

Conclusion

This study has presented evidence to suggest that there are more factors contributing to the shape of Online newspapers than just physical differences in medium. The facts are supported by information collected from academic and industrial sources, partnered with results based on investigation and observation.

It has shown that economics are a pivotal dynamic in the construction and development of online news. Advertisers demands for consumers to receive prompt page downloads have shaped the design constructs of Parallel Alliance. The qualitative content analysis has demonstrated that producers are not using the space potential offered by the Internet. Reasons behind this range from a combination of current journalistic style to the social and financial implications of free content. This contradicts Bartlett's (1998) and Harpers (1996) proposal that the infinite expanse of cyberspace will free journalists from print constraints.

Also highlighted, is how the Virtual Face form considers economics to be of lesser importance than cultural issues. A products visible position within society can create an essential identity to which consumers will relate before content.

The principles of technological determinism within this area have also been challenged. Suggestions have been made that Online newspapers are not simply following the course of technology. Rather, the technology is being socially shaped, guided by consumerist desires and economic reality.

The idea surrounding technological determination within media convergence has been approached. British newspapers are distinctly political, both in terms of content and corporate ownership. The suitability of content driven in such a manner, occupying the same cultural space as truly independent news has been questioned. The mere fact that these uncertainties are worthy of discussion, negates the fantasises of writers like Boczkowski, who maintain that cyberspace will fashion itself into a tolerant, egalitarian community.

The study sheds more light on the comparison between printed news and web news, it furthers the opportunistic arguments supported by portability and tradition.

Further research suggestions

Further research could expand on the determination idea that technology is inherently political. Investigations might establish a relationship between certain technological advances, political confrontations and their effect on present day online products. For instance: The arrival of new print technology, free market ideals and the demise of trade unionism in the mid 1980s. The combination of which changed the face of British news, and potentially the face of the then unheard of, electronic circulation.