

## **Assessing the Future of Printed Newspaper in Bangladesh: A Factor Analysis Approach**

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### **Abstract**

In Bangladesh, readers are becoming increasingly accustomed to online news portals, indicating a shift in reading habits. A key question is how the future of printed newspapers will unfold in the coming years. This study examined the relationships among nine variables influencing printed newspaper reading habits and attitudes toward digital alternatives using chi-square ( $\chi^2$ ) tests for independence at  $\alpha = .05$ . Data were collected from 396 respondents from the Mymensingh administrative division of Bangladesh.

Findings indicate a weak but significant link between reading habits and reading medium ( $\Phi = .134$ ), while a strong relationship was observed between subscription and expectation fulfillment ( $\Phi = .382$ ). Reading habits showed a moderate association with the level of satisfaction ( $\Phi = .283$ ), with irregular readers reporting greater satisfaction than regular readers of printed newspapers. A separate test revealed a weak relationship between reading habits and

satisfaction with online newspapers ( $\Phi = .183$ ). The strongest relationship was found between print survival and profit-making ability ( $\Phi = .565$ ). A weak negative relationship was observed between perceived ease of use and expectation fulfillment ( $\Phi = -.134$ ). These findings highlight the evolving dynamics between traditional print media and emerging digital platforms, suggesting that printed newspapers face increasing challenges to their long-term sustainability.

*Keywords:* printed newspaper, factors, chi-square ( $\chi^2$ ) test, association of variables.

## **Introduction**

The role of mass media in modern society is varied in nature. Mass media is considered the fourth estate of a nation (McNair, 2017). Traditionally, print media—specifically newspapers—has played a vital role in disseminating messages and information, educating and persuading people, and providing entertainment (Dominick, 2012). As of 30 June 2023, a total of 1,311 daily newspapers were registered for publication in Bangladesh (PID, 2024). However, the advancement of information and communication technologies (ICTs) has had a long-term impact on print media in the country. Concurrently, the Bangladeshi newspaper industry is being transformed by digital technology, reader behavior, and media economics.

Once, newspapers served as the primary source of information; however, their relevance is now being questioned due to the growing number of internet users, social media penetration, and smartphone adoption. As of April 2025, mobile phone and internet users in the country numbered 186.64 million and 130.86 million, respectively, enabling a large portion of the population to access news through mobile phones and the internet (BTRC, 2025).

The decline of print newspapers worldwide is well recognized, with scholars highlighting the structural shift from print to digital media and the growing dominance of digital platforms in content circulation and distribution (Newman et al., 2022). In Bangladesh, printed newspapers have also converged with digital technologies to cope with this transformation. Major national daily newspapers such as *Prothom Alo*, *The Daily Star*, and *Jugantor* maintain substantial readerships and have sought to attract younger audiences while reducing operational costs (Rahman, 2021). Nonetheless, older generations still rely on print newspapers for news and information, valuing their perceived credibility and the physicality of print over digital media (Hasan & Karim, 2020).

Clearly, the advancement of digital technology continually interacts with print media. Amid the Fourth Industrial Revolution (4IR), characterized by artificial intelligence and robotics, the crucial question is whether online newspapers or digital media will replace print or influence readers' perceptions. ICTs also shape readers' perceptions, choices, demands, and behaviors toward newspapers. Factors such as subscriptions, readership, profitability, and reading habits interact to influence the print media industry.

This study aims to explore the future of printed newspapers in Bangladesh by analyzing variables such as readership habits, subscriptions, profitability, economic viability, and perceptions of credibility and relevance in comparison with online platforms through a chi-square ( $\chi^2$ ) test. The objective of the study was to assess the future of printed newspapers in Bangladesh based on readers' views in the Mymensingh administrative division, analyzing nine factors: reading habits, preferred medium, subscriptions, satisfaction, satisfaction with online news portals,

expectations, ease and comfort, the survival of printed newspapers, and profitability in competition with online news portals.

### **Review of Literature**

Nahid (2022) conducted a qualitative study through in-depth interviews with 60 participants with a view to comprehend readers' viewpoints and their shifts in preferences towards electronic (e-version) and print newspapers. The findings of the study explored that generation makes a difference in the preference of newspapers. The younger generation favors the speed and convenient format of digital media like e-newspapers. The print version, for its credibility, tangibility, easiness, and habituality, is favorable to older readers. The sample size was small, and the method was just qualitative.

Islam and Ahsan (2020) examined the digital shift of leading Bengali newspapers of Bangladesh. Using a combination of interviews and content analysis, the study emphasized the current planning for digital incorporation of online editions and social media use. It explored the gaps in execution due to economic limitations and a lack of digital proficiency.

In a study, Genilo et al. (2016) examined English newspapers in Bangladesh to appraise front-page contents and their readability. English dailies had smaller readerships but were influential for the elite and policymakers. The study found the continued relevance of English print newspapers in the digital age due to their strategic structuring of content, visual balance, and editorial clarity.

Newspapers as print media are necessary and relevant, and they should be convergent with online versions (Noman, 2023). However, Tajrin (2016) mentioned opposite findings and opined that with increasing digital dependency, print media will eventually be demolished in the near future.

Another content analysis of print and online news revealed no significant differences between them, and readers of both media are getting the same information (Ghersetti, 2014). Regarding the choice of reading tools, either hard copy or soft copy, the majority of the respondents (60%) read soft copies (Islam & Billah, 2019). Hassan et al. (2021) mentioned that new media technology has influenced almost all aspects, viz., subscriptions, readership, circulation, advertisement revenue, etc., of print media. Access to instant and quick updates could be a threat to print media. Ashong and Ogaraku (2017) expressed that the emergence of online newspapers has created uncertainty globally. Certain demographic and psychographic factors influence the choice of content as well as media.

Jubayer (2015), in a study, explored that until 2013, the newspaper industry in Bangladesh observed tremendous growth, but after 2013 it showed a sharp fall in circulation and revenue. It also mentioned that this is a social media age and that the aptitude and demand for news among readers have been changing with modern technology. So, newspapers would not run with old, traditional, and analogue systems. It was recommended to adopt digital technology. Singh (2018) concluded that digital media is a preferable mode of information access, especially among the youth.

Firmansyah et al. (2022) exhibited that respondents were still interested in consuming newspapers. Newspapers have advantages over online media; clickbait does not exist. The qualitative results indicated that print media can still survive, not as a source of income but as an icon of the company. Amadu et al. (2018) opined that the newspaper industry in Ghana, in particular, had faced an uncertain future and a long-term decline in readership and circulation because of the prevalence of online news portals and

websites, which are making print newspapers obsolete in their present format. It also revealed that newsreaders prefer online newspapers, but still, print media was considered the most credible and reliable source of news.

In a survey on 109 respondents in the USA, Everett (2011) investigated that 61.1% of participants thought newspapers would be less popular in the next 10 years, and 22.2% mentioned they would not survive because 58.7% of participants used electronic and digital devices all of the time. The survey results suggested that newspapers should adopt new technologies on a regular basis.

The literature reviewed here focuses on some issues like the demand for digital convergence, the divide in media preferences by generation, favoring either hard or soft versions, economic challenges, etc. Though print newspapers in Bangladesh still face challenges, their existence is likely to depend on digital convergence, innovative content, readers' preferences, support mechanisms, investment strategies, etc. The current study is expected to benefit from readers' engagement and the analysis of multiple factors like reading habits, subscription, satisfaction with both online and printed versions, ease and comfortability, competition, and maximizing profit.

### **Theoretical Framework**

Roger Fidler's *Mediamorphosis Theory* and *Media Displacement Theory* by Maxwell McCombs (1972) are considered for this study to develop a theoretical base. *Mediamorphosis* was first coined by him in 1990 (Loop, 1998) to mean that, with the emergence of a new medium, the old media can adapt and even coexist with the new medium for improved and better performance (Fidler, 1997). Fidler explained the theory with six principles—coevolution and coexistence; metamorphosis; propagation; survival; opportunity and need; and delayed adoption—through which

he assumed that older media can coexist and survive despite the growth of a new medium (Ahmad & Jimoh, n.d.). Thus, the theory is not about the death of print media. The main assumption of the theory is that as new models of communication, viz., new media, emerge, the old models of communication, like print newspapers, do not die but rather adapt to the new environment and survive.

*Media Displacement Theory* states that resources like time and money are limited, and as such, the more people spend on one medium, the less they spend on other media (Anis & Fahad, 2020). Regarding the theory, some debates among scholars have taken place over the displacement effects and their impact on existing media. Three schools of thought were introduced: (a) asymmetrical relationship, (b) complementary relationship, and (c) functional displacement. The first school of thought refers to an increase–decrease relationship in terms of audience use of new and existing old media. The second school of thought represents an increase–increase relationship between new and old media. The third school of thought means the functional displacement of new and conventional media (Anis & Fahad, 2020). When a new communication technology is introduced, people use other media to a lesser extent, and the attention is more on the newer one than the older and others. These two theories are relevant since the study analyzes associations of some factors that affect the future of printed newspapers in Bangladesh.

### **Study Methods**

As the study is quantitative in nature, a social survey method has been applied. The study was conducted in the Mymensingh administrative division, Bangladesh. Both primary and secondary data have been collected.

### **Sampling and Determination of Sample Size**

By using a formula by C. R. Kothari (95% confidence level of the normal curve worked out from the table), the total size of the population is 384 (Kothari, 2003). To maintain the cluster sampling technique by 4 upazilas  $\times$  11 categories  $\times$  9 respondents, the sample size was 396. Thus, a total of 99 respondents were taken from each study area of the four districts. From each district, one upazila was selected randomly through the lottery process. In this way, four upazilas—viz., Mymensingh Sadar, Mymensingh; Purba Dhala, Netraokona; Sherpur Sadar, Sherpur; and Madarganj, Jamalpur—were selected. To select the respondents, the cluster sampling technique was applied. First, the newspaper readers were clustered into 11 categories: students of Class IX and X; students of XI and XII; students of BA/BCoM/BSS/BBA; students of MA/MCoM/MSS/MBA; government service holders; businessmen; homemakers; unemployed; political activists; non-government service holders; and teachers. A total of 36 respondents were selected from each cluster randomly.

### **Data Analysis and Presentation**

Collected data were tabulated and analyzed through IBM SPSS Version 25 software. Some descriptive statistical measures, such as mean, average, percentage, and chi-square test, were used, and graphs and tables were also used to present the analyzed data.

### **Results and Discussion**

The study has analyzed nine independent variables that affect the future of printed newspapers, the dependent variable. These factors are related to digital technology, business, and management. These variables have associations with each other that are statistically significant. This was done mainly through chi-square ( $\chi^2$ ) tests for independent variables. The assessment of the future of



printed newspapers in Bangladesh, in the eyes of readers in the Mymensingh region, has been projected through the chi-square ( $\chi^2$ ) test results.

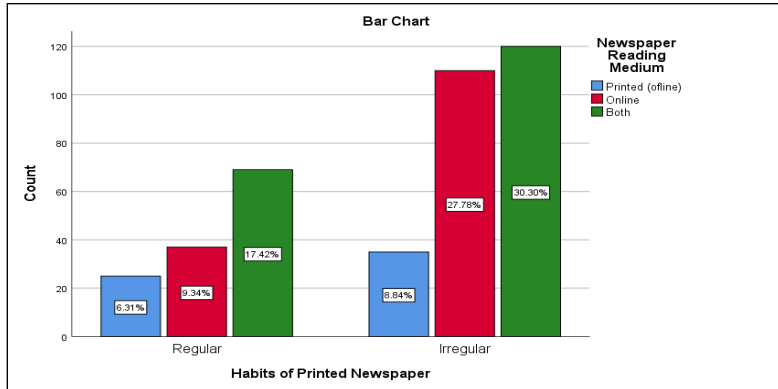
### **Printed Newspapers' Reading Habit and Its Medium**

The printed newspapers' reading habit is found to be both regular and irregular in nature. The media for reading newspapers are online, offline (printed), and both. A chi-square ( $\chi^2$ ) test for independence with  $\alpha = .05$  was used to assess whether printed newspaper reading habit was related to the medium of newspaper reading. The chi-square test was statistically significant,  $\chi^2(2, N = 396) = 7.165, p = .028$ , with a phi coefficient of 0.134, indicating a weak relationship. As seen in Figure 1, irregular readers read online, printed, and both types of newspapers more than regular readers of printed newspapers.

The findings indicate that the regular readers' tendency to read printed newspapers was not as high compared to irregular readers. Therefore, the future of print media, like newspapers, could be uncertain. Rather, the trend of online newspaper reading was found to be slightly higher. In a report by ZenithOptimedia (2015), average global time spent reading newspapers dropped 25%, from 22 minutes to 16 minutes daily, whereas daily online time surged from 82 minutes to over 2 hours between 2010 and 2014.

**Figure 1**

*Association of Reading Habit and Reading Medium*



Source: Author's field survey, 2024

**Table 1**

*Habits of Printed Newspaper by Newspaper Reading Medium*

Habits of Printed Newspaper	Reading Medium	Count	Expected Count
Regular	Printed (Offline)	25	19.8
	Online	37	48.6
	Both	69	62.5
Irregular	Printed (Offline)	35	40.2
	Online	110	98.4
	Both	120	126.5
Total	Printed (Offline)	60	60.0
	Online	147	147.0
	Both	189	189.0
Grand Total		396	396.0

Source: Author's field survey, 2024.

**Table 2**

*Chi-Square Test Results for Newspaper Reading Habits and Reading Medium*

Test Statistic	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.156	2	.028
Likelihood Ratio	7.269	2	.026
Linear-by-Linear Association	0.038	1	.845
Number of Valid Cases	396	—	—

Source: Author's field survey, 2024.

*Note.* 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 19.85.

**Table 3**

*Symmetric Measures for Association Between Newspaper Reading Habits and Reading Medium*

Measure	Value	Approximate Significance
Phi	.134	.028
Cramer's V	.134	.028
N of Valid Cases	396	—

Source: Author's field survey, 2024.

*Note.* Symmetric measures indicate a weak association between newspaper reading habits and preferred reading medium.

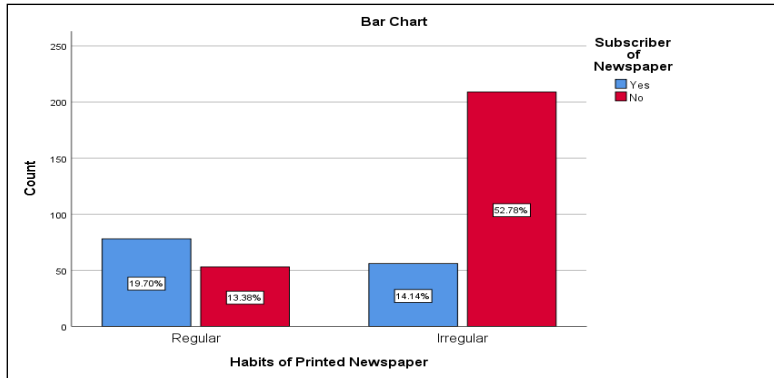
### **Newspaper Reading Habit and its Subscription**

Newspaper subscription is very important to the printed newspaper industry. It is assumed that if both regular and irregular readers subscribe more, the industry would remain sustainable and stable. A chi-square ( $\chi^2$ ) test for independence with  $\alpha = .05$  was used to assess whether newspaper reading habit was related to its subscription. The chi-square test was statistically significant,  $\chi^2 (1, N = 396) = 55.77, p < .001$ , with a phi coefficient of .382, indicating a

strong and significant relationship. As shown in Figure 2, regular newspaper readers subscribed more than irregular readers. However, irregular readers had a larger proportion without subscriptions, indicating a lower purchasing trend among this group.

**Figure 2**

*Association of Reading Habit and Subscriber*



Source: Author's field survey, 2024

**Table 4**

*Cross-Tabulation of Habits of Printed Newspaper by Newspaper Subscription Status*

Habits of Printed Newspaper	Subscriber Status	Count	Expected Count
Regular	Yes	78	44.3
	No	53	86.7
Irregular	Yes	56	89.7
	No	209	175.3
Total	Yes	134	134.0
	No	262	262.0
Grand Total		396	396.0

Source: Author's field survey, 2024.

*Note.* This table presents observed and expected frequencies comparing reading habits (regular vs. irregular) with subscription status (yes vs. no).

**Table 5**

*Chi-Square Test Results for Subscription Status and Reading Habit*

Test Statistic	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	57.769 <sup>a</sup>	1	.000	—	—
Continuity Correction <sup>b</sup>	56.066	1	.000	—	—
Likelihood Ratio	56.721	1	.000	—	—
Fisher's Exact Test	—	—	—	.000	.000
Linear-by- Linear Association	57.623	1	.000	—	—
Number of Valid Cases	396	—	—	—	—

Source: Author's field survey, 2024.

*Note.* <sup>a</sup> 0 cells (0.0%) have expected count less than 5. The minimum expected count is 44.33. <sup>b</sup> Computed only for a 2 × 2 table.

**Table 6**

*Symmetric Measures for Association Between Subscription Status and Reading Habit*

Measure	Value	Approximate Significance
Phi	.382	.000
Cramer's V	.382	.000
Number of Valid Cases	396	—

Source: Author's field survey, 2024.

*Note.* The Phi and Cramer's V values are both .382, indicating a moderate association between the variables under study. The p-value of .000 ( $p < .001$ ) suggests that the relationship is statistically significant.

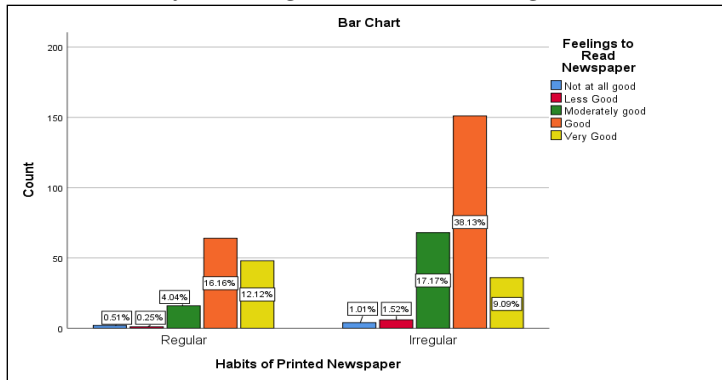
### **Printed Newspaper Reading Habit and Satisfaction**

It is important to examine the relationship between printed newspapers' reading habits, either regular or irregular, and the level of satisfaction after reading the newspaper. This relationship indicates whether the situation of the newspaper is perceived as favorable or not.

A chi-square ( $\chi^2$ ) test for independence with  $\alpha = .05$  was used to assess whether newspaper reading habit was related to reading satisfaction level. The chi-square test was statistically significant,  $\chi^2(4, N = 396) = 31.63, p < .001$ , with a phi coefficient of .283, indicating a moderately strong relationship. As shown in Figure 3, regular printed newspaper readers reported good satisfaction less frequently than irregular readers. Regular readers showed higher frequencies of good and high satisfaction, whereas irregular readers showed higher frequencies of moderate and good satisfaction. The findings indicate that irregular readers' satisfaction with reading printed newspapers is better than that of regular readers.

**Figure 3**

*Association of Reading Habit and Feeling to Read*



Source: Author's field survey, 2024

**Table 7**

*Cross-Tabulation of Habits of Printed Newspaper by Feelings Toward Reading the Newspaper*

Habits of Printed Newspaper	Feeling to Read Newspaper	Count	Expected Count
Regular	Not at all good	2	2.0
	Less good	1	2.3
	Moderately good	16	27.8
	Good	64	71.1
	Very good	48	27.8
Irregular	Not at all good	4	4.0
	Less good	6	4.7
	Moderately good	68	56.2
	Good	151	143.9
	Very good	36	56.2
Total	Not at all good	6	6.0
	Less good	7	7.0
	Moderately good	84	84.0
	Good	215	215.0
	Very good	84	84.0
	Grand Total	396	396.0

Source: Author's field survey, 2024.

*Note.* This table shows the relationship between newspaper reading habits (regular vs. irregular) and readers' feelings about reading printed newspapers. Expected counts are based on chi-square test assumptions (N= 396).

**Table 8**

*Chi-Square Test Results for Habits of Printed Newspaper and Feelings Toward Reading*

Test Statistic	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.625 <sup>a</sup>	4	.000
Likelihood Ratio	30.993	4	.000
Linear-by-Linear Association	21.785	1	.000
Number of Valid Cases	396	—	—

Source: Author's field survey, 2024.

*Note.* <sup>a</sup> 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.98.

**Table 9**

*Symmetric Measures for Association Between Newspaper Reading Habits and Feelings Toward Reading*

Measure	Value	Approximate Significance
Phi	.283	.000
Cramer's V	.283	.000
Number of Valid Cases	396	—

*Note.* A Phi coefficient of .283 indicates a moderate and statistically significant association between reading habits and feelings toward reading printed newspapers.



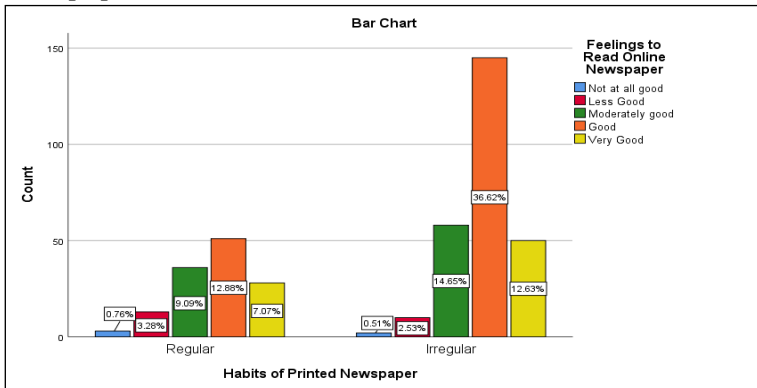
## Reading Habit and Online Newspaper Reading Satisfaction

It is important to examine the relationship between newspaper reading habits, either regular or irregular, and the level of satisfaction after reading online newspapers. This relationship indicates whether readers perceive the online newspaper experience as favorable or not.

A chi-square ( $\chi^2$ ) test for independence with  $\alpha = .05$  was used to assess whether newspaper reading habit was related to satisfaction level of online newspaper reading. The chi-square test was statistically significant,  $\chi^2(4, N = 396) = 13.19, p = .010$ , with a phi coefficient of .183, indicating a weak relationship. As shown in Figure 4, regular printed newspaper readers reported good satisfaction less frequently than irregular readers. Regular readers showed higher frequencies of good and high satisfaction, whereas irregular readers showed higher frequencies of moderate and good satisfaction. These findings indicate that irregular readers are more satisfied with online news portals compared to regular readers.

**Figure 4**

*Association of Reading Habit and Feeling to Read Online Newspaper*



Source: Author's field survey, 2024

**Table 10**

*Cross-Tabulation of Habits of Printed Newspaper by Feelings Toward Reading Online Newspapers*

<b>Habits of Printed Newspaper</b>	<b>Feelings Toward Online Newspaper</b>	<b>Count</b>	<b>Expected Count</b>
Regular	Not at all good	3	1.7
	Less good	13	7.6
	Moderately good	36	31.1
	Good	51	64.8
	Very good	28	25.8
Irregular	Not at all good	2	3.3
	Less good	10	15.4
	Moderately good	58	62.9
	Good	145	131.2
	Very good	50	52.2
Total	Not at all good	5	5.0
	Less good	23	23.0
	Moderately good	94	94.0
	Good	196	196.0
	Very good	78	78.0
	Grand Total	396	396.0

Source: Author's field survey, 2024.

*Note.* This table compares printed newspaper reading habits (regular vs. irregular) with respondents' attitudes toward reading online newspapers. Expected counts are based on chi-square test assumptions (N = 396).

**Table 11**

*Chi-Square Test Results for Habits of Printed Newspaper and Feelings Toward Reading Online Newspapers*

<b>Test Statistic</b>	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
Pearson Chi-Square	13.194 <sup>a</sup>	4	.010
Likelihood Ratio	12.822	4	.012
Linear-by-Linear Association	4.708	1	.030
Number of Valid Cases	396	—	—

Source: Author's field survey, 2024.

*Note.* <sup>a</sup> 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.65.

**Table 12**

*Symmetric Measures for Association Between Newspaper Reading Habits and Feelings Toward Online Reading*

<b>Measure</b>	<b>Value</b>	<b>Approximate Significance</b>
Phi	.183	.010
Cramer's V	.183	.010
Number of Valid Cases	396	—

Source: Author's field survey, 2024.

*Note.* A Phi coefficient of .183 indicates a weak but statistically significant association between printed newspaper reading habits and feelings toward reading online newspapers.

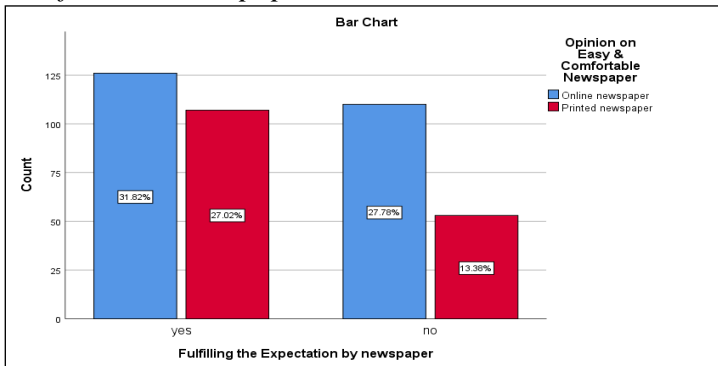
### **Fulfilling the Expectation and Easy and Comfortable Newspaper**

The association between the fulfillment of expectations and the ease and comfort of newspapers is

important to understand the situation of both print and online newspapers. A chi-square ( $\chi^2$ ) test for independence with  $\alpha = .05$  was used to assess whether fulfilling expectations by the present newspaper was related to the ease and comfort of the newspaper. The chi-square test was statistically significant,  $\chi^2(1, N = 396) = 7.107, p = .007$ , with a phi coefficient of  $-.134$ , indicating a weak negative relationship. As shown in Figure 5, online newspapers were perceived as more comfortable and easier to use compared to printed newspapers in terms of fulfilling readers' expectations. Moreover, readers who reported both fulfillment and lack of fulfillment of expectations found online newspapers more comfortable and easier to use. Shahzad et al. (2023) reported that 62% of media students in Lahore considered the online version "easier to access," and 65% preferred it for its affordability and convenience.

### Figure 5

*Association of Fulfilling Expectation and Easy and Comfortable Newspaper*



Source: Author's field survey, 2024

**Table 13**

*Cross-Tabulation of Fulfilling the Expectation by Newspaper and Opinion on Easy and Comfortable Newspaper*

<b>Fulfilling the Expectation by Newspaper</b>	<b>Opinion on Easy and Comfortable Newspaper</b>	<b>Count</b>	<b>Expected Count</b>
Yes	Online newspaper	126	138.9
	Printed newspaper	107	94.1
No	Online newspaper	110	97.1
	Printed newspaper	53	65.9
Total	Online newspaper	236	236.0
	Printed newspaper	160	160.0
	Grand Total	396	396.0

Source: Author's field survey, 2024.

*Note.* This table presents the relationship between whether newspapers fulfill readers' expectations and their opinions on whether the newspaper medium is easy and comfortable to use (N =396).

**Table 14**

*Chi-Square Test Results for Fulfilling the Expectation by Newspaper and Opinion on Easy and Comfortable Newspaper*

<b>Test Statistic</b>	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>	<b>Exact Sig. (2-sided)</b>	<b>Exact Sig. (1-sided)</b>
Pearson Chi-Square	7.160 <sup>a</sup>	1	.007	—	—
Continuity Correction <sup>b</sup>	6.614	1	.010	—	—
Likelihood Ratio	7.234	1	.007	—	—
Fisher's Exact Test	—	—	—	.009	.005

Linear-by-Linear Association	7.142	1	.008	—	—
Number of Valid Cases	396	—	—	—	—

Source: Author's field survey, 2024.

*Note.* <sup>a</sup> 0 cells (0.0%) have expected count less than 5. The minimum expected count is 65.86. <sup>b</sup> Computed only for a 2x2 table.

### Table 15

*Symmetric Measures for Association Between Fulfilling the Expectation and Opinion on Easy and Comfortable Newspaper*

Measure	Value	Approximate Significance
Phi	-.134	.007
Cramer's V	.134	.007
Number of Valid Cases	396	—

Source: Author's field survey, 2024

*Note.* Phi coefficient indicates a weak negative association between fulfilling the expectation by the newspaper and opinion on easy and comfortable newspaper.

### Survival of Printed Newspaper and Earn Profit Competing with Online News-portal

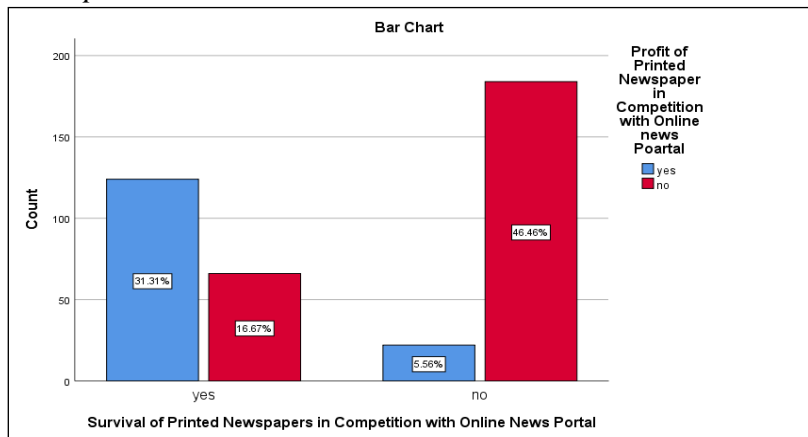
The survival and profitability of printed newspapers have been challenged by the rapid expansion of online news portals. The association between survival and the ability to earn profit in competition with online news portals is critical, as the continued existence of printed newspapers depends on it.

A chi-square ( $\chi^2$ ) test for independence with  $\alpha = .05$  was used to assess whether the survival of printed newspapers was related to earning profit in competition with

online news portals. The chi-square test was statistically significant,  $\chi^2(1, N = 396) = 126.516, p < .001$ , with a Phi coefficient of .565, indicating a strong relationship. As shown in Figure 6, printed newspapers have demonstrated a lower likelihood of earning profit when competing with online news portals. Despite this limited profitability, Nahid (2022) suggested that both print and electronic media are likely to coexist.

**Figure 6**

*Association of Survival and Profit Competing with Online News-portals*



Source: Author's field survey, 2024

**Table 16**

*Cross-Tabulation of Survival of Printed Newspapers and Profit in Competition with Online News Portals*

Survival of Printed Newspapers in Competition with Online News Portal	Profit of Printed Newspaper in Competition with Online News Portal	Count	Expected Count
Yes	Yes	124	70.1
	No	66	119.9

No	Yes	22	75.9
	No	184	130.1
Total	Yes	146	146.0
	No	250	250.0
	Grand Total	396	396.0

Source: Author's field survey, 2024

*Note.* This table shows the relationship between the survival of printed newspapers and their profit-making ability while competing with online news portals (N = 396).

### Table 17

*Chi-Square Test Results for Survival of Printed Newspapers and Profit in Competition with Online News Portals*

Test Statistic	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	126.516 <sup>a</sup>	1	.000	—	—
Continuity Correction <sup>b</sup>	124.182	1	.000	—	—
Likelihood Ratio	135.949	1	.000	—	—
Fisher's Exact Test	—	—	—	.000	.000
Linear-by- Linear Association	126.197	1	.000	—	—
Number of Valid Cases	396	—	—	—	—

Source: Author's field survey, 2024.

*Note.* <sup>a</sup> 0 cells (0.0%) have expected count less than 5. The minimum expected count is 70.05. <sup>b</sup> Computed only for a 2x2 table.

### Table 18

*Symmetric Measures for Survival of Printed Newspapers and Profit in Competition with Online News Portals*

Measure	Value	Approximate Significance
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Phi	.565	.000
Cramer's V	.565	.000
Number of Valid Cases	396	—

Source: Author's field survey, 2024.

*Note.* Phi and Cramer's V indicate a strong positive association between the survival of printed newspapers and their profitability when competing with online news portals (N = 396,  $p < .001$ ).

### **Conclusion**

Once upon a time, the print newspaper was the only source of information in Bangladesh. Technological advancement has changed this scenario. The study found a significant shift in readers' habits in the country, with a growing preference for the online version clearly dominating over the traditional newspaper. The study measured the dependent variable—the future of the print newspaper in Bangladesh—through nine independent variables: reading medium, subscription, satisfaction, reading satisfaction with online news portals, fulfillment of expectations, ease and comfort, survival of printed newspapers, and earning profit while competing with online news portals.

Using a chi-square ( $\chi^2$ ) test, the study revealed a statistically significant relationship, indicating clear interactions between variables. Although some weak to moderate relationships were found between newspaper reading habits and variables such as subscription status and satisfaction with online news portals, the strongest association existed between the survival of print newspapers and their profitability amid digital competition. Collectively, these associations reflect a stronger reader inclination toward online news platforms than toward printed newspapers.

The findings suggest that, while print newspapers still hold relevance, their long-term sustainability is uncertain and considerably challenging. Without timely and effective interventions, as well as business models that integrate digital platforms and adopt more user-focused strategies, the future of print newspapers and journalism in Bangladesh appears at risk and uncertain.

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