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Mass Communication media were widespread in 19th and 20th centuries. Those technologies created by humans have had a big impact on both daily and business lives. Newspapers, Radio, TV and Cinema are obvious examples of this impact. During the last two decades of 20th century, spread of personal computers transformed the way people live, work and think. Some people evaluated the situation as revolution and others as threat to humans. Internet, in this respect, is considered as mass media. People connect the Internet without time and space limitations. However, communication on the Internet is not mass communication because it requires every individual or organization to have a unique Internet Protocol address (IP) to communicate. Because of its peer to peer communication nature just as in the telephone communication, this feature distinguishes Internet from other communication media. On the other hand, it resembles mass communication media because of its mobility, spread and functionality both for sender and receiver. In many sectors, including communication and information technology sectors, mobility, spread and functionality features lead the way to increase interactivity between parties in communication. Businesses benefited the “interactivity tool” for many purposes: to increase market share for a product or service, to increase customer satisfaction, or to increase amount of information about their customers, competitors or suppliers in order to make strategic decisions. For journalism and generally, for mass media, interactivity is an important aspect of the business. Media corporations must know the needs of their audience before they express and take precautionary steps to satisfy them. This forces the mass media sector to increase interactivity in customer communication. In this paper, we researched the interactivity effect in journalism that we see especially in internet journalism applications. The research aims to cover opinions of newspapers, advertisers and audience on interactivity and future of mass media communication. For this purpose, findings of a survey have been evaluated.

Keywords: new media, interactivity, internet journalism

Introduction

Spreading in 20th Century, new media caused transformations in economic, social and cultural areas by accelerating communication and increasing interactivity among individuals. Media sector has its own share in this transformation.

With its technological features, Internet, like many other electronic developments, introduced new ways to
RESEARCH ON THE CONTEXTUAL AND FUNCTIONAL DIFFERENCES

journalism profession and media sector. It caused a new class of journalism called “Internet Journalism” with its opportunities and features from reaching news resources to delivering news to audience, and from the interaction between journalist and reader to the competitive environment in media sector. Since 1995, media corporations using Internet grow rapidly. Many traditional newspapers have carried their businesses to online media.

These developments guide us to think and research about this new work area. In the context of our paper, we try to investigate the interactivity brought into newsmaking sector by the Internet and how it is perceived by the parties, if it is perceived at all. These parties can be classified as media sector workers/staff, advertisers, advertising agents, media schools and their students and finally the audience.

Transformation of Newsmaking

This year is the 18th year of Internet in Turkey. 1990s are remembered as the years of commercialization of Internet all over the world. The spread of computer technologies introduced the world this new communication media. The speed of acceptance and adaptation of this new medium had not been seen in any other communication and interaction medium before as seen in Table 1.

Internet journalism is defined as “to inform individuals through means of Internet by using various methods of journalism” (Yerlikaya, 2004, p. 21). However, by virtue of its own potentiality, Internet has not only become a tool that spreads the information coming from other mass communication media but has also become media in which information is processed and served in different ways.

In terms of Internet journalism, three phases can be mentioned. The first phase is the period in which news are gathered and processed for the traditional media and reprocessed for the web site of the newspaper. The second phase is viewed as journalists gather news solely for the web site. The third phase is an era in which the audience can get involved in the news by supplying information or commenting on it (Tokgoz, 2003, pp. 81-82). This is so called “surfing the news”.

Table 1
Internet Usage Ratio in the World

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>991,002,342</td>
<td>4,514,400</td>
<td>67,371,700</td>
<td>6.8</td>
<td>1,392.4</td>
</tr>
<tr>
<td>Asia</td>
<td>3,808,070,503</td>
<td>114,304,000</td>
<td>738,257,230</td>
<td>19.4</td>
<td>545.9</td>
</tr>
<tr>
<td>Europe</td>
<td>803,850,858</td>
<td>105,096,093</td>
<td>418,029,796</td>
<td>52.0</td>
<td>297.8</td>
</tr>
<tr>
<td>Middle East</td>
<td>202,687,005</td>
<td>3,284,800</td>
<td>57,425,046</td>
<td>28.3</td>
<td>1,648.2</td>
</tr>
<tr>
<td>North America</td>
<td>340,831,831</td>
<td>108,096,800</td>
<td>252,908,000</td>
<td>74.2</td>
<td>134.0</td>
</tr>
<tr>
<td>South America</td>
<td>586,662,468</td>
<td>18,068,919</td>
<td>179,031,479</td>
<td>30.5</td>
<td>890.8</td>
</tr>
<tr>
<td>Australia</td>
<td>34,700,201</td>
<td>7,620,480</td>
<td>20,970,490</td>
<td>60.4</td>
<td>175.2</td>
</tr>
<tr>
<td>Total</td>
<td>6,767,805,208</td>
<td>360,985,492</td>
<td>1,733,993,741</td>
<td>25.6</td>
<td>380.3</td>
</tr>
</tbody>
</table>

Since 1995-1996, with the help of progress in the Internet technologies, Turkish press sector started to invest in Internet web sites. Hence, press sector directed its way to journalism on the virtual environment (Tokgoz, 2003, p. 91).

When looking at the progress of Internet journalism in Turkey, 1995 is a milestone. For the first time, on 19th of July, 1995, Aktuel Magazine and shortly after that Zaman newspaper on 2nd of December 1995 were entered to the Internet (Gurcan, 1999, p. 160). Thereafter, many national and local newspapers entered the world of Internet.
Similarly, we can say that *The Washington Post* and *New York Times* not only compete for the North American audiences but also for the ones in Oslo, Cairo and Tokyo. Similarly, if American newspapers are not available, web pages of international newspapers like *London’s The Times* or *English Financial Times* are ready for their audiences (Burnham, 2000, p. 203).

Journalism profession is said to be influenced by technological changes in four areas. Accordingly, technological changes affect “the way journalists do their jobs”, “the content of the news”, “the structure and the organization of editorial board and the news industry” and “the relations between journalists and their audiences” (Pavlik, 2000, p. 229).

Today, we cannot say that online journalism overcome the traditional journalism. But, if we look at the acceleration rate of the progress, it is likely that unless the traditional journalism develops models of merger with online journalism, they will loose ground. The best example for this situation may be Rupert Murdoch’s iPad-only newspaper The Daily.

On 7th of October, 2009, German journalists declared an internet manifesto. This manifesto has the clues about the level of Internet usage in media sector today (Beckedahl, M., Bunz, M., Endert, J., et al., 2009).

1. The Internet is different.
   It produces different public spheres, different terms of trade and different cultural skills. The media must adapt their work methods to today’s technological reality instead of ignoring or challenging it. It is their duty to develop the best possible form of journalism based on the available technology. This includes new journalistic products and methods.

2. The Internet is a pocket-sized media empire.
   The web rearranges existing media structures by transcending their former boundaries and oligopolies. The publication and dissemination of media contents are no longer tied to heavy investments. Journalism’s self-conception is—fortunately—being cured of its gatekeeping function. All that remains is the journalistic quality through which journalism distinguishes itself from mere publication.

3. The Internet is our society is the Internet.
   Web-based platforms like social networks, Wikipedia or YouTube have become a part of everyday life for the majority of people in the western world. They are as accessible as the telephone or television. If media corporations want to continue to exist, they must understand the lifeworld of today’s users and embrace their forms of communication. This includes basic forms of social communication: listening and responding, also known as dialog.

4. The freedom of the Internet is inviolable.
   The Internet’s open architecture constitutes the basic IT law of a society which communicates digitally and, consequently, of journalism. It may not be modified for the sake of protecting the special commercial or political interests often hidden behind the pretense of public interest. Regardless of how it is done, blocking access to the Internet endangers the free flow of information and corrupts our fundamental right to a self-determined level of information.

5. The Internet is the victory of information.
   Due to inadequate technology, media companies, research centers, public institutions and other organizations compiled and classified the world’s information up to now. Today every citizen can set up her own personal news filter while search engines tap into wealth of information of a magnitude never before known. Individuals can now inform themselves better than ever.
(6) The Internet improves journalism.

Through the Internet, journalism can fulfill its social-educational role in a new way. This includes presenting information as an ever-changing, continual process; the forfeiture of print media’s inalterability is a benefit. Those who want to survive in this new world of information need a new idealism, new journalistic ideas and a sense of pleasure in exploiting this new potential.

(7) The net requires networking.

Links are connections. We know each other through links. Those who do not use them exclude themselves from social discourse. This also holds for the websites of traditional media companies.

(8) Links reward, citations adorn.

Search engines and aggregators facilitate quality journalism: they boost the findability of outstanding content over a long-term basis and are thus an integral part of the new, networked public sphere. References through links and citations—especially including those made without any consent or even remuneration of the originator—make the very culture of networked social discourse possible in the first place. They are by all means worthy of protection.

(9) The Internet is the new venue for political discourse.

Democracy thrives on participation and freedom of information. Transferring the political discussion from traditional media to the Internet and expanding on this discussion by involving the active participation of the public is one of journalism’s new tasks.

(10) Today’s freedom of the press means freedom of opinion.

Article 5 of the German Constitution does not comprise protective rights for professions or technically traditional business models. The Internet overrides the technological boundaries between the amateur and professional. This is why the privilege of freedom of the press must hold for anyone who can contribute to the fulfillment of journalistic duties. Qualitatively speaking, no differentiation should be made between paid and unpaid journalism, but rather, between good and poor journalism.

(11) More is more – there is no such thing as too much information.

Once upon a time, institutions such as the church prioritized power over personal awareness and warned of an unsifted flood of information when the letterpress was invented. On the other hand were the pamphleteers, encyclopaedists and journalists who proved that more information leads to more freedom, both for the individual as well as society as a whole. To this day, nothing has changed in this respect.

(12) Tradition is not a business model.

Money can be made on the Internet with journalistic content. There are many examples of this today already. Yet because the Internet is fiercely competitive, business models have to be adapted to the structure of the net. No one should try to abscond from this essential adaptation through policy-making geared to preserving the status quo. Journalism needs open competition for the best refinancing solutions on the net, along with the courage to invest in the multifaceted implementation of these solutions.

(13) Copyright becomes a civic duty on the Internet.

Copyright is a cornerstone of information organization on the Internet. Originators’ rights to decide on the type and scope of dissemination of their contents are also valid on the net. At the same time, copyright may not be abused as a lever to safeguard obsolete supply mechanisms and shut out new distribution models or license schemes. Ownership entails obligations.

(14) The Internet has many currencies.
Journalistic online services financed through adverts offer content in exchange for a pull effect. A reader’s, viewer’s or listener’s time is valuable. In the industry of journalism, this correlation has always been one of the fundamental tenets of financing. Other forms of refinancing which are journalistically justifiable need to be forged and tested.

(15) What’s on the net stays on the net.

The Internet is lifting journalism to a new qualitative level. Online, text, sound and images no longer have to be transient. They remain retrievable, thus building an archive of contemporary history. Journalism must take the development of information, its interpretation and errors into account, i.e., it must admit its mistakes and correct them in a transparent manner.

(16) Quality remains the most important quality.

The Internet debunks homogenous bulk goods. Only those who are outstanding, credible and exceptional will gain a steady following in the long run. Users’ demands have increased. Journalism must fulfill them and abide by its own frequently formulated principles.

(17) All for all.

The web constitutes an infrastructure for social exchange superior to that of 20th century mass media: When in doubt, the “generation Wikipedia” is capable of appraising the credibility of a source, tracking news back to its original source, researching it, checking it and assessing it—alone or as part of a group effort. Journalists who snub this and are unwilling to respect these skills are not taken seriously by these Internet users. Rightly so, the Internet makes it possible to communicate directly with those once known as recipients—readers, listeners and viewers—and to take advantage of their knowledge. Not the journalists who know it all are in demand, but those who communicate and investigate.

When we look at the 10 recent biggest media mergers in the world, we see that when buying an Internet site they consider the number of unique visitors of the site. Each visitor is valued to $33. In this case, a news web site with one million unique visitors is $33 million in value. On the other hand, traditional newspaper reader costs $800. In this case, a newspaper with 155 thousands subscribers is valued to $124 million. Of course, this calculation takes into account only readers of the newspaper (Tuna, 2008, p. 61).

Today, we can talk about big mergers and barriers to entry in media sector. In media groups there are certain cases to consider: Newspapers provide news and related materials from the pool of newspaper they are belonging to.

All news is filtered traditionally by editors before they are online.
All news and traditional graphics are rearranged for online.
All news is reformatted according to digital media.

Because of the skimming habit of Internet audience, journalists must prepare the news as short and easy to read. This type of news writing is called “upside down pyramid” (Gurcan, 1999, p. 119). Sorting news from the most to least important and using spots, related links and summaries, giving comments of the parties involved in a news make it easy to understand for the Internet newspaper reader. In other words, the reader is pulled into the news (Tokgoz, 2003, pp. 81-82).

**Differences Between Old and New Journalism**

The most forefront features of Internet journalism, compared to traditional journalism are the speed of publishing a news, reversibility, permitting the details, and liberalizing the publisher/broadcaster. In this respect,
differences between traditional media and new media must be handled in terms of advantages and disadvantages of Internet journalism, the way in which they organize and do business, and relations between the other parties, namely advertisers and the audience, the target population.

Increased Interactivity in New Journalism

Interactivity is stated as the basic feature that differentiates online newspapers from traditional ones (Massey & Levy 1996, pp. 138-151; Shultz, 1999). Online newspapers use interactivity in two ways. First of all, through discussion groups, chat rooms or e-mails involves in communication (Beyers, 2004, pp. 11-20). Such interactivity is personal communication and requires involvement. In the communication over the Internet user is the subject with an active role. User has the ability to instantly interact and express his or her thoughts and discuss over news with the author of that news through the same medium. This way is direct communication. It is done by providing interactive online links between users and information providers on the Internet (Folkerts & Lacy, 2004, p. 53). In traditional media there is also interactivity. Sales figures, ratings, shares and subscriptions, letters to editors, reader surveys, and telephones are all interactivity processes. However, in these processes users are mostly passive receivers or there is limited interactivity. For communication in traditional media, another medium is needed to pursue interactivity. But in new media, this process realized between sender and receiver through the same medium.

Internet, compared to newspapers and TVs has faster delivery and update possibilities (Cakir, 2007, p. 123; Carlson, 2005, pp. 68-71; Widmann, 2002, pp. 87-94). To have an archive and to reach that archive by online keyword search is the feature of Internet journalism that makes easy to use (Halici, 2003, pp. 154-155; Rogers & Allbritton, 1995, pp. 177-195; Deuze, 2003, pp. 203-230). On the Internet web page, news can be as long as desired. There is no page limit. In a newspaper you do not have page to publish news for each reader (Carlson, 2005, pp. 68-71).

Internet created different interest groups and strengthened them. This led to extending the target population of a newspaper (Onursoy, 2001, p. 16).

Internet also allows “individual” or “local” publishing/broadcasting. In this respect, it is against oligopoly and provides equal opportunities.

For journalists, to get immediate and direct reaction from their audience about their news is a valuable contribution. This way, journalists have the opportunity to improve, correct or deepen their work. With online newspapers, it became easy to track which news are read most and drew attention. This creates a positive environment for the progress of journalism profession.

The increased interactivity creates some unwanted results regarding the contextual and functional aspects of journalism. Copyright infringement, illegal use of information, and hacking are common examples of this situation.

Survey Research on New Journalism

The survey was conducted both by using Marmara University’s survey web site on the Internet and by visiting or sending e-mails to respondents. Questions were asked to professionals and non-professionals of media sector. The survey consists of 88 questions. It was applied to both media professionals (media sector staff, advertising agents) and non-professionals like media academicians and students, along with the audience. Totally 2434 people surveyed and 23.8% of them professionals and 26.6% are audience, so called readers. 21.9% of people surveyed categorize themselves as others. SPSS software tool was utilized for the analyses.
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The Cronbach’s Alpha value for the 72 items in the survey is found 86.8. 72 questions were Likert scaled (respectively from Strongly Agree – coded as 1 –, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree – coded as 5 –) to measure different factors affecting the working conditions, content, usability, effectiveness and reach of audience and expectations on online newspapers in Turkey.

Full factorial analysis using varimax method was used to depict the factors defining the contextual and functional differences. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is found 86.2 and Bartlett’s Test of Sphericity yielded a significant value (p = 0.001). It was not a coincident that one of the factors which have been comprised of six variables is interactivity. Respondents see online newspapers as interactive media. The second factor is the difficulties faced by workforce in online newspapers, such as high technical knowledge expectancy and unsatisfactory working conditions for journalists along with high competition among online newspapers.

The next three factors, abundance of choices in new media, competition and higher intensity/frequency of newsflow are both related to difficulties faced by Workforce. Respondents see online journalism as an alternative to old newsmedia. They see that there is a high competition among online newspapers and flow of information through online newspapers are high.

The sixth factor is the expected economic power of online newsmedia. Respondents are stating that online newsmedia will become important economic power in the media industry. Another factor related to this view is that respondents think that online newspapers will be an alternative to the traditional newspapers. Along with these two factors an important factor comes into the sight. The increased flexibility/importance of audience in terms of reaching information. As we mentioned in previous sections the increased degree of interactivity gives the reader to choose the medium/channel to get information in various ways.

The final factor appeared in this survey is the copyright issue for the materials in the online newspapers. Respondents think that this issue is a problem of cost for online newspapers.

When we look at the descriptive findings about the data, in Table 2, we see that of the respondents, 76.9% are spending one or more hours on the Internet. 26.1% of them use Internet five or more hours.

Among the respondents, 45% are working full time and 34% are not working, mostly students (Table 3).

Among 2434 respondents, 23.8% are media professionals and 27.6% are media academics and their students (Table 4). 65% of the respondents state that they use computer tools to accomplish their work (Table 5).

Table 2
Frequency of Daily Hours Spent on the Internet

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Frequency</th>
<th>Percent (%)</th>
<th>Valid Percent (%)</th>
<th>Cumulative Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non</td>
<td>139</td>
<td>5.7</td>
<td>5.7</td>
<td>5.7</td>
</tr>
<tr>
<td>Less than 1h</td>
<td>422</td>
<td>17.3</td>
<td>17.4</td>
<td>23.1</td>
</tr>
<tr>
<td>1-2 h</td>
<td>729</td>
<td>30.0</td>
<td>30.1</td>
<td>53.2</td>
</tr>
<tr>
<td>3-5 h</td>
<td>501</td>
<td>20.6</td>
<td>20.7</td>
<td>73.9</td>
</tr>
<tr>
<td>5-7 h</td>
<td>376</td>
<td>15.4</td>
<td>15.5</td>
<td>89.4</td>
</tr>
<tr>
<td>All day</td>
<td>258</td>
<td>10.6</td>
<td>10.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>2,425</td>
<td>99.6</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>9</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2,434</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 3

**Frequency of Work Type**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent (%)</th>
<th>Valid percent (%)</th>
<th>Cumulative percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>1096</td>
<td>45.0</td>
<td>45.2</td>
<td>45.2</td>
</tr>
<tr>
<td>Part Time</td>
<td>257</td>
<td>10.6</td>
<td>10.6</td>
<td>55.8</td>
</tr>
<tr>
<td>Home Office</td>
<td>72</td>
<td>3.0</td>
<td>3.0</td>
<td>58.8</td>
</tr>
<tr>
<td>Freelance</td>
<td>171</td>
<td>7.0</td>
<td>7.1</td>
<td>65.8</td>
</tr>
<tr>
<td>Not working</td>
<td>828</td>
<td>34.0</td>
<td>34.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>2424</td>
<td></td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2434</td>
<td></td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 4

**Job Types of Respondents**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent (%)</th>
<th>Valid percent (%)</th>
<th>Cumulative percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Sector Staff</td>
<td>397</td>
<td>16.3</td>
<td>16.4</td>
<td>16.4</td>
</tr>
<tr>
<td>Advertising Agent</td>
<td>129</td>
<td>5.3</td>
<td>5.3</td>
<td>21.7</td>
</tr>
<tr>
<td>Advertiser</td>
<td>53</td>
<td>2.2</td>
<td>2.2</td>
<td>23.8</td>
</tr>
<tr>
<td>Media Academician</td>
<td>94</td>
<td>3.9</td>
<td>3.9</td>
<td>27.7</td>
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<tr>
<td>Media Student</td>
<td>576</td>
<td>23.7</td>
<td>23.7</td>
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</tr>
<tr>
<td>Audience</td>
<td>647</td>
<td>26.6</td>
<td>26.6</td>
<td>78.1</td>
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<tr>
<td>Other Profession</td>
<td>532</td>
<td>21.9</td>
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<tr>
<td>Total</td>
<td>2428</td>
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<tr>
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<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5

**Use of Computer Tools at Work**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent (%)</th>
<th>Valid percent (%)</th>
<th>Cumulative Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>300</td>
<td>12.3</td>
<td>15.9</td>
<td>15.9</td>
</tr>
<tr>
<td>Yes</td>
<td>1583</td>
<td>65.0</td>
<td>84.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1883</td>
<td>77.4</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>551</td>
<td>22.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2434</td>
<td></td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

For the Interactivity issue we analysed the factor in terms of views of different job groups. We performed Kruskal-Wallis nonparametric test is used to see if there is a difference between views of different job groups about interactivity (Table 6).

Table 6

**Kruskal-Wallis Test Rank Test**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactivity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Sector Staff</td>
<td>389</td>
<td>637.01</td>
</tr>
<tr>
<td>Advertising Agent</td>
<td>125</td>
<td>639.70</td>
</tr>
<tr>
<td>Advertiser</td>
<td>53</td>
<td>635.25</td>
</tr>
<tr>
<td>Media Academician</td>
<td>91</td>
<td>667.95</td>
</tr>
<tr>
<td>Media Student</td>
<td>573</td>
<td>586.54</td>
</tr>
<tr>
<td>Total</td>
<td>1231</td>
<td></td>
</tr>
</tbody>
</table>
The overall median is 2 (Agree), and in Table 6 we see that there is not so significant difference between job type groups (p = 0.052). This means that each group agrees that Interactivity is an important aspect of online newspapers.

Conclusions

New media is digitizing tangibles as we consider the final product of journalists: the newspaper. For informatics specialists, this situation is a process of transformation of journalism profession. This means that with the tools of new media everyone has the potential of being an information provider not locally but globally. This also transforms the idea that to have the discretionary power is to withhold the information and not to let it out. Popular use of New Media showed us that when you share the information in your hand with others, you receive more information than you have before. Because information flow channels are handy and global reach to those handy tools is increasing despite the oligopolistic activities of some groups.

Our research shows that the thoughts about online journalism and the differences between traditional journalism hold true in terms of the factors affecting the context and functions of journalism profession.

We can conclude that transformation of traditional media to new media will take place when strategic decision making in media sector takes into account the issues of interactivity variable, changing skills of workforce, abundance of choices in new media, increased competition, higher intensity/frequency of news flow, rising economic power of new media, increased flexibility/importance of the audience, and copyright infringements.

We think that this transformation should also lead us, not to freedom of travel, neither to freedom of speech, nor to freedom of thinking, but to a superior state of freedom that is the freedom of reaching quality information.

References