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Diffusion of news services and political news in mobile media: A time budget perspective

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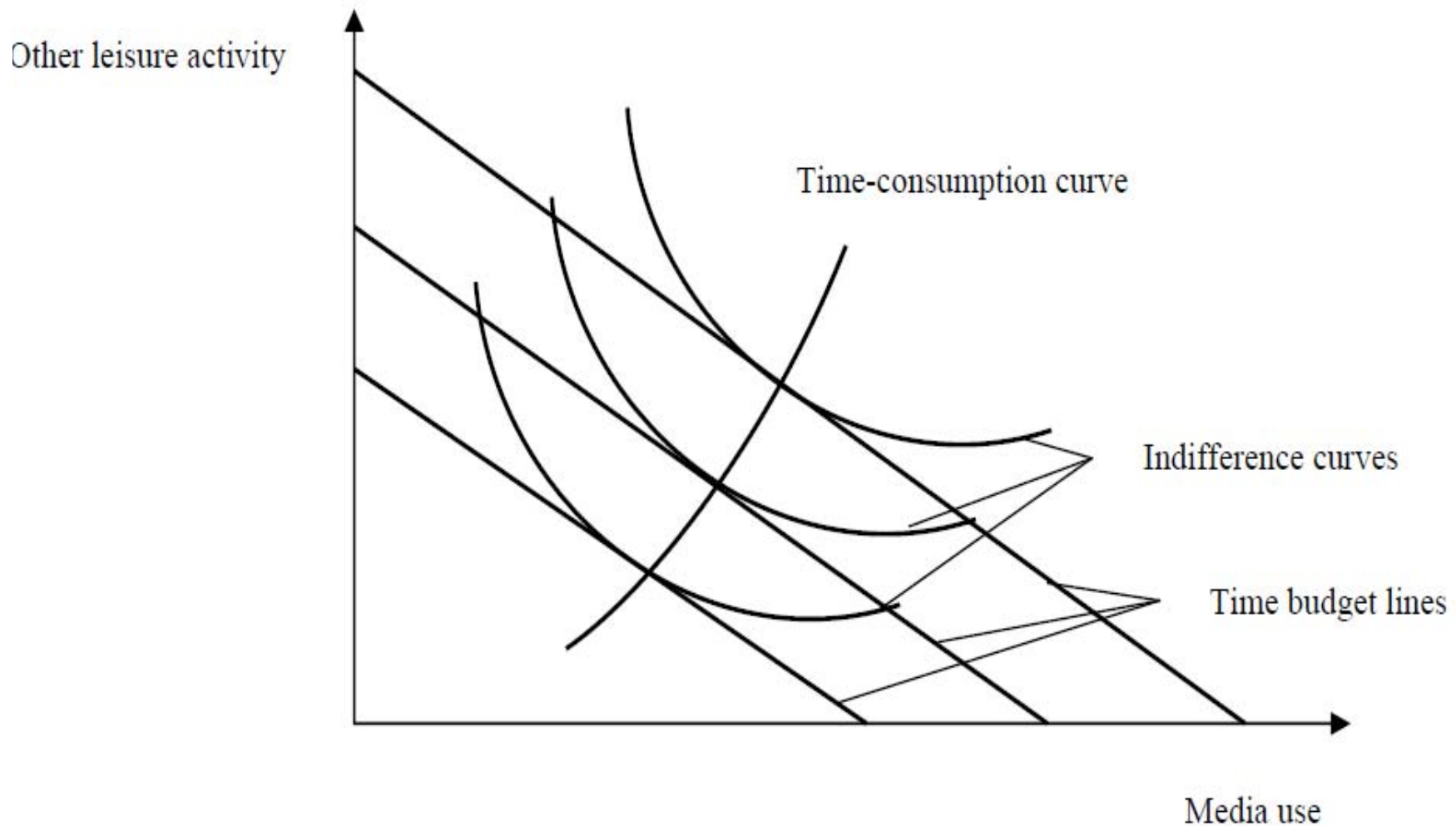


Introduction

- Mobile phone's functions have profoundly changed to a multi-function media device
- Pew Research Center (2010)
 - 26% of Americans read news on their mobile phones
 - 43% percent of those under 50 years old are mobile news consumers
- This study explores mobile news consumption from the time budget perspective



Time budget and media consumption



Time constraint has not been explored by communication theoretical frameworks

- Diffusion of Innovations Theory (DIT)
 - The adoption rate
- Technology Acceptance Model (TAM)
 - the time spending on the medium
 - the time efficiency
- Uses and Gratifications Theory (U&G)
 - The ritualized orientation
 - convenience in terms of time management
- The Theory of the Niche
 - *gratification opportunities*
 - *interstices*



Time budget framework

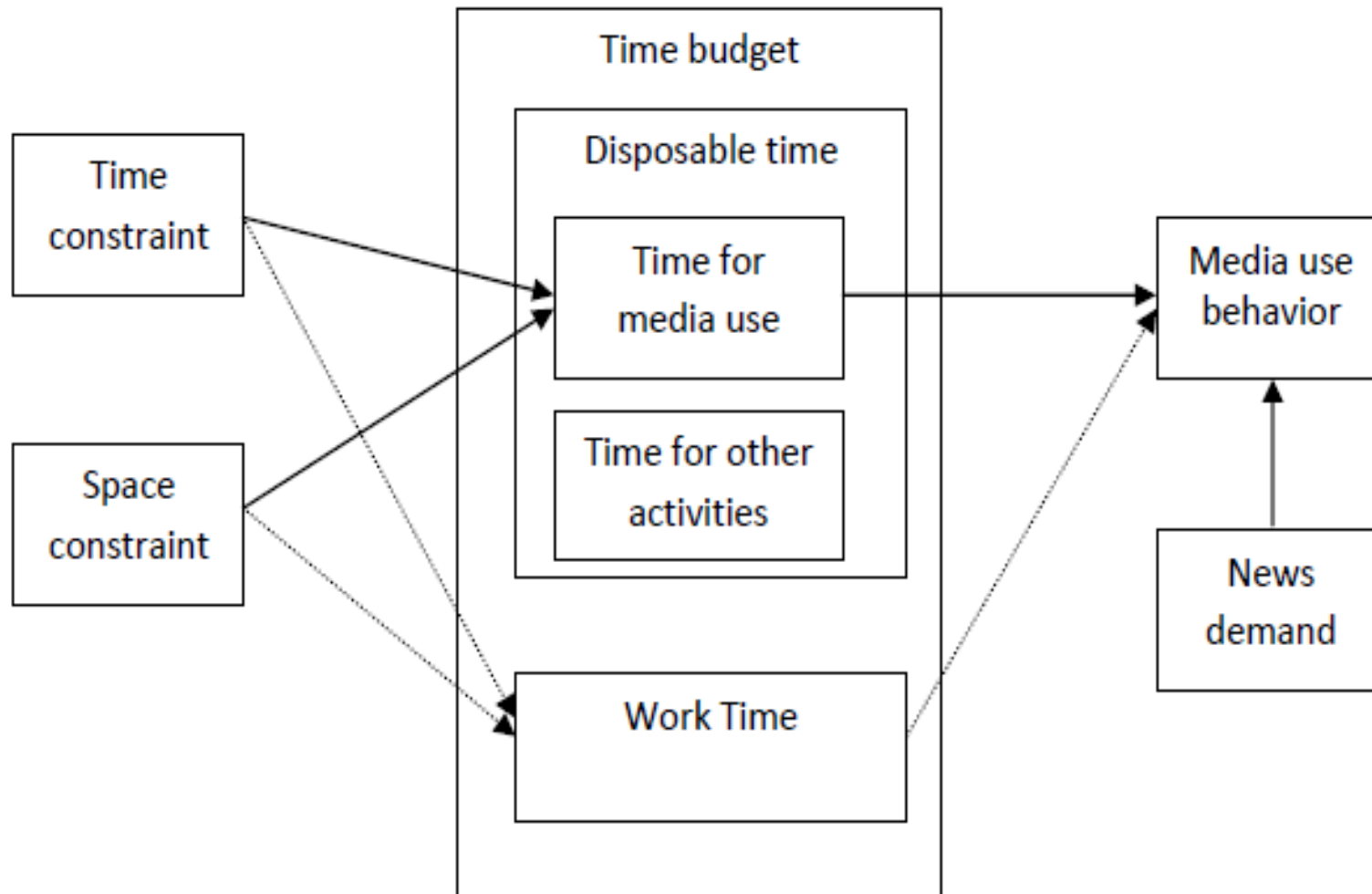


Figure 1: Time budget approach for media use behavior

Research questions/hypotheses

- Q1: What are the socioeconomic characteristics and time budget patterns of the earlier adopters of mobile news service?
- Q2: Is there a significant difference in terms of time budget between the mobile news users and nonusers?



Research Hypotheses

- H1: If an individual has a **tighter time budget**, he/she will have **more mobile news applications** on his mobile devices, controlling for socioeconomic, media consumption and attribute variables.
- H2: If an individual has a tighter time budget, he/she will spend more time on mobile devices to get news, controlling for socioeconomic, media consumption and attribute variables.
- H3: Time budget has more influence on mobile news usage for the people who are interested in political news than for the people who are not interested in that kind of news, controlling for socioeconomic, media consumption and attribute variables.



Research Method

- **Sample**

- A simple random sample of residents in a mid-size market in the Midwest
- Mail survey from September 15 to November 25, 2011
- The sampling frame for this study was the market's resident database
- A total of 215 completed questionnaires were received, with a response rate of 18.7%



Results

Table 1: Descriptive of socioeconomic characteristics and time budget patterns of respondents

| | | Gender | Age | Household income | Education | Work time (hours/day) | Disposable time (hours/day) |
|-------------------------------|----|-------------------|--------------------|-------------------|-------------------|-----------------------|-----------------------------|
| Mobile news users (n=56) | M | 1.73 ^a | 45.64 ^a | 2.59 ^a | 4.64 ^a | 6.70 ^a | 4.41 ^a |
| | SD | 0.45 | 15.69 | 1.23 | 1.03 | 3.68 | 3.40 |
| Non-mobile news users (n=159) | M | 1.53 ^a | 59.11 ^a | 2.26 ^a | 4.13 ^a | 4.48 ^a | 6.27 ^a |
| | SD | 0.50 | 15.91 | 1.12 | 1.17 | 4.12 | 4.40 |
| All respondents (n=215) | M | 1.58 | 55.6 | 2.35 | 4.27 | 5.06 | 5.79 |
| | SD | 0.49 | 16.89 | 1.16 | 1.16 | 4.12 | 4.24 |

Results

Table 2: Pearson Correlation test results of work time, disposable time and mobile news usage

| | Work time | Disposable time | Mobile news applications | Mobile news use time |
|--------------------------|-----------|-----------------|--------------------------|----------------------|
| Work time | 1 | | | |
| Disposable time | -.48** | 1 | | |
| Mobile news applications | .22** | -.17** | 1 | |
| Mobile news use time | .12* | -.12* | .32** | 1 |

Note. ** indicates correlation is significant at the 0.01 level (1-tailed); * indicates correlation is significant at the 0.05 level (1-tailed).



Results

Table 3: Predictors of mobile news usage (work time as the key predictor)

| | Mobile news applications | | Mobile news use time | |
|-----------------------|--------------------------|---------------------|----------------------|--------------------|
| | Model 1-1 | Model 2-1 | Model 3-1 | Model 4-1 |
| Work time | .15** (3.03) | .10 (1.79) | .27*** (3.46) | .31*** (4.06) |
| Gender | .12* (2.30) | .13* (2.32) | -.05 (-.97) | -.01 (-.17) |
| Age | -.28*** (-5.23) | -.252*** (-4.72) | -.42*** (-5.06) | -.29*** (-3.81) |
| Income | .017 (.29) | .01 (.20) | -.09 (-1.67) | -.06 (-.92) |
| Education | .29*** (4.95) | .27*** (4.28) | -.08 (-1.36) | -.06 (-.78) |
| Total news use time | -.07 (-1.35) | -.06 (-1.14) | .02 (.34) | .00 (.04) |
| Attribute rating | .55*** (11.97) | .54*** (11.20) | .21*** (4.23) | .25*** (4.33) |
| Political news | | .02 (.28) | | .24** (3.17) |
| Pseudo R ² | .22 | .22 | .03 | .03 |

Note. WLS method was used since the Breusch-Pagan test showed serious heteroscedasticity problems for all regression models. The weight used in the regressions was $1/|\epsilon_i|$. The data in the parentheses were the t-test value for the coefficients. The number of observations was 215.

* $p < .05$, ** $p < .01$, *** $p < .001$.

Results

Table 4: Predictors of mobile news usage (disposable time as the key predictor)

| | Mobile news applications | | Mobile news use time | |
|-----------------------|--------------------------|--------------------|----------------------|--------------------|
| | Model 1-2 | Model 2-2 | Model 3-2 | Model 4-2 |
| Disposable time | -.08** (-3.26) | -.13** (-2.82) | -.23*** (-3.58) | -.38*** (-8.12) |
| Gender | .05 (1.85) | .09 (1.92) | -.01 (-.214) | -.13** (-2.76) |
| Age | -.19*** (-6.10) | -.25*** (-5.37) | -.47*** (-7.78) | -.43*** (-7.82) |
| Income | .01 (.42) | .02 (.36) | -.05 (-.80) | -.03 (-.41) |
| Education | .18*** (5.76) | .19*** (3.83) | -.03 (-.49) | -.04 (-.63) |
| Total news use time | -.03 (-.90) | -.04 (-.91) | .04 (.72) | -.03 (-.70) |
| Attribute rating | .72*** (21.38) | .60*** (13.57) | .19** (3.39) | .15** (3.17) |
| Political news | | .01 (.21) | | .32*** (5.97) |
| Pseudo R ² | .22 | .22 | .03 | .05 |

Note. WLS method was used since the Breusch-Pagan test showed serious heteroscedasticity problems for all regression models. The weight used in the regressions was $1/|e_i|$. The data in the parentheses were the t-test value for the coefficients. The number of observations was 215.

* $p < .05$, ** $p < .01$, *** $p < .001$.

Discussion

- The diffusion of mobile news is still in the early stage
- The mobile news users were constituted by more females who are younger and have higher education level compared with nonusers.
- The users had significantly more work time and significantly less disposable time than the nonusers
- Work time was a significant positive predictor for mobile news usage, while the disposable time was a significant negative predictor, controlling for demographic and media consumption variables
- Political News interest a useful predictor: implications for election campaign messages

