Interactive Guides in Front Page of Online Newspapers

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Abstract:

This paper tries to distinguish the interactive guides on the front page of online newspapers through the graphical art side, according to observational study for current globe online newspapers.

This research aims to help journalist designer to reflect what suitable interactive guide can be used, through introducing selected types of interactivity tools that applied in the front page of online newspapers.

It is based on the descriptive analytically approach intended to provide a complete picture of commonly accepted interactivity character guides.

From the resulted purposes, there is two level of interactive guides that can be utilized on the front pages. One of them as low interactive and other as medium interactive guides, according to determine the important and characteristics of information to apply on the front page.

As an outcome recommendation, journalist designer can select the suitable interactive guides, according to their visible features to take apparent steps to attract the readers to the front page of online newspapers.

1- Introduction

The world today is flooded with the mass communication media e.g. television news, magazines, and online newspapers. Of all news weapons, online newspapers are renowned for its long lasting impact on reader's mind, as its exposure is much broader (Rahman, 2008). As a front page of online newspapers strategy, front page serves as a major tool in creating topic awareness in the mind of a potential reader to take eventual navigate decision.

Front page impacts the readers' behavior; however, this impact about a nature of topics are changed or strengthened frequently in audience's memories. Memories about the topic or stories consist of those topics that are related to current events in the reader's mind (Costanza - Chock, and Rey-Mazon, 2016). The principal aim of interactive guides analysis is to explain why these guides act in particular ways under certain circumstances. It tries to determine the types of interactive guides that used on the front page of online newspapers (Frohlicha, et al. (2017).

2- Statement of the Problem

In spite of finding many previous research papers and present studies in the online newspapers field, but they had rarely been done to categorize the interactive guides in front pages according to graphic design approach.

This study tackle categorizes the interactive guides related to selected current examples of front pages of online newspapers. It will be described each style as an individual case, which correlated with graphic design properties.

3- Objectives

The purpose of this paper is to shed light on interactive guides with the front page of the online newspaper and explore categories of the interactive guides, which can be presented and evaluated their, according to main properties of the graphic design.

4- Literature Review

This part will be reviewed on three main elements, which correlated to this current research area, as consequent items.

Interactivity Concept

As a general concept, the Interactivity involves the sociological methods of communication where it is called as the relationship between two or more persons, who, in the same situation, together regulate their behaviors and actions to each other (Duncan 1989; Jensen 1998; Zadrayec 2008). In the other words, it involves two-way communication between the source and one receiver, or, in general, between one source and any number of receivers (Mortensen 1972; Pavlik 1998), which requires responsiveness of the presented information to the information receiver (Chung, 2007) as an alternating method of feedback (Morris 2002). and should be interpreted it in terms of the range to which the journalists and the audience respond to, or are willing to support each other's communication demands (Ha and James 1998).Consequently, the concept of

interaction has found its way of communication technologies, such as the Internet (Walther et al. 1992; Weber, 2014).

According to the instrumental view of interactivity is understood in a way that the reader or viewer turns into being a user with respect to the new media (Lister et al. 2003; Eikelboom, and Janssen, 2013).Thus, for example, reading an article of an online newspapers the reader is always offered the number of actions he or she is able to accomplish it, it can be the function "Send to a friend", "Add a bookmark", share facebook, twitter, etc., write comment , turn on video graph, or "+/-" (to make the image smaller or larger) (Giardinaa, and Medinaa, 2012).

Interactivity in Online Newspapers

In online journalism, there are possibilities for the media to be involved directly with its audience. There is a general recognition among the researchers of online journalism that interactivity means Internet-enabled communication between web journalists and readers (Massey, 2000; Domingo, 2008).

About ten years ago, most of the paper researchers found that although online editors understood the value of interactive characteristics, they were often concerned about control and manageability, and the additional workload they might receive for newsroom staffers (Chung, 2007; Segel, and Heer, 2010).

On the other hand, the power of traditional journalism culture, which observes readers predominantly as passive users, has delicate online newsrooms from utilizing and developing most of the styles of interactivity (Domingo 2008). Furthermore, it can be found that journalists generally view comments as being of dubious (Santana 2011).

If interactivity is the Internet's prominent feature (Morris, 2001), it appears that online journalism should be using the power of it with stories that interest the readers and with tools such as e-mail links to journalists and officials, reports and statistic available to display, databases, and hyperlinks (Voigt, et al. 2017).

Interactivity is a buzz word used by online newspapers and means the ability for readers to give feedback or opportunities to select which element of the article or the report to explore more information (Jessica 2005).

Recently, the old background is disappeared. On the other hand, there are existing trends to improve interactivity styles through online newspapers to use it daily and regularly.

Interactive features in online newspapers

The interactive guides help the reader through the text, icon, or photo to reach the information resources (Hyland, 2005).

Interactive features that enhance online newspapers contain dynamic information; that is, unlike the static kinds of printed newspapers, these new formats often improve speedily and easily. Another important feature of online newspapers is that search engines can present content from the site in answer to a query. or in other words, it should not be visited other sites such as New York Times or any other online newspaper to read their content, in addition to being able to share theme freely, also it can now share more interactive and engaging material with a wider audience than ever before (Fazzino, et al. 2017).

The online newspapers understood the power of the interactive internet and the importance of blogging and founded an original business model exploiting these trends, and file-sharing sites by using social media as facebook, twitter, ... etc, also the online newspapers helped bloggers to receive public recognition for their work and helped to create a self-sustaining blogging community (Voigt, et al. 2017).

There are various styles of interactive guides to navigate and browsing handles a front page of online newspaper representation, like scrolling, clicked the mouse, dragging the mouse, sharing, and selecting (Ware, 2012).

Interactive Infographics can be defined as being a visual representation of information that integrates several styles (at least two), e.g., image/videography, talked or read text, audio, organization, etc. (image form is constitutive), to a blended collection that allows the checked individual opportunity of the controller to the readers (Zwinger, and Zeiller, 2016). (Guzman, et al. 2015) presented advantage of control can be, e.g., Start or End button, Ahead or behind the button, List of stories to select, Timeline or sequence controller, Refine, information demand or data display.

1. Analysis of Utilization of Interactive Guides in Front page of Global Online Newspapers

The front page of online newspapers can be considered as an important window to attract readers to explore whatever within them.

Based on descriptive analytical approach to characterize the interactivity styles in selected global online newspapers, it can be obtained the results in reaching the main aim of this research, as the following items.

5- Methodology

The selection of the front page was investigated in accordance with the both purposes. First, these online newspapers were all of the global reaches

and obtained the material information about news options readily available at the time of the study. Second, they provided to various kinds of interactive guides, according to predefined aims and specified rules of this research.

To represent the globe online newspapers, it had been selected five online newspapers according to the rank of Alexa and more visits that are published in print and online or only online: „New York Times", „The Guardian", „The Washington post", „The Huffington Post" and „USA Today", as shown in table (1).

Table 1. Selected online newspapers

N.	Online Newspaper	Web Site Address	Founding Year	Alexa Rank*	Estimated Visit **
1	New York Times	https://www.nytimes.com/	1851	94	73,920,000
2	The Guardian	https://www.theguardian.com/international	1821	114	68,520,000
3	The Washington post	https://www.washingtonpost.com/	1877	192	45,792,000
4	The Huffington Post	http://www.huffingtonpost.com/	2005	200	91,820,000
5	USA Today	https://www.usatoday.com/	1980	499	35,429,000

*URL: http://www.alexa.com/ , ** URL: http://www.trafficestimate.com/

Date: Tuesday, May 16, 2017

Reviewing several interactive guides allows ascertaining whether the variations in the composition kind of the front pages for the various interactive guides types across the graphical design of online newspapers.

6- Results

According to the empirical study through selected samples of online newspapers, it can be characterized and evaluated the interactivity tools, which apparent on the front page to four main items.
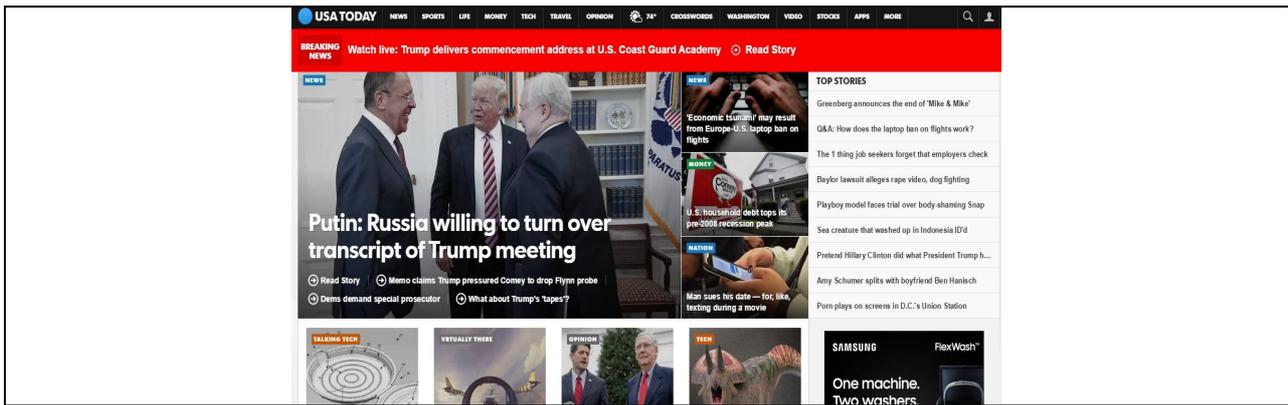
Front page layout

Regarding table 2., it can be analyzed the front page according to graphic design as following;

i. Depended on constructed five main columns with the same width, and the equal space between them as the main page layout.

ii. To create the visual identity, it is done using the especially type of font, images properties according to sizes and placed where is it located? colored negative space or not, and the predominant color to achieve the two aims:

- To have a unique core of graphical taste, and can be considered as a mirror for contents within it.
- A nutshell of basic information, where visual impact should be optimal so that it could orient further searches.

Table 2: Front pages of selected online newspapers
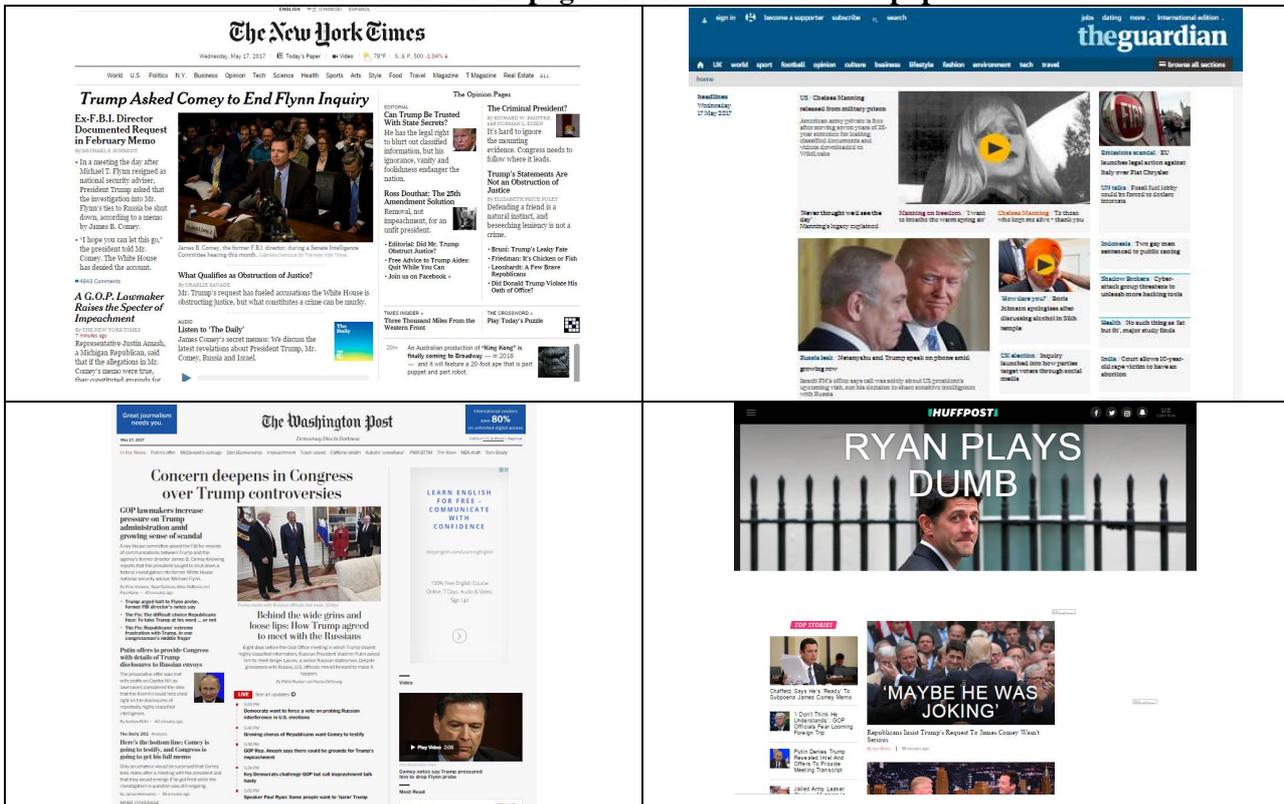
a) Layout.

The front page of New York Times and The Washington post has approached similar of printed edition design, as there are not many images on the page, and the image sizes are smaller than the text below, perhaps this is described the especially visual identity of this newspapers, Where it is described as a classical mode. On the other hand, The Guardian, The Huffington Post, and USA Today have adopted the modern design which based on the journalistic photos to describe the event or topic included the headline or subheadline, which noted increased photo sizes.

Generally, It can be noted that the design of front page depended on the five main columns, which the wide dimension columns are equal, also the space between columns.

In addition, all elements of front pages can be opened through the inner web site, also all photo are mono or multicolor, the main photo images are limited to two columns, not more, the subtitle photo images occupies only one column and photos subheadings are limited by half the column width.

b) Photo type

There are two methods to represent the image one as a conventional style and other as graphical style, as shown in Table 3.

Table 3. Image Types in online newspapers

According to the samples of online newspapers, the main aim of photos are a possibility to create value added to the journalistic titles, thus it can be classified the image, which presented in front page to two styles.

i. Conventional style, which can be described as focus photo that can not rely on any graphic into this image, as shown in the sample of new York times, Washington post, and the guardian (Table 2), it can be noted that these photos can be focused only on the event.

ii. Graphic photos included words and photo, which headlines occasionally they were integrated into an photos and used to contextualize or clarify, i.e. Graphic image has the black or shadow background with a white type of by words, as shown in the samples of Huffington post and USA Today (Table 2), which the more common graphic photos had white words on the black background. Often these were headlines that pointed to articles inside the body of the newspaper that used as interactivity tools. In other words, these photos have shadow added place to can place the headline or any other instructions.

On the other hand, it can be used the conventional style for any size, but graphic photos can be used only at least 5.5 x 8 cm to can allow the shadow space to write the headline.

c) Headline and subheadlines; all online newspaper used the bold type to distinguish the headline, also it can be obvious that each of them has a private typeface, which distinguishes the identity of the character. New York Times used smaller headlines on its front pages compared with the other major metropolitan newspapers.

d) Color; all of the selected online newspapers samples used the contrast color to obvious the main elements, such as black, red and blue.

e) Line direction; all of the selected online newspapers samples used the horizontal and vertical direction line to decide the limit of each topic. Most of them regarded as tint gray color, only to limit the border.

Name of the newspaper.

In al cases, the name of newspapers has located in the above of page, sometimes placed in the center and some of them in the right or in the left of the page, as a result, it can be said, it is basically to locate the name of newspaper in the above of page, but no regulation to placed in the center or in the right or in the left, as shown in Table 4.

Table 4. Locate of online newspapers name
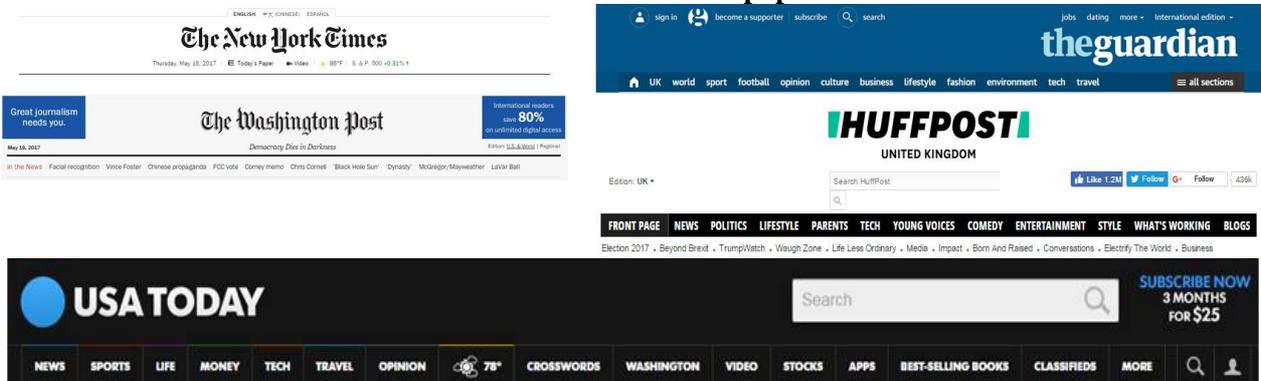
Also, it can obvious that each online newspaper has special visual identity through the graphic art elements, such as the mostly color of the page, locate the name of the newspaper, and ordinary the items.

Categories and subcategories of Thematic Classification

There are the differences graphic design to present categories and subcategories of thematic classification, as shown in Table 5.

Table 5. Categories and subcategories of Thematic Classification
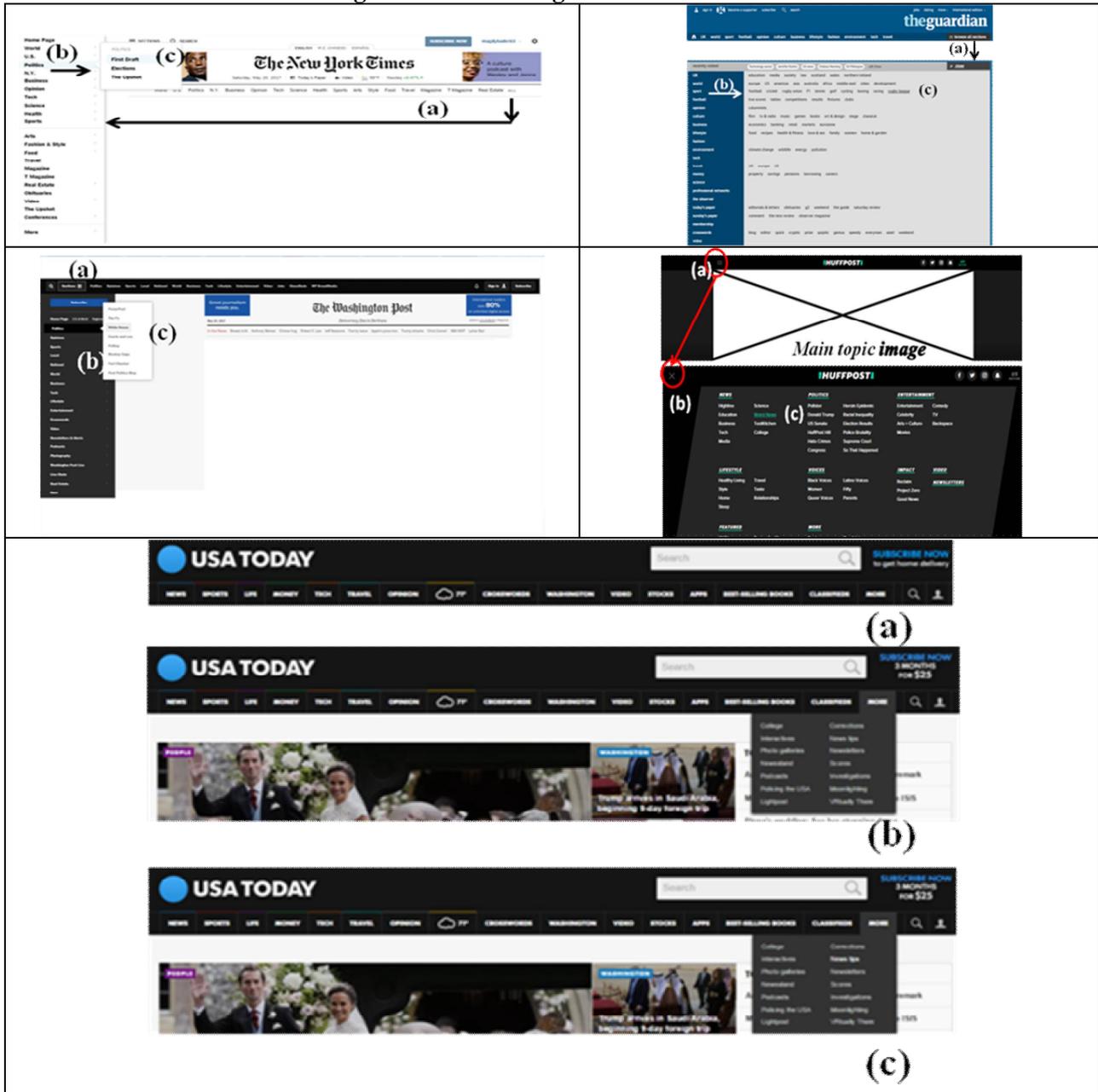
All previous samples in Table 4 can be described how can present the categories and subcategories of Thematic Classification? it can answer from the following observational results;

Firstly, all of them located either above the name of the online newspaper or under it.

Secondly, all of them presented as a horizontal bar as the categories of thematic classification. on the other hand, most of them presented as the vertical bar for subcategories of thematic classification.

Thirdly, it is obviously that is depended on the bold text, either a black on white background or white word on the black background to create the contrast between word and background.

Finally, these different styles to present Categories and subcategories of Thematic Classification aimed to attract and easily of readability for the audience to can select the interesting topic.

Interactivity through mouseover

The greatest interactivity tool in all front page of online newspapers was the action of the mouse over, the first impact of a mouse over was the change the shape of the mouse from an arrow to hand as shown in figure 1.
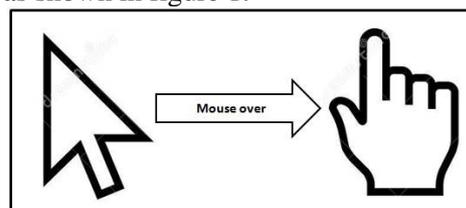

Fig. 1. Mouse pointer changes from arrow to hand

The second impact of the mouse over can be obvious in Table 6.

Table 6. Mouseover Effect

Concerning the previous table, it can be identified the interactivity items through move the mouse, which can be apparent the shift effect based on the following results;

a) In new York times online newspaper, (a) when mouse over the headlines or subheadlines, it obvious the headline underline, the readers know that is a possibility to click it to explore within this topic. (b) for the breaking news, it is obviously that the all rectangular of news changed the background from white negative space to light tinted gray, and the same time it shows the arrow, which obvious the possibility to can share it by email, facebook or twitter.

b) In USA Today online newspaper, (a) when mouse over the headlines or subheadlines, it obvious the image changed the photo properties from shadow properties to lighter and the same times obvious the small window obvious the title of the topic. (b) for another title, the color of the subtitle changes from white to blue color.

c) Color changing by moving mouse over on the title expresses the possibility to transferred reader inside this theme, also it indicates that this title is readily activated by the click on them.

d) In Washington post, there is two phase color change, firstly the name of the newspaper is obviously as a base color when no scroll but change to reverse (word white color on black background) when scrolling the mouse. Secondly, for headline the color is changed and for subtitles is presented the framed window to obvious the same subtitle on the white background.

Basically, it can be considered the previous analysis as the first level of interactive, which create the possibility readers to select which the interesting theme.

Finally, in addition to previous analysis, it is found that all of them have the same possibility to know the interactivity, by moving mouse over to knowing which title or photo can be activated through the color change to lighting or darkening, or put underline on the words, in order to click them to can navigate and show the presented story.

3.2.1. Interactivity through sharing

The front page of online newspapers has a special taste for each one, especially when indicating to the interactive guides through sharing, as shown in Table 6.

Table 6. Interactivity through sharing
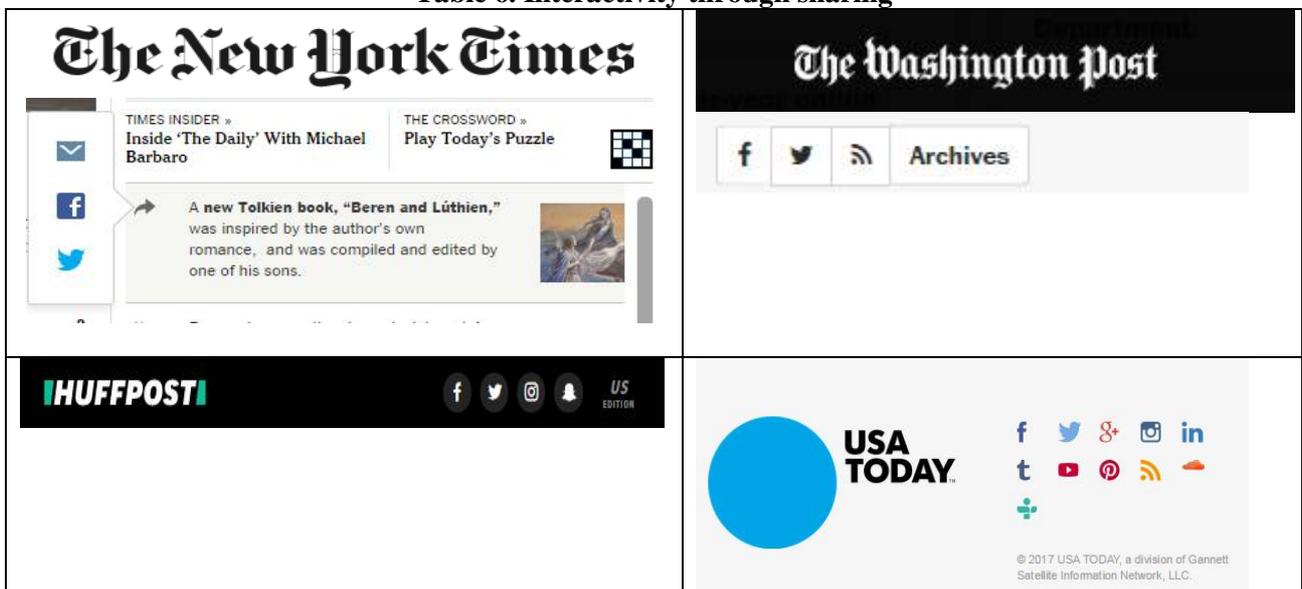
as a general, it can be indicated that it can be shared the total newspaper through social media (facebook, twitter, ... etc), but there is the special case by new york times, which can be shared for individual topics, not at all.

3.2.2.   Other interactive guides

For all selected online newspapers, there are fixed interactive guides, which it is similar for all.

It can be collected them in the following guides;

a)   Selecting Regional Edition
b)   Internal and external search engines.
c)   Slideshow presentation.
d)   Archives.
e)   Time of updating.
f)   The inclusion of multimedia features: Photos and/or Video.
g)   Breaking news service.
h)   Internal and External RSS feeds.
i)   Comments.
j)   Direct e–mail link.

7- Conclusion

The front page of any online newspaper is the responsible for presenting all important issues by using attractive titles and images of events to can draw the audience to read these situations inside this edition. Consequently, they coordinate all events according to important it to readers, by recognizing font and different sizes of the text, also the variables of images size, according to important the events or topics to the audience.

Through the first appearance of selected front pages, it can be obviously that are constructed of five equal columns and the space between them is equally. Possibly to can be assembled between two or three columns to present the important current news or especially events.

Commonly, the online newspaper name is locating in the in the top part of the page, which no fixed regulation to place it in the center, on the right side, or on the left side, which can be considered as the first item to describe the visual identity of the newspaper.

From the data analyzed, it is clear that, in case of selected front pages of online newspapers, however through somewhat graphic art and interactivity guides processes that visual identities the formal features,

It can be classified the interactive guides, which used on the front page of online newspaper into two main classes.

• Low interactive guide, which allows readers to navigate within the topics and select subject, e.g., by using mouse click and moving mouseover effects for showing hyperlinks to explore on the specific topic, or click on the mouse to watch video clips.

• Medium interactive guide, which readers can share or send the topic, e.g., by using special icons to share the story through facebook, twitter, or send it through email, also by editing the comment.

All of the interactive guides were apparent as contrast colors with the background, especially for hypertext (blue color). in some cases, the interactivity news had perceived as the level of lighting or darkening of the images, text, and background when mouse over them, underline of letters, or color change of headline or subheadline.

On the other hand, the iconographies of sharing interactivities had appeared by the original color of them in some online newspapers and as a black color in others to assure the visual identity of online newspapers.

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