display appreciably, the ideals of media convergence. Further, though highly rated and respected in the media sphere in Ghana with a stellar reputation and credibility the study found that the newspaper mainly uses its Web-based content purely to supplement and or complement the dominant print for informational purposes. It is a predetermined perception these days that everything that appears in print will also appear online. However, this study proved otherwise, and shows the paper is yet to fully exploit the benefits a catalyst like its website offers in its attempts at convergence.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Overview

This is the introductory chapter of the study. It comprises the background to the study, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitations of the study and organisation of the study.

### 1.1 Background of the Study

News media channels have changed. Newspapers, for most of Ghana's existence, have been a major source of information for people about happenings in the society. Newspapers, more than books serve as a chronicle of daily lives in society, providing regular coverage of events both historic and mundane and allowing us to learn about current events outside our community and country. The best part of newspapers is that they can be documented and used for future reference. Newspapers have a rich mix of content – news, comic, advice, opinion, puzzle and data. It must be pointed out that newspapers are widely available. The traditional route of receiving news through a newspaper has evolved onto a digital path, leaving players and stakeholder of the news print industry to question the future of print publication (Sullivan, 2012).

For Most of Ghana's existence, newspapers largely under the control of the state. were the leading source of information. But by the 1980s, state monopoly of mass media was beginning to wane, thanks to the wind of change blowing over Africa (Ansah, 1985). Ansah goes on to state that "Framers of Ghana's 1992 constitution appear to have anticipated the inadequate role played by broadcasting in the country's efforts at integration and accordingly inserted the constitutional protection necessary to operate it. Article 162(3) is worth quoting in full:

There shall be no impediments to the establishment of private press or media; and in particular, there shall be no law requiring any person to obtain a licence as a prerequisite to the establishment or operation of a newspaper, journal or other media for the mass communication or information.

According to (Kraeplin and Criado, 2005; Quinn, 2005), advances in technology, revisions in rules governing media ownership and customer demands have deeply influenced the media in the last 15 years. These developments have led to profound changes and uncertainty about the future of journalism. A comparatively new term has surfaced that attempts to take into account, many of the changes in which media businesses and reporters/journalists come together to report on the same story in multiple forms: convergence. This industry catchphrase describes what happens when two or three media converge to cover a single story. In 2005, Quinn wrote: "Convergence is attractive to both media managers and practitioners because it satisfies consumer demands and lifestyles." Observations have shown that consumers of news have in themselves, overwhelmingly embraced the phenomenon of convergence. The technological sophistication of readers and media audiences is also pushing the advent of convergence. People no longer have to fit their news consumption to the media's schedules, such as reading the morning paper or watching the evening news (Quinn and Filak, 2005).

In August 1994, Ghana became the first sub-Saharan African country, apart from South Africa to establish local Internet services (Karikari, 2000). Due to Ghana's high Internet connectivity, the Wall Street Journal in 2002, cited the country as one of the five 'silicon nations' to watch in terms of connectivity, information security, human capital, business climate and the attention government gives to technology (Nketsia, 2013). Before the liberalisation of the airwaves and the launching of the Internet in Ghana, newspapers had maintained their dominant role in providing news and setting the media and public agendas for debate. This seems to be changing.

given the speed with which radio disseminates news and the seemingly uncontrollable nature of the Internet (Karikari, 2000).

Because consumers are already seeking converged news, the opportunity exists for news organizations and the media industry to meet audience demands for converged news any period of the day. Several newspapers do this by providing a web site in addition to a printed product (Quinn and Filak, 2005). As the convergence evolution continues, the media industry has found more integrated ways of telling stories. This study analysed the practice of multimedia convergence and evaluated the print and Web-based content of the Business and Financial Times.

## **1.2 Statement of the Problem**

Newspapers have been forced to take new roles and this old medium must find a way to co-exist with “new media”. Newspapers have impacted Ghanaian viewpoints on religion, politics and other sources of interest long before the invention of the Internet. “Old/traditional media” require new business models and information communication technology (ICT) strategies to prevail in the advent of the convergence continuum phenomenon, (Kallinikos, 2006) points out that newspaper publishing companies have to deal with the implications of the growing relevance of technology and digitisation and the significant impact it poses.

The idea of convergence has been highly contested since its inception, making it difficult for researchers to gauge the effectiveness of the concept. Because there is no generally accepted definition for the term convergence, many see the idiom as outdated, saying, “their collaborations were based mostly on cross-promotion, essentially advertising each other’s work and limited sharing of content and sources” (Thornton & Keith, 2009). For this paper’s purpose, the term convergence will be defined as an organisation that effectively utilises print.

broadcast (both television and radio), Web, digital and social media — promoting the usage of multimedia and audience interaction.

Indeed, there has been scholarly work on convergence efforts of news organisations in various dimensions: (Lowrey, 2003), (Singer, 2004), (Quinn, 2005), (Huang et al., 2006), (Miro-Quesada, 2007), (Solidoro and Viscusi, 2010) (Schindler, 2010), these scholars have written extensively on the topic of convergence from the perspective of the global north (Europe and North America) while (Nartey, 2015) wrote on the convergence efforts of Ghanaian media businesses.

Considering all the above, what is the status of media convergence in the Ghanaian newspaper industry? (Where are Ghanaian newspapers in terms of adopting convergence?). Could the situation be the same in Ghana? In the context of the media convergence of newspapers in America and Europe, how does the Business and Financial Times' print and web-based content reflect media convergence?

This paper looked at the Business and Financial Times to see if they are practicing multimedia convergence of their news and content. This research would be valuable to academic and journalistic communities because: (a) there have been few studies of Ghanaian newspapers and their efforts with convergence in term of content on the Web and newspapers; and (b) there have been few studies about medium to small newspapers and their convergence efforts.

In addition to definitions of convergence mentioned above, other definitions are given. The literature in the next chapter offers an array of definitions.

In this perspective, the case study of the Business and Financial Times sought to explore how the Internet and technology would assist in the repositioning of newspapers and how the internet impacts the print news industry, categorise and evaluate the subject matter, and the effects of media convergence in a content analysis of its print and web-based content.

### **1.3 Purpose and Objectives of the Study**

In recent times, many people have articulated their opinions on the seemingly impending death of the newspaper. Many are of the notion that, today's culture is transforming into a digital world, which to a large extent, is the rather harsh reality.

The Internet rules, and everything can be found online and most individuals, with the use of smart phones, tablets et cetera, can access the world-wide-web. This reality has created the perception (or otherwise), that, news print media is struggling. This is a misconception. "...we do have a future...and it is more in our control than the popular wisdom would have us believe: (NewspaperNext, 2006). This is further emphasised by the State of News Media report. "newspapers, contrary to what is frequently alleged, are not dying in droves" (Journalism.org, 2010, n.p.). Newspapers have been forced to take new roles and this old medium must find a way to co-exist with "new media".

This study seeks to explore how the internet and technology will assist in the repositioning of newspapers and how the internet impacts the print news industry in a content analysis of print and web-based content of The Business and Financial Times. Are the contents of the newspaper replicated online (Website and social media platforms) and vice versa?

### **1.4 Research Questions**

- How does the Business and Financial Times utilise its website for content?
- In what ways does the Business and Financial Times utilise its print publication in terms of content?

- How does the Business and Financial Times' print and web-based content reflect media convergence?
- How has the advent of the internet, technology and digitisation hindered the newspaper industry?
- How do people receive news? Via 'old media'- newspapers, radio, 'new media'- web/online, social media or both?
- Does the print content vary from the web-based content?

### **1.5 Significance of Study**

The study will be significant in the following ways:

- It will be a fact-finding one. A better understanding of the forces reshaping the entire media environment and disrupting the newspaper industry. In this regard, it is the researcher's hope that the findings will bring into focus, the phenomenon of convergence and its effects on the news industry.
- A better way to see where new opportunities are emerging in the news industry and how industry players will capitalise on the transformation powered by technology and digitisation to derive maximum benefits.
- The findings of this study will be purely academic, an addition to existing knowledge about the 'convergence continuum' phenomenon and its effect on the news industry
- This study adds to the field of research on news media by doing an analysis of online and print content of the publication.

### **1.6 Scope and Limitations**

The study confined itself to the print contents of one daily newspaper, The Business and Financial Times and its web-based portal and was limited to the period within which the analysis was carried out.

The findings of this study can be subjected to other interpretations. A qualitative research, case study to be exact, will be conducted to provide both surface description and deeper understanding of the issues involved.

### **1.7 Organisation of the Study**

The final report of the study is organised as follows:

Chapter one is the introduction made up of the background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitations of the study, and organisation of the report of the study. Chapter two will contain a review of available and relevant literature on some aspects of convergence. Chapter three consists of the description of the methodology used. The description covers the research design, research population, sample size and sampling techniques, sources of data and instruments used, data collection procedure, and data presentation and analysis. Chapter four will comprises the presentation and analysis of the data collected (primary and or secondary) and the discussion of results. Chapter five comprises the summary of the study, conclusion and suggestions.

## CHAPTER TWO

### REVIEW OF LITERATURE

#### 2.1 Introduction

This chapter articulates, examines and reviews some studies that have been conducted which bore relation to this research. Various works were reviewed to provide various scholars' views on media convergence as well as the critical role convergence plays in the industry's development and growth.

#### 2.2.1 Background

The media possesses great influence over the everyday lives of people. Only most of them do not even realise the effects that TV, radio stations, newspapers, and digital and social media have on them. The Media has taken a front-row seat in the lives of Ghanaians, as the culture depends on the news and social networking sites to succeed in the course of their everyday lives. Ultimately, Ghanaians now are dependent on media. Many Ghanaians cannot function without listening to the radio, turning on the television, flipping through a newspaper to check the daily headlines or logging onto the Internet to connect with individuals across the globe via e-mail and social networking sites, such as Twitter and Facebook.

#### 2.2.2 The Media Landscape

Throughout the course of history, media has proven to be an agent of change, continually looking to create bonds with its audiences, promoting more and more interaction among its patrons, as viewers or readers "feel like they're a part of the story" when they are given the opportunity to submit footage or pictures (Mashable.com, 2010).

News organizations are held to a standard of excellence that requires them to hold the national, local, and state governments accountable to its citizens.

The free press is a cornerstone of democracy— people have a need to know. Journalists have a right to tell. Finding the facts can be difficult. Reporting the story can be dangerous. Freedom includes the right to be outrageous. Responsibility includes the duty to be fair. News is history in the making. Journalists provide the first draft of history—a free press, at its best, reveals the truth (Newseum, 2010, n.p.).

Without the media, there is no one to probe for the truth and reveal underlying lies or fraud (Griffin, 2006). If journalism is limited, then the information relayed to readers who daily depend on media and journalism, is also limited (p.394). Furthermore, without the media, individuals would experience a withdrawal of sorts, as the culture has become dependent on all forms of media both digital and traditional.

People have more access to digital media than ever before. As as January 2016, 7,958,675 of the population of Ghana could be found online (28.4% penetration) ranking the country the 47th highest Internet user based on the global Internet user base rankings. Social Media usage in Ghana is also continuously growing and estimated at 40% Social Media penetration 2.9 million Social Media users as at January 2016 (Wearesocial report, 2016) with almost every online mobile user having a Social Media account or on a social messaging channel such as Facebook, Twitter and WhatsApp (CliqAfrica annual Social Media report: 2). Findings shows that the average Ghanaian spend not less than 3 hours 30 minutes browsing the Internet on his/her phone, out of which 3 hours 13 minutes of this is spent on Social Media (Wearesocial report, 2016). This shows the changing behavioural patterns of human activities away from the traditional lifestyle to the most time spent on social media.

The media dependency concept has infiltrated the lives of almost every Ghanaian. In reality, media, whether it is social, digital, or traditional, is simply another factor, another element, in

many Ghanaian lives. In other words, the media “is nothing to write home about” to most people unless something unusual happens or a scandal is uncovered, rocking the normalcy of media dependence. Because the usage of digital media has exploded in the past five years, several experts are concerned for the wellbeing and health of the once sacred printed word. Many believe that the printed word will utterly disappear within a few years. However, according to the State of the News Media report, “Newspapers, contrary to what is frequently alleged, are not dying in droves” (Journalism.org, 2010, n.p.). Rather, only about half a dozen publications went out of business in 2010 and most of those were ranked second in their markets. Additionally, only approximately 100 newspapers cut back their publication dates by one day, most of which were small dailies. Although the newspapers place in journalism seems to be somewhat questionable, the concept of converging media formats may just help save the field of print journalism and stave off its unlikely death of the printed word, in general (Journalism.org, 2010, n.p.).

### **2.2.3 State of Print Newspapers**

Newsrooms are changing; the fact is plain and simple. With the advent of new forms of media, traditional media has had to find a way in which to survive. Regardless, the print media must find its niche in this ever evolving media world. Contrary to popular fears that newspapers are dying out in droves, they are in fact losing advertising prospect, which in turn means that print organisations must learn to get along with the times.

Newspapers have faced a series of challenges many of which are interrelated. The challenges range from global financial crisis, decline in advertising revenues to changing readership habits as readers turn to the internet for free news and information (Kirchhoff, 2009). These intricately linked challenges undoubtedly have led to the shutdown of many newspapers; laying off of reporters and editors, cutting the physical sizes of newspapers and turning to web-only

publications (Kirchhoff, 2009). According to Kirchhoff, publishers are experimenting with new business approaches, but there is no widely agreed-upon model to restore the link between newspaper content and earnings.

<b>Newspaper</b>	<b>Circulation (Copies)</b>
Daily Graphic	100,000
Ghanaian Times	80,000
Chronicle	45,000
Daily Guide	22,000
Daily Democrat	5,000
Daily Dispatch	5,000
New Crusading Guide	5,000
Daily Post	5,000
Daily Searchlight	1,500

Table 2.1: Circulation Figures of some Daily Newspapers in Ghana *Source: Kuehnhenrich, D. (2011).*

(Picard, 2002) in his book *Economics and Financing of Media Companies*, wrote on the newspaper industry, rigorously examining the editorial content of newspapers. The author's solution for the current problems in the industry focuses more on reinvigorating the old model and maintaining the status quo. Conversely, (Chesborough, 2010) believes that "...when it is clear that the old business model is no longer working business model experimentation becomes so important and this theory is supported by (Johnson, Christensen and Kagermann 2008).

The majority of scholarly literature, business literature, and articles in newspapers and magazines focus more on strategies for preserving the old model of the newspaper industry rather than pushing for radical changes (Sterling, 2008). (van der Beek et al., 2005) discovered through their research that "...news and content companies did not focus on their online

business but rather used it as a support for the offline traditional brand. (Franklin, 2010) supports this argument by noting that ‘newspapers have responded to digital and market challenges by supplementing print editions with an extensive online presence...’ Franklin observes that even regarding the content side, the newspaper industry tends to revert back to the status quo, essentially, the obsession with preserving traditional processes and the way that key resources are administered. For instance, he notes that “...while readers' contribution to news has expanded considerably it has been 'absorbed' into traditional journalism practices with journalists retaining their gate-keeping editorial roles” (Franklin, 2010).

There is also a misunderstanding of the mechanics of the newspaper industry by some authors. (Loebbecke, 2000) writes that although readership for print newspapers has declined, the organizations have been compensated for this drop through increased website readership. (Collis et al., 2010) contradicts this theory by revealing that increased website traffic compensates for decreased print readership since the ad rates for print readership is higher.

The Pew Research Centre, a nonpartisan organization that provides information on issues, attitudes and trends by conducting public opinion polling and social science research, found through its research, which resulted in the report: *Newspapers Face a Challenging Calculus: Online Growth, but Print Losses are Bigger* (2009), that “overall newspaper readership declined in spite of an increase in the number of people reading online newspapers.” Scholarly literature supports the position that consumers favour non-traditional media to obtain news and information, and that consumer behaviour in terms of news consumption is changing significantly and the average age of print-newspaper readers is higher than that of non-print news sources (Collis et al., 2010; Hillman, 1999). The continued movement of consumers to digital media platforms for obtaining information and consumers being more interested in news

on demand and an “always-on communication system,” have led to changing attitudes towards news consumption (Collis et al., 2010; Hermida 2010).

There is a considerable amount of information on the decline of the newspaper industry, the bulk of which appears in non-academic publication. Of the peer-reviewed and more reliable literature, author, (Picard, 2002) is the most renowned and most frequently referenced. His book on the *Economics and Financing of Media companies* is used as a standard reference for media studies. His book and scholarly articles that encompass the newspaper industry, detail the financial side of the news industry and provides comprehensive information on the traditional business model of newspaper firms including the newspaper industry's advertising based business model.

Picard tends to fold information on the business side of the newspaper model into a wider conversation about mass media and leans more towards discussions on the content/editorial side of the newspaper industry. (Picard, 2004; Richmond, 2009). He revisits territory that has already been extensively discussed by other business thinkers (Meirzejewska, 2007; Compaine, 2003). But (Compaine, 2003) writes, “There was a time that I had to remind audiences and students that the business side of the media was critical for the vitality of the journalism and information we desire. No newspaper ever went out of business for lack of content' (Compaine, 2003; Picard, 2002).

#### **2.2.4 Media Credibility**

The term credibility varies in definition, depending on the time frame, current events and persons asked. Overall, though, credibility seems to be a synonym for the word “trust” (Kohring and Matthes, 2007) said, “Trust is considered an important basis for social order and a foundation for social cohesion,” making the idea “a key concept for a functioning modern

society amid its indefinite prospects and overwhelmingly risky decisions". Trust is a "crucial variable in media effects," as "it informs us how individuals perceive and evaluate news media". According to (Kohring and Matthes, 2007), "communication scholars usually prefer the term credibility instead of trust". Two components of credibility have been identified as "expertness and trustworthiness". Expertness is referred to how well informed and intelligent a communicator is perceived, while "trustworthiness was operationalised by the absence of persuasive intentions and impartiality" (p.233). Credibility, by a journalist's definition, is "objectivity, detachment, non-partisanship, a style of writing called the inverted pyramid, facticity, and balance" (Mindich, 1998).

Ultimately, the public expects journalists and reporters to be experts on every topic and utterly unbiased in their depictions of the news. Furthermore, "Media credibility has been operationalised in different ways, including performance, accuracy, fairness, and responsibility; accuracy and believability; faith in the press; ...depth... and completeness" (Beaudoin and Thorson, 2002). Regardless of what is the modern definition of credibility, a credible news media is essential to mass communication (Arpan, 1999). Credibility is not a one dimensional tool only used by journalists.

### **2.2.5 Media Credibility – Historical Overview**

From the very conception of journalism, the credibility of news media was shot - mostly because the paper was confiscated practically before the ink had dried on the parchment. The concept of a printed newspaper 'partly grew out of traditional handwritten newsletters' (Parcell, 2011). According to Parcell, the publications, or pamphlets, that were circulated were "usually written by highly educated men in the church or the government" (p. 5). As such, the publishers "were not concerned with fancy language or detailed descriptions, they by and large, wrote in a style that allowed for the most concise and factual method of relaying the news" (p. 6).

### **2.2.6 Media Credibility – Current State**

The growing decline in news media credibility is not a recent trend. Rather, credibility rates have been steadily falling for the past few decades (Morales, 2010; Healy, 2005; American Society of News Editors, 1998; Abdulla et al., 2002; State of the Media, 2010). “The past year saw a surge in expenses, which limits funding available both for experiments and for maintaining editorial quality in print and digital format” (State of the Media, 2011).

A key component of the onslaught criticism media credibility has taken in recent years is, in part, regarding the invention of Internet-based news media (Meyer et al., 2010; Chung et al., 2010; Thorson et al., 2010; Kim and Johnson, 2009). Kim and Johnson’s study on “A Shift in Media Credibility” found that “how one perceives Internet was strongly associated with how much individuals rely on it” (p. 289). Because of the questionable credibility of Web-obtained information, the Internet may never become a trustworthy avenue for news media (Cassidy, 2007). The bottom line is that there is a struggle for the news media to maintain a semblance of its credibility (State of the Media, 2011). For media credibility to endure, news organizations must find a way to adapt and evolve to further accommodate Ghana’s changing society, as (Cassidy, 2007) points out, “concerns are significant in that journalism is built on credibility”.

### **2.3 Online Newspapers**

The existence of online newspapers has been present longer than most people realize. The “first fully Web-based newspaper, The Palo Alto Weekly, appeared in...1994” (Ihlstrom and Lundberg, 2004). Since 1994, online editions of newspapers have grown considerably. Presently, the existence of an online edition of a print publication is considered normal and highly encouraged for the success of the establishment. According to Ihlstrom and Lundberg, (2004) “there is a demand from both academics and practitioners for more knowledge about

how to design online newspapers to become as recognizable and familiar as the printed ones” (p. 51). Ihlstrom and Lundberg piloted a qualitative study of “newspaper publishers, the online newspaper, and their audience in Sweden” (p. 53). Ihlstrom and Lundberg selected and analyzed the front pages and Web-based content of nine newspapers in Sweden between 2001 and 2003. Ihlstrom and Lundberg chose to study this phenomenon in Sweden due to the country’s voracious newspaper consumption. Sweden had “the fourth largest newspaper consumption per capita” (p. 53). Additionally, Sweden had a fairly well developed online community of newspapers and “reading newspapers online was the fourth activity (after email, surfing and banking)” (p. 53). Online publications has grown extensively with the onslaught of social and digital media, a new genre of newspaper design has been established; an e-edition (Ihlstrom & Lundberg, 2004).

#### **2.4 New Media: Social and Digital**

Journalism online clutches unlimited potential in hopes of staving off stagnation in traditional journalism. “Revolution, the future of journalism, the age of the net, or a whole new journalism, these were some of the headlines referring to journalism on the World Wide Web” (Quandt et al., 2006). This new idea is referred to as new journalism or convergent journalism, with the connotation that traditional media outlets like newspapers, radio, and television must utilise the Internet and its capabilities to further its scope and influence.

There are others who believe that the advent of social and digital media has been the “greatest shift since the industrial revolution” (SmartMedia, 2010, n.p.). Social Media is at present, “the number one activity on the Web” (SocialMedia, 2010, n.p.).

In fact, the increasing acceptance of Social Media outleaps that of any other medium to ever exist. Some statistics to support the credibility of Social Media's influence are as follows (SocialMedia, 2010, n.p.):

- Radio reached 50 million users in 38 years.
- Television reached 50 million users in 13 years.
- Internet reached 50 million users in 4 years.
- The iPod reached 50 million users in 3 years.
- Facebook added 100 million users in less than 9 months.
- iPod application downloads hit 1 billion users in less than 9 months.
- YouTube is the second largest search engine in the world.

Social Media, as a whole, does not appear to be a passing fad, as "it is a fundamental shift in the way we communicate" (SocialMedia, 2010, n.p.).

According to WeAreSocial's January 2016 report titled '*Digital Compendium of Global Digital, Social, Mobile Data, Trends and Statistics*', a snapshot of the World's Key Digital Statistical Indicators showed that there were 3.419 billion Internet users putting Internet penetration at 46% of the world population of 7.315 billion. Of this, active Social Media users were over 2.307 billion showing a 10% growth from the previous year. Not only does New Media have the ability to reach a number of million people in a relatively short time, it also encompasses additional mass media characteristics.

Even though the notion of convergence in the media industry does not seem to be established, some scholars define media convergence as the combining of several different products into one (Griffiths and Light, 2008) and others, as the flow of content across multiple media platforms, the cooperation between multiple media industries and migratory behaviour of media audiences in search of information (Jenkins, 2006). It is also seen as a way to deliver news in a new and different way, to expand a franchise, to protect market positioning and as a means of survival in the media industry (Quinn, 2004).

## **2.5 Convergence**

Presaged as 'the second industrial revolution' (Henzler, 1998), stated that it is unwise to understate how profound the impact of convergence has been. (Barwise and Hammond, 1998) described convergence as 'comparable in scale to the biggest changes ever experienced by humans'. The concept was first mooted in the late 1990s and thought of as something that would herald a new industrial era variously described by scholars as, 'The era of Networked Intelligence' (Tapscott, 1996), 'The Networked Economy' (Schwartz and Leyden, 1997) and 'The Age of Digital Convergence' (Yoffie, 1997).

The invention of the World Wide Web by two physicists (Tim Berners-Lee and Robert Cailliau) at the European Organization for Nuclear Research (CERN) in the early 1990s, a combination of technological breakthroughs in computer hardware, software, signal processing, and optical fibres, and skyrocketing growth in information technology related industries has catalysed the worldwide digital revolution from traditional media to the new Internet Age. In the media technology arena, the idea of convergence has for decades commonly been used to describe concentrating paths of events in terms of procedures turning out to be more alike. Despite the fact that the convergence phenomenon has given rise to several developments in the media industry all over the world, there is currently no standard definition of the concept.

### **2.5.1 Convergence Phenomenon**

Attempting to explain the phenomenon of convergence, (Golding and Murdock, 2000) describe convergence in the following manner: "For the first time, all forms of communication - text, statistical data, images both moving and fixed, music and speech, can now be encoded, stored and forwarded with the same fundamental digital vector of zeros and ones, the language of the computers." This definition of convergence, (Appelgren, 2004) adds, is essentially a description of digitalisation, which along with Negroponte's circles are a common ground and

starting point for defining convergence. Convergence is described by (Latzler, 2013) as an ambiguous term used by various disciplines to describe and analyse processes of change toward uniformity or union. He further states that, its application in the communications sector, often referred to as media convergence, also encompasses valuable approaches and insights to describe, characterise and understand the digital creative economy. Convergence, according to (Singh and Raja, 2010) serves as shorthand for several processes of change taking place in the ICT sector. Broadly speaking, convergence is the erosion of boundaries among previously separate services, networks, and business practices in the ICT sector.

Convergence is a process driven by technology and demand and resulting from service providers' adoption of new technologies and business practices. Fundamental technology drivers are the digitalisation of communication and the falling costs of computing. Both of these drivers, coupled with rapidly growing demand for inexpensive but high-quality ICT, have led to a proliferation of digital devices. In addition, digital data processing and increases in computing power have allowed data compression, increasing a network's carrying capacity even if its bandwidth remains fixed.

### **2.5.2 Constructs of Convergence**

The Australian Communications and Media Authority (ACMA) in their (2011) research report 'Expectations About Media Content in a Converging Media Environment' defines media convergence as 'the phenomenon where digitisation of content, as well as standards and technologies for the carriage and display of digital content, are blurring the traditional distinctions between broadcasting and other media across all elements of the supply chain, for content generation, aggregation, distribution and audiences'.

According to (Kung, 2008), 'the term convergence is both ubiquitous and poorly defined, more of a buzz-word than a formally expressed concept...scholarly definitions display little consistency'. Kung goes on to say in its field, convergence stands out as impressively imprecise concept. She further states that 'it appears that in the field of convergence constructivism rules – what you understand by the term depends on who you are and where you stand'. Kung admits that 'there is no commonly agreed objective definition of what is taking place'. To buttress Kung's assertions on the definition of convergence, (Hu, 2009) states that "the term "convergence", like "globalization" and "democracy", has become hackneyed and vague" while (Appelgren, 2004) states that there is currently no generally accepted definition of the concept. Depending on the context, the meaning and connotations vary. According to (Appelgren, 2004), some researchers suggest that convergence is a result of a change toward a more modern media society while others treat the concept as denoting the actual process toward a more efficient management of the media value chain. (Silcock and Keith, 2006) did not provide a specific definition for "convergence." Instead, they agreed with other authors and researchers that the definition of "convergence" is not a fixed idea or term.

The Latin word for two entities coming together is "convergere" and might first have been described in the literature by a theologian named William Derham in the 1730s. However, the first media researcher to describe convergence was, according to (Murali, 2003; Jenkins, 2006), the late MIT political scientist Ithiel de Sola Pool is hailed as the prophet of media convergence. Pool's book 'Technologies of Freedom' (1983) was probably the first book to lay out the concept of convergence as a force of change within the media industries:

A process called the "convergence of modes" is blurring the lines between media, even between point-to-point communications, such as the post, telephone and telegraph, and mass communications, such as the press, radio, and television. A single physical means--be it wires,

cables or airwaves—may carry services that in the past were provided in separate ways. Conversely, a service that was provided in the past by any one medium—be it broadcasting, the press, or telephony—can now be provided in several different physical ways. So the one-to-one relationship that used to exist between a medium and its use is eroding.

The first introduction of the concept of media convergence into media research might have occurred even earlier, in 1979, when Nicholas Negroponte presented a convergence model based on three intersecting circles (Figure 1).

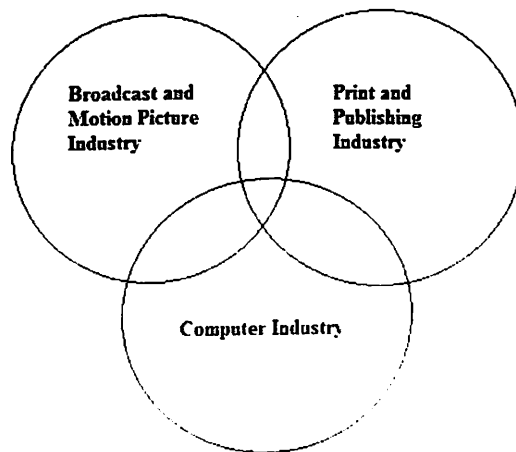


Figure 1: *Negroponte's circles describing the MIT media lab's construct of convergence*

The transformation of the established and new media–telecommunications industries has been caused by digital technology and deregulation policy (Chon et al., 2003). The integration among telecommunications, publishing, broadcasting, cable, film, and computer software and data processing service industries has been conceptualised under the umbrella of a new business sector, the information industries. Referring to industry and businesses. (Chon et al., 2003) assert, those that are engaged in one of the following three processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute

these products as well as data or communications, and (c) processing data. More specifically, the information industries may be grouped into three interrelated clusters of business sectors: (a) content production-related services (e.g., publishing, film, and broadcasting); (b) content delivery-related services (e.g., telephony and cable); and (c) data processing services (e.g., software and programming). Overall, (Chon et al., 2003) cite (Baldwin, McVoy, and Steinfield, 1996; European Commission, 1997; Wirtz, 2001) to suggest that, scholars and industry view convergence from three perspectives: (a) the consolidation through industry alliances and mergers, (b) the combination of technology and network platforms, and (c) the integration between services and markets.

(Murdock, 2000) asserts that, convergence is determined by the digital evolution, on three levels: technological level (communication systems), the content level (cultural forms) and the economic level (related to companies, employers and the media market).

(Jenkins, 2001) explains the confusion when attempting to define convergence to originate from the fact that people talk about convergence in several contexts. He breaks up convergence into five areas, technological, economic, social or organic, cultural and global convergence. Technological convergence is the digitalisation of all media content, economic convergence deals with the integration of the entertainment industry and the social or organic version of the process handles the consumer multitasking strategies for navigating the new information environment. According to Jenkins, cultural convergence is the explosion of new forms of creativity at the intersections of various media technologies, industries and consumers. Finally, global convergence is the cultural 'hybridity' that results from the international circulation of media content. This definition is in line with the belief that convergence is a process rather than an effect

(Huang et al., 2006) described four types of convergence below:

1. Content: This is where content is shared, repackaged, or re-purposed for competing media forms (newspapers, magazines, television, and the Internet).
2. Technological: This is where the Internet, digitization and computer technology making it possible to converge various forms of communication such as video, audio, photo, text, and data.
3. Corporate: (Structural or Organisational): Where Media mergers have contributed to convergence in newsrooms following deregulation legislature that allowed industry players to own more than one media type in a market; and
4. Role: Where reporters, photographers, and editors may see their roles converge as their newsrooms and corporations unite (Huang et al., 2006) wrote:

A newspaper reporter may also produce a newspaper in QuarkXPress or serve as a TV news anchor, while a newspaper photographer may shoot video stories or produce interactive online stories in Flash. Role convergence requires that both reporters and editors re-equip themselves both journalistically and technologically. (p. 228).

In proposing a general model of media convergence, (Dupagne and Garrison, 2006), put media convergence within a larger frame of reference to provide an integrated look at different conceptions of media convergence (see Figure 2).

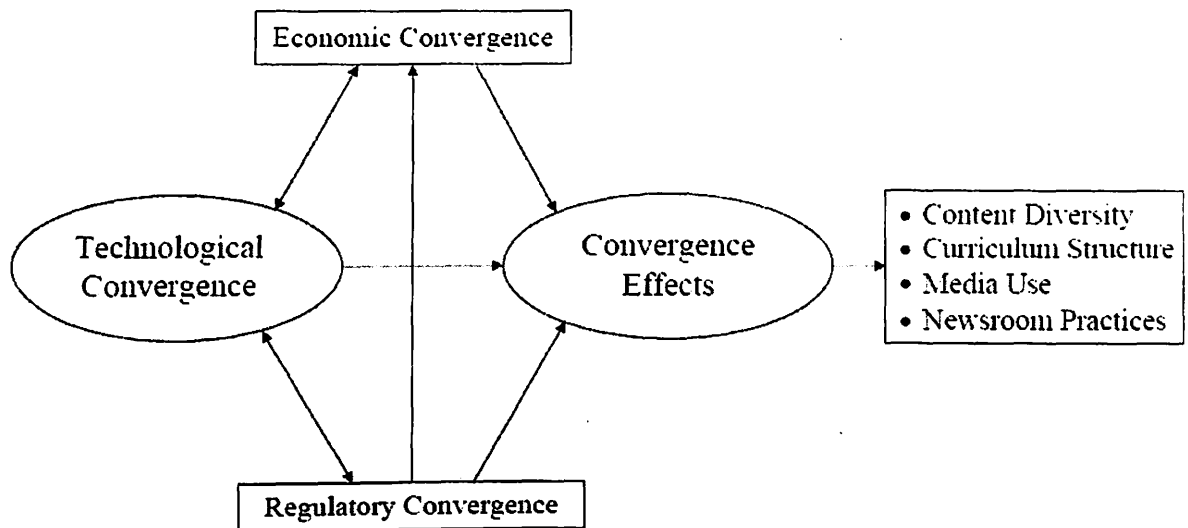


Figure 2: *Model of media convergence* (Dupagne and Garrison, 2006: p.238)

According to (Dupagne and Garrison, 2006), there is no single definition for convergence. Instead, they explain this construct is multidimensional and having different conceptions and contexts and define and discuss three main types of media convergence: technical, economic, and regulatory. However, (Kung, 2008) proposes three discernible approaches to convergence: (a) the phenomenon, (b) the environmental factors and technological developments, which have together spurred on the phenomenon, and (c) the current status of convergence and its implications for media organisations.

In their book *Media Convergence: Networked Digital Media in Everyday Life*, (Meikle and Young, 2011) observe that convergence can be understood in four dimensions:

- Technological: the combination of computing, communications and content around networked digital media platforms;
- Industrial: the engagement of established media institutions in the digital media space, and the rise of digitally-based companies such as Google, Apple, Microsoft and others as significant media content providers;

- Social: the rise of social network media such as Facebook, Twitter and YouTube, and the growth of user-created content; and
- Textual: the re-use and remixing of media into what has been termed a 'transmedia' model, where stories and media content (for example, sounds, images, written text) are dispersed across multiple media platforms.

(Singh and Raja, 2010) suggest that three main forms of convergence are evident. The first, service convergence, or "multiple play", allows a firm to use a single network to provide several communication services that traditionally required separate networks. The second form is network convergence, where a common standard allows several types of networks to connect with each other. While the first two forms of convergence are technological, the third form, corporate convergence, results from mergers, acquisitions, or collaborations among firms. New business entities are created to offer multiple services, old and new, and address different markets.

(Latzer, 2013) states that convergence is taking place at different levels and can be summarised in four categories: technological, economic, political and socio-cultural convergence. In other words, concepts of convergence embrace both blurring traditional boundaries between old media and new media. Convergence has taken on the function of simplifying the complexity of media change. It fits nearly all aspects of digital media development (Fagerjord and Storsul, 2007).

From the above, five key constructs of convergence emerge and the literature to be reviewed sheds more light on them. The five main models, types or constructs of convergence are: Technological (technical, digitisation and telecommunications), industrial (economic), Regulatory (political), content, socio-cultural (service and market) convergence.

### 2.5.3 Technological Convergence

Playing a leading role is Technological convergence. It stands for a universal digital code across telecommunications and electronic mass media, for common protocols (IP), which are used for different technological platforms and networks (fixed-wire and mobile) and lead to service-integrating devices, such as smart phones. Digitization is an important part of the convergence phenomenon; it is an enabling factor and a driving force. These changes are also referred to as network convergence and terminal convergence (Storsul and Fagerjord, 2008).

Further explanation of digitization provided by (Kung, 2008) states that "Mathematically reducing all types of information (video, still pictures, audio text, conversation, games or graphics) into binary form." This, (Kung, 2008) asserts, initiates the possibility to create rich media products; that is, combining a plethora of content simultaneously. Once in this format, Kung asserts, the information can be manipulated and stored in computers, transmitted by networks in faultless conformity to the original and used immediately or stored for future use. Digitalization is thereby defined as the socio-technical process of applying digitizing techniques to broader social and institutional contexts that render digital technologies infrastructural (Tilson et al., 2010).

More than 30 years ago, (Pool, 1983) coined the term "convergence of modes" and offered an early conceptualisation of media convergence as a process of "blurring the lines between media." In his view, the traditional divisions between media industries, such as the press, broadcasting, and telephone networks, were slowly collapsing due to the growing use and influence of digital electronics. Therefore, the term "technical convergence" has come to signify the "coming together of all forms of mediated communications in an electronic, digital form, driven by computers" according to (Vallath, 2000) as cited by (Dupagne and Garrison, 2006). Technological convergence is not without its critics, for instance, (Noll, 2003) argued

that because television sets increasingly incorporate digital components, this does not automatically mean that television and computers are merging into a single home appliance. From a technological perspective, it has become important not to rigidly separate different media since almost all media contents and devices are now produced and distributed digitally, in other words, digitization has shrunk the gap between media institutions and audiences.

Telecommunications convergence, another facet of technological convergence is favoured by the telecommunications sector since it is this industry that is responsible for supplying the 'conduit' which facilitates the creation of the new products and services arising from this convergence. The theoretical roots of telecommunications convergence comes from the idea of the 'information superhighway'. Telecommunications convergence describes the provision of different telecommunication services, such as Internet access, television, telephone, and mobile phone service, by organisations that traditionally only offered one or two of these services. (Katz and Woroch, 1997) describe a 'Swiss army network: a single integrated infrastructure capable of delivering voice, video, and data services'. This also concerns the underlying communication infrastructure. Convergence of networks, describes the incorporation of separate networks into one converged network (Kim et al., 2005). This can be seen in the seemingly seamless transit between Wireless local area network (WLAN) connections and 3G mobile connections as mobile phones move from one point to another without losing Internet connectivity. Products and service-focused definitions view convergence as leading to a universal convergence of devices, a multi-purpose 'information appliance' which combines the functions of converging sectors. Thus, the uniting of the functions of the computer, the telephone and the television set whereby, as an example, the computer incorporates the functions of a communications device and the telephone takes on the functionality of a computer. This has brought us into an era where previously simple digital artefacts have

become terminals for video, gaming, music and other media (Ojanperä 2006). (Tilson and Lyytinen, 2010) described convergence in devices as the fusing together of previously separated devices and thereby forming new artefacts. An example of this can be seen in where the combination of a Global Positioning System (GPS), a digital camera and the mobile phone forms the 'smart-phone'.

Multi-play is a marketing term describing the provision of different telecommunication services. Multi-play is a catch-all phrase. Usually, the terms; dual play service is for the provisioning of the two services: it can be high-speed Internet (digital subscriber line) and telephone service over a single broadband connection in the case of phone companies, or high-speed Internet (cable modem) and TV service over a single broadband connection in the case of cable TV companies. A triple play service is where communication services are packaged allowing consumers to purchase TV, Internet, and telephony in one subscription. The broadband cable market is transforming as pay-tv providers move aggressively into what was once considered the Telco space. A quadruple play service combines the triple play service of broadband Internet access, television, and telephone with wireless service provisions. A fundamental aspect of the quadruple play is not only the long-awaited broadband convergence but also the players involved. Many of them, from the largest global service providers to whom we connect today via wires and cables to the smallest of start-up service providers are interested. Opportunities are attractive: the big three telecom services – telephony, cable television, and wireless—could combine their industries. In the UK, the merger of NTL:Telewest and Virgin Mobile resulted in a company offering a quadruple play of cable television, broadband Internet, home telephone, and mobile telephone services. In more recent times, the telecommunications giant AT&T has agreed to acquire Time Warner Inc. for about

\$85.4 billion, creating a new colossus capable of both producing content and distributing it to millions with wireless phones, broadband subscriptions and satellite TV connections.

#### **2.5.4 Industrial / Economic Convergence**

Combined with technological convergence, there is economic convergence in the communications sector (Wirth, 2006). Traditional media and telecommunications companies, including public broadcasters, are changing to new business models, which is further combined with internal reorganisations. Old media (Press and television) companies are good examples. The dilemma is that, old business models no longer work, and readymade, tested new ones are not yet available. (Kung, 2008) views this type of convergence as ‘the technologically driven fusing of the content (i.e. media), computing (i.e. information technology) and communication (i.e. telecoms and broadcast distribution) industries into a mammoth new ‘media and communications sector’ commonly expressed in the so-called ‘3-C model of convergence (see Figure 3.).

As the European Commission’s (COM, 1997) Green Paper plainly states, convergence goes beyond technology: “It is about services and new ways of doing business of interacting with society.” Economic convergence, also known as market or industrial convergence, can take place at the user or institutional level. User-oriented economic convergence may or may not involve significant vertical integration activity because it targets products and services, not acquisitions. For instance, some cable operators can offer cable and broadcast programming, video on demand, voice over Internet Protocol, and Internet access in a bundled fashion on the same wired platform (Dupagne and Garrison, 2006). At the institutional level, economic convergence emphasizes multiple but integrated platforms. This form of convergence is dubbed ‘complete convergence’ and is defined as ‘a single business operating with multiple

platforms: common management, ads sold across multiple media, and a shared news operation' (Aaron et al., 2002).

Economic convergence of media has led to a horizontal expansion of media industries, with the merging of different media sectors into one holistic market. Economic or Industry convergence and consolidation has been met and catalysed by technological transformations as well as the rise of mammoth new age digital players. The turn of the century saw some of the biggest mergers and acquisitions where media conglomerates sought to diversify their interests. Two factors; digital revolution and deregulation can be generally seen as the genesis of industrial media convergence. The transition to digitisation and deregulation is widely thought to be breaking down barriers between media platforms, services, and industries (Garcia-Murillo and MacInnes, 2001; Waterman, 2000). Such combinations of firms involve horizontal and vertical integration, sometimes both. Horizontal integration is the combination of two or more companies across the same level of production and distribution; for example, when one radio station acquires another. The potential benefits of this merger and acquisition (M&A) activity are scale economies and an increase in market power. Vertical integration refers to the merger or acquisition of companies at different levels of the production and distribution, such as a production company's acquisition of a broadcast station.

Entering into new sectors of information industries, many media, telecommunications, and software and data processing firms are altering their value chains to network multimedia service systems (Wirtz, 2001). In this sense, convergence directly refers to the integration of industries across different business. Facilitated by digitisation, convergence in media has seen a transition from physical media to virtual media and has transformed the media industry. Along similar lines, (Shillingford, 1999) as cited by (Kung, 2008), suggests that convergence would be identifiable in three stages. (1) Convergence between market segments within a sector, such as

alliance between fixed-line and mobile telephony operators, examples include IP and voice, fixed and mobile, internet devices and network PCs, (2) Structural barriers between industry sectors begin fading of. Mobile telephones having the capability of receiving television programming, and telecoms players form content alliances with television broadcasters. This stage of convergence has been reached in many developed economies, (3) Development of applications that require key success factors from communications, content and computing. At this stage, traditional industry definitions become hard to apply. The iPod straddling the computing and music industry, Facebook, MySpace and YouTube are examples of convergence products.

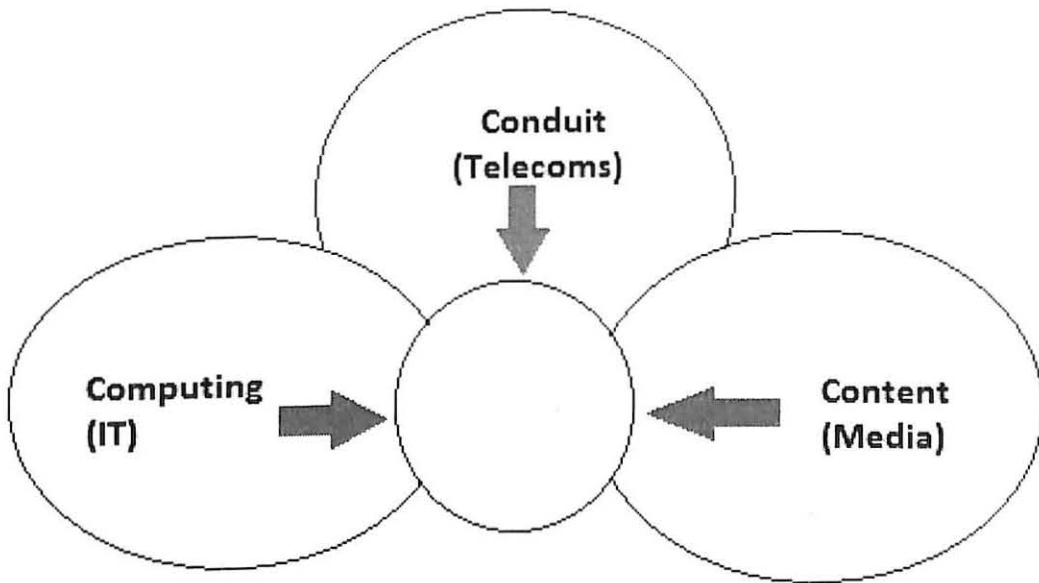


Figure 3. The '3-C' model of (Kung, 2008: p.93).

### 2.5.5 Content Convergence

As a consequence of technological convergence, many forms of content convergence have appeared. A common form is based on the relation between news sites, live broadcasts, journals, and social media platforms. This relationship also offers cross-platform content. Thus, social media platforms promote multimedia stories from news sites, and also continue with users' comments and discussions. This new trend is referred as 'Social Media convergence' (Stanchak, 2010). Social Media platforms often used by news sites are Facebook or YouTube, where the convergence between video-sharing and television sites is encountered.

Social Media is a new driver of the convergent media sector. The term *Social Media* refers to technologies, platforms, and services that enable individuals to engage in communication from one-to-one, one-to-many, and many-to-many. The Internet has allowed individuals to participate in media not only as consumers but also as producers, the social aspect of media convergence did not flourish until the 2000s and was designed to be user-focused, decentralized, and able to change over time as users modified them through ongoing participation. Social Media is exemplified by the growth of online communication services that include the social network Facebook, the micro-blogging service Twitter, the video-sharing Web site YouTube, writing or blog software such as Blogger and WordPress, and many others. The extent of growth of these Social Media platforms has been extraordinary if not phenomenal.

Multimedia journalism and all facets of content creation is based on media convergence, and is characterised by 'interactivity', 'collaboration' and 'participation' (Deuze, 2004). These aspects of content production and consumption involve all categories of actors, including users. In these conditions, it is talking about 'social production'. Social production is generally a form of non-commercial production, and can generate convergent products.

(Bull, 2010; Luckie, 2012) make references to reporting practices in multimedia journalism, and show how to work across multiple media platforms, by creating and using video, audio, text and pictures for news. Moreover, multimedia content accepts the collaborative activities for writing news. Media convergence described in relation with users/consumer, and in terms of user generated content, considers new categories of content. Thus, (Schepke, 2012) addresses a new form of convergence as a combination of paid, owned, and earned content. This form of convergence combines at least two or more channels of communication, and is characterised by a 'consistent storyline, look and feel' (Owyang, 2012).

#### **2.5.6 Socio-Cultural / Service and Market Convergence**

Socio-cultural convergence focuses on changes in social practice, phenomena such as trans-media storytelling, content and genres that are used across channels and platforms. Under the term 'convergence culture' (Jenkins, 2006) states that, the impact of convergence on popular culture with consequences on how we learn, connect and work, the change towards a stronger participatory culture, the transformation from audience to 'prosumers', the co-production of media texts by integrating user-generated content and collective intelligence. Cultural convergence, understood as the impact of convergence on media culture, is also of interest from a media-economic point of view (Wirth, 2006). At the most basic level, trans-media stories "are stories told across multiple media. At the present time, the most significant stories tend to flow across multiple media platforms" (Jenkins, 2006). Although it is intimately connected to brands and franchises being spread across media by corporate conglomerates e.g., Iron Man, Pirates of the Caribbean, Harry Potter, (and various Disney franchises), it does not simply refer to the adaptation of content from one platform to another e.g., films and film characters providing the basis for toys and games. Trans-media storytelling can also be a source of brand extension for media corporations, and hence further revenues and profits from reaching new

audiences and selling more products. Nowadays, Trans-media storytelling seems to be one of the most widespread strategies of media corporations. Trans-media storytelling has gone beyond the experimental phase and can be found in any kind of genre. Trans-media storytelling is a particular narrative structure that expands through both different languages (verbal, iconic, etc.) and media (cinema, comics, television, video games, etc.). As (Deuze, 2004) remarks, content production and consumption involve all categories of actors, including users. We observe convergence within the bounds of human identity and experience thanks to the versatile phenomenon of media convergence; it concerns both professional and amateur creators Deuze adds.

### **2.5.7 Regulatory / Political Convergence**

Political convergence is mainly discussed as policy and as regulatory convergence. The traditional policy model, with its fundamental division into telecommunications and the mass media came under scrutiny. While the industry proceeded quickly into the convergence era, policy-makers and researchers remained largely stranded and behind in the traditional separation of telecommunications and the media. Policy convergence discusses the transformation from traditionally separate telecommunications and media policies towards one national or supranational communications policy (Latzer, 1998). This overlaps with regulatory convergence, which reflects integrated regulatory agencies and laws for the convergent communications sector. These two sub-sectors; telecommunications and the media, used different technologies and separate networks. They were run by different companies, there were distinct political competences, separate regulatory agencies and legal foundations and they had different underlying regulatory models (Latzer, 2009).

Alongside obsolete demarcations, convergence means that new regulatory responsibilities are emerging or growing in importance (Drucker and Gumpert, 2010). Political convergence sheds more light on the need to craft new policies and regulation for the protection of intellectual property, freedom of speech and the regulation of domain-name systems. Further, the challenge of balancing socio-cultural and economic regulation increases with the blurring boundaries between media. There is an important distinction between full and partial regulatory convergence. Full regulatory convergence “refers to the confluence of previously separate industry-based laws and regulations into a single legal and regulatory framework” (Garcia-Murillo and MacInnes, 2003) as cited by (Dupagne and Garrison, 2006). On the other hand, partial regulatory convergence is more limited in scope and involves deregulatory actions that allow media organisations to engage in economic or technological convergence. (Pool, 1983) was primarily concerned with the question of full regulatory convergence. His inquest was on which of the three main regulatory models; print, broadcast, and communication would govern these media once they have converged. Globally, full regulatory convergence has not materialised. Instead, these industries continue to be regulated differently without a unifying structure even when they offer similar services (Dupagne and Garrison, 2006).

Convergence is not only used and discussed in academia but also by policy-makers and the industry, however, with differing objectives, interests, definitions and accentuations (Latzer, 2013). For the industry, Latzer specifies, convergence is predominantly a strategic objective and a business challenge. For policymakers it is a policy goal and challenge. For academics it is mainly an analytical concept applied to understand and explain important aspects of media change in general and numerous detailed developments in particular.

### **2.5.8 Media Convergence**

(Jenkins, 2001; 2006) defines ‘media convergence’, integrated to ‘convergence culture’, as an interaction between new and traditional media. He considers not only the technological shift in

convergence, but also its effects on the media industry and its audiences. As a consequence, convergence is a continuous process and the media product is considered to be subject to permanent change. (Herkman, 2012) considers media convergence, from the point of view of inter-media relationships, and underlines that a consequence of the economic convergence is the flow of cross-media products. Therefore, convergence means many media products, linked not only 'through intertextually', but also in the production, distribution and marketing processes (Drula, 2015). Media convergence is further theorised by (Kolodzy, 2006) who provides a model for describing media convergence. (Figure 2)

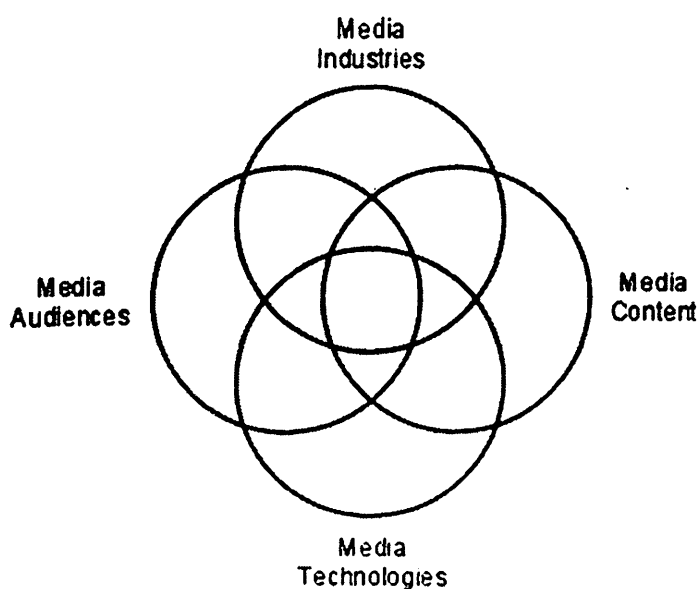


Figure 2. *Media convergence as an ongoing process in which content, technology, audience, and industries intersect (Kolodzy 2006, p. 5)*

Media convergence is defined by (Singer, 2004) as reporting in print, broadcast, and online media with a combination of technologies, products, staffs, and geography. And she says that it refers to newsroom culture and reporter relationships that happen inside a newsroom. She added that convergence can mean 'working in separate buildings – or at adjacent desks' (p.3). Singer writes that it is not a synonym for media consolidation even though other authors have suggested that definition. Telecommunications and mass media formed the starting point for

media convergence. (Jinglei, 2012) addresses the processes of unification in convergence as a fusion process. He considers that the new forms of convergence can be addressed as 'multimedia fusion', and they are most closely implicated in editorial guidance, editorial planning and creativity processes.

Media convergence represents the unification of various technologies and content of different types. At the same time, multimedia storytelling itself represents a form of convergence between text, audio, photo and video sequences. But multimedia is more than that. It also means a hypertext structure of information and a graphical/visual representation on a screen. These characteristics require new approaches in terms of journalistic practices, especially for writing multimedia stories. To create interactivity in a story, journalists must do the hypertext structure and multimedia content in a very intuitive way for the users. Thus, journalists must imagine the structure of information, adapt to the phases of multimedia production, and use many platforms to distribute multimedia news. (Opgenhaffen, 2011) identifies six such pieces of information and formats of online news: text, picture, video, sound, embedded picture slideshows, and embedded info graphics.

News and multimedia stories are created on sites and news portals, and then presented in other forms at television broadcasts and in print; either they are found as text, or as video sequences on the Web, as convergent forms. Thus, people can consume the same news, in different periods of time and using different platforms (Internet, television broadcasts or in newspapers). Online media reflects the relationships between multimedia and convergence. Consequently, the visual aspect, layout, and structure of information on Web must be considered. So, multimedia information has specific characteristics, but the layout tends to be in accordance with the platform of distribution. Structure of information for a media product is also a form of

convergence with multimedia aspects. The hypermedia structure links parts of various multimedia stories, and different pieces of information coming from different platforms. However, users need information with a constant structure, and interactivity for reading the news. These demands are more difficult to be approached for cross-platform products, because users can have problems to cross or to understand various formats and platforms at the same time. Media convergence in effect, is based on a technological solution.

## **2.6 Causes of Convergence**

The causes of convergence are closely intertwined developments, which together, are provoking the phenomenon (Kung, 2008). Intertwined being the keyword, trying to separate the various elements which have triggered convergence imposes a somewhat artificial order. The various elements described as follows should be viewed as pieces of the jigsaw; alone, they do not reveal much; together they form a larger and more complete picture.

### **2.6.1 The Internet and the World Wide Web**

The internet dates back to 1969. It was pioneered in the United States. At the time, it was a high-speed network built by the US Department of Defence as a digital communications experiment that linked hundreds of defence contractors, universities and research laboratories. This powerful computer network belonging to the U.S Advanced Research Projects Agency (ARPA) allowed highly trained artificial intelligence (AI) researchers in disperse locations to transmit and exchange critical information with incredible speed (Holt and Schell, 2013). The goal was to create a network that was highly distributed rather than hierarchical and which could not be interrupted in case of a military attack. Before the development of the World Wide Web (WWW), the internet was essentially an e-mail service for the academic world -- the TCP/IP protocol enabled universities in the US to exchange data. The resulting system.

according to (Kung, 2008) was both completely decentralised and entirely open. Kung further stresses that, “since then, it has been continually enhanced in response to developments in digital technology such as high bandwidth communication and powerful software for sharing information.

There is overwhelming evidence for the notion that internet is very significant to the media industry. It embodies a new mass media platform, one that has growth faster than any other platform in history and that looks set to only further expand. This will permit traditional mass media to be distributed in new ways as well as new types of content, user-generated for example, to flow unmediated from producer to consumer.

### **2.6.2 Digitisation of Information**

Digitisation is as important as the Internet in terms of driving convergence. Digitization simply refers to the process of turning analogue information into digital form (Tilson and Lyytinen, 2010). Digitization makes it possible to tailor-make content to match the individual preferences, a development which undercuts a basic characteristic of the mass media, notably, the propagation of an identical message to a wider audience. Digitization’s implications for the media industry is that content becomes usable on multiple platforms which can “flow anywhere” (Wolf, 1999). Digitalization however, is defined as the socio-technical process of applying digitizing techniques to broader social and institutional contexts that render digital technologies infrastructural (Tilson and Lyytinen, 2010).

### **2.6.3 Computing Power, Dramatic Increase in Software and Hardware Capabilities**

The constant improvements in the performance of computers coupled with the falling prices are another factor behind convergence. This also meant that it was now easy to extend

digitisation of information beyond data to include voice, video and audio forms of content. Technically, there has never been a true shortage of bandwidth and in tandem with the advancements made in computing power, technological developments in wireless technology, coaxial and fibre optic cable, routers and digital compression, telecommunications bandwidth (the speed at which data can be moved) is increasing rapidly while prices are falling.

The birth of universal technical standards has improved the exchange of signals of all kinds. In the era of standard network computing which is developing, (Kung, 2008) each computer is autonomous and functions as peer of its 'colleagues', and there are de facto open public standards which were not established by companies or governments but emerged from widely used applications – example include TCP/IP, HTML, WWW, and DOS/Windows. Networks are indeed emerging as the dominant metaphor for the digital economy. As (Noam, 1998) points out, 'we are witnessing the emergence of a 'network of networks', where in essence, everything is connected to everything else.'

The computer industry is booming and with a continuously lowering cost and improved control, processors and software controlled systems offer compact design, flexible handling, rich features and competitive cost. Like machinery replaced craftsmanship in the industrial revolution, computers and intelligent parts are quickly pushing their mechanical counterparts out of the market. There is no environmental constraint for software to operate as long as the hardware processor it runs on can operate. Furthermore, software has no shape, colour, material, mass. It cannot be seen or touched, but it has a physical existence and is crucial to system functionality. The steady expansion of the 'Internet of Things' and the growth of connectivity open similar possibilities for a wide range of original equipment manufacturers (OEMs) (Russo et al., 2016).

#### **2.6.4 Deregulation and Globalisation**

Over the last decade, deregulation has affected a wide range of industries, ranging from banking and aviation to the public transportation and utilities but it is the deregulation of national telecommunications monopolies that has acted as an important catalyst for the digital revolution. Forces of deregulation have served both as a backdrop to and a catalyst for the digital revolution (Kung, 2008). The US telecom Act of 1996 led to a restructuring of the telecoms sector and a flurry of consolidations activity in the broadcasting field. The World Trade Organisation's Telecommunications Accord (1998) triggered a wave of competition in every world market by removing artificial barriers to entry and led to a wave privatisations valued at over \$100 billion took place (Anderson, 1998). The removal of existing regulatory infrastructures, coupled with the radical market restructuring taking place in the sectors affected by convergence, has led to regulatory uncertainty – for organisations and for policy makers. Regulators face serious challenges in designing a regulatory structure for the emergent media and communications sector.

In the current industry environment, globalisation of business is a defining feature. Globalisation represents far more than the development of global organisations that operate in geographically dispersed regions. Kung further asserts that, globalisation represents the emergence of global markets, a phenomenon closely tied to the development of the media and communication industries and the revolution in production and distribution. Globalisation has forged a highly competitive environment which has, in turn forced the pace for the development and adoption of digital technologies.

## 2.7 Conclusions

Convergence, a term as common as the 'Millennium Bug' at the turn of the century is generally viewed by the media industry to mean technologically driven blurring of the media, telecommunications and information communication technology sectors. The 3-C model (see Figure 3) belies the chaos of reality; the content, communication and computing sectors have come together, yet, the process is taking place at different level and at different speeds. "In the 'coming together' of distribution architectures, convergence increasingly seems to involve a subtler type of blurring, particularly between products and services" (Kung, 2008). The idea of convergence remains very much mystified, both in terms of definition and of effects. It is difficult to draw anything but the most broad conclusions about its implications. It is clear that the increase of technological possibilities, the abundance of alliances and high capital investments involved in taking part in the digital arena, and the uncertainty about customer reactions to the new products and services have created high levels of uncertainty in all spheres. The gradual integration of the media industry with those of information technology and telecommunications constitutes a reorganisation of existing market and industry structures. With the notion and practice of convergence being relatively new, scholars and researchers are still tentative as to whether convergence is a sustainable practice. Several forces and factors influence whether a newspaper or any media organisation adopts convergence and whether it has endurance and or resilience to brave the test of time. Those forces (and or factors) include: newsroom practices, culture and biases, business climates, complexity and community and consumer demand.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter contains a description of the methodology used: the research design, respondent and sampling, data sources and data instruments used, data collection procedure and how data the data is presented and analysed.

#### **3.2 Research Design**

The research design used in the study was purely qualitative. Qualitative research approach involves the study of phenomena in their natural settings, attempting to make sense of, or interpret phenomena in terms of meanings people bring to them (Dezin & Lincoln, 1994). (Yin, 1994) proposed that case studies fall under five components: a study's questions, its propositions, units of analysis, the logic linking the data to the propositions and the criteria for interpreting the finding. Within this context, the study used an interpretive and naturalistic approach based on the assumption that reality is multiple and subjective. Qualitative research design was used because the study sought to explore convergence of the Business and Financial Times' print and web/online content. The main reason for using the qualitative research design was to provide a deeper description and understanding of the role of convergence in the analysis of the content of the newspaper's print and online content. The study utilised a qualitative research method (phenomenology) since it aimed to explore the extent to which media convergence has taken root in the content of The Business and Financial Times' print and web portal.

### **3.3 Research Population**

The population chosen for this study was the Ghanaian newspapers which were over 150. However, the size of the population was too big. A sample was therefore selected from the Ghanaian private newspapers population, sizable enough to give the necessary information the research sought. A research population describes a large group with common characteristics and traits in a particular area, be it an organisation, city or country whilst a sample is a sub-group selected from a population deemed to be representative enough from which statistical data or information is obtained (Saunders et al, 2007).

### **3.4 Sampling Size and Method**

Only one newspaper (The Business and Financial Times) was selected for the study. Non-probability sampling, specifically, the purposive sampling method was used to select the newspaper (The Business and Financial Times) to collect data for the study. A purposive sample is one subjectively selected by the researcher (Wimmer and Dominick, 2003). Additionally, purposive sampling was used to meet an important need of the study – obtaining data suitable for the study. Non-probability sampling and purposive sampling were used because the study aimed at exploring the extent to which media convergence has taken root in the content of the The Business and Financial Times. Therefore, the results of the study cannot be generalised over all newspapers in Ghana in the context of media convergence.

### **3.5 Source of Data and Data Collection**

This research involved the use of primary data to get the required information about the study matter. This data was obtained in its raw state and later transformed into the information needed to address the problem stated in this research.

Data was collected from The Business and Financial Times' print and Web-based editions for five consecutive days; October 30, 2017 through November 3, 2017. A print edition of the paper was obtained daily. Additionally, screen shots were taken of The Business and Financial Times' Website — [www.thebftonline.com](http://www.thebftonline.com) — three times per day: once in the morning, afternoon and evening. The pages of The Business and Financial Times and all the segments and sections of the Times' Website were assessed. Through this sampling process, ample information was gathered to effectively evaluate the Business and Financial Times' publishing techniques for print and website.

### **3.5.1 Primary Data**

This content analysis of print and web-based content sought to evaluate how media convergence affects print journalism, as “Newspapers in particular seem to be repackaging their print content for the brave new online world” (Jacobson, 2010). The researcher analysed the print and web-based content of The Business and Financial Times for five consecutive days. This provided a snapshot of the weekday content both online and in print.

### **3.6 Data Collection Procedure**

The research evaluated the news articles in four different ways: repetition, stories featured on the Web and in print without any changes; adaption, articles shown on the Website and in print that are similar, but have been altered; representation, similar, offers a separate viewpoint in print or web-based edition of The Business and Financial Times; and unique formation, articles unique to a particular medium (i.e. only in print or on the Web). This evaluation method was created specifically for this study and is an addition to the field of study regarding journalism and media convergence.

A print edition of the paper was obtained daily. Additionally, screen shots were taken of The Business and Financial Times' Website — [www.thebftonline.com](http://www.thebftonline.com) — three times per day: once in the morning, afternoon and evening. The front pages and the lede stories of the various segments of The Business and Financial Times (News, Features, Market Report – Investments/Commodities) as well as the back pages; and the “Home (Latest News) News Tab” and the lede stories of the “Nine (9) News Tabs” (Business, Politics, World, Commodities, Features, Companies, Sport, Life Style, Cedi Story) of the Times' Website were assessed. Through this sampling process, ample information was gathered to effectively evaluate the Business and Financial Times' publishing techniques for print and website.

### **3.6.1 Coding Schema**

The researcher evaluated and coded the information from both the print and Web edition with the same criteria. The schema used coded the evaluation time period (morning, afternoon, or evening), the print author(s), the Web author(s), the length of full print article, the entirety of the Web story, the length of the lead sentence (the first sentence), and any similar phrases or elements. A location and summary of each article was recorded for both the print and Web edition. Finally, the article was assigned a category: repetition, adaptation, representation, or uniqueness. When coding and evaluating the content from both the print and online sources, the following form was used:

Evaluation Period:	
Headline:	_____
Print Author(s)	_____ (News Source); _____
Web Author(s)	_____ (News Source); _____
Print Lead:	_____
Web Lead:	_____
Print Word Count:	_____
Web Word Count:	_____
Similarities (Phrases/elements/images/All)	_____
Location:	_____
Print Summary:	_____
Web Summary:	_____
Category:	_____

Table 3.1: Coding Schema

### 3.7 Data Treatment, Presentation and Analysis

The data treatment, presentation and analysis in this study involved the following procedural steps:

For this project, the terms repetition, adaptation, representation, and uniqueness were applied according to the following definitions.

**Repetition:** Specifically, the term repetition refers to articles that appear in both print and on the Web in almost the same manner — with only minor textual or grammar edits.

**Adaptation:** Adaptation refers to articles that are similar in nature. Such stories will appear in both print and online, but will have been changed. This may include the print article being cut for space, an updated news story, or, in some cases, the article may be longer on length. These articles have similar elements, but are not identical.

**Representation:** The term representation takes the concept of adaptation one step further. Articles classified into the representation category are on the same topic, but have a different viewpoint — these stories are not similar enough to be marked as adaptation. The articles in this category will appear both online and in print. The editions will vary, though. Such variations may include a news story on a subject that appears online, followed by a print story on the same subject written in the form of an editorial, or opinion. The articles must have significant changes to be considered as representation.

**Uniqueness:** If a story is found only online or in print, it is classified as unique, having no connection. The article does not span both mediums.

The qualitative data were presented and analysed in a descriptive and narrative way. This involved an exhaustive construction and description of the phenomenon.

### **3.8 Validity and Reliability of Research Results**

The findings of this research showed the effectiveness or otherwise of The Business and Financial Times' media convergence, giving insight to how the field of journalism uses new media in conjunction with the older, print media.

### **3.9 Brief Profile of Organisation under Study**

The Business and Financial Times is Ghana's largest financial publication. The Business and Financial Times (B&FT), a limited liability company, was established in 1989 by Mr. John Hanson with the vision of being Africa's leading source of credible and relevant business information by the year 2020. The Business and Financial Times has a wide range of readers and is circulated five times a week; Monday to Friday, with the sole mission of becoming Africa's leading source of

credible and relevant business information to the business community, policy makers, investors and the international community through the newspapers as well as other media platforms. The newspaper is targeted at corporate Ghana and other business owners as it exists to provide the target audience with the needed business and financial news and information for making informed decisions to propel growth in the various sectors of the Ghanaian economy.

In 1999, the paper was acquired by Everest Ekong of the *Business in Africa Group* of South Africa. This acquisition saw the beginning of a transformation of the paper to its current state. This transformation included staff restructuring as well as rebranding. Changes to the paper size, type and mast head were changed to make it more attractive and appealing. According to the newspaper's official website, the paper has grown to become one of the leading providers of quality, relevant and credible business and financial information in the country, having carved a niche for itself among the business and investing public, chief executive officers of both local and multinational firms and organisations, policymakers and the international community (www.thebftonline.com, 2011).

More recently, the newspaper has begun publishing the *B&FT Weekend*, which seeks to discover the social side of corporate Ghana and also provide a unique platform for advertisers who want to reach the previously un-served niche of socially-minded members of the business community.

Currently, the B&FT operates within a highly competitive environment than it used to be about 10 years ago. The paper enjoyed the monopoly of being the only business related newspaper after the *High Street Journal* became defunct. This made its market share shoot up to over ninety percent of the business sector. Today, various business related newspapers like the *Graphic Business* and

*Finder Business* are competing with the B&FT, knocking their market share down from their nearly one hundred percent market share to sixty percent.

To increase the scope of the readership and to further inform, educate and entertain subscribers in this technological age, the B&FT launched an online portal which delivers timely and most current news in the business world to our already existing and prospective readers online who prefer to use the web to access their news as well as consolidated archived material. The Business & Financial Times newspaper is running concurrently with the online portal and is circulated through newsstands and vendors, subscriptions by airlines and hotels as well as at conferences and exhibitions. The newspaper is also available in Ghana's diplomatic missions abroad.

Aside the publication of newspapers, the company is also involved in event management. It has over the years organised a number of local and international events, including a day's international seminar on the deregulation of the petroleum downstream sector for the Ministries of Energy and Finance respectively. This event ushered Ghana into the petroleum deregulation era. Other events also include the Best Sector Performance Awards, the Life Assurance Forum, the Ghana Private Medical and Dental Awards, Ghana's Most Respected Company and CEO Awards, West African Banking Congress, Ghana Auto Expo, Northern Business and Investment Fair, the Western Business & Investment Fair and the internationally acclaimed Pan-African leadership event, the annual African Business Leaders Forum. The *Business Financial Times* also organises the annual Ghana Economic Forum ([www.thebftonline.com](http://www.thebftonline.com): 2017).

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

This chapter presents data gathered through documented analysis. It also presents a discussion of the various ways in which the data gathered fit into the research topic and answered the research questions. The research findings have been organised thematically.

#### 4.2 Data Presentation and Analysis

The researcher collected data over a five-day time period - during October 30, 2017 through November 3, 2017. A total of 210 articles, combined sum from online and print evaluations, were coded. The articles were coded according to the aforesaid coding schema (page 43), with observations aimed at parallels and variances. Although the time frame was limited, the five days allowed the researcher to observe potential forming trends within the framework of *The Business and Financial Times*' ideals of media convergence. It should be noted that the content collected and analysed from October 30, 2017 through November 3, 2017 is consistent amongst all five days showing only slight differences.

The data was categorised and coded into four categories: repetition, adaptation, representation, and uniqueness. Articles which appeared both in print and online without change were coded and categorised as repetition. Stories and articles that appeared in both media with slight changes, making the articles similar, were coded and categorised as adaptation. Articles and stories hinged on the same topic or theme that were altered significantly or presented a new point of view were

evaluated, categorised and coded as representation. Finally, stories that were exclusive to a particular medium, be it in print or online, were also categorised and classified as Uniqueness.

Below are examples for each category:

**Repetition:** The article “Wanted: 11 million professionals to save Africa from ‘disaster’” appeared on newspaper’s Website on October 30, 2017. The story was replicated in the newspaper’s print edition October 30, 2017, classifying the article set as repetition. The stories appeared across both mediums unchanged, the print edition had no photographs, while the online version of the article displayed one picture.

**Adaptation:** The article “Expanding infrastructure is our target – Dubai Chamber President & CEO” appeared on the newspaper’s Website on October 30, 2017; another form of the article also is found in the November 01, 2017 print edition. The Web edition carries more detail to the story with almost double the word count while a bare-bones variant of the print edition went to bed at 478 words, the print version being purely informational. The article was categorised under “adaptation,” as the online version was an upgraded version to the same story carried in print.

**Representation:** This category involves articles being classified as representation, as the print edition may depict a new point of view from the online story or vice-versa through the entire 5-day duration of data collection and evaluation.

**Unique: Web.** The story “School feeding benefits only twenty one percent of the poor” is an illustration of an article found only online on October 30, 2017. This article is also categorised as a human interest story; a feature article.

**Unique: Not featured on Website.** The article “Tema Port Expansion Project Given A Boost...” was found in the Industry News segment of the newspaper on October 30, 2017; it was not found in any segments of the newspaper’s Website.

The resulting graphs showcased the content analysis breakdown for the 210 print and online articles evaluated and coded over the five-day span (see Figures below). Throughout the five (5) days, it was noted that the ratios between categories was objectively consistent indicating that the trends noted in this research are representative of the newspaper’s house style.

#### 4.2.1 Content Analysis – Daily

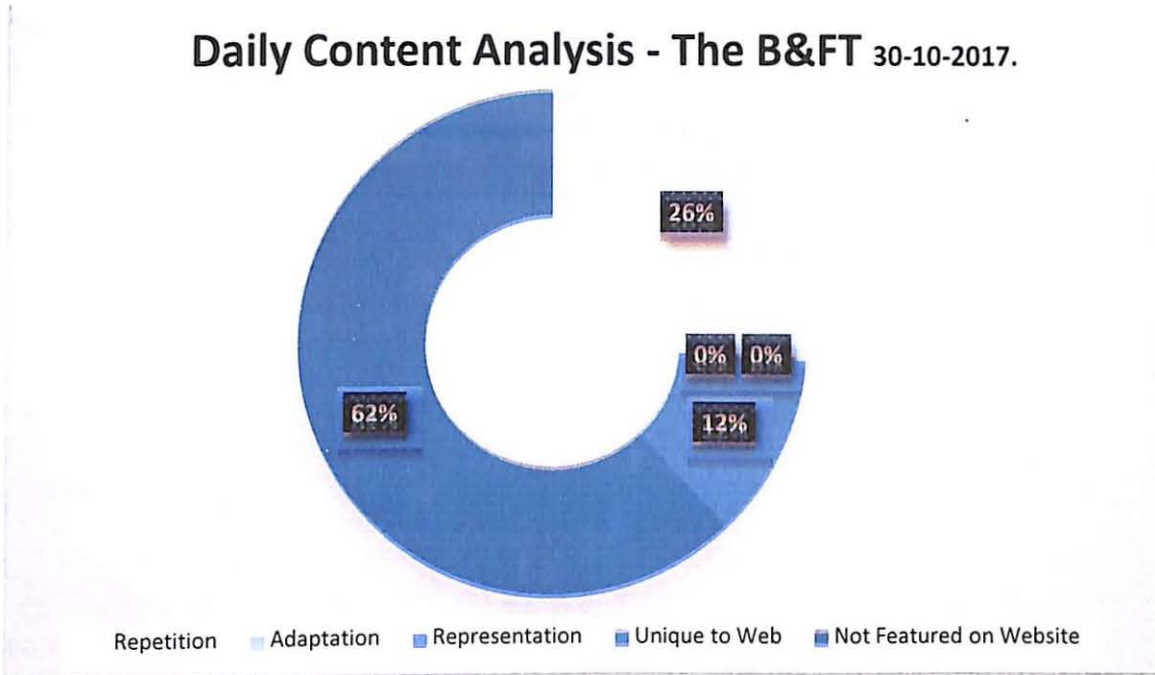


Figure 4. *Daily Content Analysis 30-10-2017*

A sum of 53 articles was evaluated on October 30, 2017. The articles appeared in the various segments of the newspaper’s Website or in the various segments of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and articles not featured in any section or segment of Website. For this day, 12 percent (6) of the stories were only featured on the Website, while 26 percent (14) of the articles fell into the repetition category. However, no stories or articles, (0) of the day’s evaluation fell into the classification categories of adaptation and representation groupings. Finally, 62 percent (33) of the stories evaluated were not found in any of the segments of the newspaper’s Website. It is worthy to note that two (2) articles from the 33 exclusive to print articles on this day’s evaluation appeared online the following day (31-10-2017).

## Daily Content Analysis - The B&FT 31-10-2017.

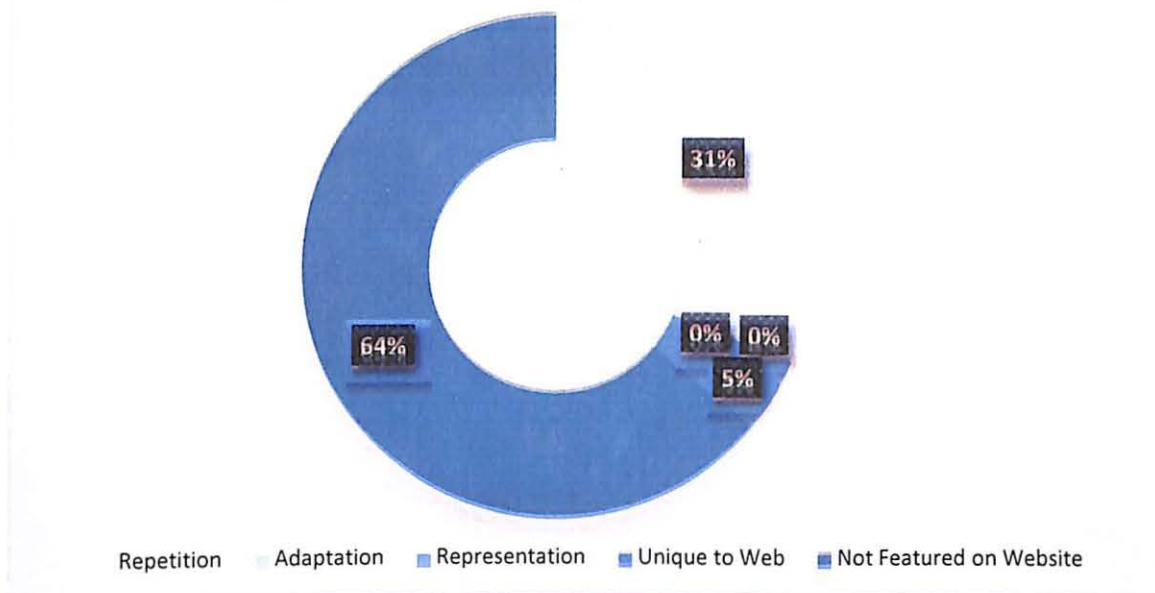


Figure 5. *Daily Content Analysis 31-10-2017*

A sum of 42 articles was evaluated on October 31, 2017. The articles appeared in the various segments of the newspaper's Website or in the various segments of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and articles not featured in any section or segment of Website.

For this day, 5 percent (2) of the stories were only featured on the Website, while 31 percent (13) of the articles fell into the repetition category. No stories or articles (0) of the day's evaluation fell into the classification categories of adaptation and representation groupings. Finally, 64 percent (27) of the stories evaluated were not found in any of the segments of the newspaper's Website. It is however worth noting that two (2) articles from the online evaluation the previous day (30-10-2017) appeared exclusively in print on this day's evaluation.

## Daily Content Analysis - The B&FT 01-11-2017.

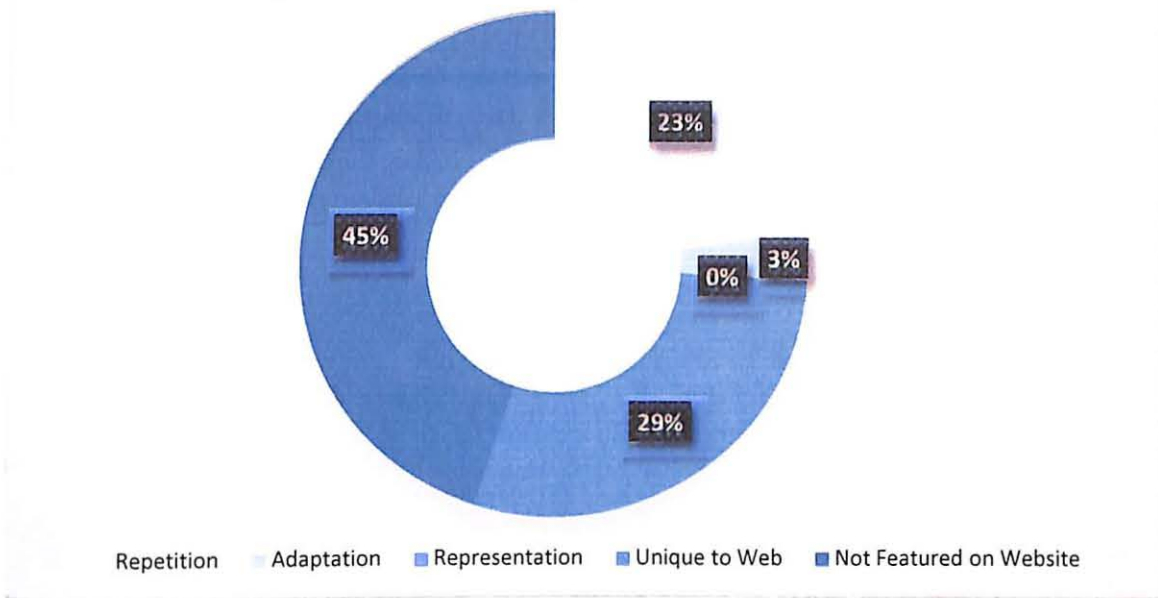


Figure 6. *Daily Content Analysis 01-11-2017*

A sum of 31 articles was evaluated on November 1, 2017. The articles appeared in the various segments of the newspaper's Website or in the various segments of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and articles not featured in any section or segment of Website.

For this day, 29 percent (9) of the stories were only featured on the Website, while 23 percent (7) of the articles fell into the repetition category. However, 3 percent (1) of the articles fell into the adaptation category while no stories or articles, (0) of the day's evaluation fell into the classification category of representation. Finally, 45 percent (14) of the stories evaluated were not found in any of the segments of The Business and Financial Times' Website.

It is however worth noting that two (2) articles from the online evaluation the previous day (31-10-2017) appeared exclusively in print on this day's evaluation.

## Daily Content Analysis - The B&FT 02-11-2017.

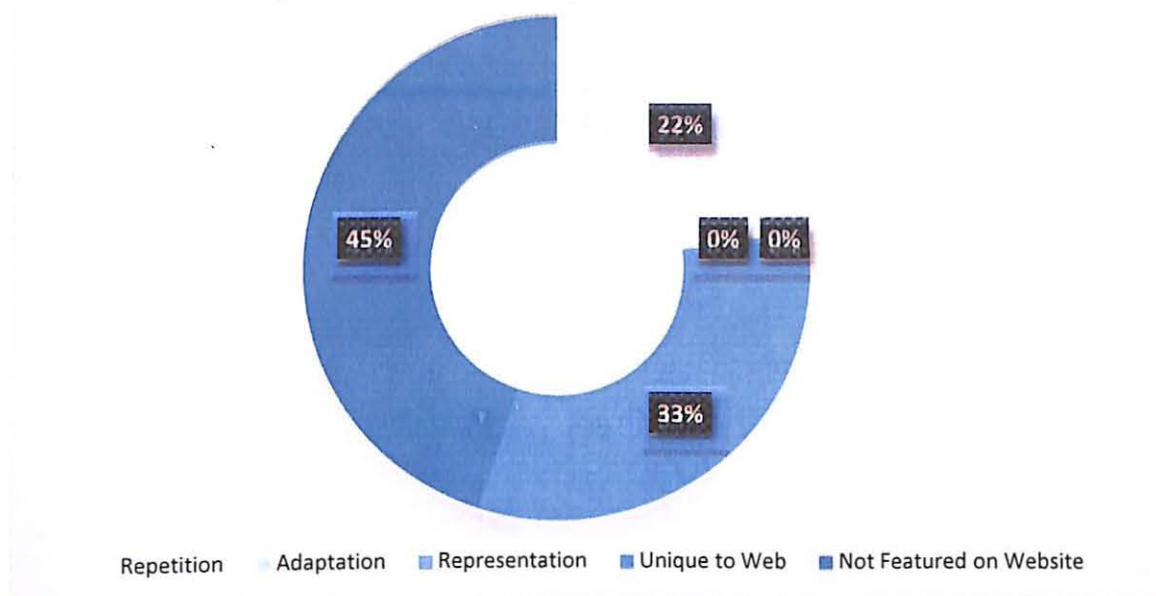


Figure 7. *Daily Content Analysis 02-11-2017*

A sum of 40 articles was evaluated on November 2, 2017. The articles appeared in the various segments of the newspaper's Website or in the various segments of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and articles not featured in any section or segment of Website. For this day, 32 percent (13) of the stories were only featured on the Website, while twenty 22.5 percent (9) of the articles fell into the repetition category. However, no stories or articles, (0) of the day's evaluation fell into the classification categories of adaptation and representation groupings. Finally, 45 percent (18) of the stories evaluated were not found in any of the segments of the newspaper's Website.

It is worth to noting that three (3) articles from the 18 exclusive to print articles on this day's evaluation appeared online the following day (03-11-2017). Another observation was that, during the morning evaluation period, the newspaper's Website had not been updated and still carried the information from the previous day's (03-11-2017) evening evaluation.

## Daily Content Analysis - The B&FT 03-11-2017.

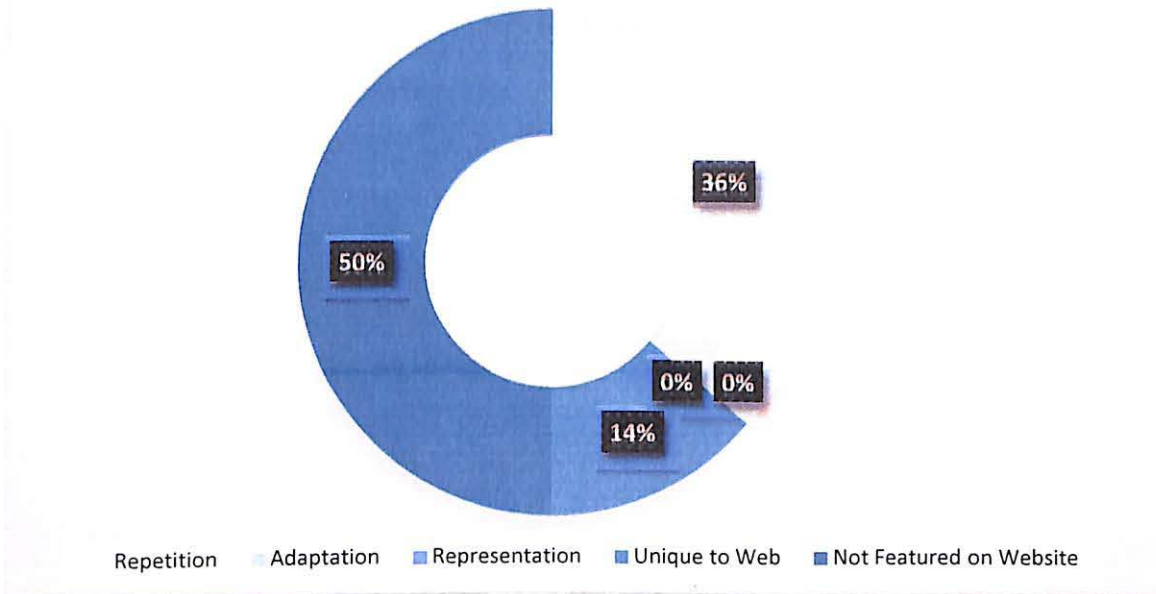


Figure 8. *Daily Content Analysis 03-11-2017*

A sum of 44 articles was evaluated on November 3, 2017. The articles appeared in the various segments of the newspaper's Website or in the various segments of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and articles not featured in any section or segment of Website.

For this day, 14 percent (6) of the stories were only featured on the Website, while 36 percent (16) of the articles fell into the repetition category. However, no stories or articles, 0 percent (0) of the day's evaluation fell into the classification categories of adaptation and representation groupings. Finally, 50 percent (22) of the stories evaluated were not found in any of the segments of the newspaper's Website.

It is worth noting that one (1) article from the online evaluation the previous day (02-11-2017) appeared exclusively in print on this day's evaluation.

#### 4.2.2 Content Analysis – Entire Evaluation Period

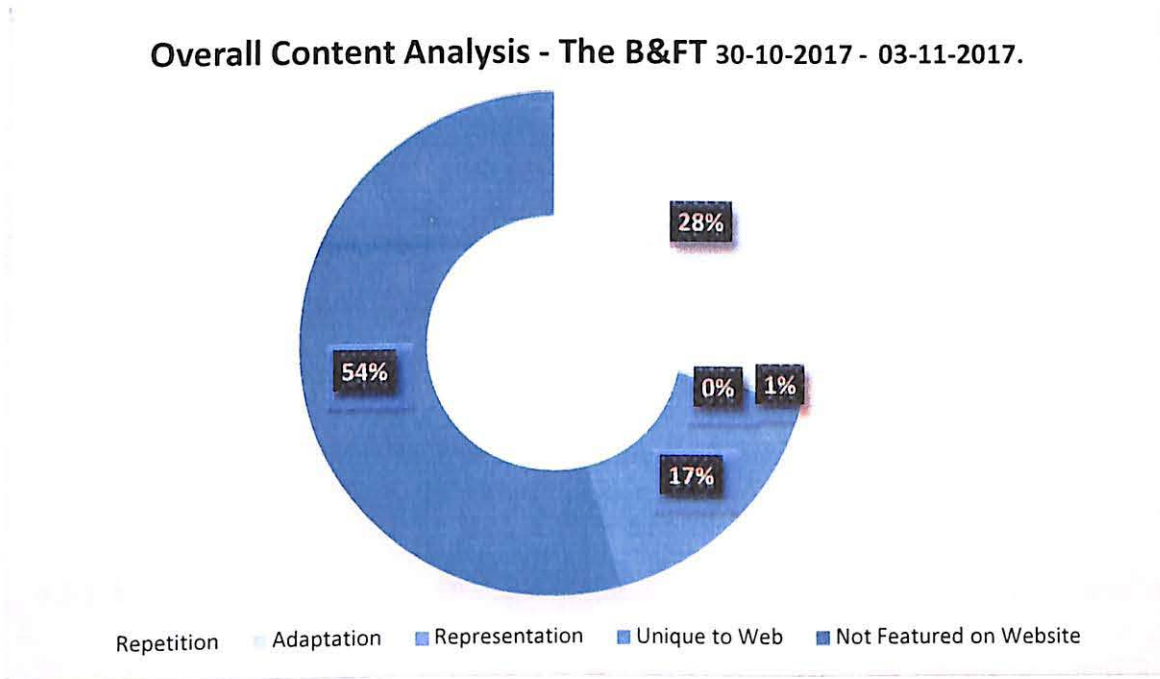


Figure 9. *Content Analysis 30-10-2017 - 03-11-2017.*

A summation of 210 articles was evaluated over the five-day period; from October 30, 2017 to November 3, 2017. The articles appeared in the various segments of the newspaper's Website or in the various segments of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and articles not featured in any section or segment of Website. The outcome illustrates that, 17 percent (36) of the stories evaluated over the period appeared only on the paper's Website.

A total of 1 percent (1) of the stories evaluated over the period fell into the classification category of adaptation while no stories or articles (0) of the evaluation fell into the classification categories of representation.

However, 28 percent (59) of the articles evaluated over the period were categorised as repetition. Articles appeared both in print and online. As a final point, 54 percent (114) of the stories evaluated over the period were not found in any of the segments of the newspaper's Website. This is telling and indicates that the newspaper over all, has a lot of work to do with regards to its efforts at media convergence.

### **4.3 Answers to Research Questions**

#### **4.3.1 How does the Business and Financial Times' print and web-based content reflect media convergence through repetition, adaptation, representation, and/or uniqueness?**

The newspaper's print and Web-based content did not fully reflect the ideals of media convergence through the notions of repetitions, adaptation, representation, and/or uniqueness. During the five-day evaluation period, the research showed that each medium, both print and online, did not successfully work to push readers either to the Website or the print edition and did not reflect effectively, the idea of media convergence. A total sum of 210 print and online articles were evaluated over a five-day time frame. Of those articles, 59 were classified under repetition; 1 as adaptation; zero (0) as representation; 36 as unique to the Web; and staggering 114 stories from the various segment pages were only in print. (See Figure 9)

A rather wide disparity among story selection and categorisation showcases how the publication underutilises a powerful tool and medium like its website to promote its media presence online. It can be summarised that this is a poor reflection of the convergence phenomenon.

#### **4.3.2 How does the Business and Financial Times utilise its website for content?**

The study revealed that, of 36 of 210 articles analysed; less than a one-fifth (17 percent), over a five-day period of evaluation were found only online on the newspaper's Website. Such a low volume of Web-only stories may not inspire and entice readers to visit the newspaper's Website at any point throughout the day although most of the stories were sector or industry related articles with a fraction being human-interest stories.

In addition, there were periods of the evaluation timeframe where the online content had not been updated for example Day 4's Morning Evaluation; at the start of the day, where a consumer of news would want 'fresh' news, developing stories or updates and new angles to previous stories, visits the Website only to find 'old' news. Meanwhile, the print edition that hit the newsstands that morning carried 'fresh' information (See appendix Day 4: 02-11-2017 Morning Evaluation). According to the information provided above, the newspaper's Website might not be very extensive or elaborate but it is there and available for readers who want to get their news from a non-print medium. This is where representation and adaptations come in handy for the newspaper to further utilise its Website to reflect its attempts at media convergence. Stories and articles can be adapted for the website and representational versions can be added to boost the Web portal's content thereby enhancing the convergence efforts of the newspaper. To answer the research question of the paper's use of its website, the analysis clearly shows that it grossly underutilises its website for content.

### 4.3.3 In what ways does the Business and Financial Times utilise its print publication in terms of content?

The paper reserves and publishes its larger, more in-depth stories for print. In a comparison to print only and web only articles, a total of 76 percent of the stories appear only in the publication while 24 percent of the articles were found online. In an evaluation among print only, web only and repetition on both print and web, a total of 82 percent of articles evaluated appear in the print publication. Of that number, 18 percent of the articles under evaluation appear on the paper's online portal.

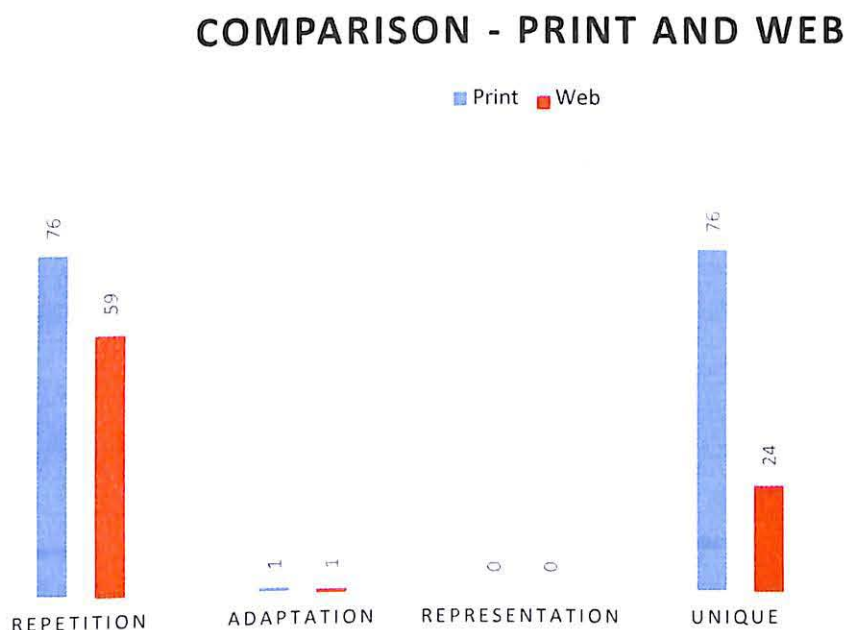


Figure 10. *Comparison – Print and Web*

The articles found in the categories of repetition, adaptation, and representation ideally should be one of a pair; one being online under one of the above categories, and one is in print reflecting a homogeneity in content across both media. The study has revealed that, that is not the case. The

newspaper, through the evaluation, utilises its print medium more for content compared to its website. Therefore, the comparison on print and Web-based content appears to be lopsided and not on the same numerical level. However, with the exception of the content that is categorised as repetition, 28 percent (59) of the articles evaluated over the period) a greater amount of articles appeared in print.

In another comparison in terms of number of articles that fall in the “unique to Web” category. it is evident that the paper utilises its print medium more than its website with only 17 percent (36) of the stories evaluated over the period making an appearance on the Website (See figure 10).

#### **4.3.4 Does the Business and Financial Times’ print content vary from the Web-based content?**

Of the 210 articles evaluated over the five-day period; from October 30, 2017 to November 3, 2017, with articles appearing in the various segments of the newspaper’s Website or in the various segments of the print edition most of the content showed very little variation in terms of the substance of the content. Only one (1) of the articles fell into the adaptation category showing a slight variance in the substance of an article accounting for just (one) 1 percent of the total evaluation. Further, 56 articles evaluated fall under the category of repetition, (that is, articles found on the Website and in print) while 36 articles were unique to the paper’s Web content.

In terms of the substance of the content, the articles that fell in this category showed no variation. The only exceptions being where an article in print may come with a photograph or no photograph, an online variant having a photograph or multiple photographs accompanying the article.

## CHAPTER FIVE

### SUMMARY, SUGGESTIONS AND CONCLUSION

#### 5.1 Introduction

The study sought to ascertain whether or not the newspaper considered and practiced convergence of their content for both print and Web-based media. The previous chapter presented the findings and discusses the findings relative to relevant literature. This chapter presents the conclusions of the study.

#### 5.2 Summary of Major Findings

In an ever-evolving world and rapid growth of new media, newspapers are an old medium tethered on the brink of extinction, however, as information becomes digital, it also assumes a unified form which means that it can theoretically be processed by the same technologies and thereby allowing the removal of tight coupling between information types and their storage, transmission and processing technologies (Tilson, Lyytinen & Sorensen, 2010). Consequently, the newspaper industry has been compelled to accommodate the fads of new media, as it relates to the 21st Century; in this case, the whim of immediacy, universally identified as the “digital age”. The result of the technical process of digitizing is not only information in new forms, but it also affects service models and industrial organisations that were once shaped around analogue products and services leading to new forms of social connections (Tilson, Lyytinen & Sorensen, 2010). Ghana currently has more than 7.9 million Internet users with 28 percent internet penetration (Wearesocial report, 2016), the newspaper industry must find a way to relate to its audience on more than just a daily basis. Several modern newspapers produce an online edition or, at the very least, have a Website

or an Internet presence. There exist numerous motives as to why most major media have an internet presence. The foremost is to recoup some of the lost advertising. Second, they use their internet presence as a means to maintain existing customers with breaking news and information. Third, it is a way to entice the younger demographic, a group of consumers who have not adopted the routines of daily newspaper reading. However, the information found on the newspaper's Website was simply regurgitated from the print edition as a means to portray or promote media convergence, as the findings for this study proves.

The newspaper, as a publication, does not effectively reflect the epitomes of media convergence. The framework used for evaluating the articles shows the ineffectiveness of media convergence which is seen throughout the data presented and analysed in the previous chapter. The research conducted for this study did not display appreciably, the ideals of media convergence. Each of the 210 news stories was evaluated and placed into a category. The categories, in a sense, was used as a barometer to measure the scale of convergence. Articles in the first category of the framework is "repetition". In this category, stories appear exactly the same in both media without any alterations or edits. In the second category, articles have been classified as "adaptation", here, the articles may have major or minor adjustments. In this case, there may be more detail to the story or an abridged variant. In some cases, they may carry an update to the story. Thirdly, articles have the classification of "representation," signifying that the print and Web-based articles articulated a differing perspective on the same subject matter. As a final point, the articles were evaluated and categorised in terms of "uniqueness", appearing only online or in pages of the newspaper.

Two conclusions may be drawn from these results. The first being that, the newspaper mainly uses its Web-based content purely to supplement and or complement the dominant print for informational purposes, and does next to nothing to promote interactivity with the consumers or audience. This is established by the fact that, a total of 17 percent of the 210 articles analysed only appeared on the paper's Website. In addition, several of the articles that were featured only online were accompanied by a lot more photographs, while the print editions made use of one, two or no photographs in their entirety.

The second conclusion is relevant to the "élan vital", the lifeblood of the print journalism trade: credibility. The newspaper is highly rated and respected in the media sphere in Ghana with a stellar reputation and credibility that matches (or surpasses in terms of it being a niche publication) the biggest selling and authoritative State-owned daily newspaper, *The Daily Graphic*.

It is a predetermined perception these days that everything that appears in print will also appear online. However, it is not guaranteed that every item that appears online will appear in print, considering that from the data analysed, only 28 percent out of the 210 articles were repeated in print, while 54 percent of the 210 articles evaluated that appeared in the print edition exclusively which leaves credibility of the medium, that is, the paper's Website to question.

If all articles appeared online, but only a handful appear in print, does that not give the indication that print continues to sustain its credibility which is a vital factor in the reportage of news over the Internet?

In the analysis, a comparison of print and Web articles that fell under the category 'repetition' further indicates that a lot more articles (76 percent) from the print edition were repeated on the web (See Figure 10). Even though most of the Internet and print articles do not differ in content, one pertinent question still remains. Will the Internet prove to be a new more credible medium at all or, rather, more simply function as a better tool for distribution? In the long run, the newspaper's Website exists for one purpose: to compete in the digital age acting as a catalyst for convergence. From the analysis, the paper is yet to fully exploit the benefits a catalyst like its website offers in its attempts at convergence.

The Business and Financial Times is not a new or modern newspaper, the paper has existed since the early 1990s and is distinguished in how to effectively put together a newspaper. In terms of content, the newspaper carries eight sections on a consistent basis: home, economy, business, world, opinion, lifestyle/sports, industry data and B&FT TV. Additionally, some of the publication's eight major sections have sub-sections, mainly; business, opinions and industry data categorising sector-specific news, features and expert opinions and specific industry information and data in that order. The single most important page in the entire paper is the front page. This page holds what is deemed as the most important or newsworthy information in the entire paper. This is the page that captures the readers' attention. It is what gets people to pick up the paper and, hopefully, purchase it.

The articles found in the newspaper range from current news stories to features, to human interest stories and sports. The bulk of the articles in the paper fall into; business, finance and economic news story groups. Credence and column inches are dedicated to the most newsworthy industry

articles yet, the newspaper carries some variety of human interest and sports stories as well. The newspaper seldom issues pull-out versions for special events and themes. A minuscule amount of the articles that appear in the pull-outs are adaptation or representations. Generally, the stories found in print are a more than the stories online as this research has established.

### **5.3 Limitations**

First, the researcher acknowledges that a longer study period would be more beneficial, as a five-day evaluation only allows for a snapshot of the newspaper's print and Web-based content. Second, the research's focus was on one newspaper and its parallel Website. The researcher believes, to effectively understand newspaper industry's convergence efforts as a whole, more than one publication should be observed. Furthermore, more than one publication type; in terms of its core focus on reporting should be observed, as newspapers consider factors such as niche, circulation size, monetary limitations, credibility and local impact.

### **5.4 Future Research/Suggestions**

In the arena of media convergence and social and digital media, the topic of news media is especially a broad one. Thus, the researcher's propositions for future research include: studying more than one newspaper's convergence efforts for a more generalised conclusion, examining the rate of convergence, examining social and digital media usage in regards to news media. Future studies could also look to ascertain if there is a method to media convergence, that is, the life cycle of a news story. Does the story break or originate on a social media site for instance, Twitter or Facebook then develops onto the establishment's Website, and then, finally, published in the print edition? One could evaluate a newspaper's social media usage on sites such as Twitter and Facebook in its attempts at media convergence. A study to discuss integrated storytelling with the

use of multimedia products. Finally, a cross-platform study focused on examining the credibility of social media and newspapers could be an interesting comparison among mediums and also offer insights into the print industry.

## **5.5 Conclusion**

The study showed that even though the newspaper has an online presence, its attempts at media convergence are rather lowly and borderline abysmal. Nevertheless, the newspaper has shown promise and it is believed that the entity has a strategy to take advantage of online opportunities. Despite the pressures placed on the newspaper industry, it is not going away. Nonetheless, newspapers not only have to compete with television, cable, radio, and other newspapers, but they now have to provide online content and go head to head with the advent of social media, bloggers and citizen journalists. For instance, Gunter (2003) notes that 'the recent rate of growth and penetration of electronic newspapers signifies that they are a phenomenon that is here to stay' (p.30). Newspapers are merely transforming, evolving to fulfil not only the needs but also the desires of news consumers.

The news never sleeps, nor does the act of newsgathering. News making is not a stagnant field, nor are the means for which one obtains information dormant and one-dimensional. This study has demonstrated that print media may still have a place in the current society even with the advent of social and digital media, they have instituted methods for modern news reporting. This study has shown that the newspaper uses its print and Web-based content to reach its readers with the print content far outweighing the Web-based content. However, the process of achieving absolute media

convergence needs to be further refined to secure full media convergence, both in print and online.

Throughout this study, the researcher made some observations regarding the news industry:

- Newspapers still have their voice; they retain their credibility although circulation is declining.
- Newspapers once took pride on being the first to “break the story”, the situation is no longer the case. News Websites are rarely get the opportunity to break stories, social media platforms, especially the micro-blogging platform Twitter claims that triumph.
- News Websites must do a better job of incorporating videos and photographs into their sites. This creates a need or desire for consumers to revisit the news publication’s Website.
- The longer term plan should be to digitise the print publication industry as a whole.

News now has a multi-dimensional facet. Print media can no longer exist in its original form without added innovation, a foray into the advantages provided by digitisation and technology. Innovation and transformation is a must. The key; media convergence and the adoption of ‘new media’ in the dissemination of news, and being abreast with the demands, whims and caprices of the news consumer.

Those who look to the future of the newspapers argue that in time, the only newspaper we will receive will be the electronic one. Thus, today’s newspapers need to provide a presence as soon as possible to ensure that they foster an electronic foothold with both consumers and advertisers. Each form of media interacts and communicates with its audience in a slightly different way. Newspapers must redefine its voice and communication strategies.

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APPENDIX

DATE: 30-10-2017		EVALUATION PERIOD: MORNING	
ARTICLE	MEDIA	EVALUATION CLASSIFICATION R1 – Repetition A – Adaptation R2 – Representation U – Unique	REMARKS
School feeding benefits only 21% of the poor	Web	U Unique to Web	Human interest -1 photo. -Author: Benson Afful
Fifth IMF Review meeting positive – Dr Assibey-Yeboah	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 30 print edition. -Eval. Period: Morning -Author: Eugene Davis -Web word count: 569; Print word count: 569 Print lede: 30 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; no photo(s) -Web summary: Same as print; 1 photo. Category: Repetition
Wanted: 11 million professionals to save Africa from “disaster”	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 30 print edition. -Eval. Period: Morning -Author: Reuters -Web word count: 509; Print word count: 509 Print lede: 43 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; no photo(s) -Web summary: Same as print; 1 photo. Category: Repetition
Aviation hub vision	Web and Print	<b>R 1</b>	Article found on Oct. 30 print edition.

draws investors		The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	-Eval. Period: Morning -Author: Dominick Andoh -Web word count: 611; Print word count: 611 Print lede: 5 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Ahwerasem an celebrates Odwira in grand style	Web	<b>U</b> Unique to Web	Human interest -Still on website during afternoon and evening evaluation. No updates or changes 1 photo.
DATE: 30-10-2017		EVALUATION PERIOD: AFTERNOON	
Ria Money Transfer names GTBank as 'Best Technology -Driven Bank Partner' ... also recognises it as 'Best Ria Brand Champion'	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 30 print edition. -Eval. Period: Afternoon -Author: Anon. -Web word count: 569; Print word count: 569 Print lede: 73 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Aviation hub vision draws investors	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 30 print edition. -Eval. Period: Afternoon -Author: Dominick Andoh. -Web word count: 611; Print word count: 611 Print lede: 6

			<p>Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
Avnash earmarks US\$100m for 1D, 1F policy	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 30 print edition.          -Eval. Period: Afternoon          -Author: Ekow Essabra-Mensah.          -Web word count: 814; Print word count: 814          Print lede: 7          Web lede:7          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
Stakeholders push for adoption of 'green-build' methods in construction	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 30 print edition.          -Eval. Period: Afternoon          -Author: Rashidatu Ibrahim          -Web word count: 492; Print word count: 492          Print lede: 10          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; no photo(s)          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
Africa should create gas pricing index as	Web	<p><b>U</b>          Unique to Web</p>	<p>Industry News          -Still on website during evening evaluation. No updates or changes.          1 photo.</p>

demand rises – ministers			-Author: Reuters (culled)
Hold states accountable for Africa’s education shortfalls, says UNESCO	Web	<b>U</b> Unique to Web	Human interest -Still on website during evening evaluation. No updates or changes 1 photo. -Author: Reuters (culled)
Insurers push for Self-Regulation	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 30 print edition. -Eval. Period: Afternoon -Author: Anon. -Web word count: 492; Print word count: 492 Print lede: 10 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; no photo(s) -Web summary: Same as print; 1 photo. Category: Repetition
BEIGE wins two awards at the 2017 CFO Awards	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 30 print edition. -Eval. Period: Afternoon -Author: Anon. -Web word count: 269; Print word count: 269 Print lede: 9 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Sogakope observes UN Day at Raddy	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 30 print edition. -Eval. Period: Afternoon

<p>Infant School</p>			<p>-Author: Anon.          -Web word count: 584;          Print word count: 584          Print lede: 8          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 2 photos          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
<p>Our mobile money service is robust – Vodafone</p>	<p>Web and Print</p>	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category “Repetition”</p>	<p>Article found on Oct. 30 print edition.          -Eval. Period: Afternoon          -Author: Anon.          -Web word count: 310;          Print word count: 310          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
<p>NCA honours Lucy Quist and Ebenezer Asante</p>	<p>Web and Print</p>	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category “Repetition”</p>	<p>Article found on Oct. 30 print edition.          -Eval. Period: Afternoon          -Author: Anon.          -Web word count: 472;          Print word count: 472          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 2 photos          -Web summary: Same as print; 2 photos.          Category: Repetition</p>
<p>Maritime authority insists on</p>	<p>Web and Print</p>	<p><b>R 1</b></p>	<p>Article found on Oct. 30 print edition.</p>

<p>raised safety and security charge</p> <ul style="list-style-type: none"> <li>• Shippers want to pass it on</li> <li>• Importers and exporters resist</li> </ul>		<p>The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>-Eval. Period: Afternoon          -Author: Patrick Paintsil.          -Web word count: 453; Print word count: 453.          Print lede:          Web lede:          -Similar phrases/elements: Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
<p>DATE: 30-10-2017</p>		<p>EVALUATION PERIOD: EVENING</p>	
<p>JUMIA extends Black Friday for another one week</p>	<p>Web</p>	<p><b>U</b>          Unique to Web</p>	<p>Human interest          -1 photo.          -Author: Anon</p>
<p>Striking a Balance between Staff-Centrism and Customer-Centrism: - a re-look at bank closing times (1)</p>	<p>Web and Print</p>	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 30 print edition.          -Eval. Period: Evening          -Author: Alberta Quarcoopome.          -Web word count: 1572; Print word count: 1572.          Print lede:          Web lede:          -Similar phrases/elements: Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
<p>FutureBwoy hopes to break bounds in Dancehall Genre</p>	<p>Web</p>	<p><b>U</b>          Unique to Web</p>	<p>Human interest          -1 photo.          -Author: Kwame Mante-Sarfo Asabitwi</p>

DATE: 31-10-2017		EVALUATION PERIOD: MORNING	
Finance, tax and corruption most problematic factors for doing business	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 31 print edition. -Eval. Period: Morning -Author: Obed Attah Yeboah. -Web word count: 447; -Print word count: 447. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition
Ghana among top education spenders in Africa	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 31 print edition. -Eval. Period: Morning -Author: Benson Afful. -Web word count: 577; -Print word count: 577. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition
Microfinance institutions to get apex body	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 31 print edition. -Eval. Period: Morning -Author: Bernard Yaw Ashiadey. -Web word count: 725; -Print word count: 725. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo

			-Web summary: Same as print; 1 photo. Category: Repetition
DATE: 31-10-2017		EVALUATION PERIOD: AFTERNOON	
We will entrench macro-economic stability – Veep	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 31 print edition. -Eval. Period: Afternoon -Author: GNA (Source) -Web word count: 448; -Print word count: 448. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
GWCL to start installation of smart meters in November	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 31 print edition. -Eval. Period: Afternoon -Author: Eugene K. Davis. -Web word count: 417; -Print word count: 417. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
FDA moves to sensitise public on food safety	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Oct. 31 print edition. -Eval. Period: Afternoon -Author: Eugene K. Davis. -Web word count: 548; -Print word count: 548. Print lede:

			<p>Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 2 photos.          Category: Repetition</p>
DATE: 31-10-2017		EVALUATION PERIOD: EVENING	
Commodity prices likely to rise further in 2018: World Bank Oil prices to average \$56 a barrel in 2018, up from 2017 average of \$53/bbl	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 31 print edition.          -Eval. Period: Evening          -Author: Anon.          -Web word count: 573;          -Print word count: 573.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 0 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
Energy Commission to ban uncertified electricians	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 31 print edition.          -Eval. Period: Evening          -Author: Anon.          -Web word count: 492;          -Print word count: 492.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
GOIL rewards dealers, supervisors and station attendants	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 31 print edition.          -Eval. Period: Evening          -Author: Anon.          -Web word count: 444;          -Print word count: 444.          Print lede:</p>

			<p>Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 2 photo          -Web summary: Same as print; 2 photo.          Category: Repetition</p>
200,000 farmers to get inputs	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 31 print edition.          -Eval. Period: Evening          -Author: Samuel SAM Narlerigu.          -Web word count: 450;          -Print word count: 450.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 2 photo.          Category: Repetition</p>
Marketers must champion behavioural change – Hamid	Web and Print	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Oct. 31 print edition.          -Eval. Period: Evening          -Author: Anon.          -Web word count: 423;          -Print word count: 423.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
Bankers! Can we explore receivership ?	Web	<p><b>U</b>          Unique to Web</p>	<p>Industry feature.          Appeared in the previous days print edition (30/10/17)          Author: Gershon P. Anumu.          -Web word count: 1453          -Print word count: 1453</p>

			Print lede word count: Print photo; 1 Web photo:1
On the record	Web	<b>U</b> Unique to Web	Human interest feature. Appeared in the previous days print edition (30/10/17) Author: Nana Yaa Ofori-Atta. -Web word count: 1936 -Print word count:1936 Print lede word count: Print photo: 1 Web photo:1
Fidelity Bank rewards customers in the 10x richer promo 3rd draw	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 31 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 505; -Print word count: 505. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
NPA urges Nigeria to reduce sulphur content in fuel	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Oct. 31 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 318; -Print word count: 318. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
DATE: 01-11-2017		EVALUATION PERIOD: MORNING	
Expanding infrastructur	Web and Print	<b>A</b>	Article found on Nov. 1 print edition.

<p>e is our target – Dubai Chamber President &amp; CEO</p>		<p>Story appears both on the Web and in print. There is a lot more detail to the story on the web/online edition. Web story is considerably longer. Thus this article falls under “Adaptation”</p>	<p>-Eval. Period: Morning          -Author: Norvan Acquah-Hayford.          -Web word count: 811;          -Print word count: 478.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web, less information on Global Business Forum; 1 photo          -Web summary: Same as print, further elaboration on Global Business Forum; 1 photo.          Category: Repetition</p>
<p>‘White Stone has not evaded taxes’</p>	<p>Web</p>	<p><b>U</b>          Unique to Web</p>	<p>Industry feature.          Appeared in the previous days print edition (31/10/17)          Author: Anon.          -Web word count: 289          -Print word count: 289          Print lede word count:          Print photo: 1          Web photo:1</p>
<p>Rotten chicken not on market          • FDA report reveals</p>	<p>Web</p>	<p><b>U</b>          Unique to Web</p>	<p>Industry feature.          Appeared in the previous days print edition (31/10/17)          Author: Anon.          -Web word count: 346          -Print word count: 346          Print lede word count:          Print photo; 1          Web photo:1</p>
<p>2017 Africa Global Business Forum opens in Dubai</p>	<p>Web</p>	<p><b>U</b>          Unique to Web</p>	<p>Industry feature.          Author: Norvan Acquah-Hayford.          -Web word count: 208          -Print word count:          Print lede word count:          Print photo:          -Web summary: further elaboration on Global</p>

			Business Forum. From previous article by same author. Web photo:14
DATE: 01-11-2017		EVALUATION PERIOD: AFTERNOON	
Expo 2020 in Dubai Will Offer Opportunities – H.E. Reem Al Hashimy	Web	<b>U</b> Unique to Web	Industry feature. Author: Norvan Acquah-Hayford. -Web word count: 410 -Print word count: Print lede word count: Print photo; -Web summary: further elaboration on Global Business Forum. From previous article by same author. Web photo:11
Appeals Court drowns IFC, OPEC Fund plea ...Orders them to open defence	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 1 print edition. -Eval. Period: Afternoon -Author: Richard Annerquaye Abbey . -Web word count: 649; -Print word count: 649. Print lede: 12 Web lede: 12 -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition
South Africa’s Absa PMI rises to 47.8 in October	Web	<b>U</b> Unique to Web	Industry feature. Author: Anon. -Web word count: 100 -Print word count: Print photo; -Web summary: Web photo:1
African Development Bank says could consider \$400 mln	Web	<b>U</b> Unique to Web	Industry feature. Author: Reuters. -Web word count: 186 -Print word count: Print photo:

			-Web summary: Same as print; 1 photo. Category: Repetition
DATE: 01-11-2017		EVALUATION PERIOD: EVENING	
National Best Farmers express interest in learning more about agricultural biotechnology	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 1 print edition. -Eval. Period: Evening -Author: Ama Kudom-Agyemang. -Web word count: 1321; -Print word count: 1313. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 2 photos. Category: Repetition
IoT, through collaboration, can reduce operational costs and improve efficiency	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 1 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 577; -Print word count: 577. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
HR Focus Conference and Awards 2017	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 1 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 1069; -Print word count: 1069. Print lede: Web lede:

			-Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 2 photos. Category: Repetition
UBA shines at 2017 CFO awards •Picks up Best Bank in Risk Management, •Woman of Excellence in Finance	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 1 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 258; -Print word count: 258. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
3MUSIC releases category Awards	Web	<b>U</b> Unique to Web	Human interest feature. Author: Sadiq Abdulai Abu. -Web word count: 430 -Print word count: Print lede word count: Print photo; Web photo:1
DATE: 02-11-2017		EVALUATION PERIOD: MORNING	
Website was not updated at the time of evaluation.			Website was not updated at the time of evaluation. Articles on the website were the same as they were the previous day.
DATE: 02-11-2017		EVALUATION PERIOD: AFTERNOON	
Billion-dollar Fairtrade market begs for attention	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 2 print edition. -Eval. Period: Afternoon -Author: Patrick Paintsil. -Web word count: 580; -Print word count: 580.

			<p>Print lede: 132  Web lede:  -Similar phrases/elements:  Articles are identical  -Print summary: Same as Web; 1 photo  -Web summary: Same as print; 1 photo.  Category: Repetition</p>
Companies urged to transfer cybercrime risk to insurers	Web	<p><b>U</b>  Unique to Web</p>	<p>Industry feature.  Appeared in the previous days print edition (1/11/17)  Author: Richard Annerquaye Abbey.  -Web word count: 461  -Print word count: 461  Print lede word count:  Print photo; 0  Web photo:1</p>
DP World expresses interest in Ghana's ports	Web and Print	<p><b>R 1</b>  The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 2 print edition.  -Eval. Period: Afternoon  -Author: Norvan Acquah-Hayford.  -Web word count: 514;  -Print word count: 514.  Print lede:  Web lede:  -Similar phrases/elements:  Articles are identical  -Print summary: Same as Web; 1 photo  -Web summary: Same as print; 1 photo.  Category: Repetition</p>
Nigerian High Commissioner assures of deepening in relationship	Web and Print	<p><b>R 1</b>  The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 2 print edition.  -Eval. Period: Afternoon  -Author: Anon.  -Web word count: 371;  -Print word count: 371.  Print lede:  Web lede:</p>

			<p>-Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition</p>
Fertiliser maker Yara may build \$2 bln Mozambique gas-fired plant	Web	<p><b>U</b> Unique to Web</p>	<p>Industry feature. Author: Reuters. -Web word count: 318 -Print word count: Print lede word count: Print photo; - Web photo:1</p>
NPA launches National Petroleum Safety Campaign	Web and Print	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 2 print edition. -Eval. Period: Afternoon -Author: Kennedy Aryeetey Tetteh. -Web word count: 619; -Print word count: 619. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition</p>
Continental free trade possible in 5-10 years – Kagame	Web and Print	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 2 print edition. -Eval. Period: Afternoon -Author: Norvan Acquah-Hayford. -Web word count: 412; -Print word count: 412. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo.</p>

			Category: Repetition
Minimum-capital raise affected energy bond — Dr. Atuahene	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 2 print edition. -Eval. Period: Afternoon -Author: Obed Attah Yeboah. -Web word count: 614; -Print word count: 614. Print lede: 90 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Agribusinesses far from being attractive to lenders – Andani	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 2 print edition. -Eval. Period: Afternoon -Author: Thomas-Moore Adingo. -Web word count: 574; -Print word count: 574. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 2 photo. Category: Repetition
Ghana: Azumah Nelson to start an airline	Web	<b>U</b> Unique to Web	Industry feature. Author: Anon. -Web word count: 176 -Print word count: Print lede word count: Print photo; - Web photo:1
Emirates not interested in Ghana’s National Airline	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 2 print edition. -Eval. Period: Afternoon -Author: Norvan Acquah-Hayford.

			<p>-Web word count: 663;          -Print word count: 663.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 2 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
Speed Medical Centre, Chalé Foundation provide free health screening for Aboom Special School	Web	<b>U</b> Unique to Web	<p>Human interest feature.          Author: Anon.          -Web word count: 372          -Print word count:          Print lede word count:          Print photo; -          Web photo:3</p>
NSS Insurance launched: Personnel to benefit from bounty packages	Web	<b>U</b> Unique to Web	<p>Industry feature.          Author: Anon.          -Web word count: 413          -Print word count:          Print lede word count:          Print photo; -          Web photo:1</p>
Telcos pledge commitment to child online protection	Web	<b>U</b> Unique to Web	<p>Industry feature.          Author: Anon.          -Web word count: 390          -Print word count:          Print lede word count:          Print photo; -          Web photo:1</p>
Local IPPs better off than Ameri deal- Boakye Agyarko	Web	<b>U</b> Unique to Web	<p>Industry feature.          Author: Eugene K. Davis.          -Web word count: 398          -Print word count:          Print lede word count:          Print photo; -          Web photo:1</p>
Gender Galamsey: From the margins to	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	<p>Article found on Nov. 2 print edition.          -Eval. Period:          Afternoon</p>

the mainstream			-Author: Esther A. Armah. -Web word count: 1486; -Print word count: 1486. Print lede: 36 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Alli shines as Tottenham stun champions Real	Web	<b>U</b> Unique to Web	Sports feature. Author: Reuters. -Web word count: 597 -Print word count: Print lede word count: Print photo; - Web photo:1
DATE: 02-11-2017		EVALUATION PERIOD: EVENING	
Ghanaian entrepreneur Naashika Quaye to speak at Transcultural Leadership Summit	Web	<b>U</b> Unique to Web	Human interest. Author: Anon. -Web word count: 247 -Print word count: Print lede word count: Print photo; - Web photo:1
CETAG sets Thursday as deadline to strike	Web	<b>U</b> Unique to Web	Industry feature/Human interest. Author: Kizito Cudjoe. -Web word count: 384 -Print word count: Print lede word count: Print photo; - Web photo:1
Arsenal supporters club Ghana makes donation to Nyame Nti	Web	<b>U</b> Unique to Web	Human interest. Author: Anon. -Web word count: 678 -Print word count: Print lede word count: Print photo; - Web photo:1
Babie Dapaah storms	Web	<b>U</b> Unique to Web	Human interest. Author: Anon. -Web word count: 88

Ahwerase Akuapem with Agoro			-Print word count: Print lede word count: Print photo; - Web photo:2
Uber launches new products to support the needs of driver- partners	Web	<b>U</b> Unique to Web	Industry feature. Author: Anon. -Web word count: 717 -Print word count: Print lede word count: Print photo; - Web photo:1
DATE: 03-11-2017		EVALUATION PERIOD: MORNING	
Interoperabi lity ready to be launched - Dr. Bawumia	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 3 print edition. -Eval. Period: Morning -Author: Norvan Acquah-Hayford. -Web word count: 1486; -Print word count: 540. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Apple shares hit record as iPhone X launches	Web	<b>U</b> Unique to Web	Industry feature. Author: Anon. -Web word count: 100 -Print word count: Print lede word count: Print photo; - Web photo:1
Parliament approves new Dep. Agric Minister	Web	<b>U</b> Unique to Web	Industry feature/Politics. Author: Anon. -Web word count: 402 -Print word count: Print lede word count: Print photo; - Web photo:2
Danish Ambassador , Tove	Web	<b>U</b> Unique to Web	Industry feature/Politics. Author: Chris Koney.

Degnbol discusses bilateral relations			-Web word count: 1004 -Print word count: Print lede word count: Print photo; - Web photo:2
Defence Minister pledges retooling the navy to protect oil fields	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 3 print edition. -Eval. Period: Morning -Author: Anon. -Web word count: 466; -Print word count: 466. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Is the future jobless with technology: The robots are coming for our jobs	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 3 print edition. -Eval. Period: Morning -Author: Daniel Adjei. -Web word count: 2023; -Print word count: 2023. Print lede: 23 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
Slydepay reveals the "Pay Like A Boss" campaign	Web	<b>U</b> Unique to Web	Industry feature. Author: Anon. -Web word count: 500 -Print word count: Print lede word count: Print photo; - Web photo:2
DATE: 03-11-2017		EVALUATION PERIOD: AFTERNOON	
'One district, one factory' to	Web and Print	<b>R 1</b>	Article found on Nov. 3 print edition.

<p>be showcased at Dubai Expo 2020</p>		<p>The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>-Eval. Period: Afternoon          -Author: Dominic Andoh.          -Web word count: 619;          -Print word count: 619.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
<p>Tigo-Airtel staff climax Breast Cancer Month</p>	<p>Web and Print</p>	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition.          -Eval. Period: Afternoon          -Author: Anon.          -Web word count: 241;          -Print word count: 241.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>
<p>uniBank wins big at CSR awards</p>	<p>Web and Print</p>	<p><b>R 1</b>          The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition.          -Eval. Period: Afternoon          -Author: Anon.          -Web word count: 352;          -Print word count: 352.          Print lede:          Web lede:          -Similar phrases/elements:          Articles are identical          -Print summary: Same as Web; 1 photo          -Web summary: Same as print; 1 photo.          Category: Repetition</p>

<p>Ghana to confirm participation in Dubai Expo 2020...as GIPC holds talks with organisers</p>	<p>Web and Print</p>	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Dominic Andoh. -Web word count: 377; -Print word count: 377. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition</p>
<p>Time to focus on intra-Africa trade – Ahomka Lindsay</p>	<p>Web and Print</p>	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Richard Annerquaye Abbey. -Web word count: 415; -Print word count: 415. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition</p>
<p>US\$24.5m to be sunk into reviving Komenda Sugar Factory</p>	<p>Web and Print</p>	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Eugene Davis. -Web word count: 472; -Print word count: 472. Print lede: 77 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo</p>

			-Web summary: Same as print; 1 photo. Category: Repetition
Mobile money transactions jumped by 121% in 2016 – BoG report	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Obed Attah Yeboah. -Web word count: 551; -Print word count: 551. Print lede: 57 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition
#OurTaxes OurFuture campaign to expand tax net	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Ekow Essabra-Mensah. -Web word count: 686; -Print word count: 686. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 2 photo. Category: Repetition
		EVALUATION PERIOD: EVENING	
DATE: 03-11-2017			
Leveraging Digital Schemes in Improving Market Opportunities and Loan Acquisitions	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 3 print edition. -Eval. Period: Evening -Author: Bismark Ameyaw. -Web word count: 1488; -Print word count: 1488.

			-Web summary: Same as print; 1 photo. Category: Repetition
Mobile money transactions jumped by 121% in 2016 – BoG report	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Obed Attah Yeboah. -Web word count: 551; -Print word count: 551. Print lede: 57 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition
#OurTaxes OurFuture campaign to expand tax net	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 3 print edition. -Eval. Period: Afternoon -Author: Ekow Essabra-Mensah. -Web word count: 686; -Print word count: 686. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 2 photo. Category: Repetition
DATE: 03-11-2017		EVALUATION PERIOD: EVENING	
Leveraging Digital Schemes in Improving Market Opportunities and Loan Acquisitions	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category “Repetition”	Article found on Nov. 3 print edition. -Eval. Period: Evening -Author: Bismark Ameyaw. -Web word count: 1488; -Print word count: 1488.

for Smallholder Farmers.			Print lede: 39 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 1 photo -Web summary: Same as print; 1 photo. Category: Repetition
The gallant men using technology to transform education	Web	<b>U</b> Unique to Web	Industry feature. Appeared in the previous days print edition (2/11/17) Author: Dziejdom Atoklo. -Web word count: 839 -Print word count: 839 Print lede word count: Print photo; 0 Web photo:1
GWCL official appointed to IWA Management Committee	Web	<b>U</b> Unique to Web	Industry feature. Appeared in the previous days print edition (2/11/17) Author: Anon. -Web word count: 235 -Print word count: 235 Print lede word count: Print photo; 0 Web photo:1
Strapping survival of mother & child through breastfeeding	Web and Print	<b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"	Article found on Nov. 3 print edition. -Eval. Period: Evening -Author: Parul Budhraj Khanna. -Web word count: 1324; -Print word count: 1324. Print lede: 47 Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition

<p>Banking today is like money in your pocket all day- GhIPSS</p>	<p>Web and Print</p>	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 559; -Print word count: 559. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 1 photo. Category: Repetition</p>
<p>Parliament approves new Dep. Agric Minister</p>	<p>Web and Print</p>	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 402; -Print word count: 402. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 2 photo. Category: Repetition</p>
<p>GT Bank takes MyGhPay to Legon campus with 'Now Here Cool' concert ...M.anifest headlines with Kofi Kinaata, Ebony, and others capably supporting</p>	<p>Web and Print</p>	<p><b>R 1</b> The Web and Print stories are identical. Thus, this article falls in the category "Repetition"</p>	<p>Article found on Nov. 3 print edition. -Eval. Period: Evening -Author: Anon. -Web word count: 611; -Print word count: 611. Print lede: Web lede: -Similar phrases/elements: Articles are identical -Print summary: Same as Web; 0 photo -Web summary: Same as print; 2 photo. Category: Repetition</p>