

The online Albanian journalism and adaptation to technological changes

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Mobile technology is formatting the newspaper pages and TV screens. Now it is clearer that technology has changed the way we consume news. More than half of Internet users are informed about the latest news through social publication platforms. This is especially true for Twitter-in where different events spread long before they are published in printed format.

Even though, our society that is still going through the transition is not far from development and the change that is a product of technological revolution, same as the Western Europe and North America.

This has meant that in many countries, as in the US and Europe, as a first screen not be that of the television but a SMARTPHONE screen or a tablet, so it comes to reducing time of the human to spent in front of the television.

The Albanian media industry, must adapt or accommodate the enormous technological changes and especially "mobile" technology, which for many of them, the television screen is replaced with SMARTPHONE or with tablet screen that dramatically reduces the time and stay in front of television screens or even in front of printed media. For the BBC, 65% of the information is disseminated through the Smartphone and this is done through what is called the mobile web or through the applications and as content they are consumed more of that's dealing with the latest news or information alert or those related to the weather. It would be very good that our media to also adjust this advancement in our media environment so the audience to facilitate access to such information. Albanian media market is clearly dominated by the electronic media, and especially television, while printed daily data that are in circulation and the periodic one are much to be desired.

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