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

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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

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

\[
\text{Time price} = \frac{1}{\text{Communication efficiency}}
\]
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

- **Proportion of total news media use time spent on new media (%)**
- **Proportion of total news media use time spent on traditional media (%)**
Table 2: Regression results of time budget and media consumption

<table>
<thead>
<tr>
<th></th>
<th>Total news media use time</th>
<th>Proportion of total news media use time spent on new media</th>
<th>Proportion of total news media use time spent on traditional media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>13.34***</td>
<td>6.84***</td>
<td>30.72***</td>
</tr>
<tr>
<td>Leisure time</td>
<td>0.28 (1.66)</td>
<td>-0.63 (-0.95)</td>
<td>-1.18**</td>
</tr>
<tr>
<td>Gender</td>
<td>3.06 (1.83)</td>
<td>11.76***</td>
<td>-11.68***</td>
</tr>
<tr>
<td>Household income</td>
<td>0.81 (1.14)</td>
<td>1.18 (0.78)</td>
<td>-1.15 (-0.77)</td>
</tr>
<tr>
<td>Age</td>
<td>0.02 (0.26)</td>
<td>-1.11***</td>
<td>1.11***</td>
</tr>
<tr>
<td>Education</td>
<td>-0.14 (-0.20)</td>
<td>-0.50 (-0.34)</td>
<td>0.46 (0.31)</td>
</tr>
<tr>
<td>Leisure time x age</td>
<td>0.02 (1.39)</td>
<td>0.04 (1.75)</td>
<td>-0.04 (-1.74)</td>
</tr>
<tr>
<td>R²</td>
<td>0.02</td>
<td>0.07</td>
<td>0.07</td>
</tr>
<tr>
<td>N</td>
<td>187</td>
<td>174</td>
<td>187</td>
</tr>
</tbody>
</table>

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