

# DESIGN TRENDS OF NEWS AND MEDIA WEBSITES

*Sonya Zhang, College of Business Administration, California State Polytechnic University,  
Pomona, California, U.S.A. [xszhang@cpp.edu](mailto:xszhang@cpp.edu)*

*Ashish Hingle, College of Business Administration, California State Polytechnic University,  
Pomona, California, U.S.A. [ahingle@cpp.edu](mailto:ahingle@cpp.edu)*

## ABSTRACT

News and Media websites have evolved over time and become more complex. In this study we examined eight high-ranked news and media websites in four categories: online television news (CNN and FoxNews), online newspapers (LA Times and NY Times), online magazines (Wired and Forbes), and technology blogs (TechCrunch and TheNextWeb) over the course of 10 years, and reported their trends of rich media, social sharing, and ad placements. We found that images and videos have significantly increased on news and media websites. Traditional commenting systems and discussion forums are gradually replaced by blog commenting systems and social sharing options. Display ads become more integrated with original site content, and native ads are on the rise.

**Keywords:** Web design, design trends, design strategy, news and media.