

## Electronic Newspapers

a. How would the introduction of an electronic newspaper reader change American newspapers? How might it affect newspaper readership? How might it alter newspaper advertising?

Well, it would obviously be much easier to get your newspaper. You would just pay a small fee (probably less than what it costs you on the street because of printing costs) and download it onto your computer, portable electronic reading device, etc. I expect some people would keep buying printed newspapers, but I think the numbers of people buying the paper would swell, because you have all those cyberspace people saying "Hey, I can buy my favorite newspaper online for less money! How cool is that?" I also think that newspapers would be advertised a lot more over the Internet, so in those annoying ads that some websites have, you would see a lot more things like "Buy the Times online! Only \$1.00 an issue! Delivers instantly!"

b. Why are newspapers facing financial troubles? Would the introduction of an electronic newspaper reader help newspapers financially? Why or why not? What else might be done to address the financial troubles faced by American newspapers?

Because of printing costs, and the fact that they just can't get enough money back to quite match the money they're spending on making the newspaper. Or if they do match it, they just match it, and don't have much left over. Also, there just aren't so many trees any more! The introduction of an electronic newspaper would be able to remove a lot of the costs spent printing, but I imagine a lot of printers would lose their jobs, and would probably form a union demanding that people would go back to printing the old way. Other ways to address the problem might be to use less paper when printing.

c. Would you buy an electronic newspaper reader? Why or why not? Who do you think would buy it?

Yew, but I would wait until they're really cheap and then buy one. But I imagine the techie crowd will all buy one when it comes out.

d. Do the questions of consumer privacy brought up in the article concern you? Why or why not?

Yes, that does worry me a little, because the paper might figure out what I like, sell my interests to another company, and the next thing I know, I've got a pickup truck full of Strategy Games and no money.