

Contents

1. Introduction	1
2. Discussion of literature	2
External agents, determinism and social shaping of technology	2
The meaning of technology	3
Politics in technological artefacts	4
Remediation	5
Reality and simulation	6
Newspapers as virtual organisations	7
The Physicality of print	8
Novelty, integrity and competition	9
Divergence	11
Print Vs Web	11
Identity and democracy	13
Design	14
3. Methodology	16
Intellectual strategy	16
Methodology	20
Media used for analysis	20
Research design	22
4. Results	24
OnlineSun	24
GuardianUnlimited	28
This Is Essex	32
5. Analysis	35
Editing	35
The Sun and Virtual Face	37
Parallel Alliance, broadcast and economics	37
The social shaping of Online newspapers	39
Convergence between screen and print	39
6. Conclusion	41
Further research suggestions	42
7. References	43
Bibliography	48
8. Appendices	50
Links to the World Wide Web	50
Graphical results of qualitative content analysis	51
Results of qualitative content analysis	