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COMPARATIVE QUALITY MAPPING OF DIFFERENT NEWSPAPERS

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ABSTRACT

This paper throws light on comparative quality evaluationof print quality of various newspapers. Quality has been major concern among various newspapers since last many decades. During the production there are a lot of factors which causes deviation in quality and some defects arise sequentially. Quality mapping was performed for different newspapers i.e. HT, TOI, Hindustan and Dainik Jagran for one month. The various factors taken into consideration for quality mapping were mis-register, density issues, set off, folding issues,show-through and picture quality. The quality mapping was based on the observation of a no. of readers. The results indicated that Dainik Jagran was having maximum number of quality issues compares to others. HT was found the best among all the newspapers.

KEYWORDS: Quality Mapping, Newspaper Readers, Mis-register, Set-off, Density.

I.   INTRODUCTION

Despite the fact that the newspaper is the oldest mass medium, it never became old-fashioned during the course of its nearly 400-year history. Instead, the newspaper has shown itself to be extremely flexible and adaptable down through the centuries. This is evidenced by a comparison of today's front pages with the first weekly newspapers of the early 17th century: the book-like, linear medium has developed to become a complex, non-linear entity. Continuous text has become modular information units that can consist of text, image, graphic and optical elements. It is by virtue of this change that the daily newspaper has successfully defended its position against the competition from the "newcomer" media of radio and TV. But the fundamental change in appearance of the daily newspaper is not just a superficial, pro forma change. It marks a far-reaching change in the relationship between the medium and its readers, though also a basic change in how the medium sees its role and that of those responsible for its production, i.e. journalists. For example, the "newspaper-makers" in the 17th century were news gatherers who compiled information for the readers more or less in the chronological order of the reported current events – as if for a book. Accordingly, in view of their professional profile, the title of "journalist" was hardly appropriate. Today, journalists are professional news processors who select information in an aimed way, organize it, and see to it that this organization is reflected in the corresponding design and layout. Up to the late 19th century daily newspapers left it to their readers to make their own order out of the random organization of the articles, today's daily newspapers map-out the news situation for their readers – by way of division into sections, layout and text design . During the course of the history of the newspaper, the so-called "interface" has become more and more the most important means of steering attention. Today's readers must therefore comprehend two "languages" in order to understand the newspaper: the design language, by which they understand the newspaper layout and structure, and the content language for the opinions   and   information   contained   in   the   articles. In a latest development, the print and online editions have been joined by a third version of the daily newspaper, namely the so-called E-Paper version, also referred to as the "digital edition". Meant here is the online edition of a daily newspaper that optimally simulates the printed pages by displaying them one-to-one on a smaller scale. Users can navigate on the newspaper page, obtain an overview just as they know it from the print newspaper. The digital simulation of the printed edition permits both specific pages and articles to be retrieved by clicking on them. In this way, E-Paper combines the presentation possibilities of the printed newspaper with those of the online newspaper. This, it is hoped, allows readers to experience the sensation of reading the newspaper also on the web. To read online as in print and scroll by mouse-click, that sums up the dual character of the E-Paper version. The decisive question here is whether E-Paper, due to its hybrid character, represents a step forwards or

a step backwards, or whether the development is leading towards a media dead end, such as was the case with Bildschirmtext in Germany. Mapping reviews are necessarily time constrained and lack the synthesis and analysis of more considered approaches. Studies may be characterized at a broad descriptive level and thus oversimplify the picture or mask considerable variation (heterogeneity) between studies and their findings—depending on the degree of specificity of the coding process. Mapping reviews do not usually include a quality assessment process; characterizing studies only on the basis of study design.

II.   OBJECTIVES
1.   To compare different newspapers on the basis of reader perceived quality.

The paper will help various newspaper organizations to achieve maximum reader perceived quality targets in the future and it will encourage them to exhibit better print quality.

III.   RESEARCH METHODOLOGY
Quality mapping for different newspapers is to evaluate our product with respect to competitors, and do further improvements in the respective parameters, which will lead to overall improvementsof the product. We need two types of aspects to check quality mapping:-
1.   Print Quality
2.   Picture Quality

1.   Print Quality:
Check   the   print   quality   analysis   as   per   the   good   copy   parameters.

Specification :
- Mis-registration- All the colors to be perfectly registered. Maximum tolerance between any two colors in any direction should not be more than 0.15 mm.
- Picker Pin Hole- Paper should not be torn.
- Density Variation- Visually density should be at standard density.
- Uneven Folding - Both Former and jaw folds should be perfect. The max. tolerance limit is ± 2.0 mm. Image should be approx. 15 mm from page bottom.
- Mechanical Defects - There should not be any demeritsthorough out the product i.e., image blinding, ghosting, lint / piling, scum, set-off, roller marks, image wear-off, tinting or toning nip roller marks, belt marks, doubling, paper crease after printing, ink smearing.

2.   Picture Quality:-
Under this aspect following are the parameters
- Color Quality
- Detail Reproduction Quality
- Sharpness
- Good Tonal Gradation

Overall Image Quality

IV.   DATA COLLECTION

Table.1. Perception of different Reader of newspapers

26.07.15 - 25.08.15	Hindustan Times	Times of India	Hindustan	DainikJagran
Total Pages	502	576	550	606
Mis-Registration	5	9	7	27
Density Issues	16	11	14	40
Set-off / Smearing	9	19	12	42
Belt/Tape/Trolley/Runner mark	11	12	13	17
Scumming&Tonning	2	5	3	18
Uneven Folding & Pg. Centering	3	4	1	7
Show through	1	1	2	0
Picture Quality	0	0	0	1

Table.2. Percentage Defects of Different Newspapers

26.07.15 - 25.08.15	Weightage	Hindustan Times	Times of India	Hindustan	DainikJagran
Mis-registration	30	0.30	0.47	0.38	1.34
Density Issues	20	0.64	0.38	0.51	1.32
Set-off + belt+ nip+ trolly Mark + Scum	20	0.88	1.25	1.02	2.54
Uneven Folding & Pg. Centering	10	0.06	0.07	0.02	0.12
Show through	10	0.02	0.02	0.04	0.00
Picture Quality	10	0.00	0.00	0.00	0.02
Total Defect %	**100**	**1.89**	**2.19**	**1.96**	**5.33**

	Hindustan Times	Times of India	Hindustan	Dainik Jagran
Total Defect	1.89	2.19	1.96	5.33
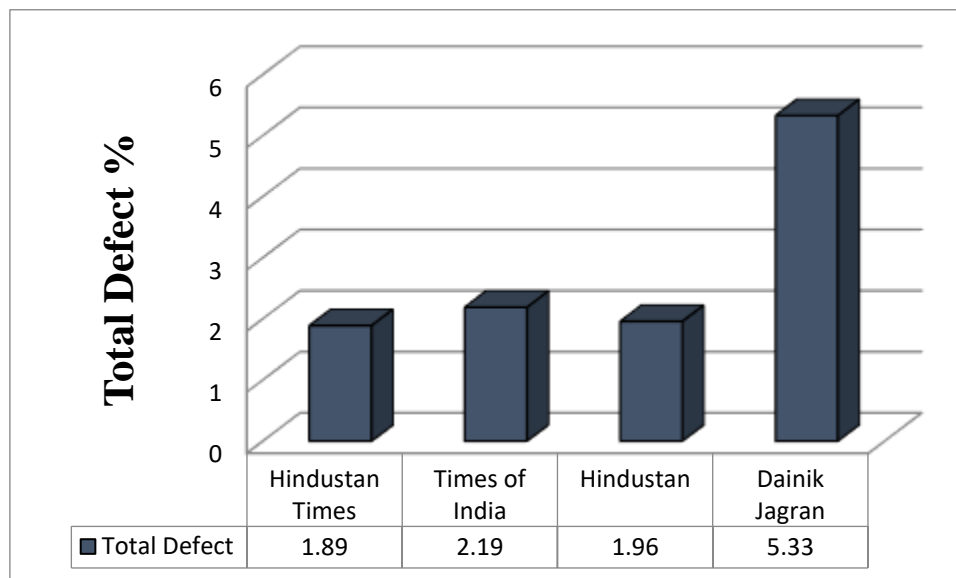
Fig.1. Total % Defects of Various Newspapers

	Mis-registration	Density Issues	Set-off + belt+ nip+ trolly Mark + Scum	Uneven Folding & Pg. Centering	Show through	Picture Quality
■ Series1	0.38	0.51	1.02	0.02	0.04	0
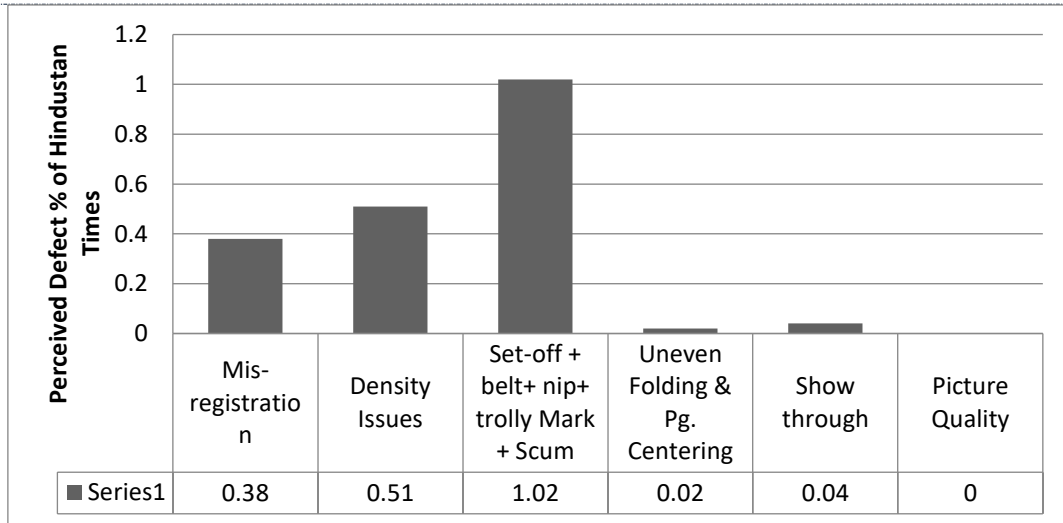
Fig.2. Perception of Hindustan times

Times of India

- ■ Mis-registration
- ■ Density Issues
- ■ Set-off + belt+ nip+ trolly Mark + Scum
- ■ Uneven Folding & Pg. Centering
- ■ Show through
- ■ Picture Quality

0.02 0.07 0.00 0.47 0.38 1.25
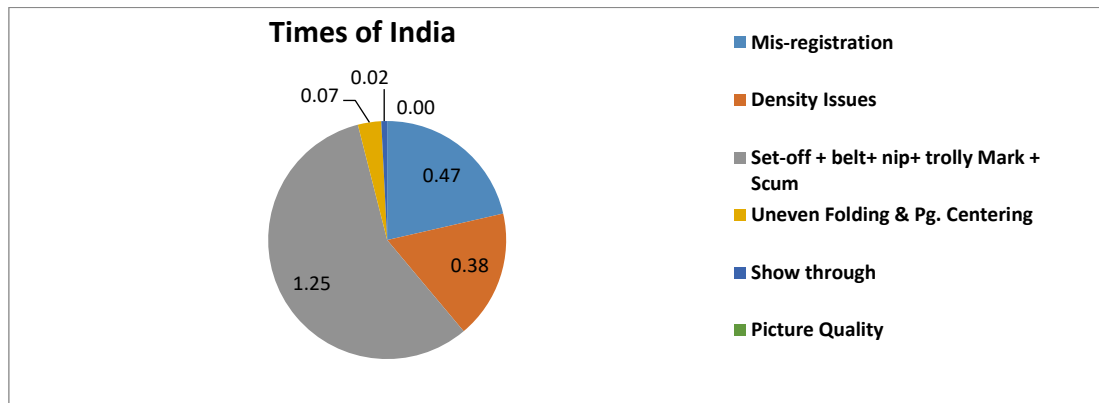
Fig.3 Perception of Times of India
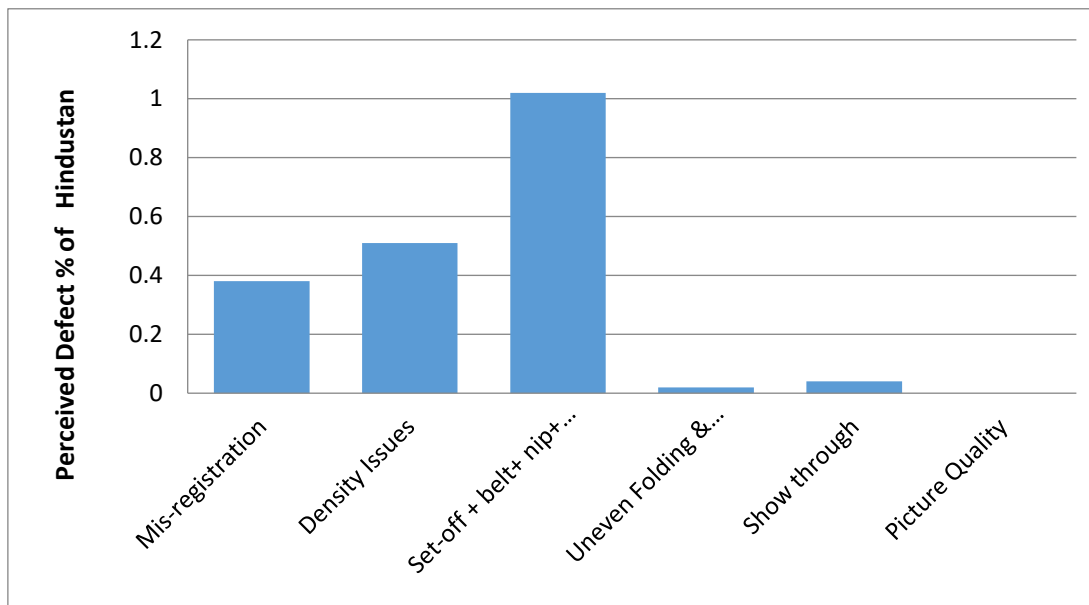
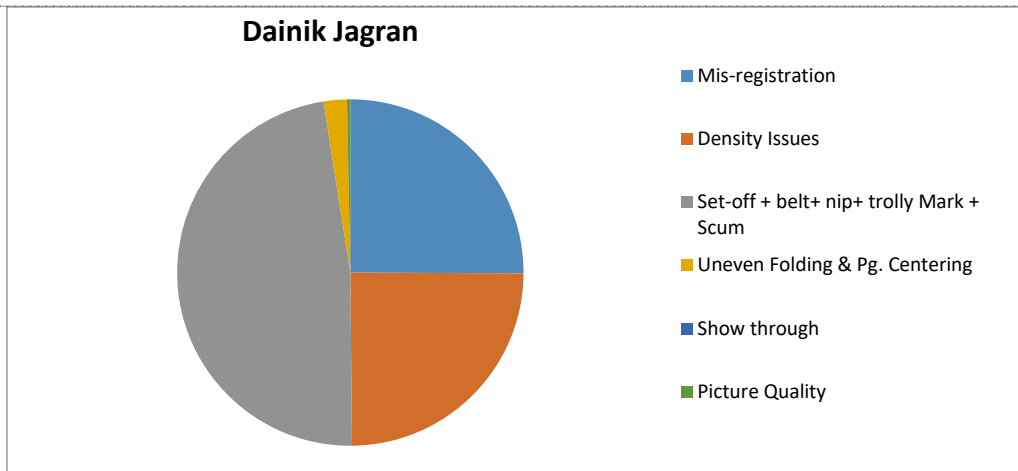*Fig.4. Perception of Hindustan*

Fig.5. Perception of DainikJagran

From all above collected and analyzed data Table 1-2, Fig.1.-5., it can be concluded that:

V. CONCLUSION

1. Hindustan Times was found having maximum reader's perceived quality; on the other hand quality of DainikJagran was found the least in terms of Mis-register, density issues, set-off, folding and picture quality related issues (Table1-2, Fig.1-5).
2. No any show through was found in DainikJagran.
3. Picture quality related issues were found in DainikJagran only
4. Hindustan was ranked 2nd in terms of good reader perceived quality because it was having good indexing of mis-register, density issues, set-off, folding and picture quality related issues.
5. Folding related issues were found minimum in Hindustan.

HT was having best reader's perceived quality but DainikJangran was having least

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