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Mapping the Citation flow of New York Times Newspaper indexed in Web of Science

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Abstract: *The objective of the paper is to find out the flow of the New York Times newspaper information in scholarly publication during 2001-2010. New York Times is considered for the present study since it is the most highly cited English newspaper indexed in Web of Science. During the study period there were 13600 records with 14764 citations in different scholarly publications. The citation of the New York Times in scholarly publications increased gradually from 2005 onwards. The study also found that there is gradual increase in citing Byline newspaper information from 2005 onwards in scholarly publications, whereas, there is gradual increase in Dateline newspaper information citations from 2003 onwards. The New York Times is highly cited in Journals with 78.32% citations followed by Review with 9.41% citations. There are 3543 scholarly publications citing the New York Times during 2001-2010. Further, there are 132 journals within top 50 journals citing the New York Times newspaper. There are 83 countries citing New York Times newspaper during 2001-2010. Maximum citations are from USA with 69.93%, followed by UK with 4.73% citations.*

Key words: Newspaper citations, New York Times newspaper, Web of Science database, Citation Analysis, Scholarly publications

1. Introduction

Information is generated by human through intellectual creativity based on experiments, empirical research, observations, interaction, imagination and experiences. Since time immemorial this information are recorded, organized, classified and preserved in different formats for used in the future purposefully. All forms of information can be articulated only through a system of communication, such systems range from human speech and gesture, print format to sophisticated digital technology (Feather and Struges, 2003). Among these systems of communication, print format probably remains the most common format for the communication of information throughout the world. Moreover, the advent of internet is a boon for the information society for information communication and access to information in a very short span of time across the globe. Newspaper is one primary sources for information communication. It has being playing a vital role in the communication process of scientific research findings and publications in the world. Fanelli (2013) also pointed out that, scientists across the world access to news sources or mass media like everyone else, which suggests that the scientific impact of a research will be boosted by coverage in newspapers and other media etc.

Many scientific research activities and findings on various disciplines are published daily in the newspapers across the globe. Newspapers are classified into different category such as General daily newspapers and Business & Finance newspapers. Among the leading newspapers in the world, The New York Times (USA) is one such English-language international daily newspaper which was started in the year 1851 owned by "The New York Time Company" (USA). The digital production started before 1980, but only began preserving the digital content in the year 1980. The New York Times newspaper has an average daily circulation of 571,500

(New York Times, 2018). The New York Times has been playing a major role in dissemination of various information in different parts of the world. Thus, as analysis of the flow of the New York Times newspaper information is vital to find out its relevance in scholarly publications.

2. Literature Review

Citation analysis is commonly used bibliometrics method to measure the growth of particular subjects or discipline. Citation analysis is generally carried out (a) to find out the no. of citations received by particular subject or discipline (b) to find out the literature (documents type) used as citation in scholarly publications. Citation analysis is used to find pattern of networking among scientific papers (Gupta, 1977). The underlying principle of citation analysis is that, the significance of scientific paper can be measured by counting the citations received by the particular research paper (Schoonbaert & Roelants, 1996). Bauer & Backkalbasi (2005) too stated that citation analysis is the analysis of data derived from references cited in references or bibliographies of scholarly publications. It is an important tool used to trace scholarly research in specific discipline. Many earlier studies was carried out by Kumar, Ansari & Jayaswal (1988); Ardanuy, Urbana & Quintana (2009); Hussain & Fatima (2011); Vimala & Dominic (2012); Dambawinna (2014); Ezema & Asogwa (2014); Verma, Sonker & Gupta (2016); Bapte (2017) and Hussian (2017) on the citation patterns in Journals and found that newspaper are cited with minimum of 0.11% to maximum of 10.0% citations in journals.

Similarly, Chandel, Binwal & Saraf (1988); Madkey & Rajyalakshmi (1994); Meera & Rajyalakshmi (1997); Chikate & Patil (2008); Keat & Kaur (2008); Singh & Bebi (2013); Singh and Bebi (2014); Iroaganachi, Itsekor & Osinuhu (2014); Kagra & Sharma (2014); Mahajan & Kumar (2016); Mahajan & Kumar (2016); Mahajan & Kumar (2017); Osman, Alemna & Kumah

(2018) studied citation patterns in dissertations and theses and found that newspaper are cited with minimum of 0.02% to maximum of 8.41% citations in dissertations and thesis.

Newspaper as the source was studied by Hicks & Wang (2013) of New York Times newspaper of only one year i.e. 2010. Similarly, Ravikumar and Agrahari (2015) carried out another study confined to only Indian newspaper. Though many citation studies have been carried out to find out the use of different document forms as a source of citations in scholarly publications, it is apparent that in-depth studies on "The New York Times" newspaper as citation source in particular have not been carried out so far by researchers. Thus, this study tries to bridge the gap using citation analysis to identify the role of the New York Times newspaper during ten years period in scholarly publications.

3. Objectives

The objectives of the study are:-

i. To examine the flow of the New York Times newspaper information during 2001-2010

ii. To find out the differences in the flow of Byline and Dateline newspaper information

iii. To find out the flow of the New York Times newspaper information to different documents

iv. To find out the flow of the New York Times newspaper information in scholarly publications

v. To find the flow of the New York Times newspaper information to different countries

4. Research Questions

i. Is there any relationship between the citation count and the readership?

5. Methodology

Web of Science (WoS) is an online subscription-based scientific citation indexing service maintained by Thomson Reuters (USA). It provides access to multiple databases that reference cross-disciplinary research, which allows for in-depth exploration of specialized sub-fields within an academic or scientific discipline. The Web of Science now has indexing coverage from the year 1900 onwards to the present. The study used Web of Science database to extract relevant data on the New York Times newspaper information citation during 2001-2010. The relevant data was downloaded during February, 2016, from Web of Science core collection. The search string "Cited Reference Search" "Cited work" and the keywords "New York Times" or "The New York Times" were used to download the relevant data for the study. During downloading relevant data, the citations of only six years including the year of newspaper article publication in the New York Times newspaper was considered (i.e. to find out the citations of the New York Times newspaper article of 2001, citations from 2001-2006 was only considered). This method was carried out keeping in mind to give equal time period for citing a newspaper article in scholarly publications and to avoid bias in data collection since the data is considered only upto 31st December, 2015. During the study period there were 13600 records having 14764 citations indexed in Web of Science upto 31st December, 2015. The downloaded data was transferred into excel sheet and fitted into the SPSS software for the analysis and interpretation of the result. In this study, the method adopted by Ravikumar and Agrahari (2015) for deriving

the citing countries was used. Thus, only the first author's affiliated institution was considered to derive the citing countries of the New York Times newspaper.

Readership is the number readers of a particular newspaper in a single day. It is considered 2.5 readers on average in a single household. Newspaper circulation is the number of copies circulated on a single day of particular newspaper (Bob & et al., 2013). In the present study, Bob & et al. (2013) readership calculation theory is applied. The circulation data of New York Times is multiplied by factor of 2.5. The data are normalized to find out the result of the research questions.

6. Data analysis and interpretation

Flow of New York Times newspaper information in scholarly publications was examined to find out its importance as a citation source by researchers. The data analysis is carried out for 13600 records having 14764 citations in different scholarly publications of the New York Times during 2001-2010, indexed in Web of Science upto 31st December, 2015. However, these numbers of citations may change as the coverage of publications in the Web of Science is regularly updated.

6.1. Flow of the New York Times newspaper information

Scanning New York Times newspaper information and the citations during ten years i.e. during 2001-2010 period shows that there is gradual increase in citing the New York Times in scholarly publications.

Table-1: Citation pattern of the New York Times newspaper

Sl. No.	Year	Records	Citations	Percentage
1.	2001	625	534	3.62
2.	2002	662	531	3.60
3.	2003	713	479	3.24
4.	2004	893	745	5.05
5.	2005	1071	676	4.58
6.	2006	1277	755	5.11
7.	2007	1504	1313	8.89
8.	2008	1715	1824	12.35
9.	2009	2306	3162	21.42
10.	2010	2834	4745	32.14
	Total =	13600	14764	100.00

*source WoS

The highest citation of New York Times was 4745 (32.14%) during the year 2010, followed by 3162 (21.42%) in 2009, 1824 (12.35%) in 2008 and the lowest was 479 (3.24%) citations in the year 2003, in different scholarly publications. The no. of articles indexed year-wise and the no. citations is shown above in Table-1.

6.2. Flow of Byline and Dateline newspaper information

Scanning New York Times newspapers information on the Byline and Dateline newspaper information citation pattern during ten years period i.e. during 2001-2010, it shows that there is gradual increase in citing Byline newspaper information from 2005 onwards in scholarly publications. On the other hand, there is gradual increase in Dateline newspaper information citations from 2003 onwards.

Table-2: Citation pattern of Byline and Dateline New York Times newspaper

	BYLINE				DATELINE		
Sl. No.	Year	Records	Citations	Percentage	Records	Citations	Percentage
1.	2001	599	522	3.82	26	12	1.10
2.	2002	633	528	3.86	29	03	0.27
3.	2003	691	468	3.42	22	11	1.01
4.	2004	865	724	5.30	28	21	1.92
5.	2005	1033	641	4.69	38	35	3.20
6.	2006	1224	705	5.16	53	50	4.57
7.	2007	1426	1183	8.65	78	130	11.89
8.	2008	1643	1627	11.90	72	197	18.02
9.	2009	2229	2916	21.33	77	246	22.51
10.	2010	2727	4357	31.87	107	388	35.50
Total=		13070	13671	100.00	530	1093	100.00

*source WoS

The citation of New York Times newspapers information of both Byline and Dateline was highest 4357 (31.87%) & 388 (35.50%) during the year 2010, followed by 2916 (21.33%) & 246 (22.51%) citations in the year 2009 and the lowest was 468 (3.42%) citations in the year 2003 for the Byline and 03 (0.27%) in the year 2002 for Dateline newspaper articles in different scientific publications. During the study period it was observed that, the records and citations in scholarly publications are higher for Byline newspaper articles as compared to Dateline newspaper articles. The no. of records indexed year-wise and the no. of citations is shown above in Table-2.

6.3. Flow of the New York Times newspaper information to different documents

From the present study it is observed that, New York Times newspaper information is cited by thirteen different document types during 2001 – 2010.

Table 3: Flow of the New York Times newspaper information to different documents

Sl. No.	Document Types	Citations	Percentage	Rank
1.	Article	11563	78.32	1
2.	Review	1390	9.41	2
3.	Editorial Material	1117	7.57	3
4.	Proceedings Paper	343	2.32	4
5.	Book Review	153	1.04	5
6.	Book Chapter	112	0.76	6
7.	Letter	65	0.44	7
8.	News Item	14	0.09	8
9.	Reprint	03	0.02	9
10.	Art Exhibit Review	01	0.01	10
11.	Biographical-Item	01	0.01	10
12.	Film Review	01	0.01	10
13.	Theater Review	01	0.01	10
	Total =	14764	100.00	

*source WoS

New York Times newspaper information is highly cited in Journals articles with 11563 (78.32%), followed by Review with 1390 (9.41%), Editorial Material with 1117 (7.57%), Proceedings paper with 343 (2.32%), Book Review with 153 (1.04%), Book Chapter with 112 (0.76%), Letter with 65 (0.44%), News Item with 14 (0.09%), Reprint with 03 (0.02%) citations, Art Exhibition Review, Biographical-Item, Film Review and Theater Review with 01 (0.01%) citations each. The flow of New York Times newspaper information to different documents during 2001-2010 is shown above in table-3.

6.4. Flow of the New York Times newspaper information to different scholarly publications

The study found that altogether there are 3543 scholarly publications citing New York Times newspaper during 2001-2010. There are 123 journals within top 50 journals citing New York Times, which are only 32.13 % citations and other journals citations are 67.87% during the period. The top 50 journals citing New York Times newspaper is shown below in table-4.

Table 4: Top 50 Scholarly publications citing New York Times newspaper

Sl. No	Name of Journal	Citation	Percentage	Country	Rank
1.	Fordham Law Review	116	0.79	United States	1
2.	California Law Review	79	0.54	United States	2
3.	Minnesota Law Review	79	0.54	United States	2
4.	New England Journal of Medicine	76	0.51	United States	3
5.	New York University Law Review	76	0.51	United States	3
6.	Yale Law Journal	74	0.50	United States	4
7.	American Journal of International Law	72	0.49	United States	5
8.	Georgetown Law Journal	72	0.49	United States	5
9.	Harvard Law Review	72	0.49	United States	5
10.	George Washington Law Review	71	0.48	United States	6
11.	Texas Law Review	70	0.47	United States	7
12.	Michigan Law Review	69	0.47	United States	8
13.	Notre Dame Law Review	68	0.46	United States	9
14.	Journal of Law Medicine & Ethics	67	0.45	United States	10
15.	Columbia Law Review	64	0.43	United States	11
16.	Duke Law Journal	64	0.43	United States	11
17.	JAMA-Journal of the American Medical Association	63	0.43	United States	12
18.	Northwestern University Law Review	63	0.43	United States	12
19.	Stanford Law Review	62	0.42	United States	13
20.	Boston University Law Review	61	0.41	United States	14
21.	Indiana Law Journal	61	0.41	United States	14
22.	UCLA Law Review	57	0.39	United States	15
23.	University of Pennsylvania Law Review	56	0.38	United States	16
24.	Iowa Law Review	55	0.37	United States	17
25.	Journal of Business Ethics	55	0.37	Netherlands	17
26.	American Journal of Public Health	53	0.36	United States	18
27.	Rutgers Law Review	53	0.36	United States	18
28.	Washington Quarterly	53	0.36	United States	18
29.	Studies in Conflict & Terrorism	52	0.35	United States	19
30.	Cornell Law Review	50	0.34	United States	20
31.	Southern California Law Review	49	0.33	United States	21
32.	University of Illinois Law Review	49	0.33	United States	21
33.	Survival	48	0.33	United Kingdom	22
34.	Vanderbilt Law Review	48	0.33	United States	22
35.	International Security	47	0.32	United States	23

36.	International Journal of Communication	46	0.31	United States	24
37.	Energy Policy	45	0.30	United Kingdom	25
38.	Health Affairs	44	0.30	United States	26
39.	University of Cincinnati Law Review	44	0.30	United States	26
40.	University of Chicago Law Review	43	0.29	United States	27
41.	Harvard Journal on Legislation	42	0.28	United States	28
42.	PloS One	40	0.27	United States	29
43.	Wisconsin Law Review	40	0.27	United States	29
44.	Hastings Law Journal	39	0.26	United States	30
45.	Administrative Law Review	37	0.25	United States	31
46.	Eurasian Geography and Economics	37	0.25	United States	31
47.	Forum-A Journal of Applied Research in Contemporary Politics	37	0.25	United States	31
48.	Catholic University Law Review	36	0.24	United States	32
49.	Social Science & Medicine	36	0.24	United Kingdom	32
50.	American Journal of Bioethics	35	0.24	United States	33
51.	American Journal of Law & Medicine	35	0.24	United States	33
52.	American Behavioral Scientist	34	0.23	United States	34
53.	Third World Quarterly	33	0.22	United Kingdom	35
54.	Virginia Law Review	32	0.22	United States	36
83.	British Medical Journal	32	0.22	United Kingdom	36
55.	Management Science	31	0.21	United States	37
56.	PS-Political Science & Politics	31	0.21	United Kingdom	37
57.	Cornell International Law Journal	30	0.20	United States	38
58.	Food and Drug Law Journal	30	0.20	United States	38
59.	Harvard Civil Rights-Civil Liberties Law Review	30	0.20	United States	38
60.	Harvard Journal of Law And Public Policy	30	0.20	United States	38
61.	Social Research	30	0.20	United States	38
62.	Journal of Criminal Law & Criminology	29	0.20	United States	39
63.	Pediatrics	29	0.20	United States	39
64.	PloS Medicine	29	0.20	United States	39
65.	Terrorism and Political Violence	29	0.20	United Kingdom	39
66.	Buffalo Law Review	28	0.19	United States	40

67.	Columbia Journal of Law and Social Problems	28	0.19	United States	40
68.	Harvard Environmental Law Review	28	0.19	United States	40
69.	Perspectives on Politics	28	0.19	United Kingdom	40
70.	Security Studies	28	0.19	United Kingdom	40
71.	Journal of Contemporary China	27	0.18	United Kingdom	41
72.	American Criminal Law Review	26	0.18	United States	42
73.	Critical Studies in Media Communication	26	0.18	United Kingdom	42
74.	Public Administration Review	26	0.18	United Kingdom	42
75.	Computers in Human Behavior	25	0.17	United Kingdom	43
76.	Denver University Law Review	25	0.17	United States	43
77.	Geoforum	25	0.17	United States	43
78.	Journal of the American College of Radiology	25	0.17	Netherlands	43
79.	American Quarterly	24	0.16	United States	44
80.	Asian Survey	24	0.16	United States	44
81.	Daedalus	24	0.16	United States	44
82.	Human Rights Quarterly	24	0.16	United States	44
84.	Columbia Journal of Transnational Law	23	0.16	United States	45
85.	International Affairs	23	0.16	United Kingdom	45
86.	Sex Roles	23	0.16	United States	45
87.	Social Science Quarterly	23	0.16	United Kingdom	45
88.	Teachers College Record	23	0.16	United States	45
89.	Washington Law Review	23	0.16	United States	45
90.	Ecology Law Quarterly	22	0.15	United States	46
91.	Journal of Consumer Research	22	0.15	United States	46
92.	Journal of Strategic Studies	22	0.15	United Kingdom	46
93.	Journalism Studies	22	0.15	United Kingdom	46
94.	Antipode	21	0.14	United Kingdom	47
95.	Environment And Planning A	21	0.14	United Kingdom	47
96.	International Journal of Radiation Oncology Biology Physics	21	0.14	United States	47
97.	Journal of Health Politics Policy and Law	21	0.14	United States	47
98.	Middle East Policy	21	0.14	United Kingdom	47
99.	Phi Delta Kappan	21	0.14	United States	47
100.	PMLA-Publications of the Modern Language Association of America	21	0.14	United States	47
101.	University of Pittsburgh Law	21	0.14	United States	47

	Review				
102.	Urban Geography	21	0.14	United States	47
103.	American Psychologist	20	0.14	United States	48
104.	Annals of the American Academy of Political and Social Science	20	0.14	United States	48
105.	Business Lawyer	20	0.14	United States	48
106.	International Journal of Urban and Regional Research	20	0.14	United Kingdom	48
107.	Journal of General Internal Medicine	20	0.14	United States	48
108.	Journalism & Mass Communication Quarterly	20	0.14	United States	48
109.	Political Research Quarterly	20	0.14	United States	48
110.	Political Science Quarterly	20	0.14	United States	48
111.	Science	20	0.14	United States	48
112.	American Economic Review	19	0.13	United States	49
113.	American Politics Research	19	0.13	United States	49
114.	American Sociological Review	19	0.13	United States	49
115.	Cambridge Review of International Affairs	19	0.13	United Kingdom	49
116.	Globalizations	19	0.13	United Kingdom	49
117.	Harvard International Law Journal	19	0.13	United States	49
118.	International Studies Perspectives	19	0.13	United Kingdom	49
119.	Journal of Economic Perspectives	19	0.13	United States	49
120.	Korean Journal of Defense Analysis	19	0.13	South Korea	49
121.	Law and Social Inquiry-Journal of the American Bar Foundation	19	0.13	United States	49
122.	Mass Communication and Society	19	0.13	United Kingdom	49
123.	Annual Review of Law and Social Science	18	0.12	United States	50
124.	Business Horizons	18	0.12	United Kingdom	50
125.	Global Policy	18	0.12	United Kingdom	50
126.	Journal of Communication	18	0.12	United Kingdom	50
127.	Journal of Legal Medicine	18	0.12	United Kingdom	50
128.	Journal of Politics	18	0.12	United Kingdom	50
129.	Political Communication	18	0.12	United Kingdom	50
130.	Social Forces	18	0.12	United States	50
131.	Theory Culture & Society	18	0.12	United Kingdom	50
132.	Urban Studies	18	0.12	United Kingdom	50
	Total =	4744	32.13		

*source WoS

Among the top 50 journals, there are 96 journals from United States (USA), 33 journals from United Kingdom (UK), 2 journals from Netherlands and 1 journal from South Korea. The study found that, New York Times is cited highest in Fordham Law Review (USA) with 116 (0.79%) citations, followed by California Law Review (USA) and Minnesota Law Review (USA) with 79 (0.54%) citations each, New England Journal of Medicine (USA) and New York University Law Review (USA) with 76 (0.51%) citations each. Among the journals from UK, New York Times is cited highest in Survival (UK) with 48 (0.33%) citations, followed by Energy Policy (UK) with 45 (0.30%) citations and Social Science & Medicine with 36 (0.24%) citations. And among the journals from Netherlands, New York Times is highly cited in Journal of Business Ethics (Netherlands) with 55 (0.37%) citations, followed by Journal of American College of Radiology (Netherlands) with 25 (0.17%) citations. Again from South Korea, New York Times is cited highest in Korean Journal of Defense Analysis (South Korea) with 19 (0.13%).

6.5. Flow of the New York Times newspaper information to different countries

New York Times newspapers information is cited 83 different countries during 2001-2010.

Table-5: Top 50 Countries citing New York Times

Sl. No	Name of Country	Citations	Percentage	Rank
1.	USA	10324	69.93	1
2.	UK	699	4.73	2
3.	Canada	510	3.45	3
4.	Australia	305	2.07	4
5.	China	248	1.68	5
6.	Germany	149	1.01	6
7.	Netherlands	121	0.82	7
8.	South Korea	102	0.69	8
9.	Switzerland	83	0.56	9
10.	France	72	0.49	10
11.	Singapore	64	0.43	11
12.	Spain	63	0.43	12

13.	Italy	58	0.39	13
14.	Sweden	58	0.39	14
15.	Israel	57	0.39	15
16.	Japan	50	0.34	16
17.	India	45	0.30	17
18.	New Zealand	42	0.28	18
19.	South Africa	41	0.28	19
20.	Denmark	40	0.27	20
21.	Turkey	40	0.27	21
22.	Austria	30	0.20	22
23.	Ireland	30	0.20	23
24.	Belgium	29	0.20	24
25.	Norway	28	0.19	25
26.	Brazil	24	0.16	26
27.	Finland	20	0.14	27
28.	Malaysia	17	0.12	28
29.	Pakistan	13	0.09	29
30.	Mexico	12	0.08	30
31.	Romania	12	0.08	31
32.	Greece	10	0.07	32
33.	Poland	10	0.07	33
34.	Portugal	9	0.06	34
35.	Hungary	8	0.05	35
36.	Nigeria	8	0.05	36
37.	UAE	8	0.05	37
38.	Chile	7	0.05	38
39.	Russia	7	0.05	39
40.	Egypt	6	0.04	40
41.	Ghana	6	0.04	41
42.	Iran	6	0.04	42
43.	Lebanon	6	0.04	43
44.	Lithuania	6	0.04	44
45.	Saudi Arabia	6	0.04	45
46.	Argentina	5	0.03	46
47.	Croatia	5	0.03	47
48.	Iceland	5	0.03	48
49.	Kenya	4	0.03	49
50.	Philippines	4	0.03	50
	Total =	13512	91.52	

*source WoS

The study found that, New York Times is highly cited in USA with 10324 (69.93%), followed by UK with 699 (4.73%), Canada with 510 (3.45%), Australia with 305 (2.07%) and China with 248 (1.68%), Germany with 149 (1.01%), Netherland with 129 (0.82%), South Korea with 102 (0.69%), Switzerland with 83 (0.56%) and France with 72 (0.49%). The study also observed that, maximum citation is from the USA as compared with other countries. The countries citing the New York Times newspaper information are shown above in Table-5.

6.6. Research Questions

i. Is there any relationship between the citation count and the readership?

To test the research question Spearman's correlation test was carried out, this tools allows us to identify which two variable rate in a monotonic function (i.e., that when one member increases, so does the other, or vice versa). For this particular test the readership data and citation count were normalised and two new data was generated based on readership and its citation count.

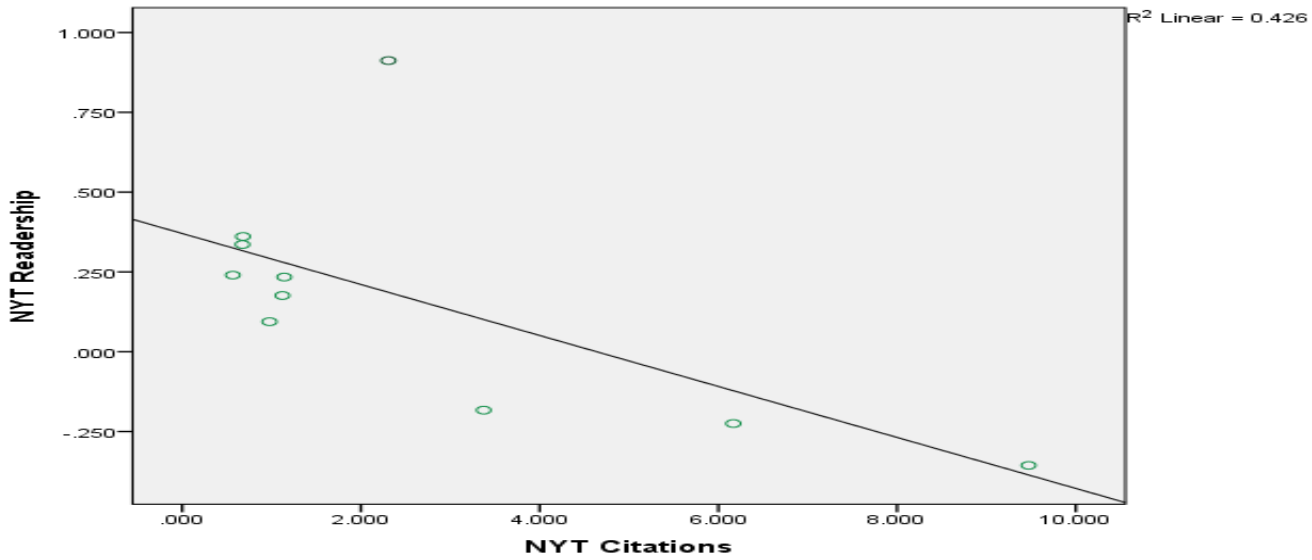

Fig.-1: Graphical presentation of readership and citation

The graph above indicates that, the scatter is in single line showing strong negative linear relationship between readership of New York Times and its citation count. The larger value of readership of New York Times in 'Y' correspond to the small value of citation count in the 'X', vice versa the large value of citation count in 'X' correspond to the small value of readership in 'Y'. So there is negative correlation between readership and citation count of New York Times newspaper.

To prove it statically rank correlation was performed using Spearman's correlation test.

Table.-6: Spearman's Correlation test

			Readership	Citations
Spearman's rho	Readership	Correlation Coefficient	1.000	-.648*
		Sig. (2-tailed)	.	.043
		N	10	10
	Citations	Correlation Coefficient	-.648*	1.000
		Sig. (2-tailed)	.043	.
		N	10	10
*. Correlation is significant at the 0.05 level (2-tailed).				

The result shows that there is a strong negative linear relation as r value -.648, significant at 0.05 level. From the above result, it is clear that the "New York Times" newspaper readership and the citation count are negatively correlated. Thus it is observed that citation is not based on the readership of newspaper.

7. Summary of the findings

In the present study, the data analysis is carried out for 13600 records having 14764 citations in different scholarly publications of the New York Times during 2001-2010, indexed in Web of Science upto 31st December, 2015. The study found that, there is gradual increase in citing the New York Times in scholarly publications. The highest citation of New York Times was 32.14% during the year 2010, followed by 21.42% in 2009 and the lowest was 3.24%

citations in the year 2003, in different scholarly publications. Further, it is found that there is gradual increase in citing Byline newspaper information from 2005 onwards in scholarly publications. On the other hand, there is gradual increase in Dateline newspaper information citations from 2003 onwards.

Among the thirteen document types, New York Times is highly cited in Journals articles with 78.32% citations, followed by Review with 9.41%, Editorial Material with 7.57%, Proceedings paper with 2.32%, Book Review with 1.04%, Book Chapter with 0.76%, and other documents with 0.58% citations. The study found that altogether there are 3543 scholarly publications citing the New York Times during 2001-2010. There are 123 journals within top 50 journals citing the New York Times, which are only 32.13 % citations and other journals citations are 67.87% during the period. Among the top 50 journals, there are 96 journals from United States (USA), 33 journals from United Kingdom (UK), 2 journals from Netherlands and 1 journal from South Korea. It is also that, there are 83 countries citing New York Times newspaper during 2001-2010. New York Times is highly cited in USA with 69.93%, followed by UK with 4.73%, Canada with 3.45%, Australia with 2.07% and China with 1.68%. Maximum citation is from the USA as compared with other countries.

The study also found that, the test result from the research questions shows that the citation of New York Times newspaper information in scholarly publications is not based on the newspaper readership.

8. Conclusion

This present study illustrates the impact of New York Times newspaper over scholarly communication by analyzing the characteristics of citation indexed in web of science database

upto 31st December, 2015. The present study observed that newspapers being a primary source were cited by many researchers in the scholarly publications from different parts of the world. Sen and Shailendra (1992) mentioned that the number of citations by a research paper was more or less clearly delineates its effect. Chen and Hick (2004) too specified that citations in logical distributions have been regarded as the most principal indicator of effectiveness. Therefore, it apparent that New York Times newspapers have its relevance in the scholarly publications and the advent of internet has broken down the barrier of information flow and access to every corner of the world.

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