ABSTRACT

CREATIVE PROJECT: An Analysis of Community News Web Sites: A Comparison of Local News Web Sites to Indicate Industry Standards

STUDENT: Jessica Kerman

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

DATE: May, 2010

PAGES: 47

The purpose of this creative project is to explore the habits of online community news Web sites. Specifically, this study looked at two community news Web sites to examine the aesthetics and content of community news online. Previous research suggests that Web sites should follow some basic usability and design standards online. Using a content analysis based on previous studies, this analysis proposes that the community news sites often are following basic usability standards. This research also suggests that a company whose Web site is the primary output product is much more likely to follow usability standards than a company whose primary product is a newspaper.