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Leisure Time Budget, Time Price and Consumption of Traditional News Media and New News Media [Slides]

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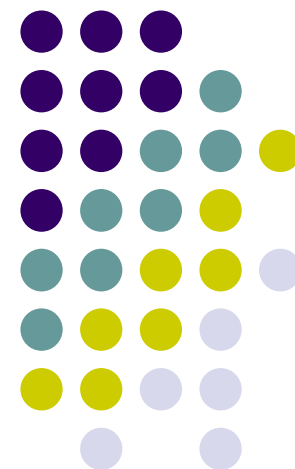
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Leisure Time Budget, Time Price and Consumption of Traditional News Media and New News Media

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Introduction

- The time people spend on media reflects their demand for media products.
- The average media usage time of American adults (U.S. Census Bureau, 2011).
 - 3,532 hours in 2009,
 - Constituting 41% of total available time,
 - Twice as much as the work time
- People find the time for activities by cutting down on sleep.
- They have more strong feelings of time pressure



Literature review

- ***Time scarcity, time deepening and time price***
 - Time scarcity (Kraaykamp, Van Gils & Van der Lippe, 2009).
 - Time deepening (Scheuch, 1972) .
 - Four forms of time deepening (Robinson & Godbey, 1999) .
 - Time price: opportunity cost (Becker, 1965)
 - Time price: the exogenous parameter (e.g., Cesario, 1976; McConnell & Strand, 1981; Smith, Desvousges & McGivney, 1983).



Literature review

- ***Time budget, leisure and media use***
 - Time budget (Converse, 1968)
 - Full price (McConnell, 1975) .
 - Media use and leisure time (e.g., Robinson & Godbey, 1997, 1999).
 - Uses and gratifications
 - The theory of niche



Literature review

- ***The changing pattern of media consumption***
- Displacement effects (e.g. Althaus & Tewksbury, 2000; Cao & Li, 2006; Dimmick, Chen, & Li, 2004; Flavian & Gurrea, 2006, 2007).
- Complementary effect (e.g. Chyi & Lasorsa, 2002; Chyi, 2006; Dutta-Bergman, 2004; Lee & Leung, 2006)
- The time budget has never been considered in exploring this issue.

Typology of different media users

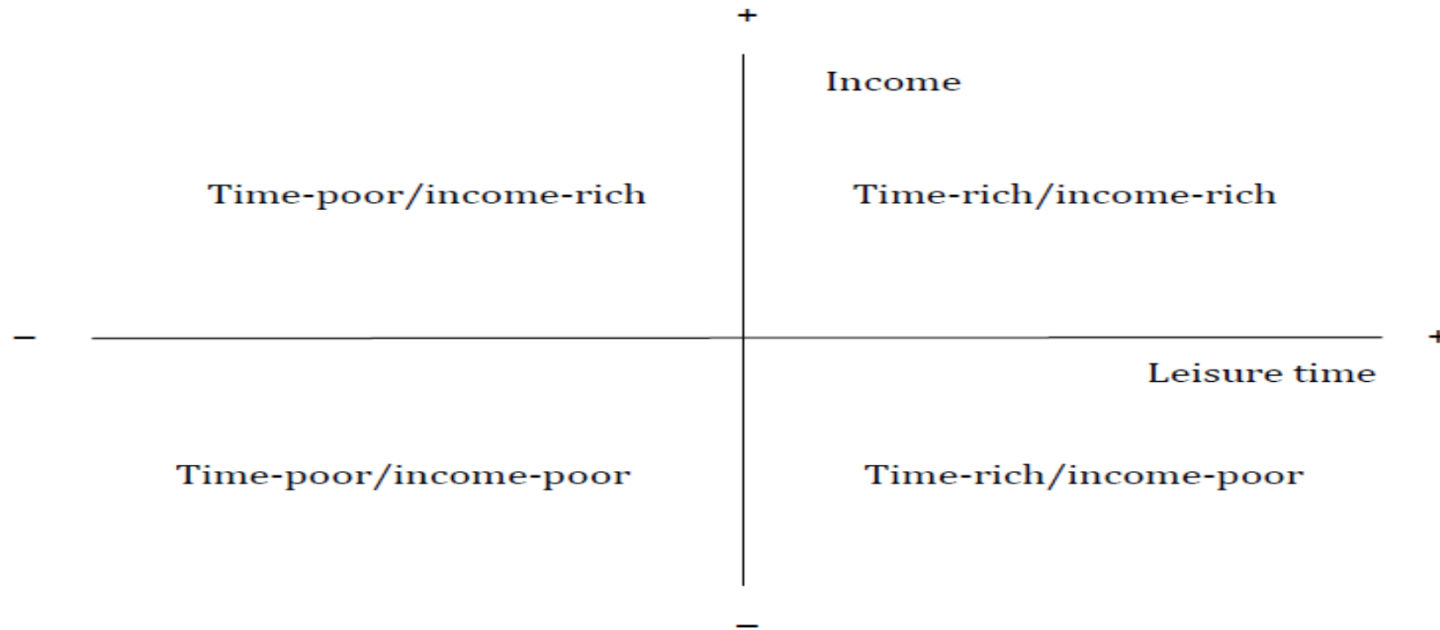
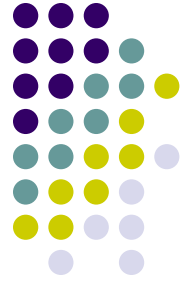


Figure 1: Leisure time and income: A fourfold matrix

- **RQ1: What are the news media consumption patterns among consumers, in terms time use of various media products by income and leisure time constraints?**



Time budget and media consumption

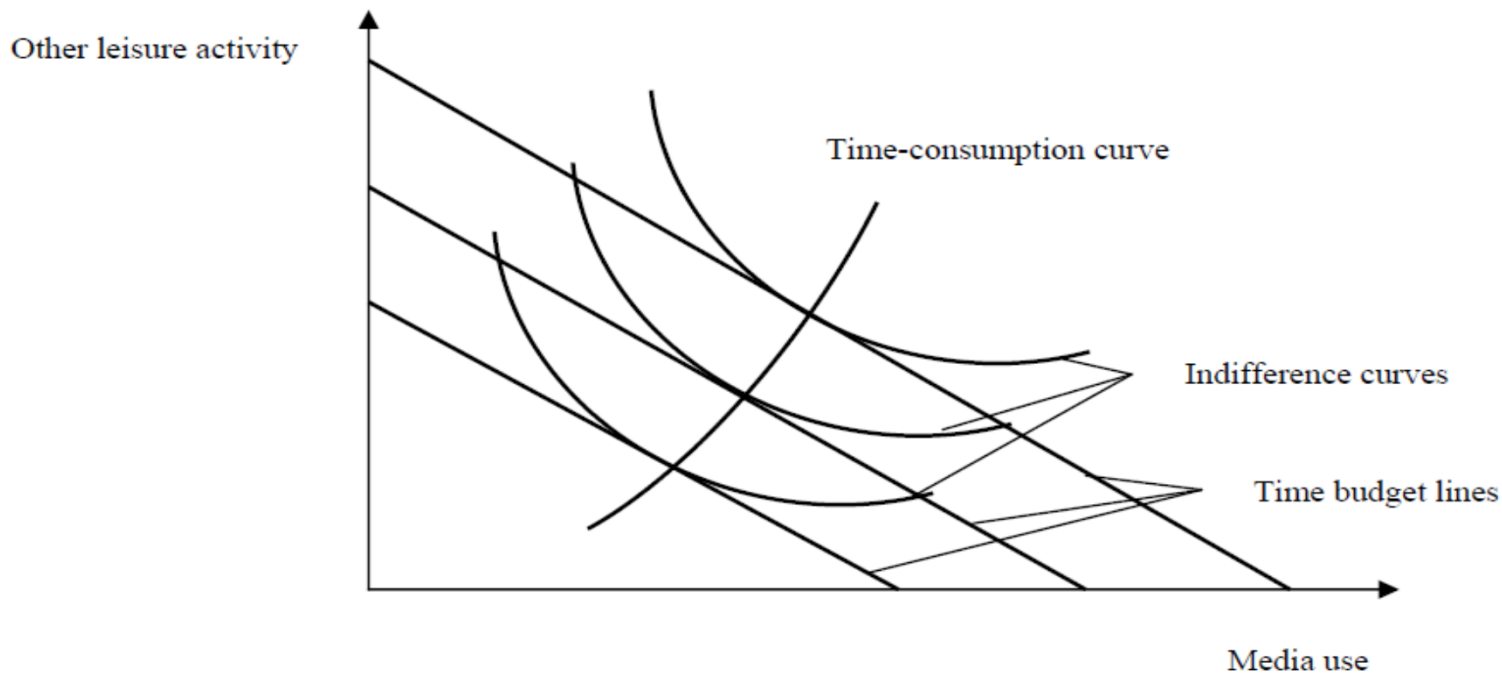


Figure 2: Time budget and consumer equilibrium

- **H1: The more leisure time an individual has, the more time he/she will spend on all media use (including both traditional and new media).**

Time price and communication efficiency



- We explore the time price in analogy to the price of good.

$$\text{Time price} = \frac{\text{Time spending on media}}{\text{Number of news items obtained from media}}$$

- Communication efficiency measures the number of news items an individual obtained from media in one unit of time (Zhang, 2009)

$$\text{Time price} = \frac{1}{\text{Communication efficiency}}$$

Time price and media consumption behaviors

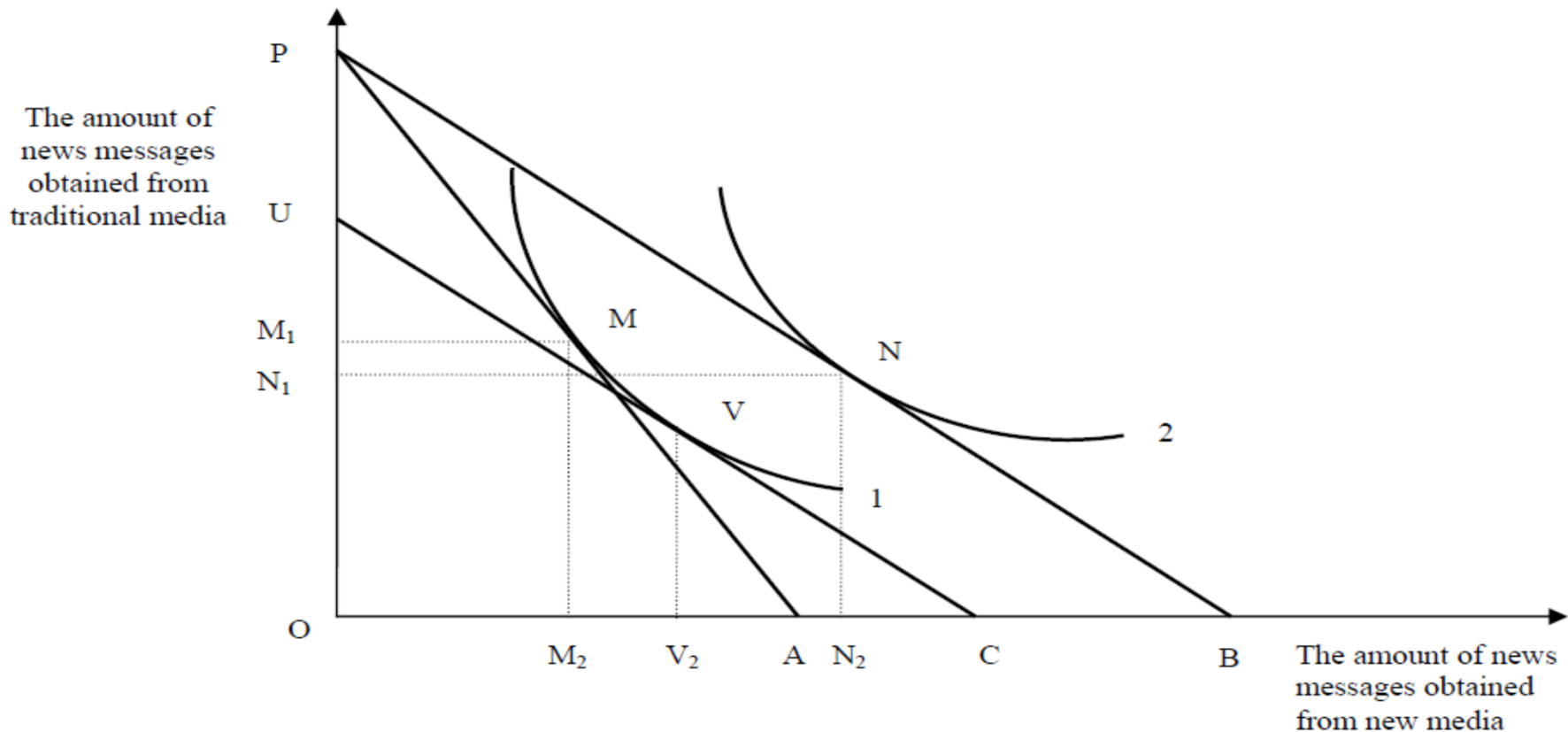


Figure 2: Time price and the consumption of new media and traditional media

- The dropping of time price of new media product has substitution effect and time effect.

Leisure time and media consumption behaviors



- The time price elasticity.
- People with tighter time budget have higher time price elasticity.
- **H2: The less leisure time an individual has, the more proportion of total media use time will be spent on new media products.**
- **H3: The more leisure time an individual has, the more proportion of total media use time will be spent on traditional media products.**



Method

- This study is part of a mail survey in northwest Ohio area from September 15 to December 20, 2010.
- The survey design followed the Tailored Design Method of Dillman (2007).
- A total of 281 responses were received, with an effective response rate of 24.2%
- Measures: *Leisure Time Budget, Income Budget , Traditional News Media Use, New News Media Use*

Different media use behaviors of the four group people

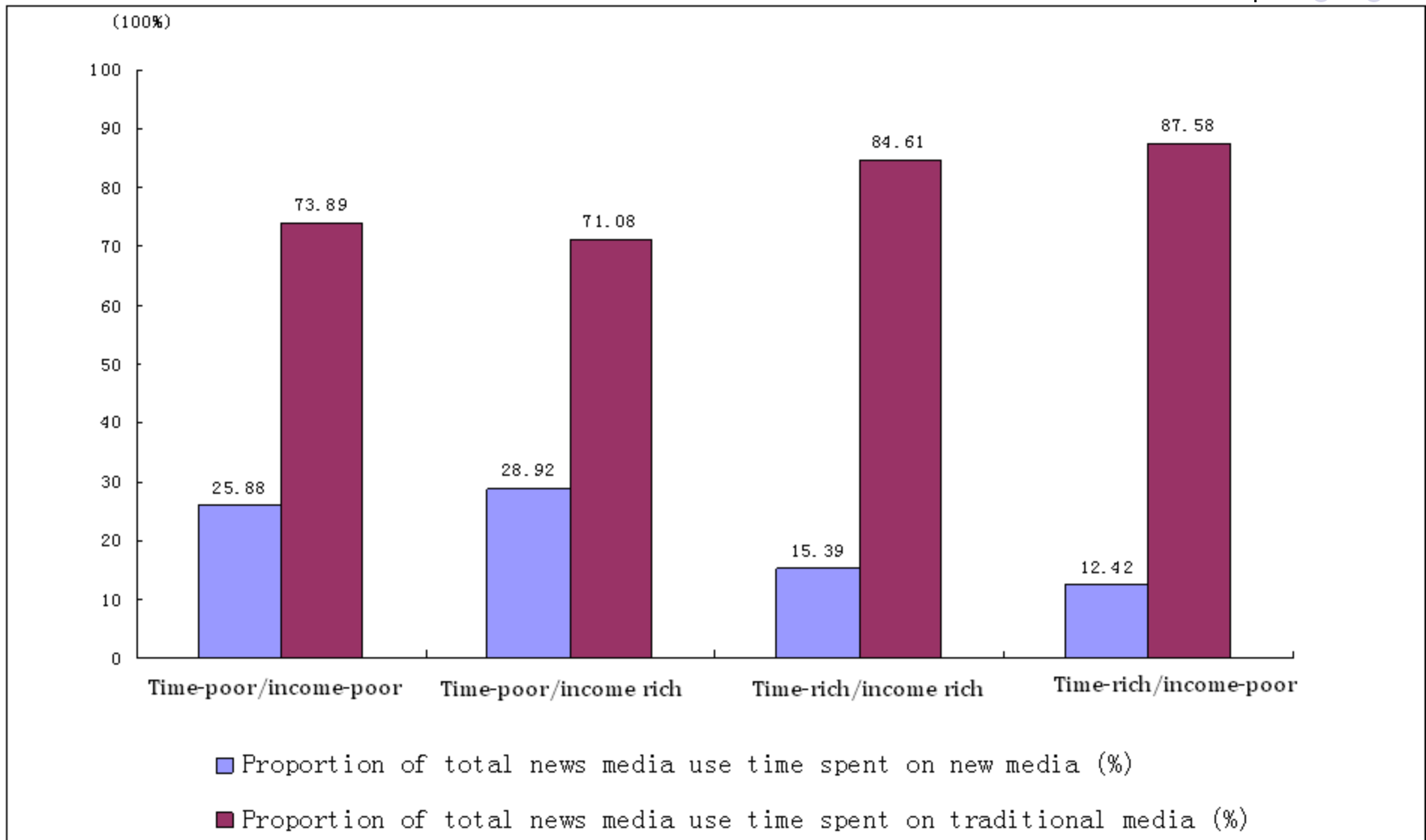
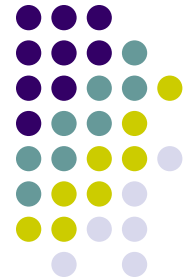
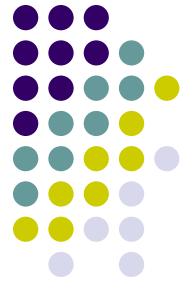


Table2: Regression results of time budget and media consumption

	Total news media use time		Proportion of total news media use time spent on new media		Proportion of total news media use time spent on traditional media	
Constant	13.34 ^{***} (10.88)	6.84 (1.09)	30.72 ^{***} (10.15)	63.08 ^{***} (4.75)	68.98 ^{***} (22.71)	36.97 ^{**} (2.77)
Leisure time	0.28 (1.66)	-0.63 (-0.95)	-1.18 ^{**} (-2.82)	-2.38 (-1.73)	1.21 ^{**} (2.88)	2.37 (1.72)
Gender		3.06 (1.83)		11.76 ^{***} (3.37)		-11.68 ^{***} (-3.32)
Household income		0.81 (1.14)		1.18 (0.78)		-1.15 (-0.77)
Age		0.02 (0.26)		-1.11 ^{***} (-6.51)		1.11 ^{***} (6.46)
Education		-0.14 (-0.20)		-0.50 (-0.34)		0.46 (0.31)
Leisure time ×age		0.02 (1.39)		0.04 (1.75)		-0.04 (-1.74)
R ²	0.02	0.07	0.07	0.37	0.04	0.37
N	187	174	187	174	186	173

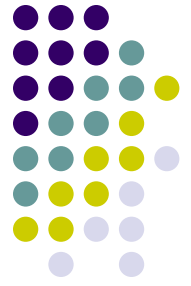
Note: * p<0.05, **p<0.01, *** p<0.001

Discussion and Conclusion



- The relationship between leisure time availability and media choice.
- A new concept of time price was proposed.
- Two effects—the substitution effect and time effect.
- Two opposite hypotheses on how leisure time availability affect choice between new and traditional media.

Discussion and Conclusion



- The cluster analysis showed that leisure time can explain different media consumption behaviors to a certain extent.
- The statistic results were mixed on leisure time.
- Time budget perspective also has implications for digital divide:
 - How people use the Internet and how they allocate the time between Internet use and other activities.



Limitations

- Time and money cannot totally explain news media use.
- The respondents were mostly older people close to retirement or retirees.
- The measurement of leisure time is not precise enough.
- Leisure assumption.
- “Zero sum” assumption
- The definition of time price only confines to news media