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MEDIA REPERTOIRE AND MULTIPLATFORM MEDIA USE: MEDIA CONSUMPTION DIVERSITY IN A DIGITAL AGE

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PURPOSE OF STUDY

- ▶ Use of multiple media: 58% of a person's daily life involves some kind of media exposure with 15 media types at work, in transit and at home (Spaeth, 2005).
- ▶ Framing diversity studies show that media repertoires are important to impact the framing diversity available to people.
- ▶ Did not explain how media repertoires, multi-platform use, and framing diversity impact each other based on the consumption diversity.
- ▶ This study : 1) whether the news media use diversity (repertoire) is positively correlated to the media content preference diversity and 2) Examine the current media repertoire across media and within each medium

LITERATURE REVIEW: MEDIA REPERTOIRE

- ▶ **Media Repertoire:** “the collection of communication channels and identifiable routines of use for specific communication purposes within a defined community” (Watson-Manheim 2007, p.268).
- ▶ Media repertoire involves media selection and exposure. Gratification is an important factor to cause audiences to have different media repertoires.

LITERATURE REVIEW: MULTI-PLATFORMS USE AND MULTI-TASKING

- ▶ **Multi-platform use means that the same content displayed in different media platforms, such as print , online and mobile media.**
- ▶ **Multi-Platform use occurs concurrently (multi-tasking) or at different times. Prior studies of Multi-tasking focus on different choices of various media channels or media versus non-media behaviors**

METHOD

- ▶ Mail survey (with web survey as an option) to 1500 randomly selected NW Ohio Residents based on Blade's database in Sept 2012.
- ▶ Questionnaire with \$1 incentive, attractive design questionnaire, stamped return envelope, following total survey design method (Dillman 2009).
- ▶ Post-card reminder to all who did not respond within first 2 weeks, send e-mail reminder to sample with e-mail addresses

RQ1: HOW LARGE IS THE NEWS MEDIA REPERTOIRE OF THE GENERAL POPULATION?

- ▶ Mean = 5.18 media (SD=2.06)
- ▶ The most common used news media:
 1. Local TV News 80.5%
 2. National broadcast TV Network News 75.6%
 3. Daily newspapers 63.8%
 4. Radio News 50.4%
 5. Non-newspaper web sites 49.2%
 6. Cable TV news 49.2%

RQ 2A: HOW DIVERSE IS THE NEWSPAPER USE IN A LOCAL MARKET?

- ▶ Mean=1.46 newspaper title (SD=.98)
- ▶ 85% did not read more than 2 newspapers
- ▶ 45% only read one newspaper title

2B. HOW DIVERSE IS SOCIAL MEDIA USE?

- ▶ 60% of respondents are social media users

Social media use is extremely concentrated in one site:

- ▶ Very concentrated on Facebook: 93.2% of social media users
- ▶ Professional network site LinkedIn: 10.3% of social media users
- ▶ Microblog site Twitter: 9% of social media users
- ▶ Videosharing site YouTube: 40.6% of social media users

2C. HOW DIVERSE IN NEWSPAPER PLATFORM USE

- ▶ Very low multiplatform use among the population for a local newspaper title.
- ▶ Only 3.3% respondents stated they used more than one platform for their local newspaper title.

2D. HOW DIVERSE IS RADIO PLATFORM USE?

- ▶ Mean=1.43 platforms (SD=.99)
- ▶ 49% only used one radio platform
- ▶ 88% used no more than 2 radio platforms
- ▶ RADIO is not yet a developed multi-platform medium yet.

RQ3 HOW DIVERSE IS MOBILE APPLICATION USE?

- ▶ Mean=4.8 application types out of 11 types (SD=2.1)
- ▶ Mobile application diversity is not related to content preference diversity
 $r = 0.05$, n.s.

RQ4 WHAT ARE PREDICTORS OF NEWS MEDIA REPERTOIRE?

Predictors of News Media Use Diversity (News Media Repertoire) N=245

	Beta	t
▶ Total news consumption time*	.35	6.11
▶ Media Content Preference Diversity*	.27	4.52
▶ Total perceived news media performance	.07	1.18
▶ Disposable time availability (hours)	-.06	-.91
▶ Total household income*	.16	2.56
▶ Education Level	.06	1.03
▶ Gender	-.03	-.53
▶ Age	.01	.11

▶ Adjusted R²=.27

▶ *Significant at $p < 0.01$

H1. The higher the amount of news media USE time, the higher the news media diversity (or larger news media repertoire)

– **Supported** (beta=.39, $p < 0.001$)

H2. The higher the amount pre-recorded video use,
the higher the TV program title diversity:

-Supported

(beta=0.66, $p < 0.01$)

H3. The higher the amount of mobile applications owned, the higher the diversity of the mobile applications

supported

Cell Phones: $r=.46, p < 0.001$

Mobile Devices: $r=.19, p < 0.001$

H4. The higher mobile application type diversity, the higher the general topic interest diversity

– **rejected**

($r = 0.06$, n.s.)

DISCUSSION

- ▶ Multi-platform use of the same media outlet (brand) is not common among the general population.
- ▶ Amount of time spent on the news is a good predictor of media repertoire diversity across different media. In news media, amount of total news use time is a significant positive predictor of the number of news media used.

DISCUSSIONS

- ▶ The stronger relationship of usage amount and diversity in application types in cellular phones than other mobile devices for a consumer indicates that cell phones were probably used for more purposes than other devices.
- ▶ Household income as the only significant demographic variable in predicting news media use diversity may reflect the importance of accessibility of media to facilitate the use of more forms of media.