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Impact of technology and internet on the media market in Kosovo, in daily print newspapers and online newspapers

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Abstract. The Development of information technology and internet in Kosovo, particularly during 2010-2018, has strongly affected the decrease in edition of printed newspapers, whereas on the other hand there is witnessed an increase in the number of users of online media who would rather appreciate to acquire information through those sources rather than other means of information. Express Newspaper is among the most printed newspapers, but it has recently passed from hard copy version to online one. Due to the fact that it mainly operates online it has increasingly boosted the number of readers. Whereas Newspaper “Koha Ditore”, along with the printed version and the online platform. The outcomes from the research reveal that the drop in edition of the printed newspapers and increase in the number of online versions has affected on the overall cost and the speed of spreading news. Apart from causing a drop in the number of printed editions, this has brought forth adverse effects in printed newspapers which have ceased to function.

Keywords: technology, internet, media, market, newspaper, print, online, printed newspapers, online newspapers

1. Introduction

Technology and the Internet, in the last two decades have played an important role in the world media, lessening the power of printed newspapers and boosting the power of the online news media. The new media technologies in the last two decades have greatly influenced society, especially in facilitating access to information and news. The development of Internet technology has enabled newspaper readers to have faster access to information and to actively receive and disseminate information. Kosovo, despite being a new state, has advanced in the use of the Internet and the development of technology. According to the results presented by Kosovo Agency of Statistics (2018) in the report "Information and Communication Technology Use Survey 2017", in 2017, 88.8% of Kosovo's households have access to the Internet. Nowadays, every citizen of Kosovo who has an internet connection or smart phone, can easily access any information or news that is published in online newspapers. Technology and the Internet have also enabled media to publish information and news at a lower cost and shorter time. However, this has adversely affected the printed newspapers, they have reduced their circulation and the number of buyers, ie the number of readers has lowered drastically.

According to KIPRED & OSCE (2010), there were nine daily newspapers published in Kosovo in 2010¹, but in 2018 only five of them remained. Printed papers every day tend to go extinct or switch to the online version. Due to the reduction of the number of printed newspapers over the years in Kosovo and the increase of online newspapers, this paper through the research question "How has the development of technology - Internet affected printed newspapers and online newspapers", attempts to establish the main factors that have affected the reduction in the number of printed newspapers and the increase in the number of online newspapers.

1.1 Literature Reviews

According to scholars, technology and especially the Internet, in the last decade have affected printed newspapers by causing a drastic fall in their sales. Robertson (2005) justifies the lowering sales of printed newsletters with the fact that readers are offered the opportunity to read the same news online for free. According to Alexander [et al.] (2004), technology and the Internet play an important role in defining potential production techniques and their relative efficiency. An outstanding example of the media is the role of electronic writing in the newspaper industry. Although workers in the industry were initially resistant to this technology, fearing job losses, the potential for electronic writing to make the newspaper industry more efficient is clear. (Alexander [et al.], 2004: 21). Clemons & Lang (2003) emphasize the change in the media market, especially in newsprint companies across the globe. According to them, due to a persistent drop in the number of printed news readers but also because of the outflow of advertisements from this kind of media format, printed newspapers

¹ Daily newspapers in Albanian language in 2010 were: Bota Sot, Epoka e Re, Express, Infopress, Koha Ditore, Kosova Sot, Lajmi, Zëri, and the newspaper Tribuna.

are changing their way of producing and distributing news, switching to an online format. Sternvik et al (2008) & Fortunati & Sarrica (2010) argue that the collapse of printed newspapers is a result of changing news consumption by readers, which according to them is caused by the Internet. The cost of distributing news through online media is expected to further decrease over time. According to Clemons & Lang (2003: 281), newspaper printing will not disappear quickly, but as far as news delivery is concerned, online news consumption will eventually dominate. The distribution of digital news on the Internet, according to them, is far less costly, and at the same time much faster. In addition, according to them, the internet is expected to further reduce the cost of distributing the news online.

According to Neijens & Voorveld (2018), online publishing is becoming more and more popular among publishing companies because of the lower cost. This is because the printed edition is more difficult and bears an additional cost for the distribution system. They also argue that the distribution of information electronically is straightforward and avoids vulnerabilities and distribution costs. According to Stenström (2009), printed newspapers are very slow, in addition in their front-pages they have today's date, while the news is of yesterday. The reason why the speed of news distribution in the past has not been a problem, as it is now, according to Stenström (2009) is because there was not yet a faster way to get news. Now, however, the Internet access has made speed necessary for everyone in order to compete to be the first in distributing the news.

1.2 Purposes of Research

The study conducted aimed to identify the impact of technology and the Internet on printed and online newspapers. The main focus of this study is to analyze how technology and the Internet have influenced the reduction in the number of printed newspapers and at the same time increase of the audience of online newsletters. The purpose of this study is to understand and determine the impact of technology and web development on newspapers in the printed and online versions. The research question therefore has tried to determine this impact and efforts have been made to answer what is the influence of the Internet and technology development on the media market in Kosovo. The hypothesis of this study is justified based on the number of printed newspapers over the years in Kosovo, the quantity of printed copies, as well as the growth of online newspapers, which seeks to answer whether the development of technology is one of the factors that the number of printed newspapers has decreased in Kosovo and the number of online newspapers has increased. Based on the findings, the conclusions drawn are built on this hypothesis.

1.3 Research Methodology

To conduct this research, the following scientific methods were used: the interview method, the survey method, the observation method and the method of comparison. Through interviews, data on the total cost of expenditure for the production and distribution of printed newspapers and the total cost of technology for the production,

maintenance and publication of the online newspaper. For this study, the data for the online newspapers "Express newspaper" and for the printed newspaper "Koha Ditore" is provided. Whereas, through the survey method, data on purchasing and readability as well as on the impact of technology and the internet in informing readers is provided. The survey method was used to analyze the amount of news headlines in the printed newspaper Koha Ditore and online newspaper "koha.net". Through the comparison method, a comparison of the cost of production and distribution of two daily newspapers emerging in Kosovo "Gazeta Express" and "Koha Ditore" has been made. Using all this data has enabled a comparison between the speed and the quantity of news, in order to identify the most preferable format of receiving news.

1.4 Research Sample

Samples that have been used to conduct this study are the online newspaper "gazetaexpress.com", the printed newspaper "Koha Ditore" and the online newspaper "koha.net".

2. Influence of technology and internet on Kosovo's media market

The low number of printed newspapers and the low circulation of print media is a phenomenon that has been present around the world in the last two decades. This trend has grown especially with the development of technology and the internet, which has made online newspapers offer news faster but also use audio and video platforms besides text. Technology and the Internet have made it possible to have access to information online, without any additional financial costs, unlike printed newspapers. The negative impact on printed newspapers has been largely observed in Kosovo as well. There are currently only five printed daily newspapers in the country which are Koha Ditore, Kosova Sot, Zëri, Bota Sot and Epoka e Re.

According to KIPRED & OSCE (2010), in 2010 there were nine daily newspapers that were published in Kosovo². This means that in eight years, four printed daily newspapers have been closed and removed from circulation. Recently, digital media has gained significant popularity at the expense of the traditional press, online news bring different information to their readers at no cost and in a short amount of time (BE, 2017).

One of the printed newspapers that has been shut down and has gone completely online, is the Express newspaper (gazetaexpress.com). On November 20th 2008 the company launched the new product of MediaWorks, ExpressOnline, which is a combination of an online newspaper and online portal, now called "gazetaexpress.com".

² Daily newspapers in Albanian language in 2010 were: Bota Sot, Epoka e Re, Express, Infopress, Koha Ditore, Kosova Sot, Lajmi, Zëri, and the newspaper Tribuna.s

In 2013, Leonard Kerquki, Editor-in-Chief of the Express newspaper, told Telegrafi.com (2013) that the closure of the print edition of the newspaper was a strategic decision of the media leaders. According to him, Express will fully orientate its money and professional staff to the portal (online newspaper), because according to recent statistics, about 17% of the population is informed through the Internet and only two percent through the newspapers. "We must follow this trend." Kerquki pointed out. (Telegrafi.com, 2013) He also stated to Telegrafi.com (2013) that despite the fact that as any other innovation, portals are also viewed with skepticism, "international experience proves that the portal reader is much more disciplined and is informed more precisely than the reader of print newspaper, radio or television ". (Telegrafi.com, 2013).

The impact of technology and the Internet on printed and online newspapers is noticed even amongst readers in the Republic of Kosovo. According to the results of the survey conducted with 500 respondents in the Republic of Kosovo, it turns out that 94% of them read the news in online newsletters (portals). While 62% of them say they do not buy any printed newspapers. The reason why online newspapers are the source of information for these respondents is that 94% claim that online media are the fastest in publishing the news and create easier and access to news.

Of the 500 respondents surveyed, 89% of them believe that the technology and the Internet have damaged the printed newsprint, which is also noticed in their preference for reading news. 84% of them prefer newspapers online as a source of their information, in relation to other means of communication.

According to the results of the survey, 89% of the respondents think that the technology and the Internet have damaged the printed newsprint, while 7% of them responded that they have not damaged the print version, and 4% of them replied that they did not know. As per the question: Has technology and the Internet affected you to be informed more quickly? 96% declare that it has affected a lot, 3% declare that it has had little impact, and 1% responded that they did not know.

2.1 Circulation of printed newspapers in Kosovo

According to a KIPRED & OSCE study (2010), the daily circulation of daily newspapers printed in Kosovo in 2010 was about 25,000 to 35,000 copies. This number is very low compared to the population in Kosovo (about 1.8 million³). If we calculate the average of the population and the circulation average sold in Kosovo in 2010, it turns out that in 2010 only about 1.67% of the population read printed newspapers. KIPRED & OSCE (2010), through their research, have come to the conclusion that one of the main factors in the fall of the circulation of printed newsletters is the poor distribution of newspapers. According to this research, there is a larger distribution system for all newspapers in Kosovo, as well as two other smaller initiatives. None of these networks applies distribution based on the principle of

³ Data from " Vlerësim Popullsisë e Kosovës 2017", published by the Kosovo Statistics Agency (SAK), June 2018. According to the final results of SAK, published in the " Regjistrimi i Popullsisë, Ekonomive Familjare dhe Banesave në Kosovë 2011", known as a first , post-war population census in Kosovo, number of population was about 1.8 million.

supply and demand. "Instead, newspaper distribution remains based on a given quota, which means that some sales points receive a certain number of newspapers all the time, without taking into account the number of copies sold or returned. In addition, at many sales points, people are allowed to borrow newspapers, read them, and return them later, without having to buy them at all. "(KIPRED & OSCE, 2010: 7).

Based on the results of the survey, the most read newspaper in the country is Koha Ditore, where 41% of the respondents read Koha Ditore, 9% read the newspaper Kosova Sot, 7% read Zëri 7%, 5% the newspaper Bota Sot , 3% Epoka e re and 35% of respondents do not read any of the Albanian printed newspapers published in Kosovo. According to the data provided by the interviews, it appears that daily circulation of the daily newspaper "Koha Ditore" in 2008 was about 20,000 copies, whereas in 2018 there is a drastic drop in the newspaper circulation, which now has around 8,000 printed copies in circulation and about 40% of samples fail to sell. This suggests that Koha Ditore can only sell about 5,000 copies of the newspaper. The sales price per unit of the newspaper is 0.50 cents. However, 25% of the newspaper sales go to contracted distribution companies, which reduces the revenues from the sale of the newspaper's copies. The decline of readers and buyers of the printed newspaper is also noted in the survey results where 62% of respondents say they do not buy printed newspapers at all, 28% buy printed news occasionally and only 10 % buy printed news.

2.2 Readability of online newspapers in Kosovo

One of the first papers that has diversified from having only the printed version to having both the online and the printed format is Gazeta Express. In November 20th 2008, the new product of MediaWorks, the GazetaExpress.com portal, was launched. So, after eight years of tradition, in pursuit of current trends and modern developments, Gazeta Express on March 22nd, 2013, completely shut down its printed version, to continue only in the electronic version. GazetaExpress.com has been transformed into the most visited Albanian site, read by Albanians in over 150 countries around the world. The content of GazetaExpress.com is updated every day within 24 hours by journalists who work exclusively for the portal. The readability of the Express newspaper, in the online version, is growing year-by-year. Based on Express newspaper data, in June 2014, one year after the online version became exclusive, there were close to 14,000 visitors a day. While in 2017, the number of visitors has increased enormously, where only from January 1st to January 31st in 2017, the number of visitors was over three million, or over one hundred and five thousand readers per day.

Based on the results of the survey, GazetaExpress.com appears to be the most widely read online newspaper in Kosovo. 34% of surveyed respondents state that gazetaexpress.com is the online newspaper (the portal) that they read, 25% of them state that it is telegrafi.com, 13% koha.net, 7% indksonline.net, 6% insajderi.com, botasot.info 3%, 2% klankosova.tv and 1 % read other portals.

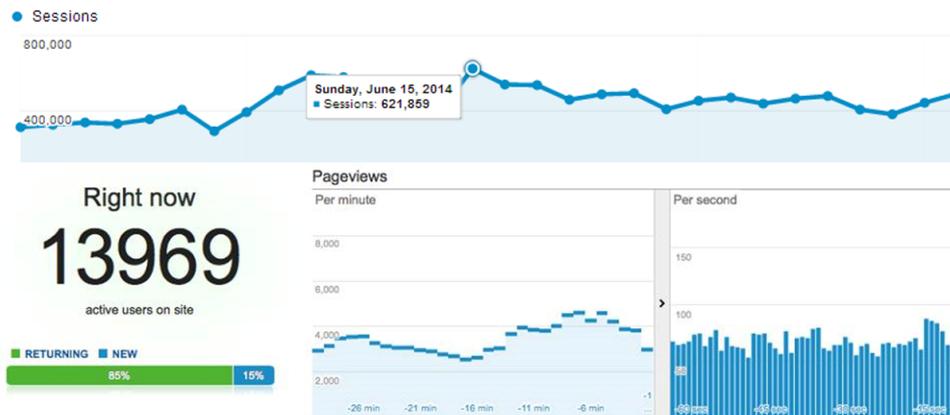


Fig. 1. Daily Visits to gazetaexpress.com - June 15, 2014

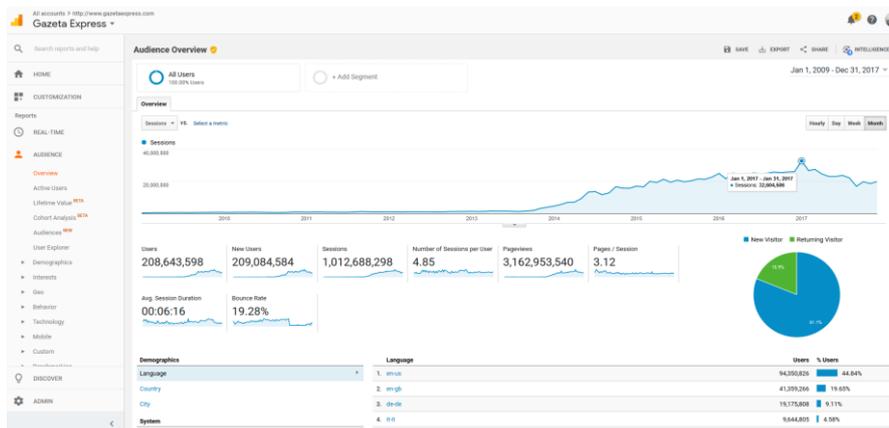


Fig. 2. Visits to gazetaexpress.com - from 1 January to 31 January 2017

2.3 The speed and amount of news release

The printed version of Koha Ditore and the online version koha.net are in the framework of the "Koha Group" media group. According to the data provided, in 2018 the circulation of this newspaper's printed version has dropped to 8,000 copies, of which only 5,000 are sold, while 30% - 40% cannot be sold in the market. Whereas, when it comes to the online version of Koha.net, in 2018, the number of visitors has been from 250,000 to 400,000. The development of technology and the internet has also influenced an evident increase in the amount of information and speed of receiving that information. In the framework of this research, the survey method analyzed the amount and timing of the news release in the daily printed newspaper Koha Ditore and online newspaper "koha.net".

Below are tabulated data from two versions:

Table 1 and Table 2. The data of the printed version of the daily newspaper Koha Ditore, dated July 3rd 2018, as well as the data in the online version of the newspaper koha.net, also dated July 3rd 2018.

Table 1. Number of pages, news articles and rubrics that are part of the printed version of Koha Ditore July 3rd 2018, based on observation method

Rubric	Number of Pages	Number of articles
Front Page	1	7 articles
Arbëri	5	5 articles
World	3	3 articles part of sub-rubric "short"
Insights	2	7 articles
Feuilleton	1	3 articles
Subway	4	1 articles
Through	4	9 articles
Culture	3	13 articles
Sport	5	6 articles

Table 2. Number of pages, news articles and rubrics that are part of the online version of Koha.net July 3rd 2018, based on observation method..

Rubric	Number of articles
Front Page	92 headings in the written format and 7 in the sub-section "Most Read" as well as 6 headlines with video news
News	15 headlines
Chronicle	8 other titles under the sub-section "Most Read"
Culture	15 headings and 7 other titles under the sub-section "Most Read"
Mes për mes	15 headings and 7 other titles under the sub-section f "Most Read"
Insights	18 headings in written form and 7 video clips (24 in total)
Sport	33 headlines, as well as 7 headlines in the "news of the day" sub-category within this section
Lëmsh	37 headlines, 7 "Most Read" titles, and 32 other headlines under the sub-directory "Everest Expedition 2017"
Video	33
Archive	64 headlines with video news

From these tables can be seen that in the daily printed Koha Ditore, there is a total of 72 news (titles), including short news. Whereas, in the online version of the

newspaper "koha.net, 340 main titles have been published, including titles from the "Most Read "and" News of the Day "titles, 77 titles with video news, and 168 headlines in the Archive section, where readers have the opportunity to browse and read all the previous news, as of 17.02.2017. On the first page there were 12 headlines and 4 video news.

Whereas, in the printed paper Koha Ditore, there are only 7 headlines in the front page. The main articles that are highlighted above are only within the first page of that relevant section, without going to other pages that are within the section, or not all other titles on the pages within each rubric. The printed newspaper Koha Ditore prepares a day earlier to go on sale a day later, this time does not apply to the online version of Koha.net, where the news is published immediately depending on the time of arrival.

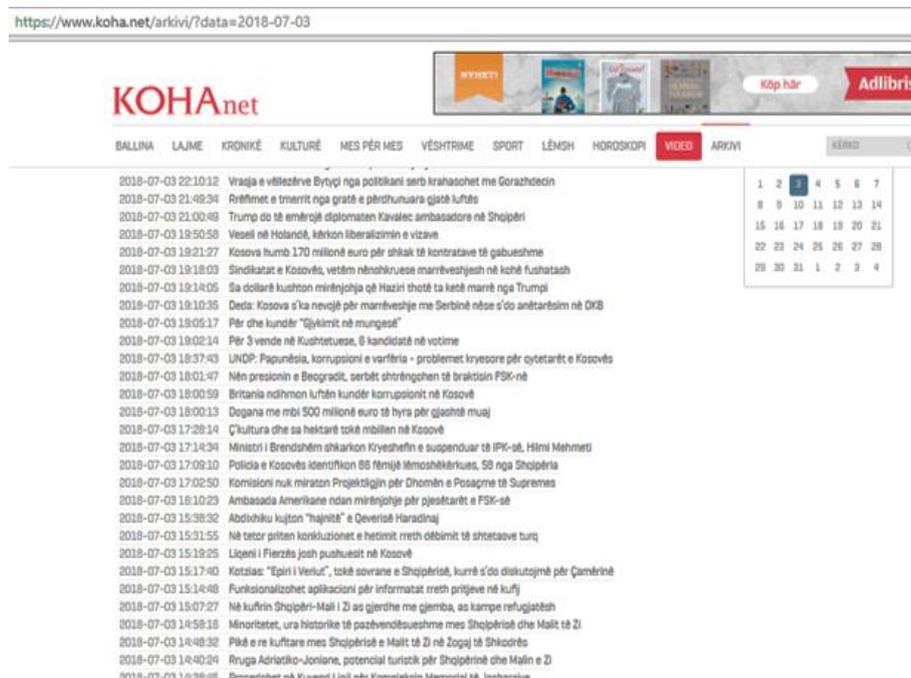


Figure 3 shows time of publication for some news of July 3rd 2018

As can be seen in Fig. 3. Koha.net publishes news throughout 24 hours a day, news is often published every hour and every minute, depending on the occurrence of events and news that are ready to be published for the public.

3. Conclusion

The findings of this research lead us to the conclusion that the development of technology and the Internet has greatly influenced the print media market in Kosovo's

by reducing the printing and circulation of the newspaper, while in some cases even leading to the extinction of newspapers or the transition from the printed version to the online one. Based on the data collected and processed, observing the reduction of the number of printed newspapers over the years in Kosovo and the increase of the online ones, suggests that the development of technology and especially the usage of the Internet has influenced media in Kosovo. Due to the speed of the news preparation and spread and the lower cost of preparation and distributing the news, the number of online newspapers is increasing rapidly.

Failure to sell all printed newspapers has caused many news companies to go online. According to the research, the overall cost of printing and distributing newspapers per year amounts to around one and a half million euro. While, on the other hand, the annual cost of general expenses for the production and maintenance of the online newspaper is only about five hundred thousand euros. As per the fast service or fast news delivery, printed newspapers are in disadvantage compared to online news portals, due to the affordability and space available that online newsletters have. While readers have to wait until tomorrow to read the printed newspaper, this is not the case with online newspapers because readers receive news in due time. Online newsletters allow readers to read the news 24 hours a day, which cannot be done by printed newsletters.

Therefore, the conclusion is that the development of technology and the Internet, due to the speed of the news spread and the lower cost of the preparing and distribution of news, has greatly influenced the reduced number of printed newspapers and increasing of online newspapers in Kosovo.

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Other data:

1. Data from the survey results with 500 respondents in the Republic of Kosovo
2. Survey and Analysis of the Koha Ditore printed newspaper and the online version of Koha.net, dated 03.07. 2018
3. Data from interview with the Express newspaper editorial
4. Data from the interview with the newspaper Koha Ditore

Annex: Survey Results

Sex	Number of respondents
F	270
M	230

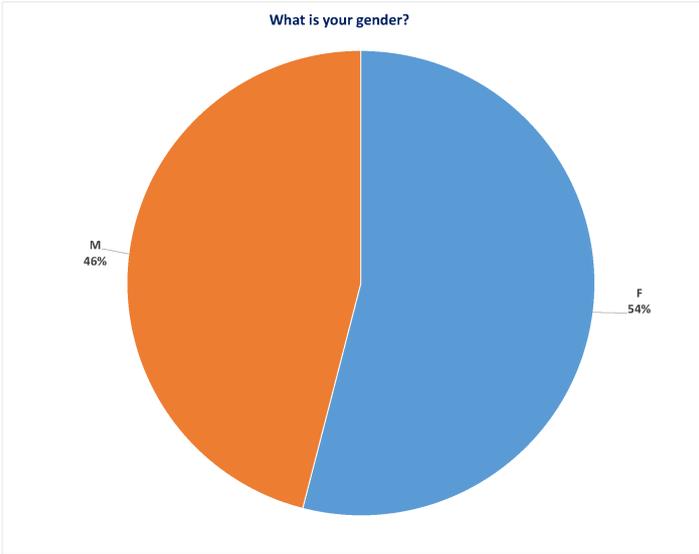


Fig. 1. Question 1: What is your gender?

Answers	Number of respondents
Online newspaper	423
Printed newspapers	60
Neither	13
Other	4

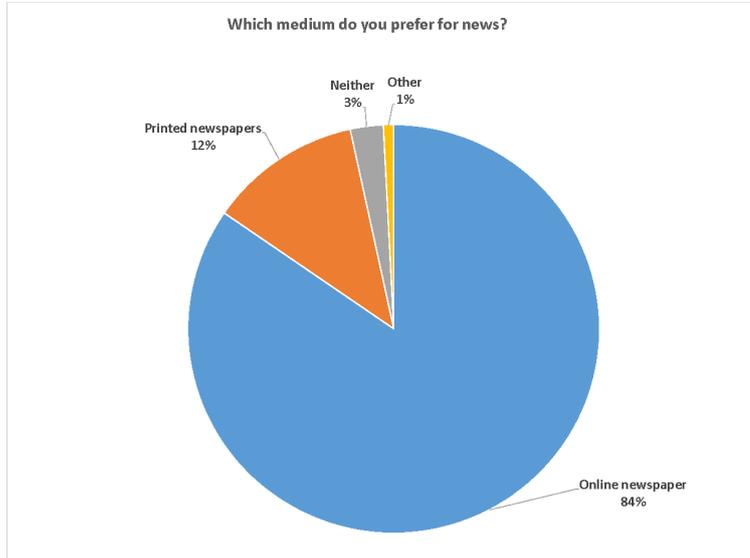


Fig. 4. Question 4: Which medium do you prefer for news?

Answers	Number of respondents
Online newspaper	470
Printed newspapers	22
Other	8

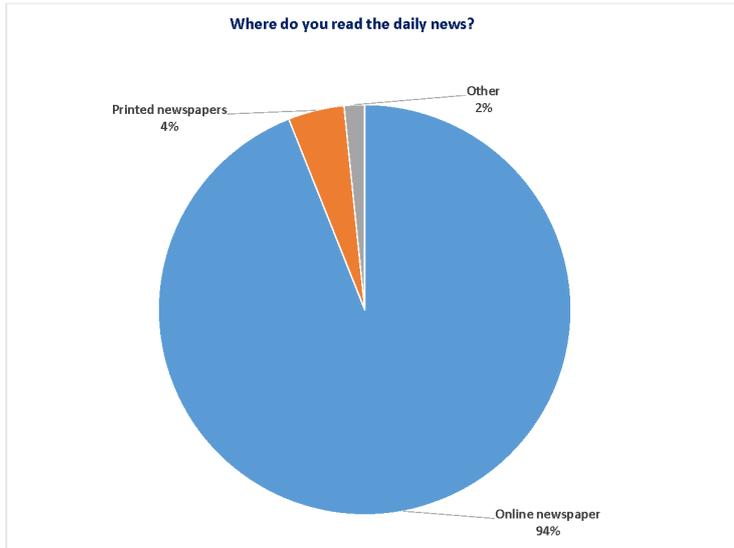


Fig. 5. Question 5: Where do you read the daily news??

Answers	Numri i respondentëve
YES	52
NO	309
Sometimes	139

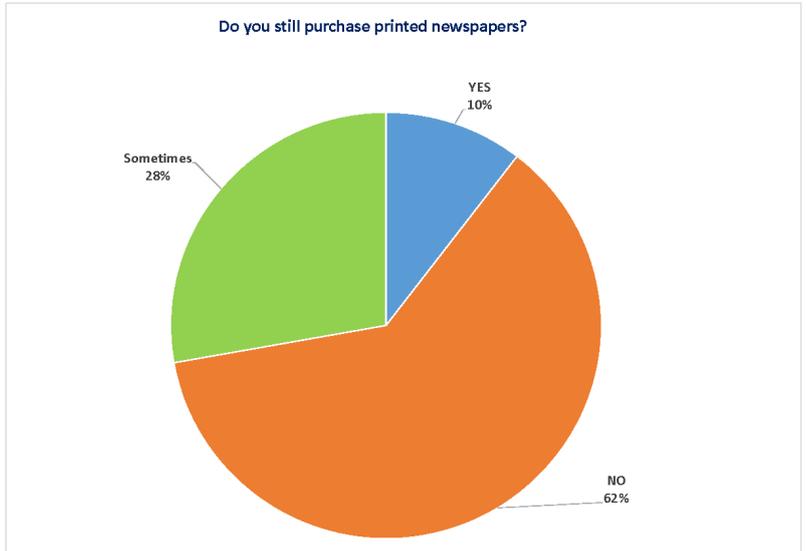


Fig. 6. Question 6: Do you still purchase printed newspapers?

Answers	Number of respondents
Online newspaper	488
Printed newspaper	2
Other	10

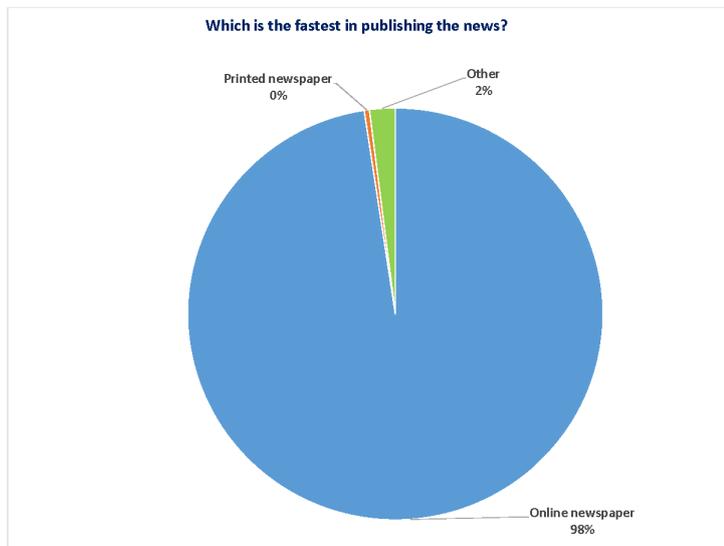


Fig. 7. Question 7: Which is the fastest in publishing the news?

Answers	Number of respondents
gazetaexpress.com	169
telegrafi.com	126
koha.net	64
indeksonline.net	34
insajderi.com	32
botasot.info	14
klankosova.tv	11
kosova-sot.info	7
zeri.info	6
ekonomiaonline.com	5
kalko.com	4
infokusi.com	3
kosovapress.com	3
gazetabolic.com	3
rtklive.com	3
gazetajnk.com	3
Të tjera	13

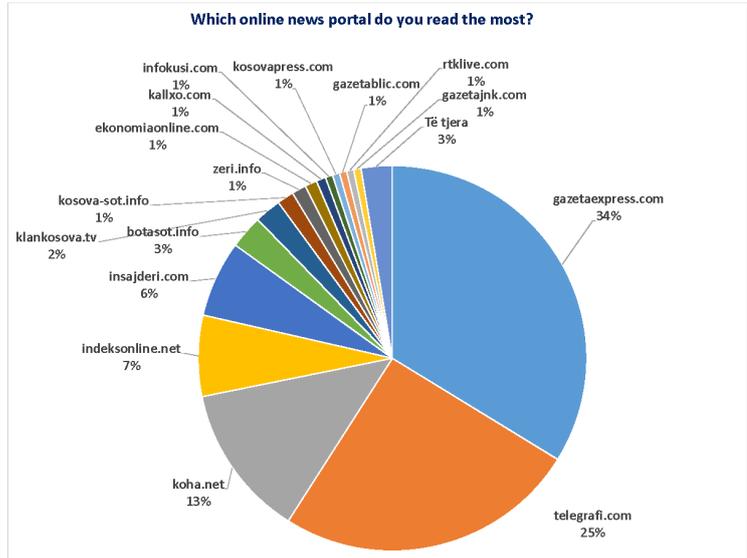


Fig. 8. Question 8: What online news portal do you read the most?

Answers	Number of respondents
Koha Ditore	207
Kosova Sot	47
Zëri	34
Bota Sot	24
Epoka e Re	13
Neither	175

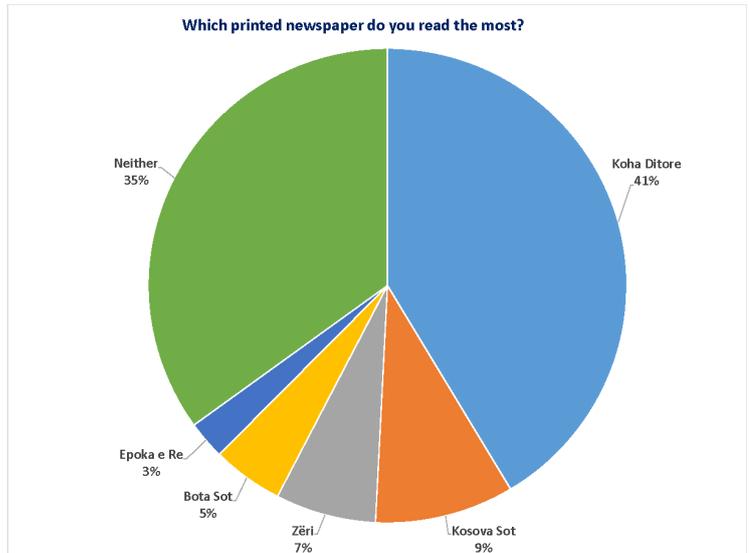


Fig. 9. Question 9: Which printed newspaper do you read the most?

Answers	Number of respondents
YES	446
NO	34
I don't know	20

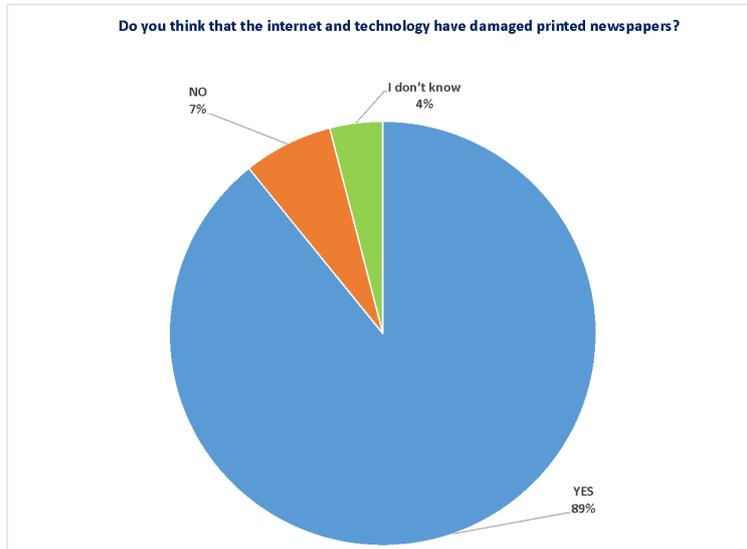


Fig. 10. Question 10: Do you think that the internet and technology have damaged printed newspapers?

Answers	Number of respondents
Very much	479
Little	16
I don't know	4
No at all	1

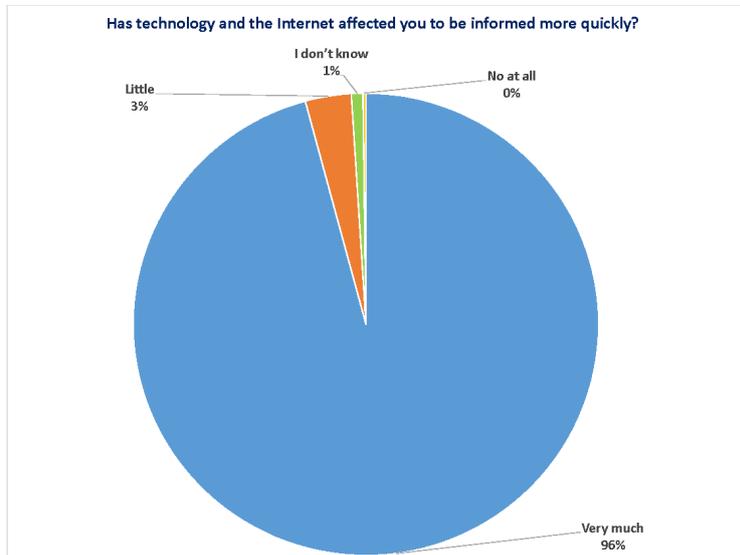


Fig. 11. Question 11: Has technology and the Internet affected you to be informed more quickly?