

**Online Media and User-Created Content: Case Studies  
in News Media Repositioning in the Australian Media  
Environment**

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## ABSTRACT

This paper critically addresses the question of whether we are at the ‘end of mass’ media’ and argues that this question needs to be posed in the context of specific trends and issues facing particular media industries. Drawing upon Australian evidence, it identifies that the issues have emerged most sharply in the case of the newspaper industry, and that responses in this industry to the challenges of the online environment will have implications for news and information formats more generally, and hence for journalism. It considers two Australian case studies – the online-only Fairfax publication *brisbanetimes.com.au*, and the online news initiatives of the Australian multicultural public broadcaster the Special Broadcasting Service (SBS).