

ONLINE NEWS AGGREGATORS: A STUDY OF THE NEWS CONSUMPTION BEHAVIOUR OF THE USERS

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Introduction

Internet has changed the news consumption habits and behaviours of the people. Studies show that people are preferring to consume news through online mediums than traditional news media like print, television and radio. Most of them consume online news through smartphones (Vanapala, 2022). Recognising the strength of the online media, now most of the traditional news outlets have their strong presence in the online sphere. But online medium has its own challenges. Users can shift their attention in a click of the mouse. So, most news outlets try hard to grab the user attention and adopt ways to engage with them. To make the online content more impressive, diverse and engaging, some news outlets have started giving space to the personal blogs, opinions and photos of the users. BBC had started an initiative, where it invites photos clicked by the users and give space to it on their online platform.

Similarly, big print outlets like Guardian also started publishing users' blogs to its online platform but online avatars of traditional news outlets are eating revenue of its traditional version. United States' Congressional Research Service (CRS) says that newspaper's main source of income is advertising and its share in newspaper's income is almost 80%. CRS finds that after bombardment of news on internet, corporate advertisers have started preferring online advertising as a cheaper and easiest way to make their product visible globally. As a result, daily newspaper advertisement revenue dropped significantly during 2005 to 2009 which is 44%. The CRS report also indicated that in 2009, internet was only medium which showed growth in the advertisement revenue.

As newspapers and other traditional news outlets are trying hard to cope with this increasing online news consumption habits and decreasing revenue, online news aggregators gave a new challenge to them in terms of readership and revenue generation. Online news aggregators are platforms which disseminates content of different publishers from one platform by applying certain curation methods (Hanff, 2016). It gives an option to the news consumers to surf the desired content at one place published by different news outlets. But online news aggregators posed a major threat to the individual news outlets. A study by Lee & Chyi (2015) discloses that online news aggregators, for example, Yahoo News, Google News and Huffington Post has caused a threat to traditional news outlets and have become main source of news for the people of America. The study says that after facing decline in advertisement revenue, traditional news outlets blame news aggregators for stealing their content and audience.

News aggregators pick content from different traditional news outlets and display it on their home page as per the set of rules defined individually. For example, Google News displays

the content of news outlets as per their own algorithm and user preferences and Yahoo News takes help of their editorial staff for the curation of the content.

Studies show that online news aggregators are acting as a hub for the dissemination of news. But there are two views regarding aggregators. One view put them as 'substitutes' because they provide news snippets and photograph of stories of different news outlets at one place. In this scenario, the user may tend to not to click the link of the news content for further read which reduces traditional news outlets' opportunity to get more user attention and they lose revenue in the long run. Another view looks at the online news aggregators as 'complements' as they help the user to find variety of stories from different sources at one platform and therefore drive the traffic to traditional news outlets' platform, if user want more details of the story.

News publishers and online news aggregators may have different perspectives about each other but there is one important aspect of the end users who consume news to fulfil their needs. So, it is very pertinent to know how people are consuming news on news aggregators' platform and how it is affecting user base of online news platforms. It will be significant to know that news consumers are using online news aggregators' platform actively or passively. Are they consuming the available content on news aggregator's platform without applying their mind or they are using the aggregator's platform to gratify their different needs? So this study tries to explore the use of aggregators' platform from user's perspective. A study by Lee & Chyi (2015) explored this aspect by taking uses and gratification paradigm and concluded that there are certain predictors for news aggregator's usage by the consumers. They indicated two factors for news consumption on aggregator's platform. These are demographic and psychological factor. This study was done on 1143 United States adults using an online survey and it was ensured that participants reflect the diverse composition of country's population. The researchers found that demographically, young and non-white people use aggregators' platform. A research by Pew Research Centre in 2012 concludes that TV news viewers and daily newspaper consumers are generally older people (Pew Research Center, 2020).

One more study by Athey & Mobius (2012) was conducted in France, where Google news consumers were asked to enter their location on home page so that local news can be curated accordingly for the respective user. The study finds that users who opted for localised feature, increased their Google news consumption. Also, users directly went to the respective local news websites, which they had discovered on Google News' platform. This study shows that introduction of local feature in Google news increased the local news consumption significantly.

The studies mentioned above show that users are navigating on news aggregators' platform to gratify their different needs. Their news consumption habits change significantly, when content is modified. The study of Lee & Chyi (2015) also identified that news consumers use aggregators' platform apolitically and they go on the concerned platform only for news, not

for opinions. The results of the above-mentioned studies show that user behaviour on news aggregator's platform change when they are exposed to different content. So this study adopts secondary research method to collect data from the previous studies about news consumers behaviour on online news aggregators' platform and analyse it to yield common thread in their findings and give broader perspective to the results.

Key Words: News Aggregators, Traditional News Outlets, Online News Outlets, Online News Consumers.

Review of Literature

News aggregators are playing a significant role in online news consumption sphere. They give users a unique platform, where news stories from different sources can be scanned and opted for consumption. There are several studies which has focused on different aspects on online news aggregators. A study by Lee & Chyi (2015) finds that traditional news outlets are facing fierce completion from news aggregators such as Yahoo News, Huffington Post and Google News. It says that from demand perspective, the relation between online news aggregators and traditional news outlets has not got proper attention of scholars. This study explored uses and gratification paradigm to know the news consumer behaviour and concluded that there are certain predictors for news aggregator's usage by the consumers. They indicated two factors for news consumption on aggregator's platform. These are demographic and psychological factor. This study was done on 1143 United States adults using an online survey and it was ensured that participants reflect the diverse composition of country's population. The researchers found that demographically, young and non-white people use aggregators' platform. So age and ethnicity are two important factors for the use of aggregators. Similarly, opinion motivation can be considered as only non-predictor in psychological factor which implies that users don't go to aggregator's platform to consume views or content which is opinion driven. Instead they want to consume news as per their need. This study included three major news aggregators of United States, Google News, Yahoo News, Huffington Post and 13 prominent traditional news outlets (Print, TV and Social Media) and concluded that there is a non-competitive relationship between them which means that aggregators are not a challenge for traditional news outlets.

Another important study conducted by Calzada & Gil (2020) in Spain explores the effect of shutdown of Google News in the country. This study talks about two effects of news aggregators, expansion effect and substitution effect. It examines the aggregators' expansion effect, which brings traffic to traditional news outlets' own website and substitution effect where users prefer to consume content on aggregator's platform only and don't click on the link of the traditional new outlet to get detailed information. This study concluded that when Google News was shut down in Spain, it had a negative impact on traditional news outlets' online presence. Their daily traffic decreased by almost 14%. This decrease in traffic was more prominent to the outlets, which had a smaller number of daily visitors and low share of international news consumers compared to those outlets, which had good number of

international visitors to their platform. This study also concluded that big news outlets lost online advertisement revenue due to the shutdown.

This study also explored Google News shutdown in Germany in 2014 and its effect on online news publishers. The study shows that when Google News again started its operation in Spain with an option of 'opt-in policy', news outlets who opted out and did not permit Google News to use their content on Google's platform, didn't see any significant change in their daily visits of news consumers. However, outlets which are controlled by the largest publisher of Germany, Axel Springer, faced 8% decrease in their number of daily visitors. As a whole, this study establishes that online news aggregators play a vital role in increasing consumers' awareness about news outlets, familiarize them with their content and increase traffic to their websites.

One more study by Jeon & Nasr (2016) was done to explore if news aggregators impact the quality of content of different news outlets, which competes with each other on aggregators' platform to attract user attention. This study finds that after coming on aggregator's platform, newspapers tend to improve the quality of their content. It says that when aggregator index content of newspaper and thereby increases the traffic to their website, it improves the quality of newspaper's online content.

Do aggregators play any role to attract attention of users? One of the traditional news outlets' concerns is that aggregators don't give them level playing field and curate their content on its platform as per the policies of aggregation platform. A study by Dellarocas, Sutanto, Calin & Palme (2016) tries to answer this and highlights some trend of users' behaviour, when exposed to different placement of same content on aggregator's platform. This study focuses how users pay attention to the content, when consuming it on aggregator's platform. This research explores if key design specifications such as text snippet's length on aggregator's platform, related image and articles associated with the same story play any role in influencing user's behaviour to go to original content producer's site to read the full article. The findings of study show that there is a substitution relation between how much amount of text any aggregator shows on their platform and probability that user will go to the site of content producer to read the full story. Also, when user is exposed to several stories on the same topic on aggregators' platform, the story with longer snippet and image has the maximum probability to be chosen by the user.

A significant study on users' behaviour and aggregation of content was done by Chiou & Tucker (2017). This study finds that when Google News eliminated all the content of Associated Press (AP) after a dispute with renowned news agency of the world, very low 'scanning effect' was observed where users see news aggregators as substitutes for traditional news outlets. The study finds that instead news aggregators complement consumption of news for traditional news outlets and shows 'traffic effect'. It means that there was a little probability that Google News users will go to other news websites to consume the content generated by AP.

How users utilize news aggregators and how content on aggregators can affect consumption of news have been shown by a study of Athey & Mobius (2012). It reveals that when users activated a localized feature on Google News by adding their local pin code, consumption of Google News increased. Also, users started going to new news sites directly to consume local news which they had discovered through Google News.

A study by Athey, Mobius & Pal (2017) has investigated role of news aggregator in internet news consumption. Findings of this study illustrates that shut down of Google News in Spain resulted in less news consumption by treatment users. Also, page views of publishers are decreased by 10%. Interestingly only small publishers felt this decrease in page views and large publishers didn't felt any significant change in traffic to their sites. Also, users were able to find some of the news types they used to read previously on Google News. However, they read less breaking news and other stories which were not covered by their favourite traditional news outlet.

Objective of the Study

The main objective of this study is to see if users of online news aggregators are gratifying their needs by consuming news on it. As Lee & Chyi (2015) describe that the word, 'online news aggregators', are being widely used by media and market reports but little is known about aggregators' users' characteristics. In the light of the above statement, this study will try to explore how people are using news aggregators, what are their needs and expectations from them and how they are gratifying these needs by using it. This study will try to answer these questions by looking at the findings of previous studies and see if users are getting what they want from online news aggregator's platform.

Theoretical Framework

The theoretical framework for this study is Uses and Gratification Theory (UGT) which focuses on users' perspective rather than what media is doing to them. This theory states that audience is not passive; they are very much active and choose a suitable media to gratify their different needs.

This theory states that people use media to gratify their cognitive, affective, personal integrative and social integrative needs. This study explores if people are gratifying all these needs by using online news aggregator's platform when they are exposed to news stories on diverse topics there.

Research Questions

On the basis of objective of this research, following research questions has been framed.

- RQ1: Do users of online news aggregators gratifying their needs by using it? If yes, then how?
- RQ2: What is the pattern of aggregator's users? Demographically it may be the age, gender, race and psychologically it may be motivations to use aggregators.
- RQ3: How news consumer's needs are influencing traditional news outlets' online content on aggregator's platform?
- RQ4: Do display of content on aggregators' platform influence users' consumption behaviour and affect their gratification needs?
- RQ5: Why people come to aggregator's platform? Do they go there to gratify their news need or opinion driven need?

Research Methodology

This study follows secondary research approach and incorporates qualitative research methodology. For this, text analysis of different research papers focusing on online news aggregators and user behaviour have been done. After identifying the common trends and relevant results, interpretation and conclusion has been drawn from them.

This study has identified seven research papers for the text analysis after excluding several research papers exploring news aggregator's domain. There are many research findings incorporating different aspects of online news aggregators but this study has tried to analyze only those papers, who fits into uses and gratification paradigm. For this, Google Scholar's search engine help has been taken to find the appropriate studies related to the topic. Google Scholar yields 26200 results searching it with the key word 'News Aggregators'.

Since lots of studies on news aggregators have been done by taking the aspect of social media and its impact on aggregators and vice versa, to fulfil the need of our study we exclude the social media related studies to concentrate only on the theme of news aggregators and its impact on user behaviour. When we searched Google Scholar by excluding the word 'social Media' the results showed 42 research papers related to the subject. Again, lots of studies are being done on news aggregators by taking the angle of blogs, hot doctrine, law-copyright, bots, dictionary and technology etc. we carefully excluded papers incorporating these topics and included only those papers, which deal with the news aggregators and its impact on traditional media outlets as well as users of aggregators. So, by applying these filter criteria, this study has identified research papers which are primarily related with this study's research objective by applying uses and gratification paradigm.

Discussion and Analysis

Online news aggregators have changed the habits and behaviour of online news consumers significantly and lots of studies have been done related to aggregator's role and impact on traditional news outlets as well as aggregators role as an information hub for its users. This study tries to explore how people are using news aggregators and gratifying their different needs and what pattern we can identify based on the findings of the research papers selected for this study.

The primary research question (RQ1) of this study is about user's news consumption needs and their desire to gratify it. RQ1 says that do people need news aggregating platforms to gratify their needs and how they are doing it? This question leads to the following hypothesis.

Hypothesis 1: People use news aggregators as a platform to fulfil their different aspirations or needs and when they see certain information useful for them, they select and consume it.

Interpretation and Discussion: The study of Athey & Mobius (2012) proves this hypothesis true as their study finds that when users were provided an opportunity to include local feature, they chose it and after that, among vast variety of news content, they went to consume local stories more on Google News. Also, news outlets which were focusing on local news, their website traffic increased by 5%. It means that news consumers who came to know about these traditional local news outlets opt to go directly to their website to consume local news with going to Google News platform. The study of Athey and Mobius (2012) explored the introduction of a new feature on Google News, Local News, in France in 2009. Google put a new feature on their platform where users can enter their zip code and then were able to see more news from local news outlets which were displayed prominently on its platform.

This study finds that users who went for local news, they increased their Google News home page consumption by 50% which is very significant. It means that users were finding the content very useful as per their needs and to gratify them, they increased its consumption. The study also revealed some interesting facts about news browsing habit after addition of local news feature. It finds a 12% increase in the usage of local news outlets. Also, treatment users went for local outlets 10% more than controlled users to consume local news. But there was no prominent change in the visitor pattern of old local outlets between treatment and control users. It means that local feature made users acquainted to new local news outlets, which they continue to visit.

These findings prove that aggregator users are active, not passive and aggregators platform introduce them to new news outlets, from which they chose the content as per their need. It also signifies uses and gratification paradigm and proves our hypothesis-1 right because first of all, users chose the required local content from numerous options on aggregator's platform and then continue to consume it afterwards to gratify their respective need.

Our second research question (RQ2) is about the consumption pattern of aggregator's users and how significant it is demographically or psychologically? Another research question (RQ5) inquires that do people come to aggregator's platform to gratify their news need or opinion driven need?

The research question leads to following hypothesis.

Hypothesis 2: Aggregator users have different demographic and psychological needs and they gratify them accordingly.

Interpretation and Discussion: A study by Lee & Chyi (2015) gives some answers to hypothesis-2 which states that age, ethnicity are demographic factors and news, not opinion, is the psychological factor for the usage of aggregator platform. The study is based on a national survey on 1143 internet users of United States and applies uses and gratification paradigm for its findings. The main objective of this study is to find out who (demographic factor) is using online news aggregators and for what purpose (Psychological factor). Lee and Chyi (2015) states that till date, no study is being done to identify predictors of aggregator's use (Who uses it for why) and their study will try to identify some factors which motivates people to go for news aggregators by taking uses and gratification paradigm.

Their study incorporated three major news aggregators of United States, Google News, Yahoo News and Huffington Post as well as 13 major Print, TV and Social Media outlets. They took six demographic factors such as gender, age, ethnicity, education, income and ideology as well as four psychological factors such as entertainment, information, social and opinion motivations as predictors of news aggregator consumption.

The findings of this study prove that our hypothesis-2 is correct as different demographic and psychological needs drive people to use news aggregators. The study finds that Yahoo News users are slightly older than users of Google News and Huffington Post and they tend to be white (55%). At the same time, Huffington Post users are younger compared to other two aggregators, majority of them are females (54%) and chances of them to be white are few (45%). But they are better educated (bachelor and above), have money and are more liberal in their thoughts (28%).

Further, Lee and Chyi (2015) identified a significant difference between aggregator users and non-users in respect of age and ethnicity. Their study illustrates that younger and non-white people use news aggregator's platforms more than others.

Also, their study indicates psychological predictors for aggregators use. These are information motivations (to be informed about the latest happenings), Social motivations (To keep a pace with other people's knowledge) and Entertainment motivations. They find that opinion motivations (to get an idea of other's opinions or to be able to form opinion of his own) are not the predictors of news aggregators use which means that people go there to consume news only, not views or opinions.

The above findings suggest that people are using news aggregators to gratify their different needs in a very thoughtful manner. People know what they want from which source and why they need a particular content. It means that they gratify their needs through news aggregator's platform very efficiently which reflects that the hypothesis 2 of this study is true.

Now since aggregator users are gratifying their needs from the platforms of their choice, it is imperative to enquire how aggregators are influencing traditional news outlets that are competing with each other on its platform to grab the user attention.

Our research question, RQ3, deals with this problem which brings following hypothesis.

Hypothesis-3: Traditional news outlets continuously improve their content on aggregator's platform to attract user's attention and users select most appealing content on aggregator's platform to gratify their needs.

The study of Jeon & Nasr (2016) throws light on quality of the newspaper's online content on aggregator's platform. The findings of the study states that competing newspapers in their online avatar continuously improve the quality of their content on aggregator's platform to attract more user attention and drive traffic to their own site. Simultaneously it improves the quality of the newspaper as well.

For this study, one aggregator and two newspapers were taken and their competition on the online mode is studied. This study takes the help of 'Hotelling Model' to find its results. It was assumed that in the absence of aggregator, the user consumes only one newspaper and in the presence of aggregator, the consumer chooses one newspaper from two given options of newspapers and the aggregator.

Jeon & Nasr (2016) talked about two effects in this study between newspapers and news aggregators. These are 'Business stealing effect' and 'Reader expansion effect'. Business stealing effect is being described as when newspaper's home page faces decrease in traffic as some users move to aggregator's homepage for news consumption. Reader expansion effect says that if newspapers use high quality content on aggregator's platform, they get extra readers or traffic to their home page through aggregators' platform. They are not loyal, but new readers for the newspapers. Their study concluded that in each scenario, when newspapers are symmetric or asymmetric, aggregators motivate them to publish quality content so that they can attract traffic from aggregator's platform to their site.

So, competition on internet among news outlets has a positive effect for users and society at large. It demonstrates that by improving quality and specialization of content, news outlets try to gratify the different needs of aggregator's users and divert traffic to their own site. On their own site too, news outlets provide content variety to users for their different needs and all these process starts with aggregator platform. These findings make the hypothesis-3 of this study true, which means that competition between news outlets on aggregators' platform enhance the quality of news outlet's content and gratify needs of the news consumers.

The research question (RQ4) of this study enquires that do the display of content on aggregator's platform influence users' news consumption and affect their need-gratification behaviour? To answer this question, following hypothesis can be formed.

Hypothesis-4: Display of news content on aggregator platform influence user's behaviour and they gratify their needs either on aggregators' platform or go to news outlets' site from there.

A study by Dellarocas, Sutanto, Calin, & Palme (2016) tries to find answer of this hypothesis. They manipulated user interface of a Swiss mobile news aggregator by increasing or decreasing text length or adding images to news stories and observed the user's behaviour how they consumed the news under the influence of display of same content in the defined probabilities. The result of the study shows that when aggregator shows significant amount of content on its platform, there is less probability that users will go to news outlet's website to get more in-depth information. Also, when several news outlets compete with each other on aggregator's platform to attract more user attention, then there is a tendency that user will select that content, which has larger text and an image associated with it. Results of their study also state that headline of any news content matters most. It affects user's decision to decide to read the content further. Additional information in the content on the aggregator's platform only decreases user's appetite to consume it in detail at news outlet's own website and they are less likely to click the respective link to get the content in detail.

Their study talks about content ecosystem and says that impact of aggregators on this ecosystem is sum of two different effects. In first case, aggregators provide snippets or short text of links according to which users decides if they want to consume the content or not. If content appeals to them, they consume it and thus improve the consumption of the content in the entire eco-system. It's a positive effect. In the second case, a free riding effect rules the eco-system, where users simply scan the headlines and snippets of the content on aggregator's platform and never click on the corresponding link to read the full and original stuff.

The results of the study of Dellarocas, Sutanto, Calin & Palme (2016) shows Hypothesis-4 of this study is correct. Display of the content on aggregator's platform plays a vital role in selection and gratification process. In the influence of display of content, aggregator users decide which is best suitable for them and then proceed to gratify their specific needs accordingly. If they find that they have gratified their need by consuming the text on aggregator's platform, they won't go to content creator's site. But when they feel that snippet or associated image of the content is not enough to gratify their specific need, they click on the corresponding link and go to news outlet's site to get the in-depth information and gratify their need.

But there is one study by Chiou & Tucker (2017) which elaborates different user behaviour in the light of Associated Press (AP) content removal from the Google News platform in the United States. Their research shows that when AP's content was removed from Google

News, then its users did not shift to another major news aggregator, Yahoo News, to consume AP's content. When we see this result in the light of our research question one (RQ1), it indicates two hypotheses.

Hypothesis-5: In the absence of AP content, users of aggregator Google News were still able to gratify all their all needs from there, so they didn't bother to switch to another aggregator Yahoo News to gratify their different needs.

Hypothesis-6: Users have no idea about AP content removal from Google News platform and they were not able to recognize the drop in the quality and diversity of the content in the absence of AP stories.

This study is significant because it deals with the two largest players of news dissemination media in the United States. In this study, Chiou & Tucker (2017) identified two theoretical effects of aggregators, Scanning effect and Traffic effect. Scanning effect can be described as when user scans the content of aggregator but don't bother to click on related link to get in-depth information about respective content. Traffic effect implies when users want to get in-depth or new information by utilizing a platform's content.

Statistics of their research showed that overall traffic to Google News and Yahoo News remained same in the test period which implies that there is no scanning effect when quality of content was reduced in the absence of AP stories on Google's platform. So, this study tries to analyze these observations in the light of hypothesis-5 and hypothesis-6.

Case-1: When we apply hypothesis-5 of this study, it reflects that Google News users were able to gratify all their needs in absence of AP content and didn't switch to Yahoo News. It also indicates that Google News users are loyal to this platform and due to value added other services from Google such as Google mail etc., users were reluctant to switch side and preferred to stay on Google's platform. But what was the precise reason for the Google News users to stay on that platform after removal of AP content, it needs to be explored further. The study of Chiou & Tucker (2017) only describes that removal of AP content decreased the traffic to 28% for related websites, which was coming from Google News platform.

Case-2: In view of hypothesis-6, which says that Google News users had no idea about the removal of AP content and they failed to recognize a drop in the quality of content, it needs to be seen comprehensively in respect of total media penetration of United States. As news aggregators are only a small part of available media outlets to users, it can be assumed that Google News users must be consuming news from other traditional media outlets too such as Television, Newspapers etc. Since AP is very old and distinguished news outlet and Google News is one of the prominent news aggregators, so when a dispute erupted between these two media giants in January 2010 due to licensing issues and Google News removed all AP contents from its platform, it must had been reported in traditional news outlets. It indicates that people who were using Google News were likely to be aware of AP content drop issue and had an idea that they were not getting AP stories on Google platform which may be

useful to gratify their certain needs. So, hypothesis-6 doesn't seem to work here as users were likely to be aware of AP content removal issue. Therefore, it's interesting to see that Google News users decided to stay with it and didn't move to Yahoo News. Results indicate that they also consumed less news through Google News platform (Traffic to related sites decreased by 28% due to AP content removal). In light of this, further studies may explore reasons why Google News users behave in such a loyal way to this aggregator's platform.

Conclusion

The results of this study show that news consumers on online aggregator's platform are active and they consume the content as per their needs and desires. People of different age group prefers different aggregator's platform. Yahoo News' user are older compared to Google News and Huffington Post's users. Similarly, younger people prefer surfing Huffington Post compared to Yahoo and Google News. People tend to visit online news aggregator's platform due to different motivations which can be information, social or entertainment motivations. Also, people visit aggregator's platform only to consume news, not opinions.

News outlets compete with each other on aggregator's platform to grab more user attention and this competition leads to quality content generation among news outlets. This process makes a positive impact on users as well as on the society. At the same time, display of the content on aggregator's platform plays a major role in grabbing user attention and generating traffic to news outlet's website from the aggregator's platform. When the content on the aggregator's platform gratify the need of the news consumer, they don't tend to go to the news outlet's platform. But when content does not satisfy their information need, they visit the content creator's site to gratify it. Also, loyalty of news consumers' needs to be studied further as removal of Associated Press content from Google New's platform did not shift its user to the platform of Yahoo News in search of more vivid content.

Limitations and future scope of study

This study is based on the secondary research and qualitative analysis of the research papers obtained by adopting research methodology of the study. To get a more clear and precise results, a quantitative research can be planned taking uses and gratification paradigm. Also, as discussed in Hypothesis-5 and Hypothesis-6, further study is required to explore why Google News users behaved in such a loyal manner to its platform and did not move to Yahoo's platform to get AP's story. The user feedback can throw some light on this phenomenon.

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