UNIVERSITI TEKNOLOGI MARA

READING PATTERNS OF ONLINE NEWS FOR IT EXECUTIVES

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Abstract

Online news has become the main sources for people who realize the need of updates on things happened in their environment. Patterns of reading online news changed as the internet and new technologies are growing and rapidly change. As the technologies become advanced, people can have any information they like and they need at their fingertips. Therefore, it is important to study the significant of topics required by the reader for news publishes ensure their target user can have what they want and sustain the reader towards their news website can be accomplished. Topics that most reads by the readers can be various and based on several factor such as gender, age, socioeconomic status, cultural background, location, education level. This study is to explore reading pattern of online news amongst It executives. A survey was conducted to one hundred (100) executives who work for an IT company to find out what topics of news they read. An online questionnaire was used in this survey. The findings revealed reading patterns towards online news based on the scope arrangement. It will provide an idea on news topic which can be organized to fits executive level needs in getting the news faster and to reduced time consumption. The study revealed IT executive reads breaking news the most to ensure they keep in update on their surrounding environment.

Keyword- Online news, reading patterns, working environment, executive level

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Table of Content

STUDENT'S DECLARATION i
Abstract ii
Acknowledgement iii
List of Figure vi
List of Table vii
CHAPTER 1 1
1 INTRODUCTION 1
1.1. Background Study 1
1.2. Objectives 4
1.3. Problem Statement 4
1.4. Scope 5
1.5. Research Significant 5
1.6. Research Plan 7
CHAPTER 2 8
2 LITERATURE REVIEW 8
2.1. Newspaper 8
2.2. Online Newspaper 9
2.3. Time Spent on Online News 10
2.4. Online news application for portable device 11
2.5. News Topic 12
2.6. Information seeking 13
2.7. Information Architecture (IA) of Online News 16
2.8. Executive Level in an Organization 17
2.9. Busy Office Worker 18
CHAPTER 3 20
3 METHODOLOGY 20
3.1. Introduction 20
3.2. Survey Method 20
3.3. Everyday Life Information Seeking (ELIS) 21

Summary 22
CHAPTER 4 23
4 ANALYSIS AND FINDING 23
4.2 Result and Analysis 24
4.3. Observation 30
CHAPTER 5 32
5 CONCLUSION AND RECOMMENDATION 32
5.1. Conclusion 32
5.2. Recommendation 34
REFERENCES 36
APPENDICES 39