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Media capabilities as a comprehensive construct for research on media choice: Assessment of a measurement model [Slides]

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Media capabilities as a comprehensive construct for research on media choice:

Assessment of a measurement model

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Background

- Many scholars in different disciplines examined the determinants of people's media choices, e.g., economics discipline, comm. study, psychology, etc.
- No comprehensive theoretical construct which takes into account 1) **the significant impact of media technology evolvement** and 2) **the advantages of new media technologies** in the assessment of media choice.

Research purpose & RQ

The purpose of this study is to examine the *reliability* and *validity* of the proposed three dimensions of media capabilities as a tool to compare media and predict media choice.

Does the construct of media capabilities consist of the three dimensions of technology capabilities, gratification capabilities, and source capabilities?

Significance of Study

- The concept of media capabilities is not a mere psychological metric but tied in closely with the media's **physical** and **content characteristics**.
- This study examines media use as a habit and a leisure activity, not in organizational or working context.
- This concept assesses the overall capabilities from technology, gratification, and source aspects: capture the full range of consideration in media selection.

Media Capabilities

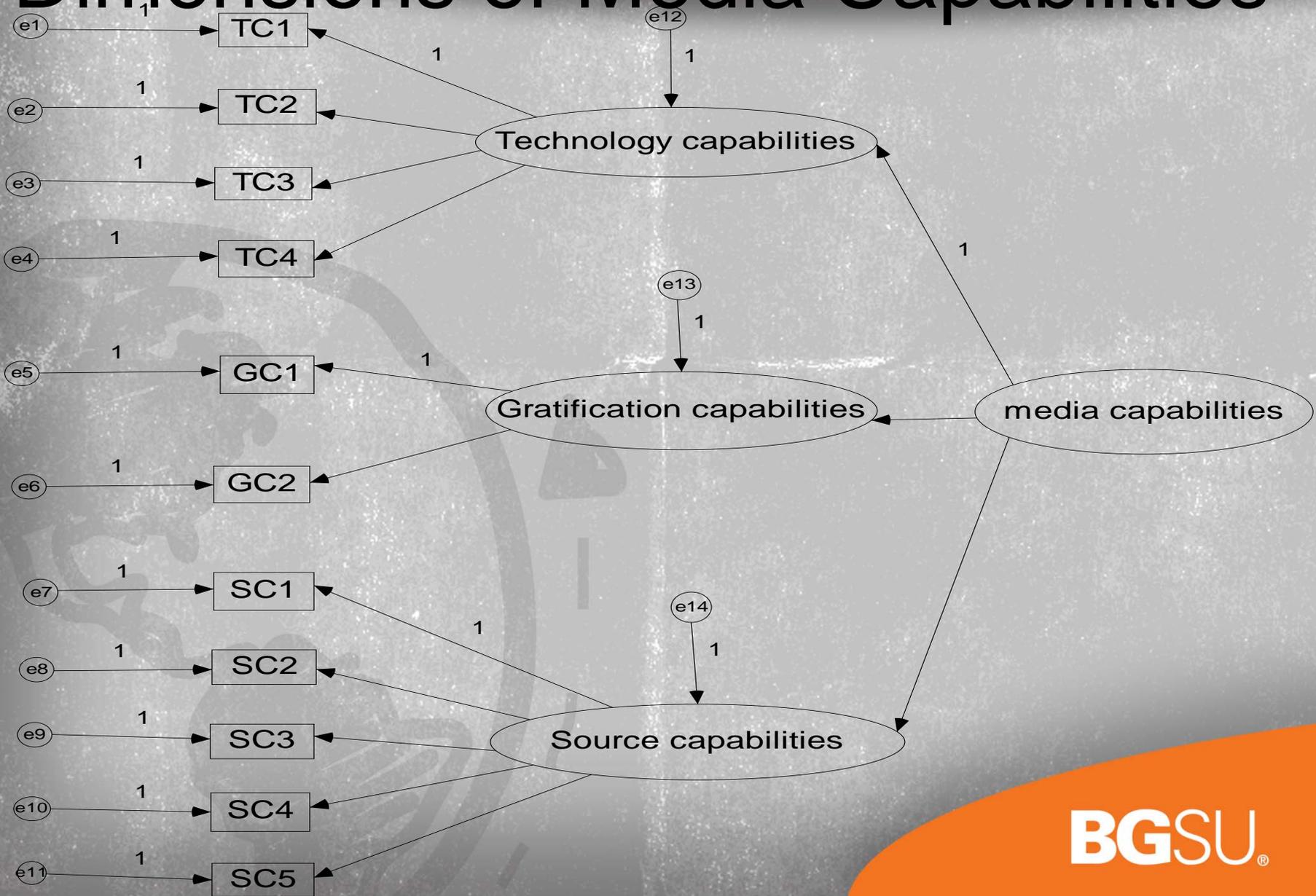
- Originated from organizational communication
- Used to emphasize on technical characteristics of media (capacity, modes, symbols), rehearsability, and reprocessability
- Individually-based and vary from one user to another
- This study examines news media capabilities from 3 dimensions: 1) technology, 2) gratification satisfaction and 3) content sources

Literature review

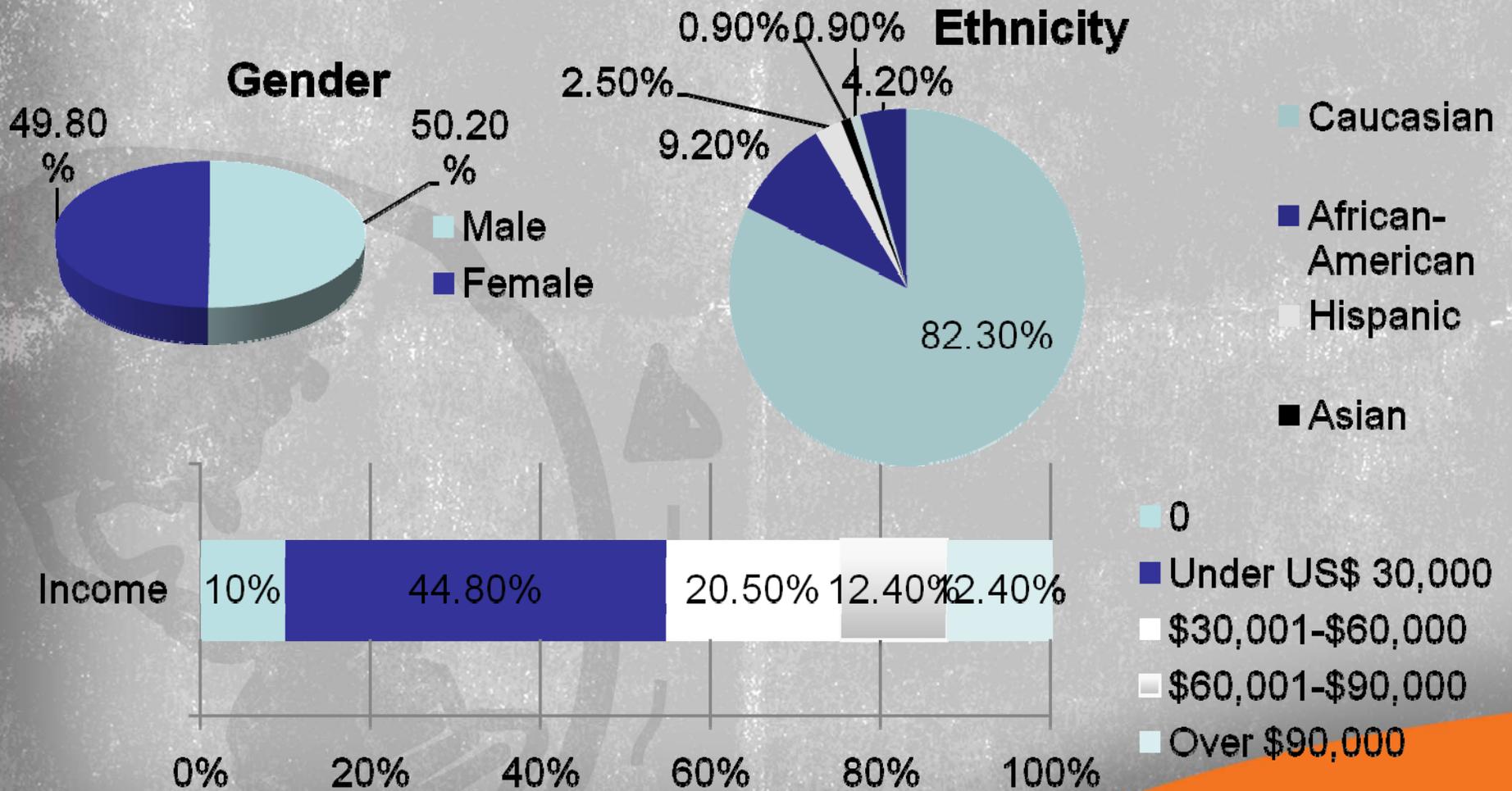
Table 1 *factors of media capabilities*

Factors	Item Coding	Item Descriptions	Sources
Technology capabilities	TC1	Usefulness (PU)	TAM model (Davis et al., 1989; Davis, et al., 1989; Igbaria et al., 1995; Mathieson, 1991)
	TC2	Ease of Use (PEOU)	
	TC3	Interactivity	Diffusion of Innovations (Rogers, 1983)
	TC4	user control	
Gratification capabilities	GC1	Entertainment gratification	Use and Gratification Theory (Katz et al., 1973)
	GC2	Information gratification	
Source Capabilities	SC1	Credibility	News credibility (Flanagin & Metzger, 2000; Schweiger, 2000; Abdulla et al., 2002; Johnson & Kaye, 1997, 2000; Lu & Andrews, 2006)
	SC2	Timeliness	
	SC3	Content organization	Conboy et al., 2008;
	SC4	Diverse content	
	SC5	Quality in preferred topics	

Dimensions of Media Capabilities

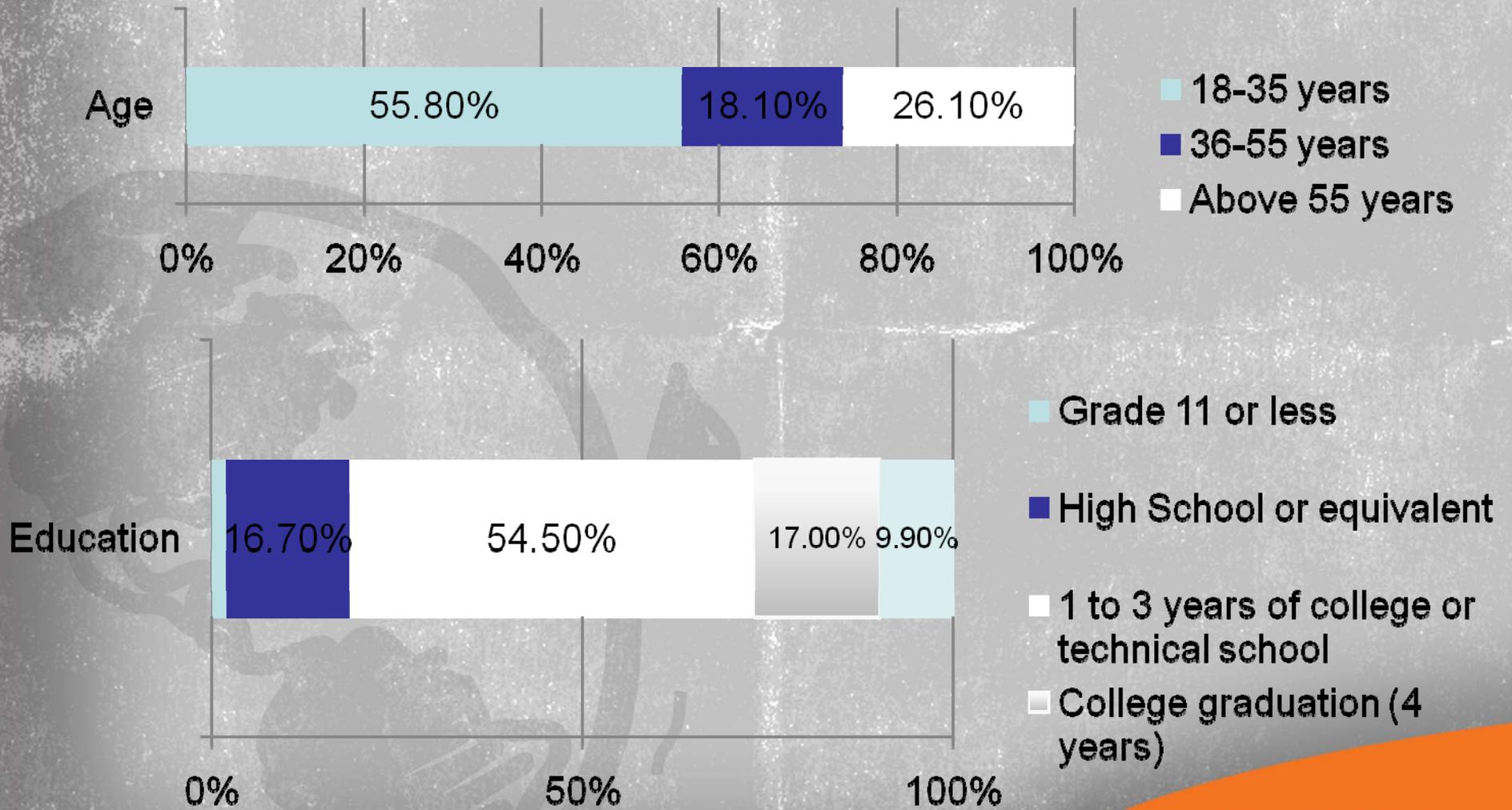


Demographics of sample



Source: IR offices

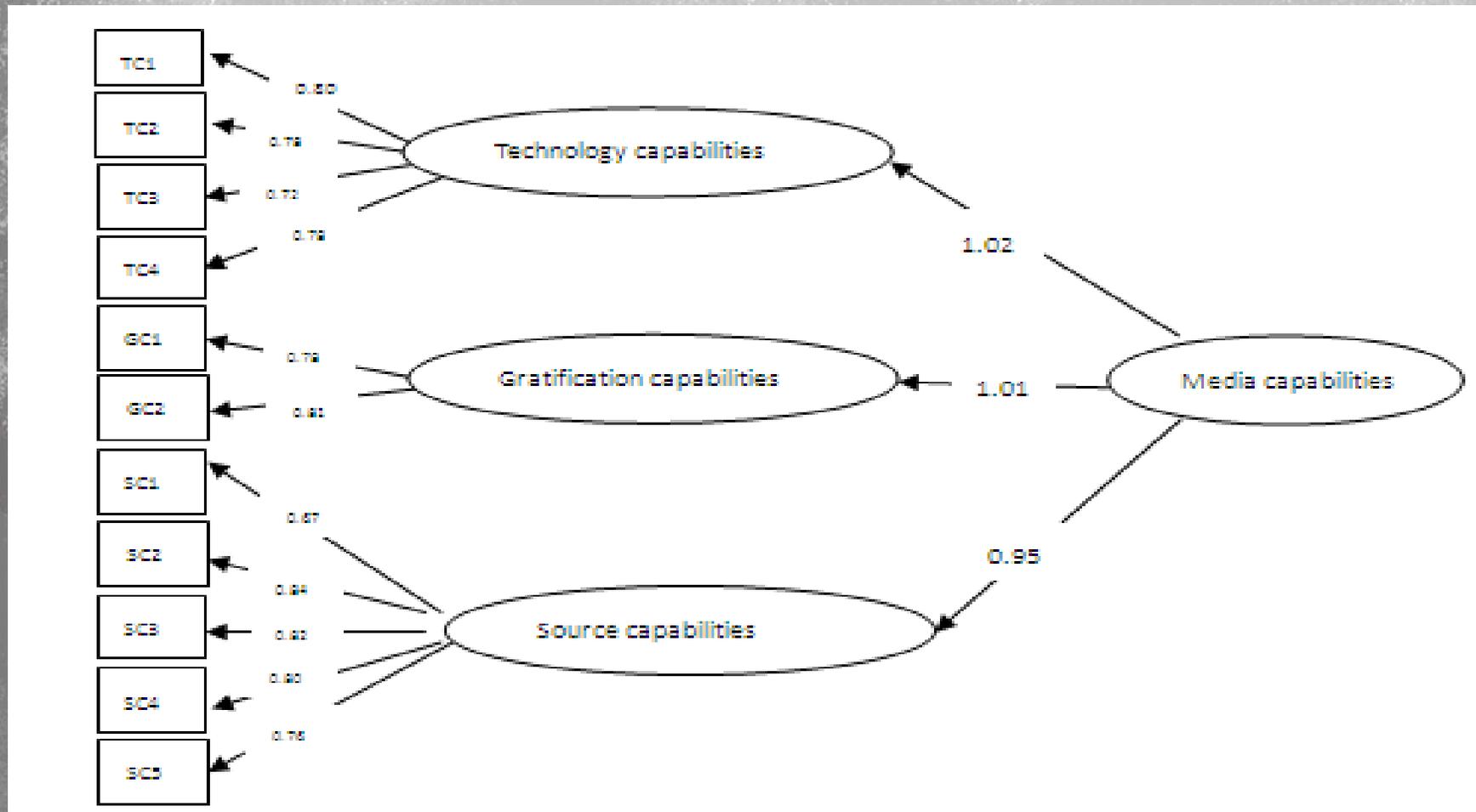
Demographics of sample



Assessment of Measurement Model

1. Overall structural model fit by fitness indices (modification based on modification index)
2. Convergent validity
 - - the degree to which a measure correlate highly with other measure designed to measure the same construct
 - High loading on the factor (0.67-0.83)
 - High Cronbach's alpha (0.77-0.89)
3. Discriminant validity
 - low correlation between different constructs
 - higher variance extracted estimates of the construct than square correlation estimates between constructs

Results



$\chi^2 = 74.56$, CFI=0.98, NFI=0.99, RMSEA=0.04

Conclusion and limitation

- The path coefficients show that the three components are likely to contribute people's assessment to media capabilities equally. Amongst them, **technology capabilities** are most strongly correlated with media capabilities.
- Limited investigation regarding the incremental validity of the media capabilities construct is necessary. More new sub-items and measure could be developed.
- Further cross-validations with different samples are needed and beyond news media
- Improvement on multicollinearity between technical capabilities and gratifications capabilities.