Internet vs. Print Media

ADVANTAGES OF INTERNET MEDIA

- Information on the Internet can be updated round the clock so that readers can have the most up-to-date sources any time of the day or night.

- The internet provides far more options regarding the type of content and the way it is displayed (and it can even be customized to fit the individual), including multi-media such as video and slideshows

- Readers can be alerted through e-mail, cell phones or other devices when the topics arise that interest them

- Readers can “dig” further into a topic by clicking on links to other pages at the same site or other sites

- Readers can easily forward interesting information to others

- There is no paper with the internet, which is better for the environment

ADVANTAGES OF PRINT MEDIA

- Print media is more convenient to read. You can easily relax and recline in a chair…there is no need to “hunch” over a computer

- Print media—like a newspaper or magazine--has clear sections, and each can be laid out in front of you. There is no need “surf” the internet or conduct an internet search to find what you need.

- Print media can be carried and read at any location of the world. There is no need for “Internet connectivity”.

- Reading print does not require any equipment, such as a computer.

- Paper is “real”, so you can mark on it, send hardcopies, or cut out coupons.

- Print media is often seen as more reliable. While the internet can be equally as reliable, it also has information from other sources that cannot be trusted, and it is important to be able to distinguish between the two.