Internet Experience and Time Displacement of Traditional News Media Use: An Application of the Theory of the Niche [Slides]

Louisa Ha  
Bowling Green State University, louisah@bgsu.edu

Ling Fang

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Internet Experience and Time Displacement of Traditional News Media Use: 
An Application of the Theory of the Niche

Louisa Ha, Ph.D.
Professor and Chair
Department of Telecommunications

and

Ling Fang
Doctoral Student
School of Media and Communication
Bowling Green State University

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Introduction

• **Tremendous growth of the Internet** and the demise of traditional mass media news

• **Conflicting findings** about the relationship between the Internet and traditional media

• **Time displacement**
Literature Review

The Theory of the niche

- gratification results in consumer spending and in time spent with various media which is then sold to advertisers (McDonald & Dimmick, 2003)

FIG. 3.1. Relationships among niche dimensions

Use of Media

For satisfying Gratification Utilities

Media Resources

Leads To

Advertising Spending

Consumer Time and Attention

Consumer Spending
The niches of media: the roles they serve among media alternatives for a population of media users (Dimmick, 2003).

1. **Niche breadth**: the range of resources
2. **Niche overlap**: the extent to which two media to provide the same gratifications
3. **Competitive superiority**: the degree to which a medium more greatly gratifies needs
Hypothesis 1: Time Displacement - supported

- **H1**: The time spent on traditional media decreases as years of Internet experience increases after controlling variables: income and education levels.
- Negative relationship between time spent on traditional media and participants’ Internet experience.
- Negative relationship between the Internet experience and time spent on traditional TV and newspaper.
### Time spent (hours) on Media by Internet experience

<table>
<thead>
<tr>
<th>Internet experience years</th>
<th>Internet non-users (N=96)</th>
<th>Less than or equal to 5 years (N=62)</th>
<th>Less than or equal to 10 years (N=327)</th>
<th>More than 10 years (N=199)</th>
<th>F (3, 680)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Newspaper</td>
<td>17.31</td>
<td>11.63</td>
<td>8.68</td>
<td>9.04</td>
<td>10.15*</td>
</tr>
<tr>
<td>(2) TV</td>
<td>4.39</td>
<td>2.85</td>
<td>2.17</td>
<td>2.21</td>
<td>7.32*</td>
</tr>
<tr>
<td>(3) Radio</td>
<td>11.3</td>
<td>6.56</td>
<td>5.16</td>
<td>4.66</td>
<td>11.93*</td>
</tr>
<tr>
<td>Internet</td>
<td>0</td>
<td>4.15</td>
<td>11.73</td>
<td>11.56</td>
<td>21.77*</td>
</tr>
<tr>
<td>Total news use</td>
<td>17.31</td>
<td>15.77</td>
<td>20.41</td>
<td>20.6</td>
<td>1.62</td>
</tr>
</tbody>
</table>
Hypothesis 2: Niche Breadth - supported

- **H2**: The niche breadth of the Internet becomes larger than traditional media as the years of Internet experience increases.

**Number of Consumer Niche Breadth Attributes by Internet Experience**

<table>
<thead>
<tr>
<th>Internet experience (years)</th>
<th>Internet non-users (N=96)</th>
<th>Less than or equal to 5 years (N=62)</th>
<th>Less than or equal to 10 years (N=327)</th>
<th>More than 10 years (N=199)</th>
<th>Overall (N = 684)</th>
<th>F (3, 680)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>5.56</td>
<td>7.15</td>
<td>8.4</td>
<td>7.41</td>
<td>7.61</td>
<td>9.67*</td>
</tr>
<tr>
<td>Newspaper</td>
<td>4.05</td>
<td>4.85</td>
<td>6.26</td>
<td>6.02</td>
<td>5.75</td>
<td>7.61*</td>
</tr>
<tr>
<td>Online</td>
<td>1.68</td>
<td><strong>4.79</strong></td>
<td><strong>8.57</strong></td>
<td><strong>9.13</strong></td>
<td>7.43</td>
<td><strong>56.35</strong>*</td>
</tr>
<tr>
<td>Radio</td>
<td>2.24</td>
<td>4.52</td>
<td>5.42</td>
<td>5.75</td>
<td>4.98</td>
<td>15.14*</td>
</tr>
</tbody>
</table>
Hypothesis 3: Niche Overlap - supported

- **H3**: The overlap between the Internet and traditional media increases as the years of Internet experience increases.

### Niche Overlap by Internet experience

<table>
<thead>
<tr>
<th>Internet experience (years)</th>
<th>Internet non-users (N=96)</th>
<th>Less than or equal to 5 years (N=62)</th>
<th>Less than or equal to 10 years (N=327)</th>
<th>More than 10 years (N=199)</th>
<th>Overall (N = 684)</th>
<th>F(3,680)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online-TV</td>
<td>5.21%</td>
<td>18.95%</td>
<td>34.61%</td>
<td>32.07%</td>
<td>28.44%</td>
<td>33.28*</td>
</tr>
<tr>
<td>Online-newspaper</td>
<td>3.52%</td>
<td>12%</td>
<td>24.16%</td>
<td>23.43%</td>
<td>19.96%</td>
<td>25.28*</td>
</tr>
<tr>
<td>Online-radio</td>
<td>3.78%</td>
<td>12.9%</td>
<td>23.64%</td>
<td>26.13%</td>
<td>20.57%</td>
<td>23.85*</td>
</tr>
</tbody>
</table>
Hypothesis 4: Superiority - supported

- **H4**: The superiority of the Internet increases as the years of Internet experience increases.

**Niche Superiority by Internet experience**

<table>
<thead>
<tr>
<th>Internet experience (years)</th>
<th>Internet non-users (N=96)</th>
<th>Less than or equal to 5 years (N=62)</th>
<th>Less than or equal to 10 years (N=327)</th>
<th>More than 10 years (N=199)</th>
<th>Overall (N = 684)</th>
<th>F(3,680)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online-TV</td>
<td>-3.89</td>
<td>-2.35</td>
<td>0.18</td>
<td>1.72</td>
<td>-0.17</td>
<td>27.63*</td>
</tr>
<tr>
<td>Online-newspaper</td>
<td>-2.38</td>
<td>-0.06</td>
<td>2.32</td>
<td>3.12</td>
<td>1.67</td>
<td>25.98*</td>
</tr>
<tr>
<td>Online-radio</td>
<td>-0.56</td>
<td>0.27</td>
<td>3.16</td>
<td>3.38</td>
<td>2.44</td>
<td>16.97*</td>
</tr>
</tbody>
</table>
Discussion

1. Confirmation of displacement effect

2. Stronghold of television

3. Different trend of consumers’ time spent on radio

Contact: louisah@bgsu.edu