

Technological developments due to the evolution of news of online media in Albania

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Over the last decade, there has been a significant increase in the number of online portals. Initially online media were an appendix of traditional media, but recent years we see an increase in media completely online.

Today online media is currently facing a huge challenge to them, this approach will decide their future.

Rapid technological advances have forced online media to adapt them. Albanian online media are walking in the path of international media, where on the average 35 percent of their readers are via smartphone.

This fact is forcing them to adapt technically to this trend by facilitating easy navigation and interactivity in online sites through smart phone.

This study aims to highlight the accessibility of online media in the Republic of Albania to the pressures of technological change and the expectations of readers.

It will also recalls to the changes that have happened to these online media adapted to this new reality.

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