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Running head: IN SEARCH OF LOCAL NEWS

The Rochester Institute of Technology

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In Search of Local News: How Readers' Desire for Information and Entertainment
Predicts Their Choice of Online or Print Local News

by

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in partial fulfillment of the Master of Science degree

in Communication & Media Technologies

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IN SEARCH OF LOCAL NEWS: HOW READERS' DESIRE FOR INFORMATION AND ENTERTAINMENT PREDICTS THEIR CHOICE OF ONLINE OR PRINT LOCAL NEWS

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Abstract

A 60-item mail survey of registered voters in two Rochester, N.Y.-area communities (n=185) assessed differences between information- and entertainment-seeking tendencies of those who use online and/or print media for local news. The research concluded that respondents with high information-seeking scores are not only using print media but also online media. In addition, online-only users showed a significant tendency for entertainment-seeking but not information-seeking. The study occurred amid the print newspapers' fight to survive by launching or upgrading online counterparts. This research also discusses the implications of the findings for public discourse, a role traditionally played by local print newspapers.

Keywords: Uses and Gratifications Theory; Newspapers; Online News; Information-seeking; Public Discourse

In Search of Local News: How Readers' Desire for Information and Entertainment
Predicts Their Choice of Online or Print Local News

Traditional newspapers, especially dailies, shed jobs in the first decade of the 21st century as they scrambled to find an economically sustainable means to make the transition to digital delivery of news. While the readership of online news sites has thus far remained strong, the revenue generated by the online news sites accounts for a small portion of overall newspaper revenue. By 2005, online revenue accounted for only 3% of newspaper industry revenue (Sylvie & Chyi, 2007, p. 253). The 2008 recession only made it harder for newspapers to share in online media advertising revenue. The newspaper industry's share of all digital advertising revenue fell from 16.2% in 2005 to 11.4% in 2009, even though newspapers' Web sites collectively reach more than one-third of Web users (Ives, 2010, pars. 4-6).

The oversupply of information and advertising has pushed the "hard-money" value of news and advertising on the Web to near zero (Small, 2000, pars. 14-17). With online advertising revenue lagging, some newspapers are trying to alter their paid home-delivery business model as the demand for print news declines. The *San Francisco Chronicle's* circulation dropped nearly 23% in early 2010 after it raised its subscription fees significantly. Other papers are offering non-subscribers a chance to opt-in for delivery of advertising supplements without the news product. (Martinez-Cabrera, 2010, pars. 2-4; Calbreath, 2010, par. 7). But even as newspapers work to change the financial underpinning for producing the news, predominately print news operations will continue to struggle unless they can carve their "niche" by understanding what the audience seeks online versus what it seeks in print, the subject of the present study.

The challenges presented by the emergence of new media technology are nothing new for newspapers, having first withstood the advent of radio in the 1920s and television in the 1950s

and 1960s. While the introduction of each new medium has prompted dire predictions about the death of existing media, the fact is that no media have disappeared. Instead, each eventually joined the list of “traditional media.” Several studies supported this notion. Lacy (1988) found that economic factors were more closely associated with the trend toward fewer competitive newspaper markets prior to World War II than to the spread of radio stations in the same period. Other research found that the introduction of electronic media did not change what the audience sought from the media but only served to amplify or downplay what was sought (Stephens, 2007, p. 267). Even with all those changes, Lynn, Cooper and Turner (2008) found that “traditional content is still king” — traditional content that now includes television news.

The key difference for newspapers with the emergence of online news is that newspapers are themselves adopting the innovation that threatens the viability of their print-only product. Seeking economic success online, newspapers have employed a variety of content strategies beyond reducing costs and offering multimedia content. Two of the most prominent strategies in the early 21st century were convergence (partnerships with either their own online news sites or television broadcast outlets) and greater emphasis on local news, long the content and financial linchpins of print-only newspapers.

Evidence suggests that online partnerships have largely been complementary for traditional media (Dutta-Bergman, 2004) and that online news sites of traditional newspapers have largely expanded readership (Farhi, 2008). The ability to serve their existing audiences and to attract new audiences through two channels indicates that newspapers need to clearly understand the differences between readers’ uses of local news in print and local news online. Yet, newspaper executives do not seem to understand how their readers “experience” local news or even, for that matter, what readers consider to be local news. In a survey of U.S. weekly

newspaper executives and editors regarding the launch of their publications' online endeavors, the respondents indicated that these online news sites were launched with few, if any, explicit goals in mind (Miller, 2007; Adams, 2008, p. 70).

The present study discusses factors that could inform newspaper executives' decisions in an environment in which newspaper companies often provide the same content for free online and in print by subscription or single-copy sales. The study looked for differences on how audience members feel about and use print and online news products, and how "daily" and "weekly" publications translate to the Internet. Specifically, the present research compares audience members' reported motivations and attitudes for choosing print only, online only or an online-print combination to obtain local news.

To begin to understand how online news consumption differs from that of print news consumption a uses-and-gratifications approach is suggested. That's no surprise. With the introduction of each new medium, the search for understanding the new medium often begins with uses and gratifications theory (Ruggiero, 2000, p. 27).

The framework of the uses-and-gratifications theory, developed by Elihu Katz and his colleagues in the 1970s and 1980s, suggest the present study's suitability for analyzing online news consumption and its influence on inter-media competition. The theory's underlying assumptions include the idea that audience members are active participants in their media consumption (as in online "searchers"), not only choosing which media to use but also for what purpose (Katz, Blumler & Gurevitch, 1973).

While previous research has focused on the audience's use of interactive features of online news sites (Chung, 2008), a uses-and-gratifications approach can measure how the delivery of local news in print and online is being received by its users. Chung and Yoo

identified three categories of reported uses: information/surveillance, entertainment and socialization, with the latter to be the least cited use (Chung & Yoo, 2006, p. 22). Chung and Yoo (2006) also drew a connection between that information-seeking function and relatively less frequent use of features allowing audience members to submit their own content and other human-to-human interaction features. Socialization goals seemed most aligned with the human/medium interactivity (online forums, for instance) and human-to-human interactivity (e-mails to journalists for instance), though it is unknown how the subsequent emergence of social media activities such as Facebook and Twitter might affect those findings.

Components of the present study also were suggested by Dutta-Bergman (2004), who argued for a shift away from a medium-centric displacement approach to media competition and toward analyzing specific content categories (local news, business, sports etc.) across media channels. Understanding which uses and gratifications are sought online by readers and which are sought primarily in print should assist newspapers producing both products to differentiate content across the two channels. By extension, providing newspapers with a better understanding of their online audience — 48% of quarterly page views come from outside the traditional print circulation area (Slyvie & Chyi, 2007, p. 571) — may provide additional insights into these differences.

For the public sphere, a healthy media environment, many researchers argue, is essential to the operation of no less than democracy itself. Research has long held that newspapers, and more recently local television, have been and remain the audience's primary sources for local news, as shown by the Nielsen data analyzed by Lynn, Cooper and Turner (2008). Much of the previous research measured the media's performance on delivering that potential, with criticism chronicling newspaper-based news sites' failures, including the lack of interactive features

(Chung & Yoo, 2006), constraints on public forums (Chae, 2005) and relatively unchanged prevalence of mobilizing information (Hoffman, 2006).

As Ruggiero suggested, because the Internet has affected the relationships among the different media and constitutes a new medium itself, it has the potential to be transformative. Certainly, there are ramifications, as Ruggiero noted, so it will be essential to understand the uses and gratifications gained or missing from online news sites. It also may require new models to account for such issues as interactivity, demassification, hypertextuality and asynchronicity (Ruggiero, 2000, p. 29).

Ruggiero made a compelling argument that uses and gratifications has an important role to play in the 21st century, predicting that computers would become as commonly used as the telephone and television. He argued that it is incumbent upon uses-and-gratifications researchers to devise a modernized theory for the new media age. The present study provides an important step toward the goal of understanding the audience's uses and opinions about online local news and print local news.

Literature Review

Displacement

Research into how the audience uses emerging media and what effect the new media's emergence has on how the audience uses traditional media begins with a basic question: Has the new media displaced the traditional media or does it provide a supplemental or complementary role? It's clear that the emergence of a new media has never "killed" an existing medium, the role fulfilled by each medium (both emerging and existing) changes in the new media environment that is created (Stephens, 2007). Radio became the medium of music, talk and weather information, television became the main source of national and international news and

newspapers became the source for local news and more in-depth reporting. Researchers have also found some time displacement caused by online media, though television and telephone usage was more affected than newspaper usage (Kayany & Yelsma, 2000).

In the expansive FCC-sponsored study of media consumption and ownership in June 2007, researchers found that traditional print and broadcast media were reported by audience members as the overwhelming (86%) primary source for local news coverage and overshadowed new media in readership numbers; and half of those used *only* traditional media (Lynn, Cooper & Turner, 2008). Additionally, particular populations within the United States may be primed by regional media cultures to prefer one medium over another, with newspaper loyalty remaining strongest in the Northeast, whereas cable television is more predominate in the South, for instance (Althaus, Cizmar & Gimpel, 2009). Contradictory findings were reported in a survey of households in Hong Kong regarding media use, with a displacement effect found in the survey which sought reports for relative time spent using different media as opposed to absolute time (Lee, P. & Leung, L., 2006).

Yet the research on the subject of displacement of print newspapers by online news sources tells a much different story. Dutta-Bergman's research (2004) shifted the question of media competing for a limited audience to study that found complementarity across media types for specific content categories (such as local politics, sports, business etc.). In other words, online users who sought political news online, also sought political news in traditional media, including print, suggesting content is most important to media users, not the channel in which it is provided. Jeong and Li (2003) also compared content categories, arguing further that displacement, supplementation and no change in media usage can occur at the same time.

Chyi, Yang, Lewis and Zheng (2010), in a survey conducted on 28 newspaper's online

news sites, also found that hybrid readers of news (those who read both online and print news sources) outnumbered online-only users 2-to-1. The study largely examined the differences among these two groups of media users, searching for patterns across topical areas of news content and readers' general usage and satisfaction with the newspaper's online news site. Hybrid users were more likely than online-only users to use the site for breaking news, local sports and classifieds information (Chyi, Yang, Lewis & Zheng, 2010, p. 73).

Uses and Gratifications

Whatever the displacement or supplement effect of emerging media on existing media, other research has attempted to ascertain what uses are provided to the audience by the media. In the 1970s and 1980s, uses and gratifications theory underwent what Baran and Davis (2009) called a revival, partly marked by the development of typologies of uses and gratifications sought by media audiences: surveillance, diversion, personal relationship, personal identity and personal psychology. Lometti, Reeves & Bybee (1977) found surveillance/entertainment, affective behavioral and guidance behavior as the three main dimensions of uses and gratifications as reported by adolescents and college students.

In recent years, assessing information-seeking and entertainment-seeking of media consumers is an increasingly dominate theme in the literature. Thorson, Duffy and Shim (2006) cited positive relationships for time spent using media for those seeking information or entertainment across media types. The hypothesis that entertainment uses of media would be inversely related to use of any other media for information was supported only for television. Newspaper use for entertainment was positively related to newspaper use for information.

Information- and entertainment-seeking have been shown to accurately predict magazine choices among users (Payne, Svern & Dozier, 1988). LaRose and Eastin (2002) identified

entertainment-seeking as a factor influencing Internet usage. They found that expectations about engaging in enjoyable activities accounted for 23% of variance in Internet usage, though habit strength and deficit self-control were among factors that accounted for 40% of the variance.

Lin, Salwen and Abdulla (2003) also found that online and offline news usage was mostly supplementary as they called for a greater understanding of what factors, including an affinity for using the Internet, other than uses and gratifications motivations may come in to play in making media choices. The researchers stressed “scanning” and “skimming” behaviors of media use as components of the traditional surveillance gratification.

Public Discourse

In examining how entertainment-seeking might affect the public discourse, Prior (2005) posited a theory of Relative Entertainment Preference, predicting that those with higher entertainment-seeking tendencies would report greater use of cable television and Internet. Prior found significant support for his hypotheses that greater media choices among those with higher entertainment preferences would be less likely to vote. However, his argument about the limited functionality of “dial-up” Internet connections and the gap between the haves/have-nots of access to the Internet and cable television largely has been overtaken by the diffusion of high-speed Internet connections. The changing media landscape was indeed the stated purpose behind a refinement of Prior’s theory which added a new variable to Prior’s REP, entertaining news (Rittenberg, Tewksbury & Casey, 2009).

Postman (1986) also found that entertainment-seeking is inversely related to information-seeking. However, Rittenberg, Tewksbury and Casey, with their inclusion of “entertaining news” found a lack of correlation with lower voting habits (Rittenberg, Tewksbury & Casey, 2009).

While the relative-entertainment studies provide mixed findings, the long-held belief in

newspapers as critical to attention to public issues and broad knowledge of the issues has been supported (Culbertson, Evarts, Richard, Sandell & Stempel, 1994).

As many researchers have argued, the media, and newspapers in particular, are uniquely positioned to provide the local news to assist audience members to become active citizens, a role that now seems threatened because Internet users have a seemingly infinite sources of news from within and outside the circulation areas of their hometown newspapers. Writing in *Having All the Right Connections*, Abbott and Niebauer (2000) predicted possible outcomes for the Internet's effect on the viability of local daily and weekly newspapers. While the Internet is surely not "The Big Dud," evidence has since explored other outcomes predicted by Abbott and Niebauer, "Information Armageddon" and "Advertising Transformation."

The very real implications for advertising are outside the scope of the present study, but the "armageddon" related to the glut of information sources has fueled research into whether geography-based definitions of circulation continue to be relevant in the delivery of local news. Mersey (2009) found in her survey of residents in Maricopa County, Ariz., that residents are still attached to their immediate communities, whether online or in print. A similar study found that online traffic in Europe likewise rarely crossed national boundaries (Halavais, 2000, p. 22). However, at least one other study has shown that newspaper-run news sites should not be oblivious to the sizable amount of traffic those sites generate from outside the newspapers' print circulation area (Sylvie & Chyi, 2007).

With the findings that "locality" remains relevant, the question then becomes whether the uses and gratifications of online local news sites are different from those of the print newspaper and if they are, how that may effect community-building. Among the findings was that online newspapers constrained public forums by requiring users to "click" multiple times to reach the

forums that are deep within the site (Chae, 2005). Chae also found that the determining factor for whether online forums were provided and in what form they were provided depended on the news source's corporate parent's policies, not those of local decision-makers. In addition, despite their increased potential for interactivity, online news sites failed to provide more mobilizing information, information that enables the audience members to "act upon their pre-existing attitudes" (Hoffman, 2006). Newspapers' online offerings have improved since the early days when they were often criticized for failing to use interactive or other multimedia features, making the news sites much more dynamic (Tremayne, Weiss & Alves, 2007). Chung (2008) also found that political engagement was the strongest predictor of whether an online news user will participate in interactive features of an online news site, which potentially could help to exert political pressure on public officials.

Some anecdotal evidence *does* show that public pressure *can* be built online, forcing a government to take action on an issue raised in a public forum. For instance, a South Korean online-only Web site (www.ohmynews.com) was credited with generating public concern and governmental reforms regarding the quality of health care for those serving mandatory military service after one such soldier died of cancer shortly after his discharge, an issue that was largely ignored by the mainstream media (Han, 2007).

Since online vs. print local news competition has only been prevalent for about 15 years, it's not surprising that related literature leaves a mixed-bag of possible implications that online news usage will have on public discourse. To gain that understanding then, the present study finds a current picture of information-seeking (presumably a function of citizenship) and entertainment-seeking in the online and print worlds.

Hypotheses

A focus on local news is a suitable benchmark to uncover and judge the differences as the traditional media have retained their leadership as providers of local news despite the economic competition from online providers. In fact, 86% of respondents to the Nielsen data used in the Lynn, Cooper and Turner (2008) study reported that traditional media remain either their first or second choice for local news. By contrast, only a fraction of respondents reported that online news sites were their primary sources of local news. In addition, the analysis showed that time spent using the Internet reduced television usage marginally, but the researchers concluded that the online news complemented traditional media and did not replace it. In fact, those who seek local news online seek that news from online sites of traditional media (Lynn, Cooper & Turner, 2008). This research then tests the following hypotheses:

H1

Users who report that they seek local news from both online and print news sources (“hybrids”) will have higher aggregate information-seeking scores than those who report that they seek local news only in print or only online.

H2

Users who report that they seek local news only from print will have higher aggregate information-seeking scores than aggregate entertainment-seeking scores.

As for the future of print-only media, previous research suggests that niche publications might be their best bet, with perhaps traditional sports and business sections distributed as stand-alone publications. That potential could bode well for small-circulation community newspapers. Because of their narrow focus, they are the very definition of specialization, perhaps faring better than large traditional newspapers in the Internet age (Meyer, 2009, p. 21). Circulation figures

suggest evidence of the trend. Figures released by the Audit Bureau of Circulation in October 2009 indicated that paid newspaper circulation was down 10.6%, with rises in circulation reserved almost exclusively for daily newspapers with circulations below 100,000 (Aherns, 2009, par. 9). These findings suggest two more hypotheses:

H3

Users who report only seeking local news online will have higher aggregate entertainment-seeking scores than aggregate information-seeking scores.

H4

Self-reported aggregate information-seeking scores will be higher among users of local weekly newspaper products (print or online) than users of local daily newspaper products (print or online).

Other important factors for understanding online and print consumption of local news is information on readers' time spent using the two media. That suggests the next two hypotheses:

H5

Self-reported aggregate information-seeking scores will be positively correlated with self-reported time spent using print and online news sources.

H6

Self-reported time spent using online local news will be positively correlated with self-reported time spent using print local news.

Since local-local journalism has become a major strategy of the newspapers and their online counterparts, measurement of audience members' reliance on a regional daily newspaper's print and online local news products and their reliance on the smaller daily and weekly newspapers' products within the same area are important to understand. Differences in

information- versus entertainment-seeking could be useful to demonstrate motivations for news source preferences. Thus, the following hypotheses:

H7

Readers who report a preference for the local weekly or local daily print newspaper will have higher aggregate information-seeking scores than those who prefer the regional print daily newspaper.

H8

Readers who report a preference for the regional daily's online news site will have higher aggregate entertainment-seeking scores than aggregate information-seeking scores.

Method

This research used a randomly selected sample from a list of 2,779 registered voters from Webster, N.Y., (2008 estimated village population 5,185) and from a list of 6,167 registered voters in Canandaigua, N.Y. (2008 estimated city population 11,168). Each is within the five-county Rochester statistical metropolitan area.

Both communities are served by a regional daily newspaper, the Rochester *Democrat and Chronicle* (owned by Gannett Co.), and its affiliated online news site, DemocratandChronicle.com. Webster also is served by its own *Post* weekly newspaper and Canandaigua, its own daily newspaper, the *Daily Messenger*. The latter two publications are owned by Gatehouse Media Corp. Each Gatehouse print publication is associated with a dedicated community-based page on MPN.com. The choice of these two communities and the overlapping online and print media products, while limiting the researcher's ability to generalize the findings, provides a venue for studying the different media uses in an area identified by Lynn, Cooper and Turner

(2008) as having a print-centric media culture.

The 536 surveys were distributed by the U.S. Postal Service to the randomly selected sample of registered voters: 250 surveys were sent to Webster and 286 to Canandaigua. The 60-item survey – adapted from Northwestern University’s Readership Institute’s Readership Behavior Scores survey (Malthouse & Calder, 2006) and the Media Management Center’s online user engagement study (2005) – was first mailed in May 2010. The survey information also offered recipients directions to complete an identical survey online should they prefer. (Recipients who logged in to take the survey online were asked if they had mailed in the survey to guard against duplicate responses — answering yes to the question ended the online survey immediately.)

Survey items were adapted from Readership Institute’s Reader Behavior Survey. Though the RBS survey used an interview format, the closed-option items adapted from the script used by screeners translated easily to a print- and online-presented survey.

The present survey asked respondents to indicate where they turn for local news (defined as city/village news, local business news and news about community events and organizations). Respondents chose among print only, online only or both print and online (what Chyi, Yang, Lewis and Zheng [2010] called “hybrids”). Additional closed-option questions in Part I of the survey asked respondents to choose which publications they use most frequently (two print options and corresponding online options for each of the communities). Answers to Part I questions were used by the researcher to assign respondents to media choice groups (print-only, online-only and hybrids) and to determine preferred and least preferred publications (either specific publications or regional daily products, local daily products or local weekly products).

Part III questions asked which content categories were respondents’ favorite and least

favorite. For instance, for print publications the choices were: front page, local news, sports page-pro, sports-high school, features, national/state news, advertising, entertainment puzzles and comics, editorials, other and I don't read print newspapers. Comparable choices were offered for the online questions; among notable additions were videos accompanying news stories and local bloggers. The collected data were used as part of the sample profile.

The variables of aggregate information- and entertainment-seeking scores were measured in Parts II and IV. Part II used closed-ended items about specific motivations and attitudes for online and print media adapted from the RBS questionnaire and Northwestern University's Media Management Center's online user engagement study. The five response options were: strongly agree, somewhat agree, neither agree or disagree, somewhat disagree, and strongly disagree. Ten of the motivation items were used to compute an aggregate information-seeking score. (Note: A low score indicates greater agreement with information-seeking items.) The same method was used to compute aggregate entertainment score using eight other motivation items. In Part IV, items asked about respondents to indicate their interest (on a five-point closed-ended item) in 10 topics, five "information" topics (such as store openings/closings, village/city elections) and five "entertainment" topics (such as puzzles, celebrity news). Again, topic-based aggregate information- and entertainment-seeking scores were calculated.

Media usage scores (total, print and online) were based on separate questions in Part 1 concerning time spent using print or online media "yesterday" and the most recent Sunday.

In Part V, demographic information was gathered for sample profile purposes.

Table 1 describes principal variables analyzed in the present study.

Table 1: Principal variables used in hypotheses

Variable	Description
Media choice	Print-only Online-only Both print and online (hybrid)
Preferred publication/ Least preferred publication	Regional daily products: <i>Democrat and Chronicle</i> or DemocratandChronicle.com Local daily products: <i>Daily Messenger</i> or Daily Messenger online Local weekly products: <i>Webster Post</i> or Webster Post online Other
Aggregate information-seeking scores	Mean of five-option Likert items on motivation statements
Aggregate entertainment-seeking scores	
Aggregate topic-based information-seeking scores	Mean of five-option Likert items on content topics (regional sports teams, store closings/openings, celebrity news etc.)
Aggregate topic-based entertainment-seeking scores	
Total media usage (time)	Mean aggregate score of time spent using print <i>and</i> online media
Print media usage (time)	Mean aggregate score of time spent using print media
Online media usage (time)	Mean aggregate score of time spent using online media

The survey was pre-tested to establish its clarity and to refine the wording of items and ensure proper operation of the online survey. Twelve individuals participated, evenly split between print and online test-takers, although some did not reside in Webster or Canandaigua.

Data were analyzed using SPSS software.

Results and Discussion

Sample Profile

The survey's overall response rate was 35.5%; thirteen surveys of registered voters were returned as undeliverable and two surveys were eliminated because the respondents indicated that they were not the original addressee or were not a U.S. citizen. Canandaigua's registered voters had a higher response rate (38%; 105 of 276) than Webster's (32.7%; 80 of 245).

Of the 185 valid respondents, 55.2% were women; 94% of respondents indicated that they were white or Caucasian, which is in line with the ethnic makeup of the communities. The ages of respondents was distributed across age groups, though only 4.4% said they were 18 to 24 years old; and 28.7% of the respondents said that they were 65 or older. Of respondents, 50% reported obtaining a four-year college degree and/or having undertaken at least some graduate-level college coursework.

Nineteen respondents (10.3%) did not indicate their household's annual income. Of the 166 valid responses, 12% reported household incomes of less than \$25,000; 25.9%, \$25,000-\$49,999; 24.1%, \$50,000 to \$74,999; and 38%, more than \$75,000.

Politically, respondents reported that they were active voters: 91.3% reported that they had voted in the 2008 presidential election and 67.2% said that they voted in the most recent city, village or school board election. Asked to classify themselves, 7.1% said they were very liberal;

18.1%, somewhat liberal; 33.5%, moderate; 23.1%, somewhat conservative; 10.4%, very conservative; and 7.7%, not interested in politics.

Media Choice

A majority of respondents said they used print publications for local news. Forty-two percent of respondents said they used only print local news sources and 47.2% said they used both print and online sources; 10.8% said they only used online local news.

Comparing the present study to Chyi, Yang, Lewis and Zheng (2010) is problematic since those researchers culled their data from online surveys and did not sample print-only media users. The Chyi team's study found that 66.2% of online survey respondents also read the print edition of the same publication. If print-only respondents are dropped from the present study and frequencies are re-calculated, 81.4% of the remaining respondents who reported at least some online media use were hybrids, while 18.6% said they used only online local news sources.

Among respondents who indicated that they were hybrids (n=84), only 13.1% reported using both media daily, while 36.9% reported occasional use of both media. A third of respondents said they used print local news sources daily and online sources occasionally.

Overall, the print editions of the local city daily and regional daily newspaper were most frequently cited by respondents as their preferred publication for local news (city/village news, local business news and news about community events and organizations).

Preferred publication for local news	
<i>Democrat and Chronicle</i> (print)	26.2%
<i>Daily Messenger</i> (print)	36
DemocratandChronicle.com	15
<i>Daily Messenger</i> (online)	5.8
<i>Webster Post</i> (print)	9.3
<i>Webster Post</i> online	1.7
Other*	5.8
*Among others (n=10) were websites of Rochester TV stations, a regional business weekly and local governments.	

Among Canandaigua respondents (n=101), 47.5% identified themselves as print-only users and 46.5% as hybrid users. Among Webster respondents (n=75), 34.7% said they used print only and 48% said they were hybrids. The differences between communities was significant ($X^2=6.89$, $df=2$, $p=0.05$).

Among all valid responses, 30.4% said that their favorite content of the print newspaper that they read most frequently is the local news. The least favorite content (27.8%) was pro sports. Also, 25.7% of respondents said the main news page was their favorite content on the online local news site they visited most frequently. The least favorite online content was local bloggers (33.9%). In the only question of the survey to ask about national online news sites, 37.7% said their favorite content of the site they visit most frequently was the main news page. (Respondents could also indicate no usage of print or online news, respectively.)

Information- Versus Entertainment-Seeking

H1

Users who report that they seek local news from both online and print news sources (“hybrids”) will have higher aggregate information-seeking scores than those who report that they seek local news only in print or only online.

A one-way ANOVA comparing aggregate information-seeking scores among media choices (print, online or hybrid) was significant ($F=4.94$, $df=2$, $p=0.01$). The post-hoc test found that the only significant difference was between the hybrids (mean=23.62) and online-only users (mean=28.18), with hybrids being more avid information-seekers than online-only users. (Note: A lower aggregate score shows more agreement with information- and entertainment-seeking statements in the present survey.) A significant difference was not found between “hybrids” and print-only users ($X=25.49$), contrary to H1. H1 was partly supported.

However, a one-way ANOVA test for media choice was not significant for aggregate topic-based information- and entertainment-seeking scores; topics included, among others, regional sports teams, village/city elections, and celebrity news.

The finding for H1 should not be of surprise based on previous research regarding information-seeking online (Chung & Yoo, 2006; Jeong & Li, 2003; Thorson, Duffy & Shim, 2003; Payne, Svern & Dozier, 1988). In addition, the present finding supports the argument by Chyi, Lang, Lewis and Zheng (2010) that hybrid users are an audience group who need to be more thoroughly understood by newspapers who own their own websites. Information-seeking motivations are clearly at work with hybrid users, though the relatively less agreement with entertainment-seeking items (as reflected in the aggregate scores) suggest that news executives should not overestimate the importance of “entertainment” content on local news sites. Perhaps, entertainment from online media is sought somewhere other than local news sites. Though not specifically addressed in the present study, Thorson, Duffy and Shim’s findings on Internet usage for entertainment purposes and its displacement of television viewing for entertainment hint at that possibility.

H2

Users who report that they seek local news only from print will have higher aggregate information-seeking scores than aggregate entertainment-seeking scores.

H2 was supported ($t=-2.03$, $df=55$, $p=0.05$) in a paired sample t-test comparing aggregate information- and entertainment-seeking scores among print-only users. The mean of the aggregate information-seeking score was 25.00 compared to the 26.45 mean of the aggregate entertainment-seeking score. On the topic-based comparison, the difference also was significant ($t=-6.89$, $df=67$, $p=0.01$). The means for the topic-based aggregate scores were 10.62 for information-seeking and 13.03 for entertainment-seeking.

In addition to the expected connection between information-seeking and print media usage, overall, print usage was a strong tendency among respondents to the present study, which could have had an unknown influence on the results. That prevalence is likely a function of greater Rochester's inclusion in a media culture that uses print media nearly five days out of the week (Althaus, Cizmar & Gimpel, 2008). Even so, some disappointment with print media was also expressed among print only users in the open-ended comments section of the survey. One print-only local news user — a Canandaigua man, 45 to 54 — said he was disappointed by today's print media because their quality had declined, adding "... instead of using newspaper to entice readers to their websites they should have done the opposite."

H3

Users who report only seeking local news online will have higher aggregate entertainment-seeking scores than aggregate information-seeking scores.

H3 was partly supported. The hypothesis was supported in a paired-sample t-test on the aggregate information- and entertainment-seeking scores ($t=5.31$, $df=16$, $p=0.01$). Among

online-only users, the mean aggregate entertainment-seeking score was 21.71 compared to 28.18, the mean aggregate information-seeking score. The paired-sample t-test of the topic-based aggregate entertainment- and information-seeking scores, was significant, but not in the expected direction ($t=4.74$, $df=17$, $p=0.01$). The mean aggregate topic-based entertainment-seeking score was 14.28 compared to the mean aggregate topic based information-seeking score of 11.22 among online-only users.

The finding on the motivation statements supports previous research that entertainment-seeking is associated with a displacement effect between online usage and television viewing (Thorson, Duffy & Shim, 2006) and that entertainment is a major motivation of online usage (LaRose & Eastin, 2002). However, interest for information topics was greater than interest for entertainment topics among online-only users, suggesting that factors other than topics are reflected in the media choice for local news. One such factor was acknowledged by one respondent. A Canandaigua woman, 35-44, reported that her reason for choosing only online local news was a matter of convenience, noting that she can seek out more information if she desires so she doesn't have to rely on only one version of a story.

Taken together, H1, H2 and H3 demonstrate that a division between information- and entertainment-seeking exists between print and online media readers. Print-only respondents clearly had a preference for information, though that preference is not significantly different than those who choose the hybrid approach of using both print and online media for local news.

The findings indicate that print media certainly do not hold a monopoly on providing the information of citizenship; information also is being sought from online sources. In parallel with the argument by Chyi, Lang, Lewis and Zheng (2010) that hybrids did not differ significantly from online-only users, the present study indicates the same is true of hybrids and print-only

media consumers. But the present study contradicts Chyi, Lang, Lewis and Zheng (2010) by finding a significant difference between hybrids and online-only users.

That difference seems to lie in entertainment-seeking: The relatively greater degree of significance in H3 ($p=0.01$) than H2 ($p=0.05$) on motivation scores suggests that entertainment-seeking is more closely associated with using only online sources for local news than information-seeking is associated with using only print for local news, at least in the present study. However, the finding is limited by the relatively small number of online-only users who responded, about 11% of the total.

The split findings on topic-based aggregate information- and entertainment-seeking scores support previous research by Jeong and Li (2003) who argued that different media types can simultaneously complement, displace or leave unchanged media usage among different audience members across content categories. The complicated media climate was evident in volunteered comments of one respondent, a Webster man, 25 to 34, who had a four-year college degree: "I mostly just go to my Google homepage and click on the news tab at the top. That gives me everything from Local, USA, World, Sports, etc. I don't need to go to another site to receive my up to the minute news breaks unless I want to read a different wording of the same story."

In three sentences he revealed behaviors that indicate complementarity (Dutta-Bergman, 2004) and displacement effects of new media.

H4

Self-reported aggregate information-seeking scores will be higher among users of local weekly newspaper products (print or online) than users of local daily newspaper products (print or online).

The aggregate information-seeking score among respondents who preferred the local weekly's online or print products showed a greater tendency for information-seeking than respondents who indicated a preference for the local daily's online or print products. However, the differences were not significant in an independent sample t-test.

The finding indicates that those who prefer the local weekly's products may have information-seeking motivations but they are not significantly different than those who choose the local daily's products. However, because this study sampled in two select communities, respondents who indicated a preference for "weekly" news products were from Webster and users of local daily news products were from Canandaigua. Therefore, it's likely that the composition of the media marketplace, and not information-seeking tendencies, controlled respondents' choices for preferred publications.

That apparent marketplace influence furthers the arguments made by Althaus, Cizmar and Gimpel (2008). While media choices are no doubt influenced by the motivations of individual news consumers, market factors also should be taken into account.

Examples of these possible factors were found in a cross-tabulation and chi-square analysis that compared the two sets of respondents on questions regarding specific publication choices. The differences between communities, not surprisingly, were significant ($X^2=100.42$, 89.71 , 81.48 , respectively; $df=6$; $p=0.01$) for respondents' preferred choice for local news, publication that respondents used the greatest number of times, and the publication that respondents spent the most amount of time using. The differences between communities also was significant ($X^2=108.90$, $df=5$, $p=0.01$) for respondents' least likely choice for local news. (See Table 2.)

Table 2: Preferred Publications

Specific publication choices of Canandaigua and Webster respondents

	Preferred choice for local news						
	Print D&C	Print Daily Messenger	D&C.com	Messenger online	Other	Print Webster Post	Online Webster Post
Canandaigua	12.2%	62.2%	11.2%	10.2%	4.1%	N/A	N/A
Webster	44.6%	1.4%	20.3%	N/A	8.1%	21.6%	4.1%
Total	26.2%	36.0%	15.1%	5.8%	5.8%	9.3%	1.7%
	Choice used greatest number of times in a week						
	Print D&C	Print Daily Messenger	D&C.com	Messenger online	Other	Print Webster Post	Online Webster Post
Canandaigua	18.0%	57.0%	7.0%	11.0%	7.0%	N/A	N/A
Webster	66.7%	N/A	16.0%	N/A	8.0%	8.0%	1.3%
Total	38.9%	32.6%	10.9%	6.3%	7.4%	3.4%	0.6%
	Choice used greatest amount of time in a week						
	Print D&C	Print Daily Messenger	D&C.com	Messenger online	Other	Print Webster Post	Online Webster Post
Canandaigua	19.6%	57.8%	7.8%	8.8%	5.9%	N/A	N/A
Webster	59.5%	N/A	17.6%	1.4%	10.8%	6.8%	4.1%
Total	36.4%	33.5%	11.9%	5.7%	8.0%	2.8%	1.7%
	Least preferred choice for local news						
	Print D&C	Print Daily Messenger	D&C.com	Messenger online	Print Webster Post	Online Webster Post	
Canandaigua	21.6%	14.7%	41.2%	22.5%	N/A	N/A	
Webster	18.4%	1.3%	11.8%	N/A	15.8%	52.6%	
Total	20.2%	9.0%	28.7%	12.9%	6.7%	22.5%	

Among Canandaigua respondents, the preference for the local print newspaper, a daily, was much stronger (62.2%) than the preference among Webster respondents for the local weekly (21.6%). The preference for the larger regional daily print newspaper was cited by 44.6% of Webster respondents and 12.2% of Canandaigua respondents.

The results indicate that in this sample the local daily newspaper was cited more often as the preferred choice among respondents within its community, relatively speaking, than the local weekly newspaper was cited within its own. Among Canandaigua respondents, 41.2% cited the online counterpart of the regional daily as the least preferred publication, while Webster respondents' (n=76) most frequently cited the weekly newspaper's online site (52.6%). The difference was significant ($p=0.01$).

Canandaigua respondents' preference for the local daily print newspaper signals why the circulations for small dailies are the only ones rising. But the finding rebuts the idea that weekly newspapers, by being more "local," could have an inherent advantage over local daily newspapers (Meyer, 2009; Aherns, 2009). The characteristics of intermedia competition or factors other than information- or entertainment-seeking, therefore, seem more closely associated with specific publication preferences, as Althaus and his colleagues argued.

H5

Self-reported aggregate information-seeking scores will be positively correlated with self-reported time spent using print and online news sources.

Aggregate total media-usage scores and aggregate information-seeking scores were positively correlated ($r=-.357$, $p=0.01$), supporting H5. Likewise, the mean aggregate score for information-seeking was significant ($r=-.331$, $p=0.01$) for time spent using print media, but not for time spent using online media. (Note: Lower score information-seeking scores show more

agreement with the motivation statements and higher media usage scores show more time spent using media, hence the negative correlation score.) The finding indicates that information-seeking is associated with a greater amount of time using media, but the non-significance for online media use and aggregate information-seeking scores suggests that another factor may be at play.

Much like the findings of Thorson, Duffy and Shim (2006) that entertainment-seeking on television is associated with less information-seeking on television or the Internet, the present study seems to indicate that online-only users (shown in H3 to have higher entertainment-seeking scores) are where the difference lies. To identify more differences of online-only users, H6 also was tested using a Spearman correlation test.

H6

Self-reported time spent using online local news will be positively correlated with self-reported time spent using print local news.

H6 was not supported. Though the Spearman correlation test found a significant correlation between time spent using online media and time spent using print media, the relationship was not in the predicted direction. The relationship was inverse, not positive ($r = -0.308$, $p = 0.01$). The finding suggests support for research that found that the time available for media usage is limited and that print media usage is less sensitive to time displacement than other media (Kayany & Yelsma, 2000). Lin, Salwen and Abdulla (2003) also found that evidence suggests a supplementary role. Again, the print-centric culture of greater Rochester (Althaus, Cizmar & Gimpel, 2008) should be noted as another possible influence on the finding.

H7

Readers who report a preference for the local weekly or local daily print newspaper will

have higher aggregate information-seeking scores than those who prefer the regional print daily newspaper.

H7 was not supported. An independent sample t-test of respondents who indicated a preference for either the local print weekly or local print daily, and respondents who indicated a preference for the regional print daily was not significant. Tests were run on both the aggregate information-seeking and topic-based information-seeking scores. The finding suggests that choice of a publication did not produce differences in information-seeking and may instead lie with judgments about the specific publications. As suggested in the discussion of H4 and Althaus, Cizmar and Gimpel (2009), media marketplace and other factors are likely the greater influence. Again, any advantage of weekly newspapers (Meyer, 2009) also was not supported.

Respondents' open-ended comments revealed distinct opinions about specific publications, with the regional *Democrat and Chronicle* cited by at least two respondents as being "hated." One respondent, a Webster man 65 or older who described himself as very conservative, cited what he believes to be a liberal bias of the newspaper, however adding: "the *D&C* is still my main source of information." Another respondent, a Canandaigua man 65 or older who said he was somewhat liberal, said "the *D&C* is part of my life." The comments are suggestive of what Lin, Salwen and Abdulla (2003) included as other factors influencing publication choices.

H8

Readers who report a preference for the regional daily's online news site will have higher aggregate entertainment-seeking scores than aggregate information-seeking scores.

A paired-sample t-test for respondents who reported a preference for the regional newspaper's website, DemocratandChronicle.com, was not significant on aggregate motivation scores. However, the difference in the means of aggregate entertainment- and information-seeking scores was in the predicted direction. The paired-sample t-test of topic-based aggregate information- and entertainment-seeking scores was significant but not in the predicted direction ($t=-8.25$, $df=74$, $p=0.01$). The mean aggregate topic-based entertainment-seeking score (13.15) showed less tendency for an interest in the topic than the mean aggregate topic-based information-seeking score (10.69), contrary to Prior (2005) and Rittenberg, Tewksbury and Casey (2009). H8 was not supported.

Again, the findings suggest that other factors, not information- or entertainment-seeking, lead to differences in preferred publications. The findings offer further evidence, discussed earlier in the discussion of H1, that online local news sources (in this case a regional online newspaper) are not viewed by their audience as a primary source of entertainment.

Conclusion

The present study explored what, if any, differences in motivation (information-seeking vs. entertainment-seeking) exist between audience members who seek local news in print or online. The survey results, however, are limited by factors associated with self-reported data. The use of two upstate New York communities also means that the results cannot be generalized to a wider population. The response rate was not large enough to be a representative sample of registered voters in each community. In addition, the percentage of those who said they voted in the 2008 election (91.3%) exceeds the turnout rate in those communities, suggesting voters in the sample were overrepresented among respondents.

Even so, the finding provides insights into how print and online local news co-exist

within a single regional media environment, tracing the adoption of online local news sources associated with traditional print media companies. It improves on Chyi, Yang, Lewis and Zheng (2010) by including a print-only media choice in its survey method.

The survey also limited audience members' choices on gratifications to information/surveillance-seeking and entertainment/diversion, ignoring other gratifications covered in the literature. However, this limitation is likely not as important based on findings that information- and entertainment-seeking dominate audiences' uses and gratifications (Chung & Yoo, 2006).

The exclusion of television, radio and other non-newspaper news sites could possibly exaggerate or otherwise skew the findings of the present study. There is simply no way to tell. Not only should future research investigate online news sites of other traditional media such as local television and radio stations, but also other independent citizen news sites and local governments' websites (cited by a few respondents to the present study as their primary source for local news). In addition, a more complete understanding of media trends could also be found in a research into gratifications sought as compared to what is *actually* gained (McLeod, Bybee & Durall, 1982), an understanding beyond the scope of the present study.

Despite its limitations, the present study provided evidence that entertainment-seeking in the current media climate differentiates online-only users from print-only users and "hybrids" more than information-seeking. The danger for those concerned about the public discourse (Postman, 1986; Prior, 2005; Rittenberg, Tewksbury & Casey, 2009) is that entertainment-seeking could dominate, and lead to critical information of citizenship being overlooked. Worse yet, some even worry that the economically-challenged media groups will abstain from providing the information of citizenship at all.

However, the present study has found that information-seeking has migrated to online news sources, at least among those who use both print and online media for local news. The finding supports previous research that online media can be complementary and not wholly displace print media. In addition, the present study's unexpected finding that the relationship between entertainment-seeking and online local news sources was not consistent suggested that fulfillment of these entertainment motivations are likely being sought somewhere other than these online local news sources.

This means that once print-only newspapers, such as the ones included in the present study, can focus their efforts on providing the information of citizenship on their online sites without necessarily including "entertainment" features for entertainment's sake in an effort to attract an audience. Added to the findings of Chyi, Yang, Lewis and Zheng (2010) that "hybrid" users outnumber online-only users 2-to-1, the present study offers hope for the public discourse.

So what of those who seek local news only from online sources? The findings of this study indicate entertainment-seeking is much stronger among this cohort. However, it's impossible to say whether "online-only" news consumers have come from the ranks of traditional media consumers or from the ranks of non-news consumers. If these online-only consumers are new to news consumption, then the effect on the existing public discourse is less worrisome. Therefore, future research also should seek to characterize whether online-only users are displacing former media habits or forming new ones.

The idea of local news' role in today's society was shared by a Webster woman, 18 to 24, a respondent who said she used both print and online news sources. In the open-ended question for comments she wrote: "I would hate to see any local news organization have to shut its doors. News is what makes our communities work the way they do."

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Appendix

c

Reader preferences for local news: Online vs. Print

A research survey by Tina A. Marsh
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Spring 2010

Please contact Tina A. Marsh
with any questions or for further information

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If you prefer to take this survey online, visit <http://tinyurl.com/xxxxx-TM>.
You will need to enter the red number above but your answers will remain
confidential.

Part I

While local radio and television sources also provide local news, please answer the following questions with ONLY print and online news sources in mind. Mark your answer by placing an "x" on the appropriate line.

1. Which statement best describes where you turn for local news (city/village news, local business news and news about community events and organizations): (Choose only one)

- ☐ Print only (Skip to Question 2)
- ☐ Online only (Skip to Question 2)
- ☐ I use BOTH print and online news sources. (Answer question 1A)

1A. Only if you answered BOTH in Question 1 please mark the statement that reflects your use of online news sources and print newspapers.

- ☐ I read local online news daily & local newspapers occasionally.
- ☐ I read local print newspaper daily & local online news occasionally.
- ☐ I read local online news occasionally & local print newspapers occasionally.
- ☐ I read local print newspapers daily & local online news daily.

2. If I wanted to find out about a local news development (city/village news, local business news and news about community events and organizations) my preference would be: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Daily Messenger*
- ☐ DemocratandChronicle.com
- ☐ Daily Messenger online
- ☐ Other print and online source (please specify) _____

3. The source of local news (city/village news, local business news and news about community events and organizations) that I read with the GREATEST NUMBER OF TIMES each week is: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Daily Messenger*
- ☐ DemocratandChronicle.com
- ☐ Daily Messenger online
- ☐ Other print and online source (please specify) _____

4. The source of local news (city/village news, local business news and news about community events and organizations) that you spend the MOST AMOUNT OF TIME using each week is: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Daily Messenger*
- ☐ DemocratandChronicle.com
- ☐ Daily Messenger online
- ☐ Other (please specify) _____

5. The source of local news (city/village news, local business news and news about community events and organizations) that I would be LEAST likely to visit or read is: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Daily Messenger*
- ☐ DemocratandChronicle.com
- ☐ Daily Messenger online

6. Yesterday I spent _____ using online media. (If yesterday is Sunday, please answer this question about a TYPICAL WEEKDAY or A TYPICAL Saturday.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

7. Yesterday I spent _____ reading a print newspaper. (If yesterday is Sunday, please answer this question about a TYPICAL WEEKDAY or A TYPICAL Saturday.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

8. On the most recent Sunday, I spent _____ using online media. (If today is Sunday, please answer this question about today.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

9. On the most recent Sunday, I spent _____ reading a print newspaper. (If today is Sunday, please answer this question about today.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

Part I

While local radio and television sources also provide local news, please answer the following questions with ONLY print and online news sources in mind. Mark your answer by placing an "x" on the appropriate line.

1. Which statement best describes where you turn for local news (city/village news, local business news and news about community events and organizations): (Choose only one)

- ☐ Print only (Skip to Question 2)
- ☐ Online only (Skip to Question 2)
- ☐ I use BOTH print and online news sources. (Answer question 1A)

1A. Only if you answered BOTH in Question 1 please mark the statement that most closely reflects your use of online news sources and print newspapers.

- ☐ I read local online news sources daily and local newspapers occasionally.
- ☐ I read local print newspaper daily & local online news occasionally.
- ☐ I read local online news occasionally & local print newspapers occasionally.
- ☐ I read local print newspapers daily and local online news sources daily.

2. If I wanted to find out about a local news development (city/village news, local business news and news about community events and organizations) my preference would be: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Webster Post* or another *Post* newspaper
- ☐ DemocratandChronicle.com
- ☐ Post newspapers online
- ☐ Other print and online sources (please specify) _____

3. The source of local news (city/village news, local business news and news about community events and organizations) that I read/visit THE GREATEST NUMBER OF TIMES each week is: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Webster Post* or another *Post* newspaper
- ☐ DemocratandChronicle.com
- ☐ Post newspapers online
- ☐ Other print and online sources (please specify) _____

4. The source of local news (city/village news, local business news and news about community events and organizations) that you spend THE MOST AMOUNT OF TIME using each week is: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Webster Post* or another *Post* newspaper
- ☐ DemocratandChronicle.com
- ☐ Post newspapers online
- ☐ Other (please specify) _____

5. The source of local news (city/village news, local business news and news about community events and organizations) that I would be LEAST likely to visit or read is: (Choose only one)

- ☐ Print edition of the *Democrat and Chronicle*
- ☐ Print edition of the *Webster Post* or another *Post* newspaper
- ☐ DemocratandChronicle.com
- ☐ Post newspapers online

6. Yesterday I spent _____ using online media. (If yesterday is Sunday, please answer this question about a TYPICAL WEEKDAY or A TYPICAL Saturday.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

7. Yesterday I spent _____ reading a print newspaper. (If yesterday is Sunday, please answer this question about a TYPICAL WEEKDAY or A TYPICAL Saturday.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

8. On the most recent Sunday, I spent _____ using online media. (If today is Sunday, please answer this question about today.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

9. On the most recent Sunday, I spent _____ reading a print newspaper. (If today is Sunday, please answer this question about today.)

- ☐ No time
- ☐ Less than a half-hour
- ☐ A half-hour to an hour
- ☐ More than an hour

Part II

For these following questions, please think of your attitudes toward print and online media in general NOT ANY PARTICULAR PUBLICATION. Fill in the circle (●) that reflects your agreement or disagreement with the statements below.

	Strongly agree	Somewhat agree	Neither agree/disagree	Somewhat disagree	Strongly disagree
1. Going online to read the news is fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. My primary reason for reading the news (either online or in print) is to gain information about my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I bring up things I've read in the newspaper in conversations with many people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Reading a print newspaper is important to be a better citizen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I dislike reading the print newspaper because it focuses too much on negative news.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. It is less satisfying to read the news online than in print.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I check local online news sites to find out more information about things I have read in a print newspaper.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I think that a print newspaper meets my needs for information better than online sources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I read a print newspaper primarily because it is part of my usual routine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I follow local news only online (not in print).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. My primary reason for reading the news (either online or print) is because it is something that I enjoy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Reading news online helps me to pass the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Being informed about local governments, businesses and events is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I think online/print publications are useful to help me to decide which causes/events/groups to become active in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Reading a newspaper is boring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Reading online/print publications make me smarter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I do not trust online news.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Reading an online news source is part of my usual routine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Checking online news sources at certain times is an important part of my daily routine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I feel less alone when I am online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For these next questions, think only of the NEWS SOURCE THAT YOU RELY ON MOST to obtain local news. Fill in the circle (●) that reflects your agreement or disagreement with the statements below.

	Strongly agree	Somewhat agree	Don't agree /disagree	Somewhat disagree	Strongly disagree
1. Reading this news source makes me feel like part of the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This online/print site improves my mood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I count on this news source to investigate wrongdoing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This online/print site makes me a better citizen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. This online/print publication lets me know about things to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART III

You're more than halfway through the survey. Next, please answers questions about your favorite and least favorite features of the two media. Please mark your answer with an "x" on the appropriate line.

1. My FAVORITE part of the newspaper that I most frequently read is: (Choose only one)

- ☐ I don't read a newspaper
- ☐ The front page
- ☐ Local news about a city, village or town, or local business
- ☐ The features pages, including music and food news
- ☐ The sports pages for pro sports, such as local columnists
- ☐ The sports pages for local high school sports, including local columnists
- ☐ National news and state news
- ☐ The advertising supplements or other advertising
- ☐ Entertainment, puzzles, comics
- ☐ Editorials and opinion columnists
- ☐ Other (please specify) _____

2. My LEAST FAVORITE part of the newspaper that I most frequently read is: (Choose only one)

- ☐ I don't read a newspaper
- ☐ The front page
- ☐ Local news about a city, village or town, or local business
- ☐ The features pages, including music and food news
- ☐ The sports pages for pro sports, such as local columnists

- ☐ The sports pages for local high school sports, including local columnists
- ☐ National news and state news
- ☐ The advertising supplements or other advertising
- ☐ Entertainment, puzzles, comics
- ☐ Editorials and opinion columnists
- ☐ Other (please specify) _____

3. My FAVORITE feature of the LOCAL online news site that I visit the most is:
(Choose only one)

- ☐ I don't read/visit local news sites
- ☐ The main news page
- ☐ Local bloggers
- ☐ The page devoted specifically to my community
- ☐ Videos accompanying local news stories
- ☐ Links to national/state news stories
- ☐ Business stories, including business e-newsletter
- ☐ Events calendar
- ☐ Other (please specify) _____

4. My LEAST FAVORITE feature of the LOCAL online news site that I visit the most is: (Choose only one)

- ☐ The main news page
- ☐ Local bloggers
- ☐ The page devoted specifically to my community
- ☐ Videos accompanying local news stories
- ☐ Links to national/state news stories
- ☐ Business stories, including business e-newsletter
- ☐ Events calendar
- ☐ Other (please specify) _____
- ☐ I don't read/visit local news sites

5. My FAVORITE feature of NON-LOCAL online news site (NY Times, CNN, USA Today etc.) that I visit the most is: (Choose only one)

- ☐ I don't read/visit national news sites
- ☐ The main news page
- ☐ Bloggers (please specify _____)
- ☐ The page devoted to reader/user submissions
- ☐ Videos accompanying news stories
- ☐ Links to other online news stories
- ☐ Business stories, including business e-newsletter
- ☐ Events calendar
- ☐ Other (please specify) _____

Part IV

This next section asks about how interesting certain topics are to you **WHETHER ONLINE OR IN PRINT**. Fill in the circle (●) that reflects your interest or disinterest with the statements below.

	Very interested	Somewhat interested	Neither interested/disinterested	Somewhat disinterested	Not at all interested
1. Buffalo and Rochester sports teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. In-depth story about an interesting local person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Crime and police news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. A store opening or closing in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Stories about local village/city elections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Puzzles, cartoons or humorous features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Feature about a local festival or holiday celebration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Front page or home page stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Celebrity news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Environment or outdoors news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART V

Please provide information about yourself. These questions are solely for statistical analysis of the data I collect. Please mark your answer by placing an "x" on the appropriate line. (Choose only one)

1. Gender

____ Male

____ Female

2. Age (on your most recent birthday)

____ Age 18 to 24

____ Age 25 to 34

____ Age 35 to 44

____ Age 45 to 54

____ Age 55 to 64

____ Age 65 or older

3. Annual income for the ENTIRE household

____ Below \$25,000

____ \$25,000 to \$49,999

____ \$50,000 to \$74,999

____ More than \$75,000

4. What is the HIGHEST level of education you attained?

- ☐ Less than high school graduate
- ☐ Graduated high school
- ☐ Attending/attended 2- or 4-year college but do not have a 4-year degree
- ☐ Graduated, obtained 4 year degree
- ☐ Graduate level coursework OR obtained master's or PhD

5. What are your political leanings (regardless of party membership)?

- ☐ Very liberal
- ☐ Somewhat liberal
- ☐ Moderate
- ☐ Somewhat conservative
- ☐ Very conservative
- ☐ I am not interested in politics

6. Which best describes you?

- ☐ White/Caucasian
- ☐ Black/African American
- ☐ Native American
- ☐ Asian
- ☐ Member of a different group (please specify _____)
- ☐ Mixed multi-racial group

9. I voted in the 2008 presidential election.

- ☐ Yes
- ☐ No

10. I voted in the last city/village/town election

- ☐ Yes
- ☐ No

PART VI

That completes my survey. If you would like to share your own thoughts regarding this topic or the survey itself, please use the space:.
