

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis Abstract

**Economic Analysis and Comparison of Online and
Offline Media Market**

Author: Tatiana KOCHUROVA

Supervisor: Ing. Petr Procházka, MSc, Ph.D.

© 2018 CULS Prague

Summary:

This work covers the loss of the usability of Print Media, e.g. newspapers.

The theoretical part illustrates the history of the origin and development of printed information sources (newspapers, magazines) as a unique invention that promoted the development of society. Consequently, the work covers how the technology development has virtually destroyed this resource by introducing electronic sources of information (the emergence of the Internet). The last section of the theoretical part demonstrates main advantages and disadvantages of both information sources.

The practical part includes Surveys and Interviews which help to find out where people prefer to get new information and provides a comparison of the usability of online sources vs. offline sources in order to identify main weaknesses and strengths of online vs. offline media. Finally, the main question is answered, which is whether there is a place for offline resources in the 21st century.

Keywords:

media market, newspapers, printed media, media analysis, online sources, offline sources.

Aims and Objectives:

For years, the media market has suffered closure of printed versions of publications. The technical development of modern devices promotes the popularization of online media.

The aim of this Bachelor Thesis is to analyze the situation of Online and Offline Media Market, identifying its problems and some perspective of its growth.

The main objectives are:

To present the notion and structure of Offline Media Market;

To define the factors that influence the customers' choice of newspapers;

To review the usability of offline sources and their Advantages and Disadvantages;

To present the notion and structure of Online Media Market;

To define the factors that influence the customers' choice of the Internet and e-books;

To review the usability of Online Sources and their Advantages and Disadvantages;

To compare both Offline and Online Sources through interviews and surveys.

Methodology:

The content of this Thesis is based on continuous research.

The theoretical part covers the notion, structure and role of Offline Media Market in society. The data is obtained using qualitative data analysis methods created by author.

The practical part centers around the analysis of Online and Offline Media Market. Several Research Methods, such as Interviews, Questionnaires, partially Documentary Analysis and Observations are applied to access the current situation and lay out aspects and problems related to both Information Sources.

Comparative analysis is used to compare Online and Offline Media Market.

Achieved Results:

The Results are characterized by Achieved Goals of the Thesis. The notion, structure and role of Offline and Online Media Market are presented.

The factors that influence the customers' choice of newspapers are defined. There are a set of aesthetic principles for Offline Media Market. Society is interested in aesthetic side of reading, not only the needed information.

The factors that influence the customers' choice of the Internet and e-books are defined. The factors such as Availability, Mobility and Price are the most important for Society's Choice.

The usability of both Sources - Offline and Online with their Advantages and Disadvantages – is presented through Several Research Methods, such as Interviews, Questionnaires, partially Documentary Analysis and Observations.

Conclusion:

The end of the twentieth century was marked by the emergence of a unique and extremely promising source of information – the global computer network Internet. The Internet is an inexpensive, powerful mechanism that can provide significant assistance in the development of independent journalism.

How the Internet media around the world took place, but is still at the stage of its formation. Surveys conducted by me have shown that the Internet is constantly evolving, but is not yet the absolute leader in the media. Many people still prefer electronic publications. Based on the surveys conducted, it can be concluded that readers prefer print media primarily because of aesthetic principles.

Electronic sources of information are preferred, as it is mobile, compact, accessible, free.

Based on all the above, we can conclude that the Internet can be called a mass media. The Internet provides opportunities for new funding, through the electronic distribution of news, publications and advertisements. And the future of the media is the combination of various information resources, and not only one mass media, individually, whether it be newspapers, radio, television or the Internet.

Literature:

1. ALTHEIDE, David L. Qualitative media analysis. Thousand Oaks: SAGE Publications, c1996. Qualitative research methods, vol. 38.
2. COLBOURNE, Jane. a Reba Fishman. SNYDER. Printed on paper: the techniques, history, and conservation of printed media. Newcastle upon Tyne, UK: Arts and Social Sciences Academic Press, Northumbria University, c2009. ISBN 9780956120632.
3. European culture and the media. Bristol ; Portland, Or. : Intellect, 2004
4. CHANDLER, G. How to find out: printed and on-line sources. 5th ed., rev. and enl. Oxford: Pergamon Press, c1982. ISBN 0-08-027433-1.
5. LACY, Dan Mabry. From grunts to gigabytes: communications and society. Urbana: University of Illinois Press, c1996. ISBN 025206531X.
6. MYERS, David. Social Psychology. New York, NY: McGraw-Hill Education, 2012. ISBN 978-0078035296.

