

MEDIA CONVERGENCE OF NEWSPAPERS

Media Convergence of Newspapers:
A Content Analysis of the Houston Chronicle's
Print- and Web-based Content

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This thesis is dedicated to my parents,

Michael and Stacy Sullivan.

Thank you for all your love, support, and endless prayers.

I love you.

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Abstract

The channels of news media have changed. The traditional route of receiving news via a newspaper has evolved into a more digital path, leaving many to question the future of the print publication. This study evaluates the print- and Web-based content of the *Houston Chronicle*. The researcher adds to the field of research on news media by analyzing the online and print content of the publication, creating a new way to categorize and evaluate the subject matter by placing it into four categories: repetition, adaptation, representation, and unique. The researcher seeks to answer three research questions, discovering how each medium exemplifies elements of media convergence.

Key Words: Newspapers, news media, digital media, social media, media convergence

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CHAPTER ONE

Introduction

For most of America's existence, newspapers were the leading source of information, which makes sense because the first media outlet was created in the form of a newspaper. "On (the) 25 (of) September 1690, Benjamin Harris's *Publick Occurrences (Both Foreign and Domestick)* appeared for the first, and the last, time" (Clark, 1991, p. 243). Because the three-page publication was published without authority, Harris was almost immediately arrested (Newspaper History, 2010, n.p.). Although the newspaper began in the late 1600s, the first reporter was not hired until the 1880s. Reporters' first regular assignments were the police courts (Francke, 1995, p. 110). It was during those first assignments where reporters began to probe for answers, forcing the truth to come from eyewitness reports rather than affidavits, paving the way for modern journalism.

Reporter Elizabeth Jane Cochran's, known as Nellie Bly, experiences in the male-driven journalism world helped to mold what is now modern journalism. She wrote in an article that exposed the poor treatment of women at the Women's Lunatic Asylum on Blackwell's Island in 1887, and helped further the concept of investigative journalism as a means to maintain good, decent behavior within organizations. As research for her article, Bly posed as a mentally unstable woman and went undercover for 10 days at the asylum, where she was exposed to harsh and brutal treatments that she said would "drive any sane woman mad" (Newseum, 2011, n.p.). Rather than tarnishing her name, "Her madhouse performance

inaugurated the performative tactic that would become her trademark reporting style” (Lutes, 2002, p. 217). Such journalistic tendencies would later become known as “watchdog journalism.” Not only did Bly’s work help to promote journalism as an investigative experience, she also paved the way for women in the newsroom, as she was the first female reporter. She was “the first and best of the gutsy late-nineteenth-century journalists known as ‘girl stunt reporters,’ Bly became a national phenomenon during a formative moment in American mass culture” (Lutes, 2002, p. 218).

Later, as the journalistic process progressed so did reporters desire to find and expose tough stories. Edward R. Murrow, a veteran World War II reporter, brought the action of war into the homes of Americans via radio by broadcasting from the tops of a building during attacks for the first time on March 13, 1938. For most Americans, this was their first taste of the war, and they were able to do it from the comfort and safety of their own homes. At this point, newspapers and other forms of media were completely separate, but for the first time, the papers were able to act as a companion piece to the breaking news to which many individuals were listening, offering more in-depth and feature-style stories — one of the earliest moments of media convergence.

After Murrow’s journalistic progress and various technological advances, Bob Woodward and Carl Bernstein captured America’s attention with their coverage of Richard Nixon’s Watergate scandal from 1972 to 1976. Their reports spawned the idea of journalistic investigation such as uncovering the Watergate scandal and

exposing the Tweed Ring. These two examples of watchdog journalism, also known as muckraking — “to search for and expose real or alleged corruption, scandal, or the like, especially in politics” (Merriam-Webster, 2011, n.p.) — are considered to be the first occurrences of the Maxwell McCombs and Donald Shaw’s Agenda-Setting Theory. The theory is defined as “reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the ‘agenda’ of the campaign” (McCombs and Shaw, 1972, p. 176).

The idea of watchdog journalism arose from an effort to maintain some accountability with political officials and candidates. Social responsibility is a key component to the journalist’s mantra: “for if we are to enjoy domestic tranquility in our pursuit of happiness, and if we are to achieve the blessings of liberty, newspapermen must be the explosive specialists in democracy” (Finnegan, 1942, p. 167). Journalists adopt the notion that the public has the right to know the character of the person they may elect, which leads to reporters delving into the personal lives of both candidates and current constituents. Unfortunately, voters and readers are less interested in negative press and more interested in “happy news” (Robinson, 1976, p. 96). Although the audience desires to read about uplifting news events, the readers still seek out media sources such as newspapers to learn about potential political candidates. Most individuals obtain information concerning politics second- and third-hand via mediums such as a newspaper (Robinson, 1976, p. 99).

Media has the ability to motivate a silent majority, and, in some cases, even altering the outcome of a political election (Zhu and Blood, 1993, p. 102). Such an

action may occur when a newspaper highlights specific stances that certain candidates hold. Informing the public of the candidates' views and policies may affect the policy-making process throughout the campaign (Zhu and Blood, 1993, p. 102).

The news media impacted Americans' viewpoints of religion, politics, and other sources of interest long before the invention of the Internet. However, media dependency in America has grown exponentially with the advent of social and digital media outlets. Now, anyone with an iPad or iPhone can be a journalist, as digital media in conjunction with social media create availability to most individuals. Currently, news organizations have the option to develop what has been dubbed a "digital newspaper" that can be sent to subscriber's digital devices. For example, news organizations such as the Houston Chronicle has begun utilizing Web-based media to more effectively reach its target markets, as more than 206 million American's utilize social networking sites (Mashable, 2011). However, such a reality leaves many people, including aspiring journalists, questioning the stability of the trade.

Recently, many people have voiced their opinions on the seemingly imminent death of the journalism field since the conception of the Internet. Many believe that today's culture is transitioning into a mostly-digital world, which is true. Everything can be found online. Furthermore, the Internet is now at people's fingertips — literally, as most individuals can access the Web via their smart phones, Apple iPads, or Amazon Kindles. Technology allows individuals the ability to instantly access

works that were once printed in the form of books, newspapers or other paper medium. Because of this reality, the field of journalism appears to be struggling — especially since there is relatively little research on the uses and gratifications of social and digital media in journalism, as the concepts are fairly new. Although the function of newspapers is changing, the fight is not over because “... we do have a future ... and it is more in our control than the popular wisdom would have us believe” (NewspaperNext, 2006, p. 1).

However, despite the common misconceptions, the art of journalism is not dying and neither are magazines and newspapers. Rather, the mediums have been forced to take on new roles. The “old mediums” must find a way to coexist with “new media.” The process is ever evolving and continually striving to find that specific niche market, where printed media still reigns supreme and considered to be a trustworthy and valid source of information. That is not to say that certain aspects of journalism such as advertising are not suffering. However, the invention of the handheld tablet and other similar mediums may throw the seemingly sinking field of print journalism a life preserver. This concept may prove to be true in the fact that newspapers can now sell subscriptions to consumers so that they can receive the news on their hand held devices, bumping up revenue costs. This thesis would explore a number of ways that the Internet may help define print journalism’s new role in society via social and digital media.

“Transformation in the newspaper industry demands an ambitious agenda:

- A better understanding of the forces reshaping the entire media

environment and disrupting the newspaper industry.

- A better way to see where new opportunities are emerging.
- A clear, practical process to shape the products that will unlock these opportunities while minimizing cost and risk.
- A strategic game plan outlining what newspaper companies should strive to become and some of the most promising opportunities they could pursue" (NewspaperNext, 2006, p. 2).

This study will explore how the Internet impacts the printed journalism world in a content analysis of print and Web-based content.

CHAPTER TWO

Literature Review

The media possesses great influence over the everyday lives of people — only most of them do not even realize the effects that TV, radio stations, newspapers, and digital and social media have on them. Media have taken a front-row seat in the lives of Americans, as the culture depends on the news and social networking sites to succeed in the course of their everyday lives. Ultimately, Americans now are dependent on media. Many Americans cannot function without turning on the television, flipping through a newspaper to check the daily headlines or logging onto the Internet to connect with individuals across the globe via e-mail and social networking sites, such as Twitter and Facebook. The United States of America ranks third in its social media usage, behind Italy and Australia, “with the average person spending just under six hours (per month) on social networking sites” (Mashable.com, 2010). Additionally, “globally, the average Twitterer conducts three unique sessions for a total of 36 minutes per month,” (Mashable.com, 2010). Furthermore, “the active unique social network audience grew roughly 29% from 115 million in February 2009 to 149 million in February 2010” in the U.S. (Mashable.com, 2010).

Throughout the course of history, media has proven to be an agent of change, continually looking to create bonds with its audiences, promoting more and more interaction among its patrons, as viewers or readers “feel like they’re a part of the story” when they are given the opportunity to submit footage or pictures

(Mashable.com, 2010). Additionally, Mashable.com suggests that “it would behoove the local reporter, station or paper to use social media to connect with these walking camera men and women, who make for excellent sources of information when disaster strikes” (Mashable.com, 2010). Although many Americans depend on the media as a news source, the public is almost consistently dissatisfied with the evolution of the media world. Regardless, journalism, in all forms, “has become a very potential, if not a chief, factor in the world’s affairs” (Ochs, 1986, p. 38). Because journalism has become an influential part of people’s lives, the mass media hold a special responsibility to its audiences. A journalist’s main objective is to report the news in such a way that most individuals are capable of understanding and comprehending. The journalist is to act as a conductor, relaying important information to his or her audience, while also acting as a gatekeeper, keeping politicians and organizations accountable to their deeds. News organizations are held to a standard of excellence that requires them to hold the national, local, and state governments accountable to its citizens.

The free press is a cornerstone of democracy — people have a need to know. Journalists have a right to tell. Finding the facts can be difficult. Reporting the story can be dangerous. Freedom includes the right to be outrageous. Responsibility includes the duty to be fair. News is history in the making. Journalists provide the first draft of history — a free press, at its best, reveals the truth (Newseum, 2010, n.p.).

Without the media, there is no one to probe for the truth and reveal underlying lies or fraud (Griffin, 2006, p. 394). If journalism is limited, then the information relayed to readers who daily depended on media and journalism, is also limited (p. 394). Furthermore, without the media, individuals would experience a withdrawal of sorts, as the culture has become dependent on all forms of media — both digital and traditional.

People have more access to digital media than ever before. As of January 11, 2011, the United States of America produced a total of 206.2 million Internet users, meaning that 74% of the social network site Facebook's users are from America (Mashable.com, 2011, n.p.). The media dependency concept has infiltrated the lives of almost every American every single day. In reality, media, whether it is social, digital, or traditional, is simply another factor — another element— in many Americans lives. In other words, the media “is nothing to write home about” to most people — unless something unusual happens or a scandal is uncovered, rocking the normalcy of media dependence.

Because the usage of digital media has exploded in the past five years, several pundits are concerned for the well being of the once sacred printed word. Many believe that the printed word will utterly disappear within a few years. However, according to the State of the News Media report, “Newspapers, contrary to what is frequently alleged, are not dying in droves” (Journalism.org, 2010, n.p.). Rather, only about half a dozen publications went out of business in 2010 and most of those were ranked second in their markets. Additionally, only approximately 100 newspapers

cut back their publication dates by one day, most of which were small dailies. Although the newspapers place in journalism seems to be somewhat questionable, the concept of converging media formats may just help save the field of print journalism and stave off its unlikely death of the printed word, in general, continuing to feed Americans' dependency on media (Journalism.org, 2010, n.p.).

This literature review will give a brief history and of the *Houston Chronicle*, justifying the publication for this study. It will also give an overview of the state of news media, including the a look into the condition of perceived media credibility, define media convergence, discuss the history and development of new media, as well take a look at a modern day converged newsroom.

State of Print Newspapers

In 1940, according to the Audit Bureau of Circulations, there were 41,132 daily newspapers produced in the United States. Newspaper production peaked in 1987 with 62,826 publications in print (Audit Bureau of Circulations, 2010). After that, print newspaper circulation has steadily declined. In 2009, the most recent report showed that newspaper production has almost leveled out to its numbers in the 1940s, with only 46, 278 papers still in print (Audit Bureau of Circulations, 2010). The Sunday edition of papers, however, has taken less of blow in publication numbers. A total of 32,371 newspapers were in circulation for the Sunday edition in 1940, according to the Audit Bureau of Circulations. The Sunday edition papers peaked in 1990 with a total of 62,635 printed publications (Audit Bureau of

Circulations, 2010). In 2009, there were 46,850 publications — 572 more Sunday (or weekly) publications than daily editions (Audit Bureau of Circulations, 2010).

Additionally, newspapers are not as cost effective as they once were. In 1956, news organizations spent \$1,344,492 on publication costs annually (Audit Bureau of Circulations, 2010). In 2009, the Audit Bureau of Circulations reported that \$ 10,066,783 on production expenditures in 2009.

Newsrooms are changing. The fact is plain and simple — even if the implementation of convergence is not as simplistic in nature. With the advent of new forms of media, traditional media has had to discover a way in which to survive — especially since America does not yet possess the ability to transplant moving pictures and text into a traditional, paper newspaper such as the ones found in the highly popular Harry Potter movies. Nevertheless, the print media must find its niche in the ever-evolving journalism world. Although, newspapers are not “dying out in droves,” like many believe, the publications are, however, losing advertising prospects (The State of the News Media, 2010, n.p.), which means that print news organizations must learn how to change with the times (see Figure 1). Newspapers are continuing to struggle, especially with the current economic recession of 2008-09; they are struggling and restructuring, according to Suzanne M. Kirchhoff (2010):

“The U.S. newspaper industry is in the midst of a historic restructuring, buffeted by a deep recession that has battered crucial advertising revenues, long-term structural challenges as readers turn to free news and entertainment on the Internet, and heavy debt burdens weighing down some

major media companies.”

Circulation for newspapers has been steadily decreasing for the better part of the decade, hitting an all-time low in September 2009 (see Figure 2). The struggle is mostly related to a decrease in advertising revenue, which caused news outlets to be forced to layoff of reporters (see Figure 3). Below are some graphs, depicting the trends of news media for the past decade (The State of the News Media, 2010, n.p.):

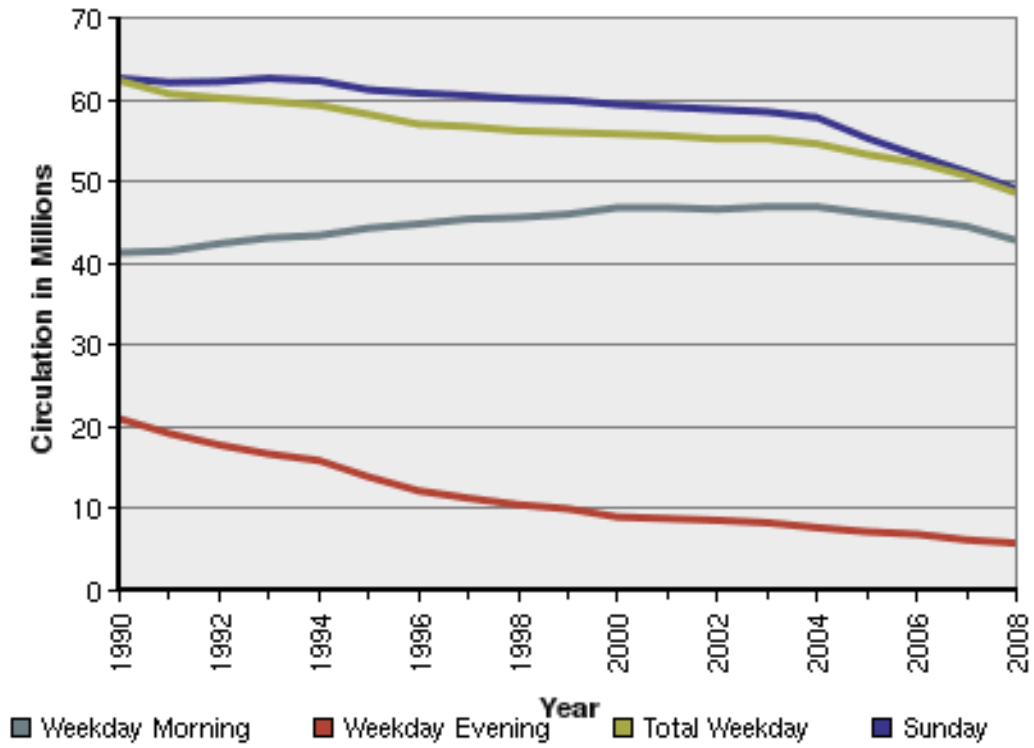


Figure 1. Newspaper circulation has steadily declined since 1990 with the advent of the Internet.

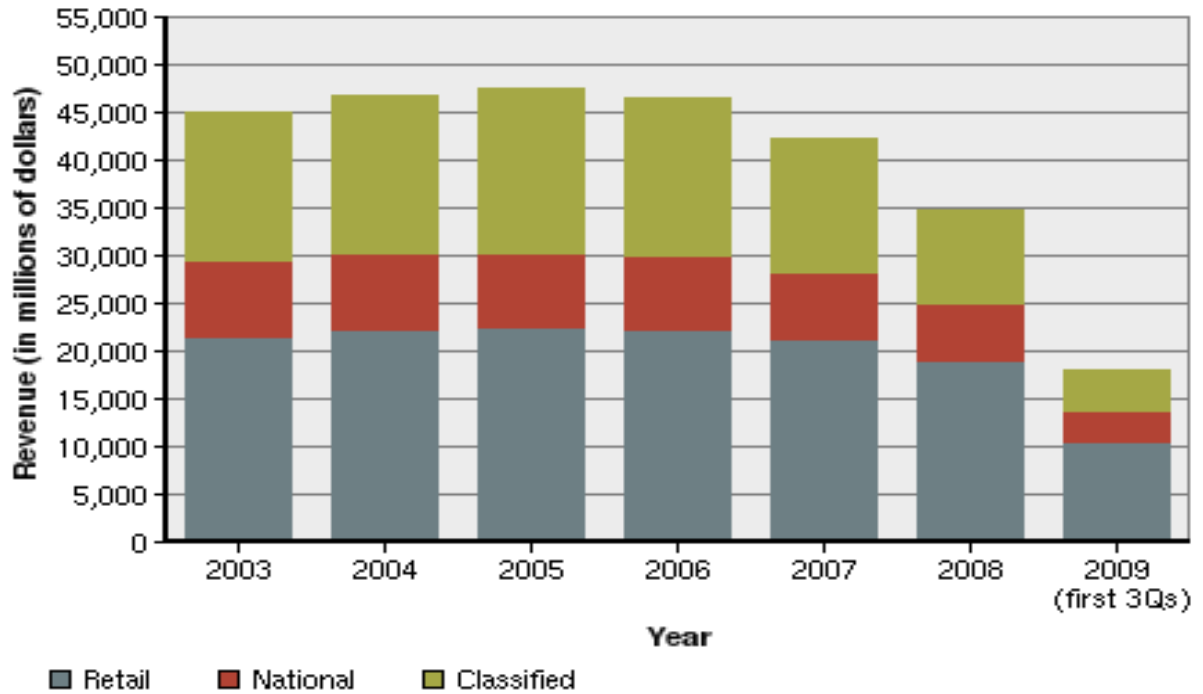


Figure 2. Newspaper revenue has been declining. The Internet plays a large part in this because many individuals believe the news should be free and refuse to pay for such services. Additionally, the cost of advertising in the print industry has continued to claim, forcing advertisers to refuse to buy space for declining circulation. Furthermore, advertisers are not interested in paying the exorbitant prices set forth by news organizations for online advertising.

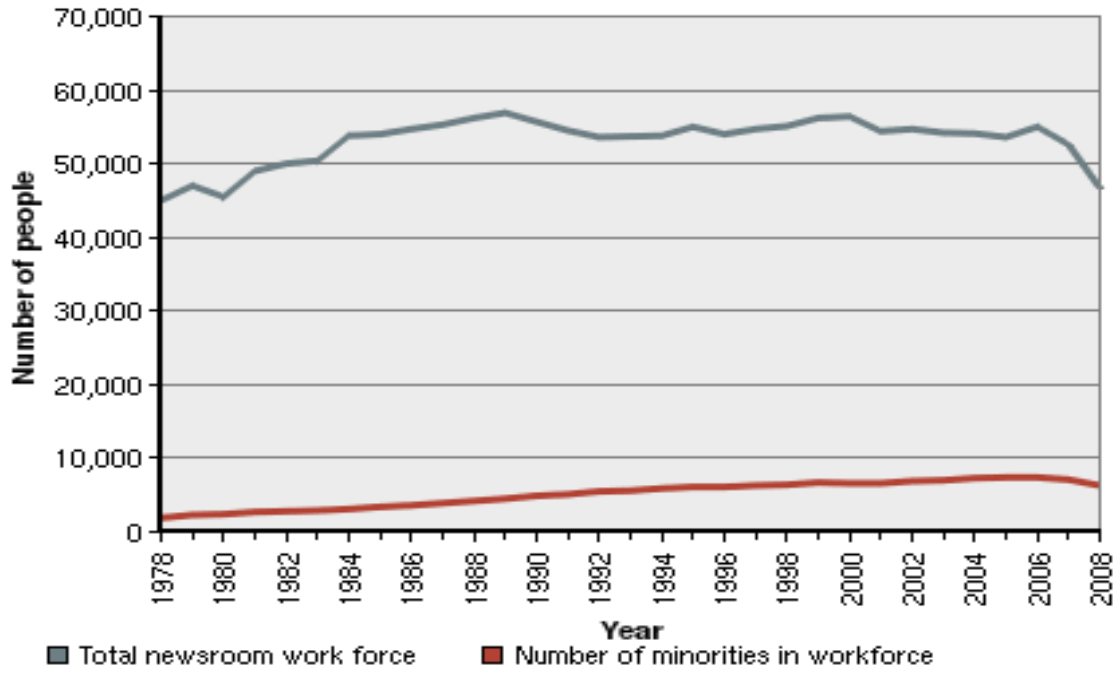


Figure 3. Due to the fact the budgets are tighter, employment in the newsrooms has also declined.

Media credibility. The term credibility, in and of itself, is a subjective word. The idea of media credibility has been a popular area of study for many decades (Cassidy, 2007, p. 2; Abdulla, Garrison, Salwen, & Casey, 2002, p. 4; Kohring, & Matthes, 2007, p. 231; Meyer, Marchionni, & Thorson, 2010, p. 100; Kim & Johnson, 2009, p. 283). The term credibility varies in definition, depending on the time frame, current events and persons asked. Overall, though, credibility seems to be a synonym for the word “trust” (Kohring & Matthes, 2007, p. 231). Scholars Matthias Kohring and Jorg Matthes said, “trust is considered an important basis for social order and a foundation for social cohesion,” making the idea “a key concept for a functioning modern society amid its indefinite prospects and overwhelmingly risky decisions” (p. 231). Trust is a “crucial variable in media effects,” as “it informs us how individuals perceive and evaluate news media” (p. 231). According to Kohring and Matthes, “communication scholars usually prefer the term credibility instead of trust” (p. 231).

Credibility within media outlets is a “building block” of sorts because without trust in an organization, the consumer’s confidence wavers (Gentzkow & Shapiro, 2006, p. 284). “Media firms try to build a reputation for truthful reporting,” however, some of the perceived credibility is shaped by the public’s worldviews, as “consumers’ assessments of the quality of news sources depend on prior beliefs,” (p. 284). This proves that the concept of credibility is, once again, subjective in nature.

In spite of the somewhat skewed perceptions of media credibility, research has proven that there are various key indicators in consumer confidence (Kohring &

Matthes, 2007, p. 233; Beaudoin & Thorson, 2002, p. 242; Arpan, 1999, p. 250). First, two components of credibility have been identified as “expertness and trustworthiness” (Kohring & Matthes, 2007, p. 233). According to Kohring and Matthes, “expertness is referred to how well informed and intelligent a communicator is perceived,” while “trustworthiness was operationalized by the absence of persuasive intentions and impartiality” (p. 233). Ultimately, the public expects journalists and reporters to be experts on every topic and utterly unbiased in their depictions of the news. Furthermore, “Media credibility has been operationalized in different ways, including performance, accuracy, fairness, and responsibility; accuracy and believability; faith in the press; ...depth... and completeness” (Beaudoin & Thorson, 2002, p.247).

Credibility is formulated by more than just unbiased reports. Rather, credibility is the “extent to which the consumer perceives claims made... to be truthful and believable” (Beaudoin & Thorson, 2002, p. 247). Such beliefs are based on a journalist’s “voice” (Meyer et al., 2010, p. 103) and use of “exemplars” (Arpan, 1999, p. 250) in his or her reports. Voice is the tone in which a reporter uses in his or her stories. Some tones include “traditional or authoritative news”; “opinionated news,” which can be found on blogs, editorial pages or Television programs; or “collaborative news, in which journalists reports working closely with their audience or readers as sources to cover a story” (Meyer et al., 2010, p. 103). Exemplars, though, are the meat of a story, as they are “examples used to illustrate an event or issue that is the subject of a news story” (Arpan, 1999, p. 249). Such

illustrations can be in the forms of “photos, footage or individuals affected by an event or issue, quotes from those interviewed for the story, or anecdotes recounted by a reporter” (p. 249).

Regardless of what is the modern definition of credibility, a credible news media is essential to mass communication (Arpan, 1999, p. 251). Credibility is not a one-dimensional tool only used by journalists. Historically, “surveys of journalism have focused solely on its primary political function, which is to inform the public, and have, therefore, neglected its secondary but complementary function” (Conboy, 2005, p. 4). A factor of journalism is also “to engage with the broader lifestyle and entertainment requirements of the readership” (p.4). This complementary aspect of journalism “has contributed enormously to a wider cultural politics” (p. 4). Conboy goes on to say that, “in short, journalism in ... printed formats is best seen as the continuous recombination of novelty, information, opinion and entertainment” (p. 4).

Historical overview of media credibility. Credibility, by a journalist’s definition, is “objectivity — detachment, non-partisanship, a style of writing called the inverted pyramid, facticity, and balance” (Mindich, 1998, p. 3). From the very conception of journalism, the credibility of news media was shot — mostly because the paper was confiscated practically before the ink had dried on the parchment after coming off the press. The first and final printing of *Publick Occurrences, both Forreign and Domestick* was September 25, 1690 (Merritt, 1963, p. 365). The three-page edition was written by Richard Pierce and edited by Benjamin Harris in an

almost purely editorial fashion. The government confiscated the pamphlet, and later released a statement protesting the paper's publication (Library of Congress, 2010). Thus, discrediting the publication's credibility.

The Governor and Council, on Sept. 29th, issued an order as follows:

“Whereas some have lately presumed to Print and Disperse a Pamphlet, Entitled, Publick Occurrences, both Forreign and Domestick: Boston, Thursday, Septemb. 25th, 1690. Without the least Privity and Countenance of Authority. The Governour and Council having had the perusal of said Pamphlet, and finding that therein contained Reflections of a very high nature: As also sundry doubtful and uncertain Reports, do hereby manifest and declare their high Resentment and Disallowance of said Pamphlet, and Order that the same be Suppressed and called in; strickly forbidden any person or persons ffor the future to Set forth any thing in Print without License first obtained from those that are or shall be appointed by the Government to grant the same.”

The year would be 1719 before the next newspaper was published, as “Boston's and America's second newspaper, the Boston Gazette, printed originally for William Brooker by James Franklin, did not appear for another decade and a half” (Merritt, 1963, p. 370). That same year, Andrew Bradford's *American Weekly Mercury* was “published somewhat sporadically” (p. 370). Such publications are known as “colonial newspapers,” and, “yet, in spite of the limitations of eighteenth-

century printing and journalism, the colonial newspaper became an effective channel for the distribution of news and inter-colonial communication” (p. 370). The colonial printers modeled their own techniques “after successful news venues in England” (Parcell, 2011, p. 2). It was during this time period that the basic core principles of modern-day journalism began to evolve, as answering the questions who, what, when, where, why, and how became and trend in colonial newspaper writing. However, the idea of mass communication was not a recent development of the era.

The concept of a printed newspaper “partly grew out of traditional handwritten newsletters,” (Parcell, 2011, p. 4). According to Parcell, “even before the first colonial newspapers, American colonists learned some of their local and foreign news from locally printed pamphlets, which were used to spread news or correct rumor both in the colonies and England” (p. 5). The publications, or pamphlets, that were circulated by colonial publishers were “usually written by highly educated men in the church of the government” (p. 5). As such, the publishers “were not concerned with fancy language or detailed descriptions, they by and large wrote in a style that allowed for the most concise and factual method of relaying the news” (p. 6).

Current state of media credibility. The news media’s credibility among Americans is at an all-time low, with 57% saying “they have little or no trust in the mass media to report the news fully, accurately, and fairly” (Morales, 2010). The growing decline in news media credibility is not a recent trend. Rather, credibility

rates have been steadily falling for the past few decades (Morales, 2010; Healy, 2005; American Society of News Editors, 1998; Abdulla et al., 2002, p. 7; State of the Media, 2010). It should be noted, however, that credibility factors might be tied to the financial stability of an organization, according to a poll by Pew Research Center for the People & the Press (CBSNews, 2009). With the financial belts of major news organizations being tightened, the news media's staff is shrinking (CBSNews, 2009). "The past year saw a surge in expenses, which limits funding available both for experiments and for maintaining editorial quality in print and digital format" (State of the Media, 2011).

The lack of funding for news organizations is not the only factor to consider when evaluating the current state of media credibility, though. A key component of the onslaught criticism media credibility has taken in recent years is, in part, regarding the invention of Internet-based news media (State of the Media, 2010, Abdulla et al., 2002, p. 7; Meyer et al., 2010, p. 101; Chung, Kim & Kim, 2010, p. 672; Thorson et al., 2010, p. 292; Kim & Johnson, 2009, p. 283; Cassidy, 2007, p. 6). Kim and Johnson's study on "A Shift in Media Credibility" found that "how one perceives Internet was ... strongly associated with how much individuals rely on it" (p. 289). More specifically, the study found that the "reliance on traditional media strongly predicted perception of its online counterparts more than reliance on the Web" (p. 289). Because of the questionable credibility of Web-obtained information, the Internet may never become a trustworthy avenue for news media (Cassidy, 2007, p. 6). Thus, hindering the credibility of traditional news media (p. 7).

The bottom line is that there is a struggle for the news media to maintain a semblance of its credibility (State of the Media, 2011). In terms of survival, news organizations must find a way to adapt and evolve to further accommodate America's changing society, as "concerns are significant in that journalism is built on credibility" (Cassidy, 2007, p. 1). Without a trust in the mass media, the public is "less likely to pay attention to it," rendering the field of journalism insignificant (p. 1).

Online Newspapers

The existence of online newspapers has been present longer than most people realize. The "first fully Web-based newspaper, The Palo Alto Weekly, appeared in...1994" (Carina Ihlstrom and Jonas Lundberg, 2004, p. 50). Since 1994, online editions of newspapers have grown considerably. In 2002, "there were as many as 1,296 online editions" (p. 50). Presently, the existence of an online edition of a print publication is considered normal and highly encouraged for the success of the establishment, as "audience measurement firm, comScore, pegged unique visitors to top newspaper groups (Websites operated by newspaper companies) at 123 million in May 2010" according to Suzanne M. Kirchhoff (p. 12).

Because the growth of online publications has grown extensively with the onslaught of social and digital media, a new genre of newspaper design has been established — an e-edition, Web design (Ihlstrom and Lundberg, 2004, p. 53). According to Ihlstrom and Lundberg, "there is a demand from both academics and practitioners for more knowledge about how to design online newspapers to become as recognizable and familiar as the printed ones" (p. 51). Online newspapers,

or e-editions, are defined as “the online editions of daily newspapers, not branch specific of other newspapers” (p. 53).

Ihlstrom and Lundberg conducted a qualitative study of “newspaper publishers, the online newspaper, and their audience in Sweden” (p. 53). The writing duo selected and analyzed the front pages and Web-based content of nine newspapers in Sweden in 2001 and 2003. Ihlstrom and Lundberg chose Sweden as an outlet to study due to its newspaper consumption — the country had “the fourth largest newspaper consumption per capita” (p. 53). Additionally, Sweden had a fairly well developed online community of newspapers and “reading newspapers online was the fourth activity (after email, surfing and banking)” (p. 53). The team also conducted interviews with management, designers, editors in chief, as well as “interviewed usability tested 153 of their users, in order to derive genre rules based on publishers design purpose and audience recognition and use” (p. 53).

New Media: Social and Digital

“Revolution, the future of journalism, the age of the net, or a whole new journalism — these were some of the headlines referring to journalism on the World Wide Web” (Quandt, Loffelholz, Weaver, Hanitzsch & Altmeyden, 2006, p. 171). Online journalism holds great potential in hopes of staving off stagnation in traditional journalism. This new idea is referred to as new journalism or convergent journalism, meaning that traditional media sources like radio, television, and newspapers must utilize the Internet and its capabilities to further its scope and

reach. Some critics claim that new media (social and digital) media is simply the latest wagon in a series of bandwagons.

However, there are other critics who believe that the advent of social and digital media will be the “greatest shift since the industrial revolution” (SmartMedia, 2010, n.p.). The change is referred to as a The Social Media Revolution (SmartMedia, 2010, n.p.). As of 2010, 96% of generation Y had joined some sort of social networking site such as MySpace, Facebook, or Twitter, and social media is currently “the number one activity on the Web” (SocialMedia, 2010, n.p.). In fact, the growing popularity of social media out paces that of any other medium to ever exist. Below are some statistics to support the credibility of social media’s influence (SocialMedia, 2010, n.p.):

- Radio reached 50 million users in 38 years.
- Television reached 50 million users in 13 years.
- Internet reached 50 million users in 4 years.
- The iPod reached 50 million users in 3 years.
- Facebook added 100 million users in less than 9 months.
- iPod application downloads hit 1 billion users in less than 9 months.
- YouTube is the second largest search engine in the world.

Social media, as a whole, does not appear to be a passing fad, as “it is a fundamental shift in the way we communicate” (SocialMedia, 2010, n.p.).

New media not only has the ability to reach several million people in a relatively short time, it also contains other media characteristics.

Convergence

Today, when most people think of journalism, their thoughts may be conditioned to think of print journalism — newspapers. The idea that journalism is dying is fretted against the concept that newspapers will soon cease to exist. However, because of media convergence, neither modern journalism nor its print predecessors will become extinct in the immediate future. Media convergence, as a term and observable concept, has only been thoroughly examined since 2002 when Sonya Forte Duhe', Melissa Mortimer, and San Chow conducted a research study, asking Radio-Television News Directors Association members about their convergence efforts (Thornton & Keith, 2009, p. 258). The results showed that 89% of those responding thought that their news organization participated in media convergence. However, the study later revealed that the definition of convergence was too broad, as only 35% of stations surveyed also produced stories for a newspaper or similar publication (Thornton & Keith, 2009, p. 258). "(The) findings suggest that the rhetoric about print-TV partnerships from the early 2000s may not have been matched by actual substantive change in partnered newsrooms" (Thornton & Keith, 2009, p. 259).

The idea of convergence has been highly contested since its inception, making it difficult for researchers to gauge the effectiveness of the concept. Because there is no generally accepted definition for the term convergence, many see the idiom as outdated, saying, "their collaborations were based mostly on cross-promotion — essentially advertising each other's work — and limited sharing of

content and sources” (Thornton & Keith, 2009, p. 266). For this paper’s purpose, the term convergence will be defined as an organization that effectively utilizes print, broadcast (both television and radio), Web, digital and social media — promoting the usage of multimedia and audience interaction.

Jane B. Singer conducted a study on media convergence in 2004. She evaluated four news organizations to determine how media convergence was used within the establishment and its effects on the employees and employers (Singer, 2004, p. 6). Singer’s list of newsrooms, reproduced below, was compiled with the assistance of The American Press Institute.

- Dallas Morning News, WFAA-TV (ABC affiliate, TXCN (cable), dallasnews.com)
- Tampa Tribune, WFLA-TV (NBC affiliate), TBO.com
- Sarasota Herald-Tribune, SNN Channel 6 (cable), heraldtribune.com
- Lawrence Journal-World, 6News Lawrence (cable), ljworld.com

During Singer’s study, a researcher visited each of the four news organizations, where he or she participated in the daily newsroom tasks such as attending news meetings. Singer also observed how each newsroom operated and interviewed journalists about media convergence (Singer, 2004, p. 6). The interviewees were promised anonymity, so the answers tended to be more frank and transparent (Singer, 2004, p. 6). Additionally, journalists were asked to complete a 54-question survey with a final submission rate of 81.8% (Singer, 2004,

p. 6). Singer began her trial with a series of research questions that she intended to answer at the end of her study.

- RQ1: What do journalists see as the relative advantage, compatibility, complexity, trialability and observability of newsroom convergence?
- RQ2: What newsroom communication channels are most important to convergence?
- RQ3: What individual characteristics or attitudes suggest that certain journalists will be convergence innovators?
- RQ4: What newsroom social structures contribute most significantly to journalists' attitudes about convergence? (Singer, 2004, p. 6)

Singer's study revealed that even though most journalists confronted convergence with tender trepidation, many found the experience to actually be quite pleasant. In fact, many journalists found that media convergence allowed them to more fully appreciate other forms of media rather than viewing the channels as the competition (Singer, 2004, p. 10).

“Journalists also had access to expanded resources and avenues for storytelling enhanced the public service value of local media, and they agreed with the questionnaire statement ‘My company is better able to serve our audience because of our decision to converge news operation’” (Singer, 2004, p. 10).

Singer's research allows news organizations to more fully recognize that media convergence is not, in fact, a bad idea that will damage the entire journalism

industry. Rather, media convergence seems to be a successful avenue for modern day journalism — especially once journalists jump on the media convergence bandwagon.

Understanding how a journalist approaches media convergence and comprehending the appeal of convergence from an audience standpoint are two different scenarios entirely. From a journalist's point of view, the convergence concept simply makes him or her more marketable as a communicator — similar to a jack-of-all-trades. From an audience member's perspective, convergence offers him or her the ability to access news from every medium imaginable.

Additionally, the opportunity to view news in various forms opens up new avenues for creativity and further understanding of the breadth and depth of a situation, as “The circulation of media content — across different media systems, competing media companies, and national borders — depends heavily on consumers' active participation” (Henry Jenkins, 2006, p. 3). Convergence, though, may not be accomplished simply “media appliances” (p. 3) such as tablets and e-readers. Rather, “convergence occurs within the brains of individual consumers and through their social interactions with others” (p. 3) — we are in a “convergence culture” (p. 4).

Although the overall concept and application of convergence seems to be complicated, the process is significantly effective as a cross-promotional piece once perfected.

Convergence ... calls for coordination and cooperation rather than constant competition among print, broadcast and online media. And that cooperation

means changing what might be called the culture of news. The culture of news does not change easily, however. Studies show that news organizations are among the institutions most resistant to change. ... Convergence invites journalists to develop new habits toward doing their jobs. But old habits die hard (Thornton & Keith, 2009, p. 267).

Clearly, a change in the newsroom needs to occur to more effectively incorporate and promote convergence among news outlets. “Their business models are challenged, and they are increasingly looking towards digital media such as Internet and the mobile devices as areas of future opportunities” (Westlund, 2010, p. 100). Although Westlund makes a legitimate point, his research was conducted in 2006, prior to use of social media, which is now included in the term convergence. Currently, individuals are able to receive their news through several mediums, including mobile devices, tablets, and e-readers. People are more likely to interact with the news media after conveniently creating a dependency on it.

A Converged Newsroom

Susan Jacobson conducted a study on the models of multimedia journalism, published in 2010. Her study, *Emerging Models of Multimedia Journalism: A Content Analysis of Multimedia Packages Published on nytimes.com*, analyzes the production changes in newsrooms, saying, “As newsrooms migrate more of their activities to the Web, it is likely that the shape of the news will also undergo transformation” (Jacobson, 2010, p. 64). Jacobson notes other changes that have come with the advent of the Internet, saying, “changing from analog print and broadcast to the

digital Web has already begun to influence how we educate young journalists, how consumers of news products interpret the news and how practitioners approach the craft of journalism” (Jacobson, 2010, p. 64).

For her study, Jacobson evaluated 45 multimedia packages that were “published on *The New York Times* Website produced between January 1, 2000, and October 23, 2007” (Jacobson, 2010, p. 65). The packages were chosen based on a search of multimedia packages on nytimes.com, which yielded more than 17,000 results for the time period. As a result of the large number of returned matches, the search was whittled down to include “three categories (that) were chosen to reflect a representative range of news stories: (a) multimedia packages to which the keyword ‘election’ applied, (b) multimedia packages to which the keyword ‘real estate’ applied, and (c) multimedia packages created by *New York Times* op-ed columnist Nicholas Kristof” (Jacobson, 2010, p. 65). In her study, she was seeking to answer four research questions: (Jacobson, 2010, p. 66).

- RQ1: What formal media elements and interface schemes are present in the story?
- RQ2: Whose perspective is the multimedia story told from?
- RQ3: To what extent, if any, are hypertextual narrative structures present in the package?
- RQ4: What is the relationship between the online multimedia content and material published in the printed edition of the *New York Times*?

Both Singer and Jacobson's studies were a catalyst for this study, as the concept and ideas for this study were derived from their research. This study, however, will ultimately evaluate the relationship between new and old media. New media (or modern media), for this study, consists of digital media — the organization's Website. News Websites will be considered to be a part of the new media genre for this study.

Larry Dailey, Lori Demo, and Mary Spillman (2005) conducted a study called "The Convergence Continuum: A Model for Studying Collaboration Between Media Newsrooms." In this study, the researchers espoused the fact that "a standard definition of news convergence remains elusive even as buzz about the term increases among media scholars and industry officials" (Dailey et al., p. 150). Although the definition may be somewhat uncertain "this convergence identity crisis has not stopped newspapers, broadcasters, and online groups from rushing to develop multimedia staffs to produce converged content" (p. 150).

The greatest asset to media convergence is the "digital technology (that has) allowed journalists to produce news across several multimedia platforms at increasing speed" (p. 151). The study pointed out "there is a lack of common, behavior-based definition of convergence efforts" and "a lack of a common instrument for measuring convergence efforts" (p. 151).

Dailey, Demo, and Spillman conducted a study to "define convergence by placing it on a dynamic continuum that contains the overlapping levels of cross-promotion, cloning, competition, content sharing, and full convergence" (Dailey et al.,

2005, p. 151). The researchers sought to explain, “how the continuum fills a void in the current research on convergence” and outline the potential application “to communication theories, such as gatekeeping and innovation diffusion” (p. 151). In their study, the researchers developed the “convergence continuum,” which consists of the five Cs: cross-promotion, cloning, cooperation, content sharing, and full convergence (p. 152).

Ultimately, the researchers found that “the convergence continuum is a dynamic model that defines convergence as a series of behavior-based activities that illustrate the interaction and cooperation levels among staff members at newspapers, television stations, and Web organizations with editorial partnerships (p. 166).

A common question that many journalists and news editors entertain is the idea of how to maintain their jobs. The answer for those that wish to survive would need to include some form of media convergence. For some newsrooms, the idea of media convergence has become like second nature, but for others, the process has proven to be more difficult, causing stressful financial times. For *The Houston Chronicle*, the transition into the world of convergence has been moderately successful.

The Houston Chronicle successfully utilizes print, broadcast, social and digital media in its everyday reporting. The organization utilizes each avenue of media in a direct way. For breaking news, the Chronicle throws up a short, accurate story on the Website and then promotes it on Twitter and Facebook while the rest of the

story is developing. Soon after, if applicable, pictures and video will find their way to the Website. The following day, an in-depth article, telling the story from various points of view would appear in newspaper with references to send readers to the Website. The Houston Chronicle uses new and traditional media in a circular fashion, where each medium is constantly interacting with another medium and the audience.

Journalism — a form of media — began in 1690 with the first newspaper and the hiring of reporters in the 1880s, followed by the invention of both radio and television broadcasts. After the invention of television, computers made a journalist's life a little easier, and the Internet continued to aid the process. The invention of digital media has catapulted journalism to a whole new era — an era of new media, where news is within one's grasp almost instantly.

It is no secret that the face of journalism is changing, however, the trade is not dying out. Traditional media has experienced its fair share of struggles in the race to stay alive with new media — especially newspapers. This study will seek to evaluate the success of traditional newsrooms that integrate new media into their programs. The study will track and examine the results in content analysis of the *Houston Chronicle's* print and Web-based content via a new evaluation framework, which will be discussed more thoroughly in the methodology section.

CHAPTER THREE

Methodology

Minute by minute; second by second — such time constraints are indicative of a modern America's view of life in general and the news and social media industries in particular. Americans desire to have up-to-date news sent to the palm of their hands — literally. The country is fast-paced and ever moving, and its citizens expect the same of their news organizations, which leaves many editors curious about what course of action they should take that will most effectively and accurately gratify their audience's needs.

The response seems to be found in the concept of media convergence — reaching audience members via all forms of media such as print, radio and television broadcasts, the Internet, and digital and social media.

Media convergence is the idea that messages are received via different mediums — through various communication channels. “The communication channel through which the message about an innovation is shared. Interpersonal channels are seen as especially effecting in persuading an individual to accept a new idea if the channel links people who are similar in important ways” (Singer, 2004, p. 5). As previously noted in the literature review of this study, media convergence is a growing part of the media industry.

In fact, some would argue that all forms of media utilize the most basic forms of convergence — the integration of two or more media. Additionally, the literature review also noted the continually evolving life of journalism and the ramifications that digital and social media have brought upon the newspaper world. The research

methodology presented in this section of the study will detail the logistical information for completing the evaluation.

Selection of newspaper: The Houston Chronicle

The Houston Chronicle is Texas's largest publication (John H. Murphy, 2012) and the Nation's eighth largest newspaper, according to the Audit Bureau of Circulations (2011). Marcellus E. Foster founded the paper October 14, 1901, according to John. H. Murphy (2012). The publication's success was almost immediate, as "the *Chronicle*, which sold for two cents a copy, had a circulation of 4,378 at the end of its first month of publication, remarkable in a city of 44,638" (Murphy, 2012).

Although the paper was seemingly successful in its early years, the *Chronicle* ran into some trouble in 1922 when the Klu Klux Klan was running rampant. Foster wrote "blistering editorials attacking the Klan" (Murphy, 2012). However, "Readership, circulation, and advertising all suffered so much that the paper's department heads pleaded with the editor to soft-pedal his attacks" (Murphy, 2012). Foster's response was: "'Before I do that,' Foster answered angrily, 'I'll dismantle the presses and throw the pieces into Buffalo Bayou'" (Murphy, 2012).

The publication recovered and continued to flourish. Eventually, the Houston Endowment sold the *Chronicle* to Hearst Corporations when it "had to divest itself of the profit-making paper under new state laws... in 1987 for \$415 million, at that time the highest price ever paid for an American newspaper" (Murphy, 2012).

Sampling method

Data was collected from *The Houston Chronicle's* print- and Web-based editions for three consecutive days, during December 19, 2011 through December 21, 2012. A print edition of the paper was obtained daily. Additionally, screen shots were taken of *The Houston Chronicle's* Website — www.chron.com — three times per day: once in the morning, afternoon and evening. The front pages of *The Houston Chronicle* and the “Latest News” and “Today’s News” sections of the *Chronicle's* Website were assessed. Through this collection process, sufficient information was obtained to effectively evaluate *The Houston Chronicle's* publishing techniques for print and Internet.

Noteworthy events. During the collection time frame, several key events took place that had the potential to alter the outcome of the research. Such events include several holidays— the data was collected during the Holiday season in December, encompassing Christmas and New Year’s Eve/Day; the fight for the Republican nominee for the 2012 Presidential Election — Texas’s own Gov. Rick Perry had thrown his hat in the ring — and the wrap up of college football.

It should also be noted that the first day of data collection revealed that most news stories were only represented online. However, further data collection showed that most online content appeared in the next print-edition of *The Houston Chronicle*.

Procedure

This content analysis of print and Web-based content will seek to evaluate how media convergence affects print journalism, as “Newspapers in particular seem

to be repackaging their print content for the brave new online world” (Jacobson, 2010, 640).

The researcher analyzed the print- and Web-based content of *The Houston Chronicle* for three consecutive days. This provided a snapshot of the weekday content both online and in print. The research evaluated the news articles in four different ways: repetition, stories featured on the Web and in print without any changes; adaption, articles shown on the Website and in print that are similar, but have been altered; representation, similar, offers a separate viewpoints in print- or Web-based edition of *The Houston Chronicle*; and unique formation, articles unique to a particular medium (i.e. only in print or on the Web). This evaluation method was created specifically for this study and is an addition to the field of study regarding journalism and media convergence.

Repetition. For this project, the terms repetition, adaptation, representation, and uniqueness were applied according to the following definitions. More specifically, the term repetition refers to articles that appear in both print and on the Web in almost the exact same manner — with only minor textual or grammar edits.

Adaptation. Adaptation refers to articles that are similar in nature. Such stories will appear in both print and online, but will have been changed. This may include the print article being cut for space, an updated news story, or, in some cases, the article may be longer on length. These articles have similar elements, but are not identical.

Representation. The term representation takes the concept of adaptation one step further. Articles classified into the representation category are on the same topic, but have a different viewpoint — these stories are not similar enough to be marked as adaptation. The articles in this category will appear both online and in print. The editions will vary, though. Such variations may include a news story on a subject that appears online, followed by a print story on the same subject written in the form of an editorial, or opinion. The articles must have significant changes to be considered as representation.

Uniqueness. If a story is found only online or in print, it is classified as unique, having no connection. The article does not span both mediums.

Research questions. The content was analyzed, seeking to answer a series of research questions. The questions are below:

- RQ1: In what ways does *The Houston Chronicle* utilize its Website for content?
- RQ2: In what ways does *The Houston Chronicle* utilize its print publication in terms of content? -
- RQ3: In what ways does *The Houston Chronicle's* print- and Web-based content reflect ideals of media convergence through repetition, adaptation, representation, and/or uniqueness?

Although the state of news media is changing, the recent evolution has not crippled the industry. In fact, the new developments seem to have made the organization, as a whole, stronger. Journalists are learning to incorporate more

aspects of social and digital media into their reporting in an effort to more effectively relate to their audience. Audience members have seemingly become ultra-dependent on the Internet, which is the leading source of news information.

The findings of this research will hopefully show the effectiveness of *The Houston Chronicle's* media convergence, giving insight to how the field of journalism uses new media in conjunction with the older, print media.

Coding Schema

The researcher evaluated and coded the information from both the print and Web edition with the exact same criteria. The schema used coded the evaluation time period (morning, afternoon, or evening), the print author(s), the Web author(s), the length of full print article, the entirety of the Web story, the length of the lede sentence (the first sentence), and any similar phrases or elements. A location and summary of each article was recorded for both the print and Web edition. Finally, the article was assigned a category: repetition, adaptation, representation, or uniqueness. When coding and evaluating the content from both the print and online sources, the following form was used:

Evaluation period: _____
Headline: _____
Print Author(s): _____ (News Source); Web Author(s): _____ (News Source)
Web word count: ____; print word count: ____
Web lede: ____; print lede: ____
Similar phrases/elements: ALL
Location:
Print summary: _____ Web Summary: _____
Category: _____

CHAPTER FOUR

Results

Data Collection

The researcher collected data over a three-day time period, during December 19, 2011 through December 21, 2011. A total of 233 articles, combined sum from online and print evaluations, were coded. The articles were coded according to the aforementioned form (page 46), looking for similarities and differences. Although the time frame is limited, the three days allowed the researcher to observe potential forming trends within the framework of *The Houston Chronicle's* ideals of media convergence. It should be noted that the content collected and analyzed December 19, 2011 through December 21, 2011 is consistent among all three days with only slight variances.

The data was coded and categorized into four categories: repetition, adaptation, representation, and unique. Articles which appeared both online and in print without change were coded as repetition. Stories that appeared in both media with slight changes, making the articles similar, were categorized as adaptation. Articles on the same topic that were altered significantly or presented a new point of view were evaluated and coded a representation. Finally, stories that were exclusive to a particular medium, whether it be online or in print, were classified as unique — these articles appeared only online and not in the newspaper or were not featured in the “Today’s News” or “Latest News” section of the Website.

Below are examples for each category:

Repetition. The article “Wounded Hero Welcomed Home” appeared on *The Houston Chronicle’s* Website on December 19, 2011. The story was replicated in *The Houston Chronicle’s* print edition December 20, 2011, classifying the article set as repetition. Although the stories appeared unchanged across both mediums, the print edition included only two photographs, while the online version had eight pictures on exhibit.

Adaptation. The article “Mother Charged, Boyfriend Sought in Boys Death” appeared online December 19, 2011; a version of the article also is found in the December 20, 2011 print edition on page B2. The Web edition is considered to be a straight news story, focusing on the basic who, what, when, where, why, and how of the event. At 146 words, this version is purely informational. The print edition, however, also relays pertinent information in more sensationalized manner; the article is also more detailed than its online predecessor at 337 words. This article was categorized as “adaptation,” as it was an update to a previous online story.

Representation. “BAT Van Hearing May Reveal Grand Jury Target” appeared online on December 19, 2011 in a news format. The online version was written by Brian Rogers and was 311 words. The print version, however, appeared as an editorial written by Lisa Falkenberg; the article runs 818 words long. Further more, the print edition includes an info graphic that said the editorial could be found “exclusively in print and on the iPad.” This article was classified a representation, as the print edition depicts a new point of view from the online story.

Unique: Web. The story “Gabby Giffords, Mark Kelly Spotted on Date Night” is an example of an article found only online on December 19, 2011. This article is also classified as a human interest, as it is not hard news, an editorial, or a feature article.

Unique: Not featured on Website. The article “Fewer Juries Select Death as Penalty” was found on A1 of *The Houston Chronicle* on December 19, 2011; it was not found in the “Today’s News” or “Latest News” sections of the *The Houston Chronicle’s* Website.

The following four graphs exhibit the content analysis breakdown for the 233 online and print articles evaluated and coded over the three-day span (see Figures 4, 5, and 6). It should be noted that the ratios between categories is fairly consistent throughout the three days, implying that the trends noted in this study are representative of the *Houston Chronicle’s* normal operating systems.

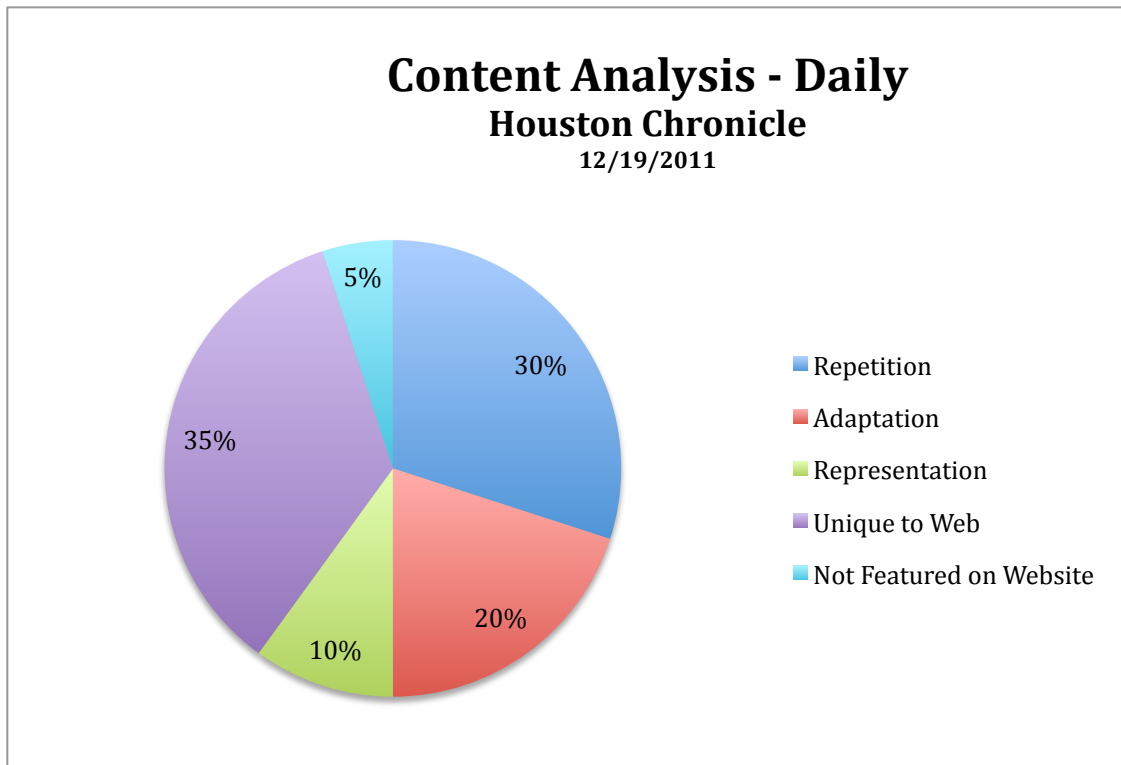


Figure 4. On December 19, 2011, a total of 80 articles were evaluated. The articles appeared in the “Today’s News” or “Latest News” section of *The Houston Chronicle’s* Website or on the front page (A1) of the print edition. The articles were placed into one of five categories: repetition, adaptation, representation, unique to Web, and not in featured section of Website. For this day, 35% (28) of the stories were only featured on the Website, while 30% (24) of the articles fell into the repetition category. Additionally, 20% (16) of the stories were classified into the adaptation category, and 10% (8) into the representation group. Finally, a mere 5% (4) of the stories evaluated were not found in the “Today’s News” or “Latest News” section of *The Houston Chronicle’s* Website.

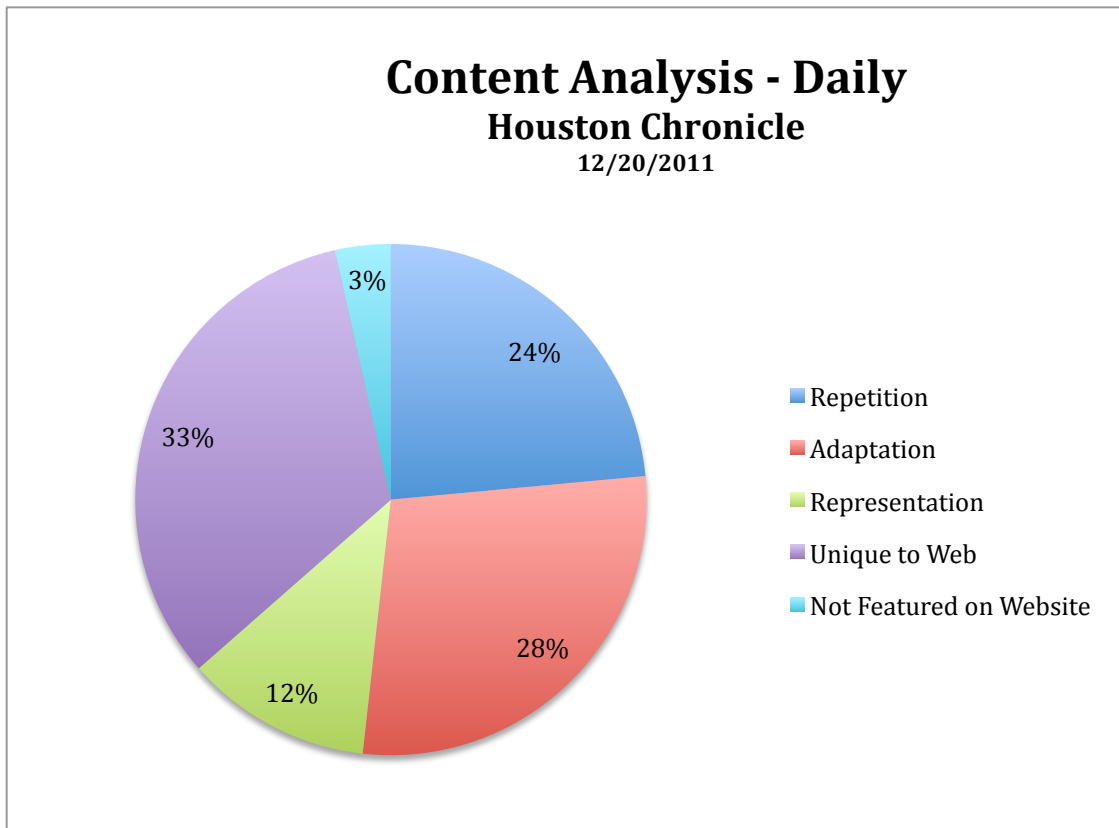


Figure 5. On December 20, 2011, a total of 85 articles were surveyed for the day. The articles appeared in the “Today’s News” or “Latest News” section of *The Houston Chronicle’s* Website or on the front page (A1) of the print edition. The articles were evaluated and classified into one of five categories: repetition, adaptation, representation, unique to Web, and not found in the “Today’s News” or “Latest News” section of the Website. A total of 33% (28) of articles were unique to the Web, and 28% of stories were classified as being in the adaptation category. Additionally, 24% of the news stories were considered to be in the repetition category, and 12% were in the representation category. Finally, 3% were not found in the “Today’s News” or “Featured News” section of the Website, only on the front page of the newspaper.

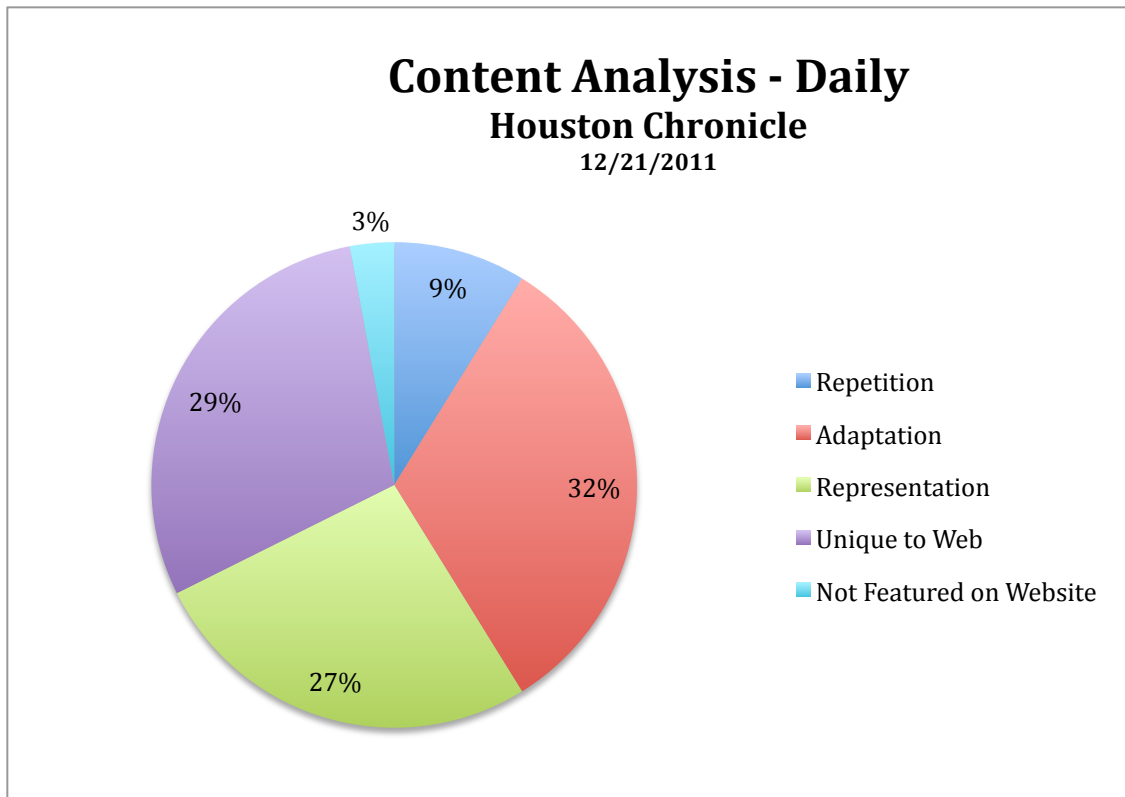


Figure 6. On December 21, 2012, a total of 68 news articles were evaluated. The articles appeared in the “Today’s News” or “Latest News” section of *The Houston Chronicle’s* Website or on the front page (A1) of the print edition. The articles were evaluated and classified into one of five categories: repetition, adaptation, representation, unique to Web, and not found in the “Today’s News” or “Featured News” section of the Website. This day’s results varied from the rest, as 32% of the articles were classified as “adaptation,” while only 29% were unique to the Website. A total of 27% of the stories fell into the representation category, and only 9% were found to be in the “repetition” category. Finally, 3% of the stories were not found in the “Today’s News” or “Latest News” section of the Website, appearing only on A1 for that day.

RQ1: In what ways does *The Houston Chronicle's* print- and Web-based content reflect ideals of media convergence through repetition, adaptation, representation, and/or uniqueness?

The Houston Chronicle's print- and Web-based content reflects the ideals of media convergence through the concepts of repetitions, adaptation, representation, and/or uniqueness. During the three-day evaluation period, the research showed that each medium — both print and online — effectively worked to push readers either to the Website or the print edition. A total of 233, the sum of print and online, articles were evaluated over three-day time period. Of those articles, 50 were classified repetition; 62 as adaptation; 36 as representation; 76 as unique to the Web; and 9 stories from the various front pages were not featured on the Website, only in print. Such a variation among story selection showcases how the publication uses its tools to promote media convergence.

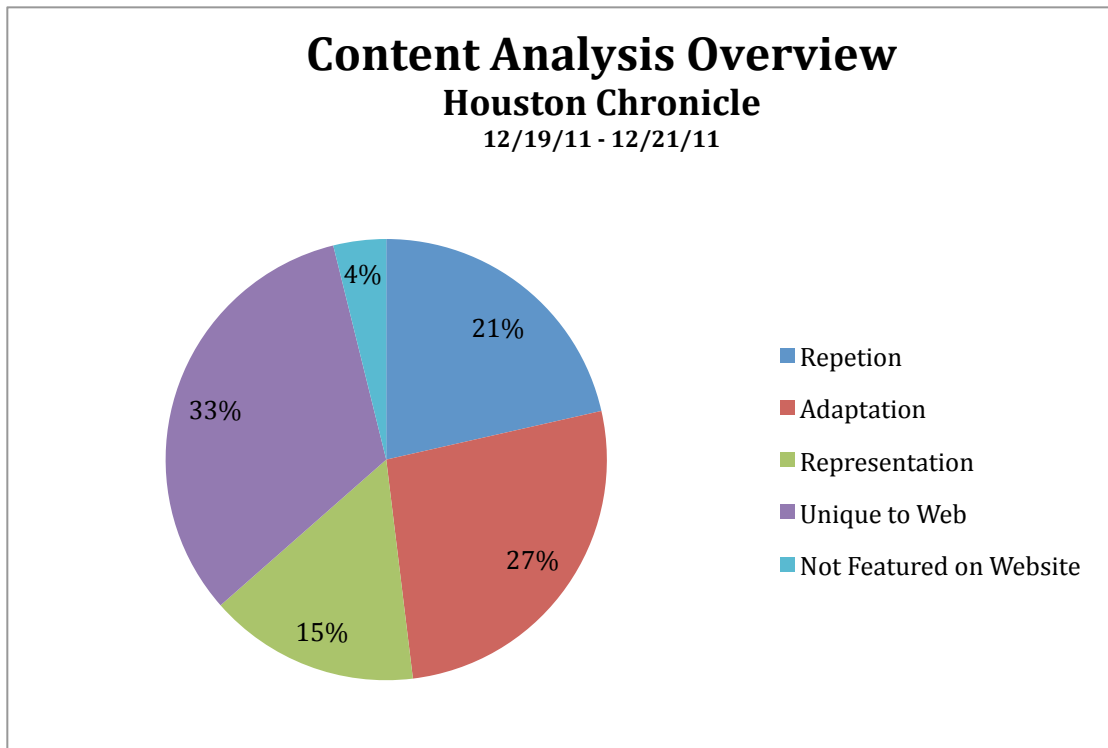


Figure 7. A total of 233 news articles were analyzed over a three-day period. The articles appeared in the “Today’s News” or “Latest News” section of *The Houston Chronicle’s* Website or on the front page (A1) of the print edition. Each article, whether it appeared in print, online or in both mediums, was evaluated and classified into one of five categories: repetition, adaptation, representation, unique to Web, not in featured section on Website. The results showed that 33% (or 76) of all the articles evaluated appeared only on the Website. A total of 27% of the news stories fell into the Adaptation category, while 21% of the articles were categorized as repetition. Finally, 15% of the stories were considered to be classified as representation, and only 4% of the stories evaluated were not found in the “Today’s News” or “Latest News” section of *The Houston Chronicle’s* Website.

RQ2: In what ways does *The Houston Chronicle* utilize its Website for content?

The study revealed that 76 of the 233 articles analyzed, roughly one-third, over a three-day period were found only online. Such a high volume of online-only stories allows the publication to encourage readers to visit its Website multiple times throughout the day. The publication also achieves this through the fact that 38% of the online-only articles were considered to be human-interest articles — stories that would more likely appear on People.com rather than in a newspaper. Such stories generally revolve around celebrities or other feature-like concepts. These are the ideas that keep readers returning to the Website. For example, the articles “Think You Want an iPhone with LTE? Think Again,” “Elf on Shelf Gets Creative,” “Stores’ Winter Wonderlands,” and “Living Large in Tiny Homes” are all classified as human-interest articles.

RQ3: In what ways does *The Houston Chronicle* utilize its print publication in terms of content?

The Houston Chronicle reserves its larger, more in-depth stories for print, often times waiting to publish the story until late at night — after most readers are asleep, allowing the paper to hit the newsstands early in the morning. A total of 67.5 percent of articles appear in the print publication. Of that number, a 46% of the stories are adapted for print or appear only in the publication. Only nine of the articles that appeared on the front pages were not found online — a mere 3.9%.

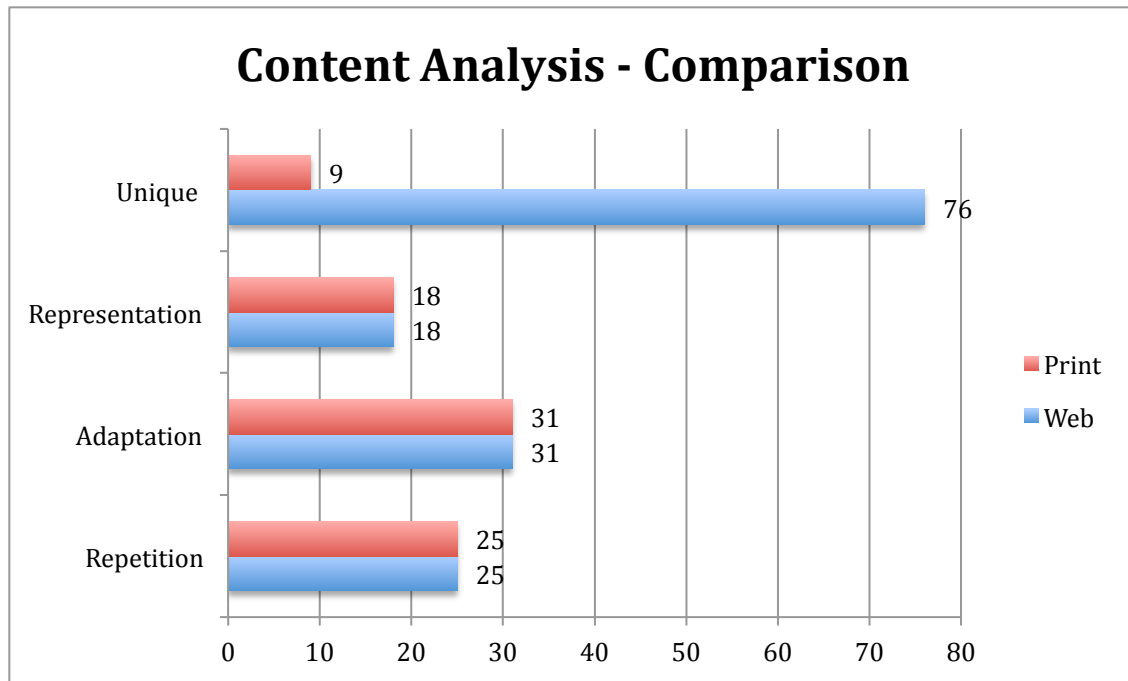


Figure 8. The articles found in the categories of repetition, adaptation, and representation are each one of a pair — one is online, and one is in print. Therefore, the comparison on print and Web-based content appears to be the exact same on a numerical level. However, each article is different — unless it is categorized as repetition. The greatest comparison in terms on numbers appears in the “unique” category. Only nine articles were not found in the “Today News” or “Latest News” sections of the Website.

CHAPTER FIVE

Discussion

Newspapers are not dying. The publications are an old medium existing in an ever-evolving world of new media. As a result, the newspaper industry has been forced to accommodate the whims of the news media, as it pertains to the 21st Century — in this case, the whim of immediacy, more commonly known as the digital age. With America producing more than 206.2 million Internet users per year, the newspaper industry must find a way to relate to its audience on more than just a daily basis — try hourly (Mashable, 2011).

The newspaper industry's solution to its impending death: the Internet. Many modern newspapers produce an e-edition or, at the very least, actively update their Website. It should be noted, however, that the information found on the Website is not simply regurgitated for the print edition but is used as a tool to promote media convergence, as the research for this study proves.

Research Question 1: In what ways does *The Houston Chronicle's* print- and Web-based content reflect ideals of media convergence through repetition, adaptation, representation, and/or uniqueness?

In a word, yes is the answer to the question. *The Houston Chronicle*, as a publication and Internet guru, does reflect the ideals of good media convergence. The Website pushes readers to the newspaper; additionally, the print edition effectively encourages readers to visit the Website to view photo galleries and

related articles. The organization exudes expertise in Internet and non-Internet related interactivity — that’s how the publication measures its success. The framework for evaluating the articles allows the effectiveness of media convergence to be seen throughout the publication. The research conducted for this study showcased the ideals of media convergence, as each news story was evaluated and placed into a category. The categories, in a sense, measure the convergence.

The first category of the framework is “repetition.” Articles in this category appear exactly the same in both media — without any alterations or edits. Secondly, articles may have been classified in the “adaptation” category, allowing the publication or author to make minor adjustments. In this case, articles were mostly edited for grammar, cohesion and/or space constraints. In some cases, an update to the story would be included. Thirdly, articles may be given the classification of “representation,” meaning that the Web- and print-based articles were not similar enough or expressed a differing point of view on the same subject matter. Finally, the articles were evaluated in terms of uniqueness, appearing only online or, in some cases, an article on the front page of the paper did not appear in the “Today’s News” or “Latest News” sections of the Website.

Two conclusions may be drawn from these results. The first being that an argument could, in fact, be made on the basis of the idea that *The Houston Chronicle* mainly uses it’s Web-based content not purely for informational purposes, but to promote interactivity with the audience. This argument is founded by the reality that a total of 35% of the 233 articles analyzed appeared only on the Website. Most

of the articles that were featured only online were either breaking news stories, where the event is currently unfolding, blog-style articles, focusing mainly on human interest subjects such as the article “A home with an amazing pool” that appeared online December 21, 2011. Additionally, several of the articles that were featured only online were photo galleries, allowing the print edition to use the space more effectively.

The blog-like stories and photo galleries are two concepts that promote the interactivity theory, as both idea pull readers in and captivate them for a certain amount of time — especially the photo galleries. Often times, an invitation is extended to reader to submit his or her own photos and/or comments on a subject. For example, the article “Houston atheist: Christmas isn’t just for Christians” on December 22, 2011 ends with the Houston Belief Web Producer calling for readers to write in with their affirmation of the author’s opinion or offer a rebuttal. This article resulted in 73 Facebook shares and 10 retweets, as well as several hundred comments on the comment board.

The second conclusion pertains to the lifeblood of the print journalism industry — credibility, credibility, and credibility. It is a given nowadays that everything that appears in print will also appear online. However, it is not assured that every item that appears online will appear in print, which leaves credibility of the medium to question. If everything appears online, but only select items appear in print, does that not lend to the idea that print maintains its credibility — which is a key factor in news reporting — over the Internet?

Some may argue this point because 42% of the 233 articles evaluated that appeared in print were edited. Many of the edits included story updates, while at least 15% of the articles that appeared in print and online were given an entirely different perspective in the print edition. In many cases, this included turning a straight news story into an investigative or feature story. The different perspective, whether it is in an editorial or turning a news story into a feature or investigative article, grants credibility to the print publication. The print edition takes the predominately short articles on the Website to a full-fledged article with all the details.

However, even though most of the Internet and print articles differ in content, one question still remains. Does credibility matter if no one reads the publication or will individuals instinctively flock toward credible sources, disregarding ease of access? Not likely, which leaves the state of journalism in a quandary.

Research Question 2: In what ways does *The Houston Chronicle* utilize its Website for content?

Ultimately, *The Houston Chronicle's* Website exists for one purpose: to compete in the digital age. The Website acts as a catalyst for convergence among the media for the news organization. All of the *Chronicle's* media — social, digital, and print — refer the reader back to the Website. Conversely, the Website directs traffic back to the print edition, and connects the audience to its social media networks.

In addition to the Website's role in the convergence circle, it also allows a somewhat impersonal publication — the very nature of newsprint — to become personal. The Website connects the readers to the writers, to celebrities, to other readers: the Website showcases the human relation aspect. The Website effectively executes this by featuring articles that are considered to be human interest — or as those in the biz like to refer to such as “fluff.” Sometimes these articles are referred to as “evergreen” articles, as they can be published at almost anytime. Of the 233 articles that were analyzed for this study, 76 were found only online. A total of 38% of the online-only articles were categorized as human interest — stories that pique the readers' interest; not hard news — or filler. Several of the human-interest entries online were photo galleries — a visual connection with the readers. The *Chronicle* used the visual aspect of the Website to entice visitors to click on the link. Furthermore, the photo galleries, often times, called for visitors to submit their own pictures of events, thus promoting interactivity on the Web page.

Research Question 3: In what ways does The Houston Chronicle utilize its print publication in terms of content?

The Houston Chronicle, for all intensive purposes, is not a new or modern newspaper — in the sense that the paper has existed since the early 1900s. *The Houston Chronicle* knows how to effectively put together a newspaper. *The Chronicle* is the Houston's only major newspaper.

The Houston Chronicle, in terms of content, carries five sections on a consistent basis: news, city and state, business, sports, and editorial. Additionally, the publication also rotates in sections such as: flavor, and entertainment. Each section varies in the number of pages that is represented. Typically, the news section (A section) of the paper is the fullest grouping, followed by city and state, business, and sports, respectively.

The single most important page in the entire paper is the front page, or A1. This page holds what is deemed as the most important or newsworthy information in the entire paper. This is the page that captures the readers' attention. It's what gets people to pick up the paper and, hopefully, purchase it. Generally, approximately four to six articles begin on the front page. Each article is categorized according to news value (negativity, proximity, recency, currency, continuity, and uniqueness) and arranged on the page. Everything aspect on the front page is designed to convey the importance level of each article — from the typeface, to the pictures, to the white space on the page as well as the colors used. Typically, the larger photo denotes the most interesting or news worthy story. This story can be a feature story. However the boldfaced fonts for headlines depict the most newsworthy story on the page. The front page also includes teasers at the top of the page. These teasers are summaries of the most important articles on the inside of the paper.

The articles found in the newspaper range from hard news stories to features to sports. The bulk of the articles in the paper, though, fall into the hard news or

news story groups. Most stories, though, involve some sort of human interest — the story behind the story. Because there is limited space in each issue of the paper, the most newsworthy articles are given credence.

The articles that appear in the paper are not the exact same articles that appear online. Most the articles that appear in both locations are adapted to fit their medium. Generally, the stories found in print are a more in-depth version of the online story.

What this means for the newspaper industry

Throughout this study, several things have become clear to the researcher. Some observations are conclusions regarding the newspaper industry, while others are ideas rooted in a deep desire to witness the success of print journalism.

Newspapers have lost their voice. Newspapers are deep in the midst of an identity crisis — their voice has disappeared into a sea of immediacy and convenience. Newspapers are rooted in history and tradition, but unfortunately print journalism customs can no longer support the industry. Most of what the newspaper industry believed about print journalism is fading. What was considered the main source of news information hardly registers in the minds of most Americans, as the voice of newspapers has been relegated to a minor blip on the radar — a mere 140 characters, to be exact.

In all reality, even the lifeblood of journalism — to discover and report the truth — is at stake. In 1972, a man known as Deep Throat came forward to encourage Bob Woodward and Carl Bernstein “to follow the money.” Thirty-seven

years later in 2009, Australian Internet Activist Julian Assange simply published the Website “Wikileaks,” disclosing secrets of the American government and effectively bypassing conventional media. In the case of Wikileaks, news organizations were not the ones that broke the story about alleged government secrets. Instead, the news media was forced to cover the fact that Assange leaked potentially top-secret information to the world. Individuals no longer confide in news media to relay sensitive information. Businesses, small and large, and the government used to fear what a publication would say; they were concerned what the printed words would do to their image. Now, corporations are more concerned about what citizens are tweeting and talking about on their Facebook fan page — not all publicity is good publicity anymore.

One thing is for certain in regards to print publications: newspapers are no longer the leading source for breaking news. In fact, news organizations in general, including their Websites, are rarely a source for up-to-the-minute information. Any real news junkie, self-proclaimed or professional, gets his or her news updates in 140 characters or less — more commonly referred to as the social networking site Twitter. The newest trend in news media is not leading the pack in information dissemination, but, rather, playing catch up and, often times, citing Twitter, Facebook, or other social networking sites as sources. Social media is now the leading source of journalism, threatening what those in the business refer to as journalism ethics. A single tweet or status update may alter a day’s news cycle. This alternate news format poses some issues for news media. The largest, perhaps,

being the decline of print circulation, as most people are not willing to pay for news or information that can be obtained without cost via social and digital media.

But social media has stolen more from news media than its consumers and its right to report on issues first. It has commandeered the news industry's chief tool: social conversation. There was time not exceptionally long ago when reading the newspaper was part of most individuals' morning routine. Reading the newspaper used to be a form of social interaction because many people would discuss the news throughout the day at work or socially. More than likely, though, people do not walk into their office and ask, "Did you see the paper this morning?" anymore. Rather, the more likely conversation looks like this: "Hey, did you see what John Smith post on Facebook last night?" or "Did you see that Snookie announced she was pregnant last night on Twitter?" Newspapers and news organizations are no longer a source of social conversations — a fact that may be to the detriment of the industry.

News organizations have tried to grasp this new regime, but have ineffectively implemented the procedures. When breaking news occurs, news organizations post a tweet and Facebook comment, directing readers to the Website to read the full article. Most of the time, the newspaper will carry a longer, more in-depth article the next day. Currently, newspapers are a similar replication of the content found online. But, why would a consumer purchase a print publication that has nearly the same information that the online version contains? They will not purchase information that can be obtained for free. Newspapers, if they want to

survive, must evolve. They must be different than their online counter parts. Print publications can no longer compete with the 24-hour news cycle because even their online partners are struggling. The news industry should take some cues from social media Websites in order to survive in an era where social media reigns supreme. Social media sites such as Twitter and Facebook “have the social awareness and interaction that people seem to thrive on” (Sabremedia, 2012). News organizations must find a way to replicate community interest. Newspapers must become conversation starters once again.

A lack of social conversation regarding news media may suggest that consumer’s trust in such organizations is wavering. Insinuating that the public’s trust in news media is also shifting. Consumers must be able to trust their news organizations because without credibility, the news media is nothing more than well researched blog articles. Conversely, the concept of credibility in news organizations may be losing its value among news consumers. For some, news is news. It does not matter to the recipient if the source is from a legitimate news source or if it is an unsubstantiated claim found on Facebook or Twitter.

Limitations and weaknesses

The researcher is apprised that this study has limitations and weaknesses. First, the researcher acknowledges that longer study would be more beneficial, as a three-day evaluation only allows for a snapshot of the *Houston Chronicle’s* print- and Web-based content. Second, the research was focused on only one newspaper and its coordinating Website. To effectively understand newspapers as a whole, more

than one publication should be observed. Furthermore, more than one publication in each market should be observed, as newspapers differ drastically depending on circulation size, budgetary constraints, and local impact.

Third, the time of year may be classified as a weakness, as the evaluation period was during the Holiday season. This project was researched in late December, right after Thanksgiving and before Christmas and New Years. Additionally, the political race for the Republican primary for the upcoming 2012 Presidential election was in full swing. At this time, Texas Gov. Rick Perry was listed on the ballot. Such events may have impacted the results of this study.

Future Research

The topic of news media is a broad one, especially in the fields of media convergence and social and digital media. Therefore, suggestions for future research include: examining the rate of convergence, examining social and digital media usage in regards to news media, examining consumers reactions to social media verses print media, and, finally, conducting both quantitative and qualitative studies in both fields pertaining to news media.

During this study, it has become increasingly clear that a study on the rate of media convergence is desperately needed. There is a saying in the field of journalism: the news never sleeps. The sentiment is true in regards to the fact that life never stops, nor does the act of newsgathering. However, there comes a certain time of day when the updated information on news sites slows. The study could broach the questions:

- Why does the information slow?
- Should the information slow since this is the era of the 24-hour news cycle?
- Is there a method to media convergence — i.e. does the story start on a social media site such as Twitter or Facebook then progress to the organization's Website, and then, finally, published in the print edition?

In conjunction with the idea of convergence, and in-depth study concerning the usage of social and digital media among news organizations would be relevant. The study has several options of completion. For example, one could evaluate the social media usage on sites such as Twitter and Facebook in accordance with the Agenda Setting Theory.

Additionally, a study focusing on the use of digital media — tablets, iPads, nooks, etc. — would be beneficial. The documentary “Page One: Inside the New York Times” refers to the iPad as “the savior of print.” If this is truly the case, a study should be done to evaluate the uses and gratifications of digital media pertaining to news organizations.

Furthermore, a study examining the usage of social and print media in regards to the theory of Uses and Gratifications would be beneficial to the field. Social media has overtaken traditional media and left print media in a quandary. A study of this nature would lend insight as to whether consumers prefer the twitter-sized news snippets verses full-length news stories in the paper for mere convenience or determine if the smaller stories are more gratifying to the reader.

Finally, a study focused on the credibility of social media would also offer insight into the print journalism industry. The potential study would examine the credibility associated with social media. A cross-platform study, including newspapers, would be an interesting comparison among mediums.

CHAPTER SIX

Conclusion

It is true that the state of news media is in flux. What is not true, however, is that print media is dying. It's merely transforming. The previously conceived rules and definition of print journalism are changing, evolving to fulfill not only the needs but also the desires of news consumers. News is not a stagnant field, nor can one expect the method for which one obtains information to remain dormant and one-dimensional.

This study has shown that print media may still have a place in the current society — even with the advent of social and digital media — if the industry can recreate the sense of community it once had. News organizations are trying finding their footing once again. To do this, they must establish methods for modern news reporting. This study has shown that the *Houston Chronicle* uses its print- and Web-based content to reach its readers. However, the process needs to be refined to secure the future of the journalism, both print and online.

Throughout this study, the researcher has made some observations regarding the news industry, suggesting:

- Newspapers have lost their voice. Their future is unclear for the print medium, but, in reality, the whole field of journalism is at stake.
- Circulation is declining among newspapers countrywide; as readers are not willing to purchase information when social media sites are resources for free news.

- Newspapers are not longer the leader source for breaking news. Newspapers once prided themselves on being the first publication to “break the story.” Now, even news Websites rarely awarded the opportunity to break the story — Twitter claims that victory.
- News consumers need to know their publications are credible because without trust, readers will not purchase newspapers
- News Websites must do a better job of incorporating videos and photographs into their sites. This creates a need or desire for consumers to revisit the news publication’s Website.
- With the advent of social media Websites, news media is no longer a source of conversation. News organizations must construct a way for the news media to recreate the social aspect of journalism.
- A solution to monetize must be created. The plan should not be to monetize the print publication, but to monetize the industry as a whole.

News is no longer one-dimensional. Print media cannot exist in its original form. Rather, it must transform into something all together different. The key: media convergence in the form of community. Each form of media interacts and communicates with its audience in a slightly different way. Newspapers must redefine its voice and communication strategies.

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Appendix

19-Dec-11						
Article	Media?	Repetition	Adaptation	Representation	Unique	Notes
<i>Morning Evaluation</i>						
Gabby Giffords, Mark Kelly spotted on date night	W				Unique to Web	
Mother charged, boyfriend sought in boys death	WP		This is the first article in a series of updates concerning the mother-and-boyfriend team sought in the murder of a child. This article offers basic information about Glover, the child's mother, and the search for her boyfriend. Article was written by Staff Reports. No quotes.			Story found on B2 in Dec. 20 print edition - Evaluation period: Morning - Print Author(s): Houston - Chronicle Staff report; Web Author(s): Safiya Ravat (HC) - Web word count: 146; print word count: 337 - Web lede: 27; print lede: 40 - Similar phrases/elements: Basic information on crime - Print summary: Lede is considered a news lede, but more sensationalized than Web version. Gives basic information on police response, on Glover's silence during her son's beating and the probation status of both Glover and Seaton. Overall, this is a more detailed synopsis of the online update. - Web Summary: Straight news - focuses on arrest of Glover and relationship to child, and police search for Seaton. Purely informational. Phrase "no other information is available" used. - Category: Adaptation

EquuSearch joins in hunt for missing boater	W				Unique to Web	
Police escorts face injury, death	W				Unique to Web	
BAT van hearing may reveal grand jury target	WP			The articles on the BAT Van differ greatly, with the online article being news story and the print edition being an editorial. The print edition includes a graphic, saying "exclusively in print and on the iPad."		Appears on B1 in Dec. 20 print edition- Evaluation period: Morning- Print Author(s): Lisa Falkenberg (HC); Web Author(s): Brian Rogers (HC)- Web word count: 311; print word count: 818, 882 with correx- Web lede: 34; print lede: 12- Similar phrases/elements: - Print summary: Editorial- Web Summary: News- Category: Representation
Think you want an iPhone with LTE? Think again.	W				Unique to Web	This story, featured on one of the Houston Chronicle's blogs, about the iPhone is unique to the Chronicle's Website. However, Silverman's column the next day (Dec. 20) discusses smartphones in general, focusing on Google's <i>Android</i> . The online article tells readers that they "can read a full review in my print column in Tuesday's print edition of the Houston Chronicle" of the <i>Android</i> . The print edition refers the editorial to a news story on Apple's fight against the <i>Android</i> .
Suspect arrested in weekend shooting at nightclub	W				Unique to Web	

Living large in tiny homes	W				Unique to Web	
Elf on shelf gets creative	W				Unique to Web	Photo slide show
Texans blasted for disrespecting America	W				Unique to Web	
Wal-Mart shoppers shocked by stabbing	W				Unique to Web	Small brief
UH might want to be wary of James Franco	W				Unique to Web	Human interest
3rd earthquake hits west Texas	W				Unique to Web	Small brief
Wet, cold weather coming	WP		This story appears both on the Web and in print. The online edition is more detailed. However, 3/4 of a page is devoted to the weather on B10			
St. Joseph emergency room evacuated	W				Unique to Web	Small brief with 2 photos
Kim Jong II, dead at 69	WP			This article set deals with the same subject in different manners. The print edition profiles Kim Jong II's death, while the online story discusses the assumed trials of the succession of power of Kim Jong Un.		Website showcases 32 photos Web word count: 1,281; print word count: Web lede: 32; print lede: 30 "Dear Leader" used in both stories - in first graph for Web, second graph for print
<i>Midday Evaluation</i>						

<p>UPDATE: Mom, boyfriend charged in death of 4-year-old</p>	<p>WP</p>		<p>This is the second article in a series of updates on a Mom, boyfriend charged in the death of a child. This article gives basic information of the crime, adding when and where the police found the dead child, Dustin Skyler Roff. Adds information on Seaton and Glover's criminal records. No quotes.</p>		<p>Found on B2 in Dec. 20 print edition - Print Author(s): Safiya Ravat (HC); Web Author(s): Safiya Ravat (HC)- Web word count: 124; print word count: 337- Web lede: 17; print lede: 40- Similar phrases/elements: Mugs of Glover, Seaton - Print summary: Lede is considered a news lede, but more sensationalized than Web version. Gives basic information on police response, on Glover's silence during her son's beating and the probation status of both Glover and Seaton. Overall, this is a more detailed synopsis of the online update. - Web Summary: Straight news - focuses on arrest of Glover and police search for Seaton. Gives prior criminal records. - Category: Adaptation</p>
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Former rep Sadler files for senate, filling Dem void	WP			The two articles are similar in topic, but approach the issue in different formats. - Print summary: More of a profile of Sadler- Web Summary: Focused on Sadler's file for candidacy; "reputation as a state for business"		Appears in Dec. 20 issue on B1. - Print Author(s): Gary Scharrer, Nolan Hicks; Web Author(s): Gary Scharrer, Austin Bureau- Web word count: 217; print word count: 337- Web lede: 34;print lede: 39- Similar phrases: "Former House Public Education Chairman Paul Sadler", same sadler quote on "reputation as a state of business"- Print summary: More of a profile of Sadler, Gibson. Article also talks about Democratic campaign strategies regarding Sadler – not strategies about Gibson- Web Summary: Focused on Sadler's file for candidacy; "reputation as a state for business" - Category: Representation
UH might want to be wary of James Franco	W				Unique to Web	Human interest - Still on Website during midday evaluation; no updates
Houston FBI hunting female serial bank robber	W				Unique to Web	Straight news, 139 words

<p>AT&T drops bid for T-Mobile</p>	<p>WP</p>		<p>This set of articles deal with AT&T's decision to drop the T-Mobile bid. The articles are similar and have mostly the same components. The print article, however, elaborates more on the Justice Department's role in the drop.</p>		<p>Found on B1 in Dec. 20 print edition- Evaluation period: Midday- Print Author(s): Michael J. de la Merced (NYT); Web Author(s): The AP- Web word count: 565; print word count: 669 - Web lede: 52; print lede: 12- Similar phrases/elements: Basic info on companies- Print summary: Basic information in AT&T/T-Mobile bid drop; has more information about Justice Department.- Web Summary: Basic info on companies, some info on Justice Department</p>
<p>Amber alert cancelled for 20-month-old Humble girl</p>	<p>W</p>				<p>Basic news announcement about a small child who went missing. No updates in paper.</p>
<p>This year's most annoying word is...</p>	<p>W</p>				<p>Human interest, poll. This article was deisgned to boost the Houston Chronicle's Website interactivity.</p>
<p>Cheering on Christmas</p>	<p>W</p>				<p>Human Interest, designed for Website interaction. Photo slide show of the Texans Cheerleading showing off their Christmas spirit.</p>

Elf gets cozy and creative	W				Human interest photo gallery, designed to promote interactivity — readers send in photos of their "Elf on a Shelf" dolls. This feature reappears on the Website periodically throughout the Christmas season.
Hot ice skating	W				Human interest, designed to promote Website interactivity. Photo gallery of those who went ice skating in Downtown Houston, regardless of the warm weather.
Wounded hero welcomed home	WP	The print/online stories are identical, making the articles fall into the "repetition" category.			Main art on Dec. 20 print edition A1 Story found on B1 in Dec. 20 print edition - Evaluation period: Midday - Print Author(s): RENÉE C. LEE (HC); Web Author(s): RENÉE C. LEE(HC) - Web word count: 508; print word count: 508 - Web lede: 39; print lede: 39 - Similar phrases/elements: Articles are identical. - Print summary: Same as Web; 2 photos - Web Summary: Same as print; 8 photos - Category: Repetition
Drought claimed up to 500 million trees	W			Unique to Web	Story is only found on Web. There is, however, a story on B2 the burn ban: "Harris County weighs easing burn ban." The trees are not

						mentioned on print edition.
JFK's hearse to be sold at Dallas auction	W				Unique to Web	Short story, one picture
Alaska project OK'd for Houston's ConocoPhilips	WP		The articles are basically identical in concepts/ideas. The print edition, however, extols some extra information about permits.			Found on B6 in Dec. 20 print edition - Evaluation period: Midday - Print Author(s): Simone Sebastian (HC); Web Author(s): Simone Sebastian (HC) - Web word count: 199; print word count: 336 - Web lede: 33; print lede: 33 - Similar phrases/elements: Most components of the articles are identical - Print summary: Same as Web; elaboration on permit requirements - Web Summary: Same as print; less information on permits - Category: Adaptation
UT's new student GOP leader in Twitter trouble, too	W				Unique to Web	Short story with screen shot of Tweet.

Former Miss Universe dies in Houston	WP		Stories are very similar in composition, only slightly reworded at some points. Information is the same in both articles.			Found on A2 in Dec. 20 print edition - Evaluation period: Midday - Print Author(s): Associated Press; Web Author(s): Associated Press - Web word count: 399; print word count: 235 - Web lede: 20; print lede: 20 - Similar phrases/elements: Most of the article is the same - Print summary: Death of former Miss Venezuela obit - Web Summary: Death of former Miss Venezuela obit - Category: Adaptation
Shockey should apologize to Texans	W				Unique to Web	
<i>Evening Evaluation</i>						
Shell drilling site springs in Gulf	W				Unique to Web	
Galveston picks new city manager	WP	Print/Web articles are identical.				Found in a brief on B2 in Dec. 20 print edition- Evaluation period: Evening- Print Author(s): HC Staff Reports; Web Author(s): HC Staff Reports- Web word count: 74; print word count:74 - Web lede:35 ; print lede: 35- Similar phrases/elements: All- Print summary: Galveston's new city manager- Web Summary: Galveston's new city manager- Category: Repetition

<p>Two Dems to seek Senate nomination</p>	<p>WP</p>	<p>The articles are identical * Updated from previous Web story, which is not identical to print edition</p>			<p>Front page article: "3 Houston-area congressmen have no re-election foes" features a refer to story on B1 Story on B1 in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): Gary Scharrar & Nolan Hicks (HC); Web Author(s): Gary Scharrar & Nolan Hicks (HC) - Web word count: 635; print word count: 627 - Web lede: 41 ; print lede: 39 - Similar phrases/elements: Most of article - Print summary: Brief bios of candidates - Web Summary: Brief bios of candidates - Category: Repetition</p>
<p>3 Houston-area congressmen face no foes to re-election</p>	<p>WP</p>	<p>Both print and Web editions are identical</p>			<p>Found on A1 in Dec. 20 print edition Print article has a refer to "Two Dems seek Senate nomination" on B1 - Evaluation period: Evening - Print Author(s): Gary Scharrar & Nolan Hicks (HC); Web Author(s): Gary Scharrar & Nolan Hicks (HC) - Web word count: 635; print word count: 627 - Web lede: 41 ; print lede: 39 - Similar phrases/elements: Most of article - Print summary: Brief bios of candidates - Web Summary: Brief bios of candidates - Category: Repetition</p>

<p>UPDATE: More Houston-area parents than ever opt out of child vaccines</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on A1 in Dec. 20 print edition- Evaluation period: Evening- Print Author(s): Yang Wang (HC); Web Author(s): Yang Wang (HC)- Web word count: 795; print word count: 795- Web lede: 33; print lede: 33- Similar phrases/elements: All- Print summary: Parents opt out of child vaccines- Web Summary: Parents opt out of child vaccines- Category: Repetition</p>
<p>Stores' window wonderlands</p>	<p>W</p>			<p>Unique to Web</p>	
<p>Texans get a crack at Colts</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on C1 in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): John McClain (HC); Web Author(s): John McClain (HC) - Web word count: 577; print word count: 577 - Web lede: 17; print lede: 17 - Similar phrases/elements: All - Print summary: Texans to play Colts - Web Summary: Texans to play Colts - Category: Repetition</p>

<p>Sam Houston's distant cousin</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on A2 in the Dec. 20 print edition- Evaluation period: Evening- Print Author(s): Richard S. Dunham, Washington Bureau; Web Author(s): Richard S. Dunham, Washington Bureau- Web word count: 388; print word count: 388 - Web lede: 26; print lede: 26- Similar phrases/elements: ALL - Print summary: Political family trees- Web Summary: Political family trees- Category: Repetition</p>
<p>Rockets inquire about Chuck Hayes' status</p>	<p>WP</p>		<p>Most elements are similar. Web story is slightly longer.</p>		<p>Found C2 in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): (HC); Web Author(s): (HC) - Web word count: 173; print word count: 53 - Web lede: 38; print lede: 36 - Similar phrases/elements: Most - Print summary: Sports brief on Hayes - Web Summary: Sports brief on Hayes; more on Hayes history, one photo - Category: Adaptation</p>
<p>Doctors, lawyers, mom called for Stanford hearing</p>	<p>W</p>				<p>Unique to Web</p>

<p>Trash burning proves deadly in E. Harris</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B2 in a brief in Dec. 20 print edition- Evaluation period: Evening- Print Author(s): Staff Reports(HC); Web Author(s): Brian Rogers(HC)- Web word count: 172; print word count: 172- Web lede: 26; print lede: 26- Similar phrases/elements: All- Print summary: Man burned to death in trash can- Web Summary: Man burned to death in trash can- Category: Repetition</p>
<p>Cocaine found in woman's shoes at Bush</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B2 in a brief in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): Staff Reports (HC); Web Author(s): Staff Reports (HC) - Web word count: 105; print word count: 105 - Web lede: 32; print lede: 32 - Similar phrases/elements: All - Print summary: Cocaine found in flier's shoes - Web Summary: Cocaine found in flier's shoes - Category: Repetition</p>

<p>Literacy can end mistakes about Hanukkuh's meaning</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B4 in Dec. 20 print edition- Evaluation period: Evening- Print Author(s): Kate Shellnutt (HC); Web Author(s): Kate Shellnutt (HC)- Web word count: 590; print word count: 590- Web lede: 48; print lede: 48- Similar phrases/elements: All- Print summary: Literacy can end mistakes about Hanukkah's meaning- Web Summary: Literacy can end mistakes about Hanukkah's meaning- Category: Repetition</p>
<p>DWI prosecutor cries political foul in grand jury probe</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B4 in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): Brian Rogers (HC); Web Author(s): Brian Rogers(HC) - Web word count: 476; print word count: 476 - Web lede: 34; print lede: 34 - Similar phrases/elements: All - Print summary: DWI prosecutor cries political foul in grand jury probe - Web Summary:DWI prosecutor cries political foul in grand jury probe - Category: Repetition</p>

Houston FBI hunting female serial bank robber	W				Unique to Web	Straight news, 139 words Same as previous Web story
Wounded hero welcomed home	WP	The print/online stories are identical, making the articles fall into the "repetition" category.				Main art on Dec. 20 print edition A1 Story found on B1 in Dec. 20 print edition - Evaluation period: Midday - Print Author(s): RENÉE C. LEE (HC); Web Author(s): RENÉE C. LEE(HC) - Web word count: 508; print word count: 508 - Web lede: 39; print lede: 39 - Similar phrases/elements: Articles are identical. - Print summary: Same as Web; 2 photos - Web Summary: Same as print; 8 photos - Category: Repetition
Alaska project OK'd for Houston's ConocoPhilips	WP		The articles are basically identical in concepts/ideas. The print edition, however, extols some extra information about permits.			Found on B6 in Dec. 20 print edition - Evaluation period: Midday - Print Author(s): Simone Sebastian (HC); Web Author(s): Simone Sebastian (HC) - Web word count: 199; print word count: 336 - Web lede: 33; print lede: 33 - Similar phrases/elements: Most components of the articles are identical - Print summary: Same as Web; elaboration on permit requirements - Web Summary: Same as print; less information on permits - Category: Adaptation

UT's new student GOP leader in Twitter trouble, too	W				Unique to Web	Short story with screen shot of Tweet.
Former Miss Universe dies in Houston	WP		Stories are very similar in composition, only slightly reworded at some points. Information is the same in both articles.			Found on A2 in Dec. 20 print edition- Evaluation period: Midday- Print Author(s): Associated Press; Web Author(s): Associated Press- Web word count: 399; print word count: 235- Web lede: 20; print lede: 20 - Similar phrases/elements: Most of the article is the same- Print summary: Death of former Miss Venezuela obit- Web Summary: Death of former Miss Venezuela obit- Category: Adaptation

20-Dec-11						
Article	Media?	Repetition	Adaptation	Representation	Unique	Notes
<i>Morning Evaluation</i>						
Drilling rush could be huge to boost to Texas' tax revenues	W				Unique to Web	

<p>Man gets 13 months in fake Viagra ring case</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>				<p>Found on B2 in Dec. 20 print edition - Evaluation period: Morning - Print Author(s): Dane Schiller (HC); Web Author(s): Dane Schiller (HC) - Web word count: 404; print word count: 404 - Web lede: 32; print lede: 32 - Similar phrases/elements: All - Print summary: Man gets 13 months in fake Viagra ring - Web Summary: Man gets 13 months in fake Viagra ring - Category: Representation</p>
<p>Purse snatcher arrested after jumping off a bridge</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Shockey clueless, wrong</p>	<p>W</p>				<p>Unique to Web</p>	<p>Same as Web story from Dec. 19 - no updates</p>
<p>Lanier Christmas party</p>	<p>W</p>				<p>Unique to Web</p>	<p>Last Web update was Dec. 16 - most likely a filler for "Today's news"</p>

<p>Judge stays in prosecutor's grand jury hearing</p>	<p>WP</p>		<p>Developing story - articles are similar with new content being updated</p>		<p>Update not run in Dec. 21 newspaper. Original article ran in Dec 20 print edition Found on B4 in Dec. 20 print edition- Evaluation period: Morning- Print Author(s): Brian Rogers (HC); Web Author(s): Brian Rogers(HC)- Web word count: 718 (old story included; print word count: 476- Web lede: 42; print lede: 34- Similar phrases/elements:- Print summary: DWI prosecutor cries political foul in grand jury probe- Web Summary:RESULTS : Judge to stay- Category: Adaptation</p>
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<p>Rain, rain don't go away</p>	<p>WP</p>			<p>There is one standalone photo on B2 with a header that reads "Rain on Main," including a refer to the weather page on B8.</p>		<p>Found on B2 in Dec. 21 print edition- Evaluation period: Morning- Print Author(s): Staff Reports (HC); Web Author(s): Staff Reports(HC)- Web word count: 357; print word count: 61- Web lede: 9; print lede: 19- Similar phrases/elements: Rain- Print summary: One standalone photo on B2 with a short paragraph and refer to weather page.- Web Summary: Summary of Houston's weather - Category: Representation</p>
<p>Police chase near NASA ends in gunfire</p>	<p>W</p>				<p>Unique to Web</p>	

<p>Wet Weather greets Houston Commuters</p>	<p>WP</p>		<p>This set of articles say basically the same thing. The only real difference is that the story in the paper has been cut of quotes to fit a space. *Print article also referenced in "Rain, rain don't go away" synopsis</p>			<p>Found on B2 in Dec. 21 print edition- Evaluation period: Morning- Print Author(s): Staff Reports (HC); Web Author(s): Robert Stanton(HC)- Web word count: 175; print word count: 61- Web lede: 35; print lede: 19- Similar phrases/elements: Rain, temperatures in the 60s, 70s and 50s- Print summary: Standalone photo with a short paragraph and refer to weather page - summarized version of Website- Web Summary: Wet weather, includes quotes, attribution - Category: Adaptation</p>
<p>Decapitated body found on tracks near Hitchcock</p>	<p>W</p>				<p>Unique to Web</p>	

<p>5 killed in plane crash in central Texas</p>	<p>WP</p>		<p>Articles are similar. Web edition is the first report. Print article is an updated version of the article, includes names of victims</p>			<p>Found on B2 in Dec. 21 print edition- Evaluation period: Morning- Print Author(s): AP wire report; Web Author(s): Staff and Wire Reports- Web word count: 193; print word count: - Web lede: 29; print lede: 17- Similar phrases/elements: Most of the story. - Print summary: Print version is an updated brief of Web story- Web Summary: 5 killed in plane crash in central Texas- Category: Adaptation</p>
<p>Shell drilling site springs leak in Gulf</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Doctors, lawyers, mom called for Stanford hearing</p>	<p>W</p>				<p>Unique to Web</p>	

<p>Cocaine found in woman's shoes at Bush</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B2 in a brief in Dec. 20 print edition- Evaluation period: Evening- Print Author(s): Staff Reports (HC); Web Author(s): Staff Reports (HC)- Web word count: 105; print word count: 105- Web lede: 32; print lede: 32- Similar phrases/elements: All- Print summary: Cocaine found in flier's shoes- Web Summary: Cocaine found in flier's shoes- Category: Repetition</p>
<p>Literacy can end mistakes about Hanukkuh's meaning</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B4 in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): Kate Shellnutt (HC); Web Author(s): Kate Shellnutt (HC) - Web word count: 590; print word count: 590 - Web lede: 48; print lede: 48 - Similar phrases/elements: All - Print summary: Literacy can end mistakes about Hanukkah's meaning - Web Summary: Literacy can end mistakes about Hanukkah's meaning - Category: Repetition</p>

Houston FBI hunting female serial bank robber	W				Unique to Web	Straight news, 139 words Same as previous Web story
UT's new student GOP leader in Twitter trouble, too	W				Unique to Web	Short story with screen shot of Tweet.
Former Miss Universe dies in Houston	WP		Stories are very similar in composition, only slightly reworded at some points. Information is the same in both articles.			Found on A2 in Dec. 20 print edition - Evaluation period: Midday - Print Author(s): Associated Press; Web Author(s): Associated Press - Web word count: 399; print word count: 235 - Web lede: 20; print lede: 20 - Similar phrases/elements: Most of the article is the same - Print summary: Death of former Miss Venezuela obit - Web Summary: Death of former Miss Venezuela obit - Category: Adaptation
<i>Midday Evaluation</i>						
Police seek 2 in fatal Stafford shooting	W				Unique to Web	

<p>Witness - Stanford memory loss not typical</p>	<p>WP</p>		<p>Stories are mostly the same. The Web story is a preview of the trial, and the print article covers the first day of the trial.</p>			<p>Found on D1 in Dec. 21 print edition- Evaluation period: Midday- Print Author(s): PURVA PATEL (HC); Web Author(s): PURVA PATEL (HC)- Web word count: 711; print word count: 784- Web lede: 35; print lede:31 - Similar phrases/elements: About half of the story is the same- Print summary: Pre-trial elements replaced with elements of first day of trial- Web Summary: Preview of trial - Pre-trial elements - Category: Adaptation</p>
<p>Model injured in prop accident dressing herself</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Dallas sportscaster reveals 53-year-old secret</p>	<p>W</p>				<p>Unique to Web</p>	

<p>Man charged in 4-year-old's death in custody</p>	<p>WP</p>			<p>The articles both deal with the murderer of a 4-year-old child. However, the print edition focuses on the murderer's surrender, where the online editions features the search for the murderer</p>		<p>Found on B2 in Dec. 20 print edition- Evaluation period: Midday- Print Author(s): Rafiya Ravat(HC); Web Author(s): Staff Reports- Web word count: 120; print word count: 566- Web lede: 22; print lede: 40- Similar phrases/elements: Basic info of crim- Print summary: Print story focused on man's surrender, not police search- Web Summary: Straight news story on man wanted in murder of 4-year-old boy- Category: Representation</p>
<p>Metro board OKs names for new stations</p>	<p>W</p>				<p>Unique to Web</p>	
<p>EU restricts sale of execution drugs</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Obama cuts border troops to 300</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Santa pays a visit to Texans</p>	<p>W</p>				<p>Unique to Web</p>	

Fictional Christmas	WP	Both print/Web articles are identical				Found on D1 in Dec. 20 edition- Evaluation period: Midday- Print Author(s): (HC); Web Author(s): (HC)- Web word count: 699; print word count: 699- Web lede: 31; print lede: 31- Similar phrases/elements: All- Print summary: Putting a fresh spin on season's greetings- Web Summary: Putting a fresh spin on season's greetings- Category: Repitition
Stunning photo winners	W				Unique to Web	
Walmart almost turns away layaway Samaritan	W				Unique to Web	
Houston family man jailed after pot bust	W				Unique to Web	

<p>UH student killed after sorority party</p>	<p>WP</p>		<p>Stories are similar. The author seems to have re-written/tightened up the story and added some updates for the print edition</p>			<p>Found on B2 in Dec. 21 print edition- Evaluation period: Midday- Print Author(s): Robert Stanton(HC); Web Author(s): Robert Stanton(HC)- Web word count: 453; print word count: 371 - Web lede: 29; print lede: 20- Similar phrases/elements: Most- Print summary: Killing of student likely a robbery- Web Summary: Basic news story on gunned down student- Category: Adaptation</p>
<p>Cocain found on baby changing tables</p>	<p>W</p>				<p>Unique to Web</p>	

<p>Man surrenders in child's beating death</p>	<p>WP</p>			<p>The stories are similar, both discuss the murderer's surrender. However, the print edition gives an overview of the crime, especially the mother's role (or lack thereof) in the crime.</p>	<p>Found on B2 in Dec. 21 print edition- Evaluation period: Midday- Print Author(s): Safiya Ravat(HC); Web Author(s): CAROL CHRISTIAN (HC)- Web word count: 303; print word count: - Web lede: 30; print lede: 40- Similar phrases/elements: Basic information regarding the crime- Print summary: Print story focused on man's surrender, not police search. Article also points out mother's role – watching and not acting- Web Summary: News story on his surrender. - Category: Representation</p>
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<p>Stocks soar 337 points</p>	<p>WP</p>		<p>The articles are exactly the same except for the fact that the print story was cut for space.</p>		<p>Found on D3 in Dec. 21 print edition- Evaluation period: Evening- Print Author(s): Matthew Craft (AP); Web Author(s): Matthew Craft (AP)- Web word count: 418; print word count: 629- Web lede: 36; print lede: 36- Similar phrases/elements: MOST- Print summary: Stocks soar with Europe, homes (cut for space)- Web Summary: Stocks soar with Europe, homes (Full version)- Category: Adaptation</p>
<p>DWI prosecutor cries political foul in grand jury probe</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B4 in Dec. 20 print edition - Evaluation period: Evening - Print Author(s): Brian Rogers (HC); Web Author(s): Brian Rogers(HC) - Web word count: 476; print word count: 476 - Web lede: 34; print lede: 34 - Similar phrases/elements: All - Print summary: DWI prosecutor cries political foul in grand jury probe - Web Summary:DWI prosecutor cries political foul in grand jury probe - Category: Repetition</p>

<i>Evening Evaluation</i>						
Rare winter tornado hits Louisiana hospital	W				Unique to Web	
Texans face ex-backup QB	WP		Both stories are identical with the exception of one quote. It appears that the print article was cut for space, as six words are missing from the end of the quote.			Found on C1 in Dec. 21 print edition - Evaluation period: Evening - Print Author(s): Jeffrey Martin(HC); Web Author(s): Jeffrey Martin (HC) - Web word count: 554; print word count: 548 - Web lede: 17; print lede: 17 - Similar phrases/elements: All – with the exception of one quote (6 words were cut for space in print edition) - Print summary: Orlovsky may be a Colt, but he’s proud of what his Texans pals have achieved - Web Summary: Orlovsky may be a Colt, but he’s proud of what his Texans pals have achieved - Category: Adaptation

<p>Bittersweet Christmas in jail</p>	<p>WP</p>		<p>Both stories are similar. The print edition showcases one photo with text that acts as both cutline and body copy. The Web edition body copy is an overview of the event, allowing viewers to scroll through the the photos and read the cutlines (more personal information)</p>		<p>Found on A1 in Dec. 21 print edition - Evaluation period: Evening - Print Author(s): (HC); Web Author(s): Staff Reports(HC) - Web word count: 112; print word count: - Web lede: 31; print lede: 15 - Similar phrases/elements: Same quote from Sherriff, basic information about event - Print summary: Teaser to Web: Photo showcases a woman and her daughter Jazmine. - Web Summary: Overall summary of event. Web displays 8 photos with cutlines. - Category: Adaptation</p>
<p>Hanukkah begins in Houston</p>	<p>WP</p>		<p>The articles are about the same topic and similar in nature. The major difference is that the print version is extremely short, only 43 words, acting as a teaser to the Website.</p>		<p>Found on B1 in Dec. 21 print edition- Evaluation period: Evening- Print Author(s): Staff Reports (HC); Web Author(s): Farrah(HC)- Web word count: 496; print word count: 43- Web lede: 65; print lede: 32- Similar phrases/elements: information about event- Print summary: Teaser to Web - past tense- Web Summary: Information about Hanukkah, lighting event - future/present tense- Category: Adaptation</p>

<p>Ron Paul shaping up as kingmaker</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on A1 in Dec. 21 print edition - Evaluation period: Evening - Print Author(s): Richard S. Dunham and Alexandra Jaffe (Washington Bureau)(HC); Web Author(s): FRichard S. Dunham and Alexandra Jaffe (Washington Bureau)(HC) - Web word count: 821; print word count: 821 - Web lede: 17; print lede: 17 - Similar phrases/elements: ALL - Print summary: Polls show Paul can be kingmaker - Web Summary: Polls show Paul can be kingmaker - Category: Repetition</p>
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<p>UH student killed after sorority party</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found on B2 in Dec. 21 print edition- Evaluation period: Evening - Print Author(s): Robert Stanton (HC); Web Author(s): Robert Stanton(HC)- Web word count: 371; print word count: 371 - Web lede: 20; print lede: 20- Similar phrases/elements: ALL- Print summary: Killing of UH Student likely robbery- Web Summary: Killing of UH Student likely robbery- Category: Repetition</p>
<p>Missing Willis man found dead at Lake Conroe</p>	<p>W</p>				<p>Unique to Web</p>
<p>Splendora senior chases burglars away</p>	<p>W</p>				<p>Unique to Web</p>

<p>\$150 billion award for Texas fire victim's family</p>	<p>WP</p>	<p>Both print/Web articles are identical and appear in brief form.* An updated story is found on Wednesday's online edition as well as Thursday's print edition</p>			<p>Found on B2 in a brief in Dec. 21 print edition- Evaluation period: Evening - Print Author(s): AP Reports (HC); Web Author(s): AP Reports (HC)- Web word count: 129; print word count: 129- Web lede: 35; print lede: 35- Similar phrases/elements: ALL- Print summary: Family awarded \$150 Billion - Web Summary: Family awarded \$150 Billion - Category: Repetition</p>
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<p>DWI prosecutor won't have to testify</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>			<p>Found B1 in Dec. 21 print edition - Evaluation period: Evening - Print Author(s): Brian Rogers (HC); Web Author(s): Brian Rogers(HC) - Web word count: 538; print word count: 538 - Web lede: 34; print lede: 34 - Similar phrases/elements: ALL - Print summary: Judge: DA won't have to testify; prosecutor faced questions about BAT - Web Summary: Judge: DA won't have to testify; prosecutor faced questions about BAT - Category: Repetition</p>
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<p>Somber service notes Houston's homeless</p>	<p>WP</p>	<p>Both print/Web articles are identical</p>				<p>Found on B1 in Dec. 21 print edition- Evaluation period: Evening- Print Author(s): Claudia Feldman(HC); Web Author(s): Claudia Feldman(HC)- Web word count: 481; print word count: 481- Web lede: 31; print lede: 31- Similar phrases/elements: ALL- Print summary: Reading names of city's forgotten; ceremony to note the deaths of 82 homeless- Web Summary: Reading names of city's forgotten; ceremony to note the deaths of 82 homeless</p>
<p>Police seek 2 in fatal Stafford shooting</p>	<p>W</p>				<p>Unique to Web</p>	

<p>Witness - Stanford memory loss not typical</p>	<p>WP</p>		<p>Stories are mostly the same. The Web story is a preview of the trial, and the print article covers the first day of the trial.</p>			<p>Found on D1 in Dec. 21 print edition- Evaluation period: Midday- Print Author(s): PURVA PATEL (HC); Web Author(s): PURVA PATEL (HC)- Web word count: 711; print word count: 784- Web lede: 35; print lede:31 - Similar phrases/elements: About half of the story is the same- Print summary: Pre-trial elements replaced with elements of first day of trial- Web Summary: Preview of trial - Pre-trial elements - Category: Adaptation</p>
<p>Model injured in prop accident dressing herself</p>	<p>W</p>				<p>Unique to Web</p>	

Obama cuts border troops to 300	WP					Found on A1 in Dec. 21 print edition- Evaluation period: Evening- Print Author(s): Stewart M. Powell (HC); Web Author(s): ALICIA A. CALDWELL (AP)- Web word count: 501; print word count: 738- Web lede: 26; print lede: 32- Similar phrases/elements: Basic information- Print summary: Story includes basic information about reducing troops from the border, replacing them with aircrafts. The article focuses on the specifics (i.e. types of planes, number of aircraft) and the point of view of the Mexican Embassy. Includes in-depth information on \$60 million strategy.- Web Summary: Basic information about new program. Mentions \$60 million strategy. No an in-depth story.- Category: Representation
Houston family man jailed after pot bust					Unique to Web	
Cocain found on baby changing tables					Unique to Web	

21-Dec-11						
Article	Media?	Repetition	Adaptation	Representation	Unique	Notes
<i>Morning Evaluation</i>						
Body of Willis outdoorsman found in Lake Conroe	W				Unique to Web	

Soyuz blasts off for space station	W				Unique to Web	
New chimp rules complicate research	W				Unique to Web	
UPDATED: 8 charged in fellow soldier's death	WP			The articles are similar in nature, but they are not similar enough, as the print edition focuses on the idea that the soldier's death was not suicide.		Found on A11 in Dec. 22 print edition - Evaluation period: Morning - Print Author(s): Tina Susman (LA Times); Web Author(s): AP staff report - Web word count: 127; print word count: - Web lede: 21; print lede: - Similar phrases/elements: - Print summary: Article focuses on the idea the soldier's death was, in fact, not a suicide; army arrests eight men. - Web Summary: Announcing the Army's arrest of eight men in the death of fellow soldier - Category: Representation
Occupy activists again face felonies over port protest	W				Unique to Web	

<p>Texans face ex-backup QB</p>	<p>WP</p>		<p>Both stories are identical with the exception of one quote. It appears that the print article was cut for space, as six words are missing from the end of the quote.</p>		<p>Found on C1 in Dec. 21 print edition- Evaluation period: Evening- Print Author(s): Jeffrey Martin(HC); Web Author(s): Jeffrey Martin (HC)- Web word count: 554; print word count: 548- Web lede: 17; print lede: 17- Similar phrases/elements: All - with the exception of one quote (6 words were cut for space in print edition)- Print summary: Orlovsky may be a Colt, but he's proud of what his Texans pals have achieved- Web Summary: Orlovsky may be a Colt, but he's proud of what his Texans pals have achieved- Category: Adaptation</p>
<p>Home with an amazing pool</p>	<p>W</p>				<p>Unique to Web</p>
<p>Gas prices falling for Christmas</p>	<p>W</p>				<p>Unique to Web</p>

Texas foliage colors pop	WP			Print edition is a large teaser. Web story is written in a blog style.	Found on A1 in the Dec. 22 print edition- Evaluation period: Morning- Print Author(s): Staff reports (HC); Web Author(s): Staff reports (HC)- Web word count: 373; print word count: 74- Web lede: 32; print lede: 18- Similar phrases/elements: - Print summary: Extra-large cutline for stand-alone photograph with a teaser to the Chronicle's blog- Web Summary: Blog about the season's fall colors- Category: Representation
DeForest no longer candidate to coach UH	W				Unique to Web
UPDATED: Family of burned splendor boy awarded symbolic \$150 billion	WP	Both print/Web articles are identical and appear in brief form. * An updated story is found on Wednesday's online edition as well as Thursday's print edition (B1 - Parents demand justice for son)			Found on B2 in a brief in Dec. 21 print edition - Evaluation period: Evening - Print Author(s): AP Reports (HC); Web Author(s): AP Reports (HC) - Web word count: 129; print word count: 129 - Web lede: 35; print lede: 35 - Similar phrases/elements: ALL - Print summary: Family awarded \$150 Billion - Web Summary: Family awarded \$150 Billion - Category: Repetition

<p>Rain will lead up to a dry Christmas</p>	<p>WP</p>		<p>Stories are similar in nature - both discuss the week's weather. However, the print edition is mostly depicted in an AP graph, where the online version is written out without a graph.</p>			<p>Found on B8 in Dec. 21 print edition- Evaluation period: Morning- Print Author(s): Staff Reports (HC); Web Author(s): Staff Reports(HC)- Web word count: 226; print word count: 30- Web lede: 22; print lede:n/a - Similar phrases/elements: Most- Print summary: Weather for the week. Print body copy is short, as it is on the weather page (B8), which includes a full-page graph of the week's weather tendencies.- Web Summary: Gives a run down of the week's weather. No weather map, just a picture of holly-berries. - Category: Adaptation</p>
<p>Fatal shooting near downtown Houston</p>	<p>W</p>				<p>Unique to Web</p>	

<p>Father killed, children tied up in west Harris County home</p>	<p>WP</p>		<p>Print edition expanded with more detail and quotes. Web edition contains map of location</p>		<p>Found on B2 in Dec. 22 print edition - Evaluation period: Mid-Day - Print Author(s):Dale Lezon (HC); Web Author(s):Dale Lezon (HC) - Web word count:194 ; print word count:325 - Web lede:34 ; print lede: 30 - Similar phrases/elements: most - Print summary: Father killed, children tied up; no leads - Web Summary: Father killed, children tied up; no leads. Includes map of location - Category: Adaptation</p>
<p>UH student killed after sorority party</p>	<p>WP</p>		<p>Stories are similar. The author seems to have re-written/tigtened up the story and added some updates for the print edition</p>		<p>Found on B2 in Dec. 21 print edition- Evaluation period: Midday- Print Author(s): Robert Stanton(HC); Web Author(s): Robert Stanton(HC)- Web word count: 453; print word count: 371 - Web lede: 29; print lede: 20- Similar phrases/elements: Most- Print summary: Killing of student likely a robbery- Web Summary: Basic news story on gunned down student- Category: Adaptation</p>
<p><i>Middy Evaluation</i></p>					
<p>College Republicans fault leaders anti-Obama tweet</p>	<p>W</p>				<p>Unique to Web</p>

TCEQ scientist reach deal to publish bay report	WP			Articles are identical for the first three paragraphs. After that, the print edition is expanded for a more in-depth article		Found on B1 in Dec. 22 print edition - Evaluation period: Midday - Print Author(s): Harvey Rice (HC); Web Author(s): Harvey Rice (HC) - Web word count: 273; print word count: 597 - Web lede: 39; print lede: 39 - Similar phrases/elements: First 128 words (3 paragraphs) - Print summary: More in-depth article on TECQ v scientist scuffle - Web Summary: TECQ, scientist reach deal to publish bay report - Category: Representation
2012 Keynote at CES will be Microsofts last	W				Unique to Web	
Astronomers say Earth may have 2 moons now	W				Unique to Web	
Police ID fatal shooting victim near downtown	W				Unique to Web	
Cinco Ranch basketball standout Chris Saiz killed in car accident	WP		Web was preview of event and print was review of event			Found on C3 in Dec. 22 print edition - Evaluation period: Mid-Day - Print Author(s):Jenny Dial (HC); Web Author(s):Jenny Dial (HC) - Web word count:217 ; print word count: 188 - Web lede:22 ; print lede: 21 - Similar phrases/elements: - Print summary: Cinco Ranch student dies in car crash - Web Summary: Cinco Ranch student dies in car

						crash - Category: Adaptation
Amex brings Ferretti to Tootsies for major spring show	w				Unique to Web	
Worst cars of 2011	W				Unique to Web	
Wife tries to help Rick Perry in ad	W				Unique to Web	
2 women share 1st kiss at US Navy ship's return	WP		Print edition cut for space. Web edition contains more photos.			Found on A2 in Dec. 22 print edition- Evaluation period: Mid-Day- Print Author(s): Brock Vergakis (HC); Web Author(s): Brock Vergakis (HC)- Web word count:669 ; print word count: 354- Web lede:49 ; print lede:48 - Similar phrases/elements: - Print summary: After repeal of military's 'don't ask, don't tell' rule, two women share first kiss after ships return- Web Summary: After repeal of military's 'don't ask, don't tell' rule, two women share first kiss after ships return- Category:

						Adaption
Police look into reports of car in Sims Bayou	W				Unique to Web	
Pasadena police break up two burglary rings	WP		Both stories are the same - except one paragraph has been added to the print edition			<p>Found on B2 in Dec. 22 print edition</p> <ul style="list-style-type: none"> - Evaluation period: Mldday - Print Author(s): Carol Christian (HC); Web Author(s): Carol Christian(HC) - Web word count: 367; print word count: 369 - Web lede: 15; print lede:15 - Similar phrases/elements: Most - one added paragraph in print edition - Print summary: Pasadena police break up two burglary rings - Web Summary: Pasadena police break up two burglary rings - Category: Adaptation

<p>Economy ends tough 2011 on a surprising upswing</p>	<p>WP</p>		<p>Print edition cut for space</p>		<p>Found on D6 in Dec. 22 print edition- Evaluation period: Mid-Day- Print Author(s): Paul Wiseman(HC); Web Author(s):Paul Wiseman (HC)- Web word count: 1,272; print word count:678 - Web lede: 90; print lede: 9- Similar phrases/elements: - Print summary: Strong economy ending in 2011 may not continue into 2012- Web Summary: Strong economy ending in 2011 may not continue into 2012- Category: Adaptation</p>
<p>UH hiring Tony Levine as head football coach</p>	<p>WP</p>			<p>Articles are on same topic with different viewpoints</p>	<p>Found on C1 in Dec. 22 print edition - Evaluation period: Midday - Print Author(s): Sam Khan(HC); Web Author(s): Sam Khan(HC) - Web word count: 251; print word count: - Web lede: 20; print lede: 32 - Similar phrases/elements: basic info - Print summary: Levine, Cougars make it official - Web Summary: UH to hire Tony Levine as head football coach - Category: Representation</p>

<p>UPDATED: Family of burned splendor boy awarded symbolic \$150 billion</p>	<p>WP</p>	<p>Both print/Web articles are identical an appear in brief form.* An updated story is found on Wednesday's online edition as well as Thursdays print edition</p>			<p>Found on B2 in a brief in Dec. 21 print edition- Evaluation period: Evening - Print Author(s): AP Reports (HC); Web Author(s): AP Reports (HC)- Web word count: 129; print word count: 129- Web lede: 35; print lede: 35- Similar phrases/elements: ALL- Print summary: Family awarded \$150 Billion - Web Summary: Family awarded \$150 Billion - Category: Repetition</p>
<p>Father killed, children tied up in west Harris County home</p>	<p>WP</p>		<p>Print edition expanded with more detail and quotes. Web edition contains map of location</p>		<p>Found on B2 in Dec. 22 print edition - Evaluation period: Mid-Day - Print Author(s):Dale Lezon (HC); Web Author(s):Dale Lezon (HC) - Web word count:194 ; print word count:325 - Web lede:34 ; print lede: 30 - Similar phrases/elements: most - Print summary: Father killed, children tied up; no leads - Web Summary: Father killed, children tied up; no leads. Includes map of location - Category: Adaptation</p>

<p>Witness - Stanford memory loss not typical</p>	<p>WP</p>		<p>Stories are mostly the same. The Web story is a preview of the trial, and the print article covers the first day of the trial.</p>		<p>Found on D1 in Dec. 21 print edition- Evaluation period: Midday- Print Author(s): PURVA PATEL (HC); Web Author(s): PURVA PATEL (HC)- Web word count: 711; print word count: 784- Web lede: 35; print lede:31 - Similar phrases/elements: About half of the story is the same- Print summary: Pre-trial elements replaced with elements of first day of trial- Web Summary: Preview of trial - Pre-trial elements - Category: Adaptation</p>	
<p><i>Evening Evaluation</i></p>						
<p>Family rescued from snowdrift</p>	<p>WP</p>			<p>Web story is more new-based and the print story is a feature story</p>	<p>Found on A1 in Dec. 22 print edition - valuation period: Evening - Print Author(s): Lindsey Wise (HC);Web Author(s): Susan Montoya Bryan (HC) - Web word count: 871; print word count: 1093 - Web lede: 27; print lede: 48 - Similar phrases/elements: - Print summary: More feature-based: Family's ordeal in snow ends happily - Web Summary: More news-based: Texas family rescued from snowdrift in NM - Category: Representation</p>	

<p>UPDATED: Rockets fall short</p>				<p>Web edition is strict game coverage while the print version includes information about the future</p>		<p>Found on C8 in Dec. 22 print edition- Evaluation period: Evening- Print Author(s): JONATHAN FEIGEN (HC); Web Author(s): JONATHAN FEIGEN (HC)- Web word count: 461; print word count: 615- Web lede: 29; print lede: 32- Similar phrases/elements: Basic game info, some quotes- Print summary: Game coverage, talks about practices, future games- Web Summary: Strict game coverage- Category: Representation</p>
<p>UPDATED: Walmart pulls baby formula after boy dies</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Burned boy's family hopes \$150B verdict brings change</p>	<p>WP</p>			<p>Both stories are similar in nature, as the Web and print versions divulge information about the \$150 B awarded to the parents. However, the Web article focuses on the monetary aspect and the print edition is hyper-local, quoting local officials and raising questions about evidence and why the case was dormant for so long.</p>		<p>Found on B1 in Dec. 22 print edition - Evaluation period: Evening - Print Author(s): Cindy Horswell (HC); Web Author(s): MICHAEL GRACZYK (AP) - Web word count: 701; print word count: 732 - Web lede: 56; print lede: 27 - Similar phrases/elements: Some - Print summary: More local, mentions dormancy of case and broaches questions raised about evidence - Web Summary: Story mostly focuses on sum awarded to parents</p>

						- Category: Representation
As Perry campaigns, Texans pay his sub Dewhurst \$411 a day	WP	Both print/Web articles are identical				Found on A1 in Dec. 22 print edition- Evaluation period: Evening- Print Author(s): Lisa Olsen (HC); Web Author(s): Lisa Olsen (HC)- Web word count: 470; print word count: 470- Web lede: 35; print lede: 35- Similar phrases/elements: ALL- Print summary: Dewhurst's pay boosted for subbing- Web Summary: Dewhurst's pay boosted for subbing- Category: Repetition

<p>TCEQ scientist reach deal to publish bay report</p>	<p>WP</p>			<p>Articles are identical for the first three paragraphs. After that, the print edition is expanded for a more in-depth article</p>		<p>Found on B1 in Dec. 22 print edition - Evaluation period: Midday - Print Author(s): Harvey Rice (HC); Web Author(s): Harvey Rice (HC) - Web word count: 273; print word count: 597 - Web lede: 39; print lede: 39 - Similar phrases/elements: First 128 words (3 paragraphs) - Print summary: More in-depth article on TECQ v scientist scuffle - Web Summary: TECQ, scientist reach deal to publish bay report - Category: Representation</p>
<p>2012 Keynote at CES will be Microsofts last</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Astronomers say Earth may have 2 moons now</p>	<p>W</p>				<p>Unique to Web</p>	
<p>Cinco Ranch basketball standout Chris Saiz killed in car accident</p>	<p>WP</p>		<p>Web was preview of event and print was review of event</p>			<p>Found on C3 in Dec. 22 print edition- Evaluation period: Mid-Day- Print Author(s):Jenny Dial (HC); Web Author(s):Jenny Dial (HC)- Web word count:217 ; print word count: 188- Web lede:22 ; print lede: 21- Similar phrases/elements: - Print summary: Cinco Ranch student dies in car crash- Web Summary: Cinco Ranch student dies in car crash- Category: Adaptation</p>

Wife tries to help Rick Perry in ad	W				Unique to Web	
First kiss makes big waves	WP		Print edition cut for space. Web edition contains more photos.			<p>Found on A2 in Dec. 22 print edition</p> <ul style="list-style-type: none"> - Evaluation period: Mid-Day - Print Author(s): Brock Vergakis (HC); Web Author(s): Brock Vergakis (HC) - Web word count:669 ; print word count: 354 - Web lede:49 ; print lede:48 - Similar phrases/elements: - Print summary: After repeal of military's 'don't ask, don't tell' rule, two women share first kiss after ships return - Web Summary: After repeal of military's 'don't ask, don't tell' rule, two women share first kiss after ships return - Category: Adaption
UH hiring Tony Levine as head football coach	WP			Articles are on same topic with different viewpoints		<p>Found on C1 in Dec. 22 print edition-</p> <ul style="list-style-type: none"> Evaluation period: Midday- Print Author(s): Sam Khan(HC); Web Author(s): Sam Khan(HC)- Web word count: 251; print word count: - Web lede: 20; print lede: 32- Similar phrases/elements: basic info- Print summary: Levine, Cougars make it official- Web Summary: UH to hire Tony Levine as head football coach- Category: Representation

<p>Father killed, children tied up in west Harris County home</p>	<p>WP</p>		<p>Print edition expanded with more detail and quotes. Web edition contains map of location</p>		<p>Found on B2 in Dec. 22 print edition - Evaluation period: Mid-Day - Print Author(s):Dale Lezon (HC); Web Author(s):Dale Lezon (HC) - Web word count:194 ; print word count:325 - Web lede:34 ; print lede: 30 - Similar phrases/elements: most - Print summary: Father killed, children tied up; no leads - Web Summary: Father killed, children tied up; no leads. Includes map of location - Category: Adaptation</p>
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