Logan Membrino

Podcast Research

Topic: Transitions of Media from Print to Digital

1. *Investopedia stock analysis: Given the decline of print media, why did Warren Buffett invest in so many local newspapers?*

<https://search.proquest.com/docview/1655310465?pq-origsite=summon>

Investopedia Stock Analysis: Given the decline of print media, why did Warren Buffett invest in so many local newspapers?

“Spent roughly $350 million to acquire 28 local newspapers in 2012 and 2013”

“Buffett is focusing on established profitability more than on growth potential”

Do you think someone as famous as Warren Buffet getting behind newspapers could bring back some popularity?

With a savvy investor like Buffett investing in newspapers do you think we are overexaggerating how much the industry is declining?

# **2. *Trends****in****U.S****.****Adolescents****’****media******use****, 1976–2016: The****rise****of****digital******media****, the****decline****of****TV****, and the (****near****)****demise****of****print****.*

By: Jean M.Twenge, Gabrielle N. Martin, Brian H. Spitzberg

[http://vb3lk7eb4t.search.serialssolutions.com/?ctx\_ver=Z39.88-2004&ctx\_enc=info%3Aofi%2Fenc%3AUTF-8&rfr\_id=info%3Asid%2Fsummon.serialssolutions.com&rft\_val\_fmt=info%3Aofi%2Ffmt%3Akev%3Amtx%3Ajournal&rft.genre=article&rft.atitle=Trends+in+U.S.+Adolescents’+media+use%2C+1976–2016%3A+The+rise+of+digital+media%2C+the+decline+of+TV%2C+and+the+%28near%29+demise+of+print&rft.jtitle=Psychology+of+Popular+Media+Culture&rft.date=2018-08-20&rft.issn=2160-4134&rft.eissn=2160-4142&rft\_id=info:doi/10.1037%2Fppm0000203&paramdict=en-US](http://vb3lk7eb4t.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&rfr_id=info%3Asid%2Fsummon.serialssolutions.com&rft_val_fmt=info%3Aofi%2Ffmt%3Akev%3Amtx%3Ajournal&rft.genre=article&rft.atitle=Trends+in+U.S.+Adolescents'+media+use%2C+1976–2016%3A+The+rise+of+digital+media%2C+the+decline+of+TV%2C+and+the+%28near%29+demise+of+print&rft.jtitle=Psychology+of+Popular+Media+Culture&rft.date=2018-08-20&rft.issn=2160-4134&rft.eissn=2160-4142&rft_id=info:doi/10.1037%2Fppm0000203&paramdict=en-US)

“As adolescents spent more time on digital media, they spent less time with legacy media, including books, magazines, and TV. In many cases, the declines were the most pronounced since the mid-2000s, when smartphones became available and high-speed Internet access became widespread.”

“These findings favor the previous theories and research suggesting that digital media displaces and reduces the use of legacy media. They also provide a vivid example of the interplay between culture and individuals.”

# What parts of digital media do you believe excites adolescents?

# What is your favorite type of media/ what digital media formal do you feel is most intriguing?

# 3. *Rise of Digital Media to Triumph Brand Loyalty*

By: [Syed Hasnain Alam Kazmi](https://ieeexplore.ieee.org/author/37086361694)[Abdul Wahab](https://ieeexplore.ieee.org/author/37086522825) [Syed Imran Zaman](https://ieeexplore.ieee.org/author/37086520303) Yan Kou

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“Furthermore, the rise of digital media has also boosted the importance of customer engagement to newer heights.”

“Customers have found it more easy and convenient to interact digitally with the brands.”

“Digital media is more of an interactive platform by nature, which allows more room for the customers to engage, and at the same time it also helps companies to focus on a customer-centric approach.”

Where have you seen the rise of digital media included in ads?

Has digital media made it easier for companies to advertise?

# 4. *The political economy of the print media and the decline of corporate investigative journalism in Australia.*

By: Andrea Carson

<http://vb3lk7eb4t.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&rfr_id=info%3Asid%2Fsummon.serialssolutions.com&rft_val_fmt=info%3Aofi%2Ffmt%3Akev%3Amtx%3Ajournal&rft.genre=article&rft.atitle=The+political+economy+of+the+print+media+and+the+decline+of+corporate+investigative+journalism+in+Australia&rft.jtitle=Australian+Journal+of+Political+Science&rft.au=Carson%2C+Andrea&rft.date=2014-10-02&rft.pub=Routledge&rft.issn=1036-1146&rft.eissn=1363-030X&rft.volume=49&rft.issue=4&rft.spage=726&rft_id=info:doi/10.1080%2F10361146.2014.963025&rft.externalDocID=963025&paramdict=en-US>

“Newspapers in developed economies are experiencing declining advertising and circulation revenues, closures and cutbacks.”

“A significant outcome of technological change is that the traditional media no longer have a monopoly over advertising, or even the delivery of news.”

Do you think that developing nations when their technology takes off will follow a similar path to the U.S. in terms of print media?

In your opinion what do you believe is the future of newspapers?

# 5. *Why I don't read books much anymore*

By: Morris Freedman

<https://search.proquest.com/docview/205344963/fulltext/89A558DCC0A848D8PQ/1?accountid=14244>

“Book publishing has undergone contorted metamorphoses in combining with international media cartels to create and meet new demands.”

“Established magazines and newspapers retain their standards by sensibly accommodating, with bare compromise, to changing needs and expectations; new publications keep appearing to satisfy new audiences.”

“I am now blessed with a larger store in which to place my reading of books”

Do you believe the world of literature is changing to meet the needs and expectations of people?

What new demands do you believe that consumers of literature and media have?