

Digital Skills and Research Methods

Case: New York Times uses modern technologies to improve the efficiency

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Background of The New York Times

- The New York Times was founded on 18 September, 1851 by Henry Jarvis Raymond and George Jones, 167 years ago.
- The New York Times from the beginning was a newspaper with the high standards of journalism which present the news in a conservative and objective fashion.
- Due to the good management of Jones and Raymond, the newspaper quickly became popular.
- In 1857, it has changed name from The New York Daily Times to the New York Times.
- In 1858 the paper moved into a new five-story building containing the most modern printing equipment.



Background of The New York Times (Hard Times)

- After the death of Henry Jarvis Raymond on June 19, 1869, George Jones assumed the editorial leadership of the *Times*. *Until Raymond's death, the company has risen in price for several hours but in 1884* George Jones chose to oppose the nomination by the Republican party of James G. Blaine for president as a result of the loss of significant support from Republican readers.
- The paper's profits fell steadily until Jones's death in 1891 and Jones's relatives were not interested in his business and in 1893 the Times was close to failure

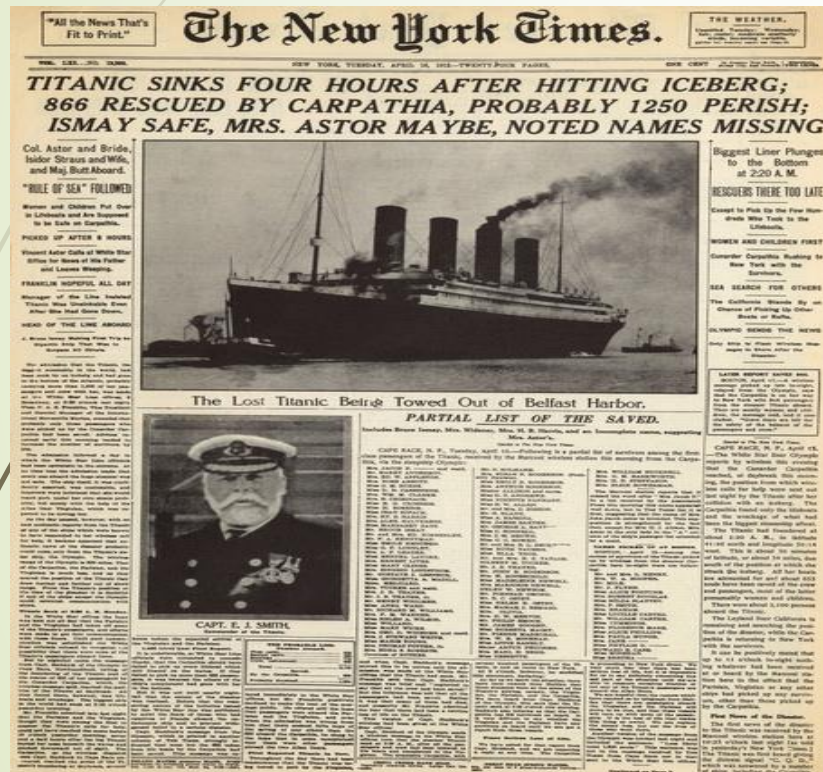


Background of The New York Times (the new leadership)

- In 1893 the Times's editor-in-chief, Charles Ransom Miller, bought control of the paper from Jones's heirs with \$1 million collected with the help of investors. But Miller did not have the qualities to run the business, and by 1896 it was on the verge of bankruptcy, fortunately, some Wall Street investors decided to save the company and in this new company, a large percentage of shares were held
- By Adolph Simon Ochs who was editor in this new company, due to Ochs' effective actions, the company began to grow rapidly and in the long run, also with a brilliant managing editor Carr Van Anda, the Times carried out numerous journalistic coups: scooped the world on the Japanese-Russian naval battle in 1904 by sending the first wireless dispatches from a war area. It again scooped the world on the Titanic shipwreck in 1912 and outdid all competition in reporting the events of World War I.

Background of The New York Times

(important newspapers)



New York Times newspaper "Titanic"



New York Times newspaper “the assassination of Archduke Francis Ferdinand and his Wife”



Newspark Times

CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

Before the introduction of modern technology in our newspaper, there were a few challenges
Some examples of our challenges:

CHALLENGES

- Our clients need to receive the news as easily as possible
- Our clients must have access to our newspaper anywhere they are
- We need to increase the comfort of the reader
- We need to increase the readership base





New century , New Challenges

- At the beginning of the 21st century, the Internet is developing very fast, which is killing the media industry, especially publications and newspapers. , In the last 20 years, newspaper revenues have fallen several times , In front of the newspapers was the challenge of adopting under the new trends and technologists.
- Some companies related to the news or adopt and began to develop on the Internet one of the most successful was The New York Times.
- The New York Times using modern technology and adopting itself under new trends has successfully passed one of the biggest challenges it has had.

THE IMPACT OF THE TECHNOLOGY ON *New York Times*



1. Internet

How Internet helped The New York Times?

- News on internet can be found much faster, easier and in more quantity.
- Reading news online is faster, more convenient and cheaper.
- With the help of the internet, it is possible to use different innovation like online website, pay subscription and advertising



The New York Times Official website

2. Smart Technology

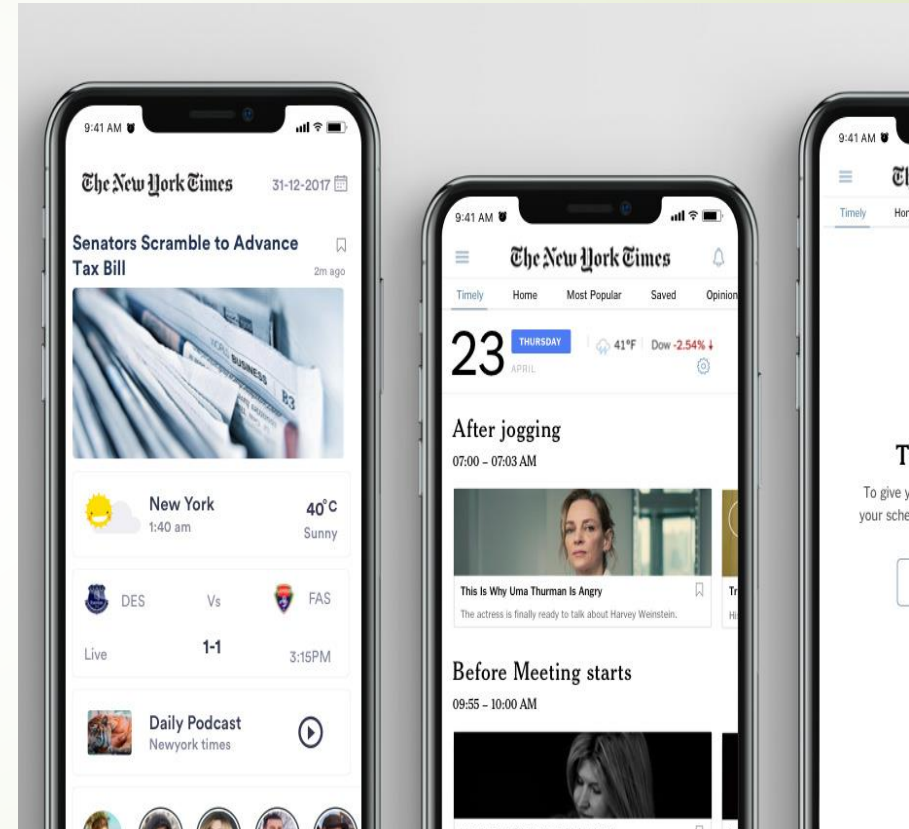
- Smart Technology as phones, laptops, tablets and etc are easier to access at the newspapers or other information from The New York Times Than a simple newspaper.
- People usually have a phone or other smart technology and can access The New York Times at any time, which increases the comfort and customer base.



The New York Times on Laptop and tablets

3. Personal Application

- The personal application on the phone is better and more efficient in terms of keeping the reader on the site than a simple website.
- The official website of New York Times is the place where official, approved and secure information is placed, thus facilitating control and placement on the Internet.
- Through the website, it is easier to enter Innovations and find information about customers that can be used.



The New York Times application on phones

Information about modern technology introduced





Insights to the modern technology introduced

- ▶ The technologies that were introduced in TNYT (internet, smart technology, personal application) were already quite widespread and used by many other companies, these technologies have so far demonstrated their efficiency and the need to use them, at this time we notice that most companies use these modern technologies because they are light, comfortable and efficient, and their perspective has already been reached because in 2020 the internet is almost everywhere spread and used by a lot of people, 99% of companies have a website and exist many personal applications for different companies, for example, Amazon, Instagram, Facebook, eBay etc. These technologies will continue to expand and develop, and will also begin to be used in other new fields.

How the use of modern technologies has changed our lives?

- Made things easier, such as contacting people remotely, finding out news, events and more
- It has created new opportunities and benefits
- People can communicate much more easily and freely
- It creates a comfortable environment for different people





The Lessons that can be drawn from the case study

- High quality standards are important for any company
- Changing the company leader can save the company from failure
- The challenges can be overcome with modern technologies
- Modern technologies create new benefits and opportunities
- The New York Times is a perfect example of a company that has gone through the challenge and the introduction of new technologies

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