

Public Abstract

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Title:Incidental Exposure to Online News in Everyday Life Information Seeking Context: Mixed Method Study

The prevalence of news on the Web provides opportunities for people to come across news in an incidental way as a byproduct of their online activities.

The present study explored news reading behavior of online news readers. It also investigated how readers are exposed to online news unintentionally. Online news readers participated in two phases of mixed method study: survey and interview.

The study indicates that online news reading happens in a habitual way. Incidental exposure to online news is becoming a major way for some respondents to get informed about news events. Based on findings of the study, the author presents a model of online news reading behavior and four different types of online news readers: avid news readers, news avoiders, news encounterers, and crowd surfers. Respondents'™ perceptions of incidental exposure to online news are grouped into three contexts: news reading, non-news reading, and Internet in general.