

5-23-2011

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

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

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Presented to Mass Communication Division, International Communication Association
Annual Conference, Boston, May 23-29, 2011.

Journal Publication Citation

- **Ha, Louisa** and Ling Fang (2012). Internet Experience and Time Displacement of Traditional News Media Use: An Application of the Theory of the Niche, *Telematics and Informatics*, 29, 177-186.
doi:10.1016/j.tele.2011.06.001.

Source: IR offices

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)

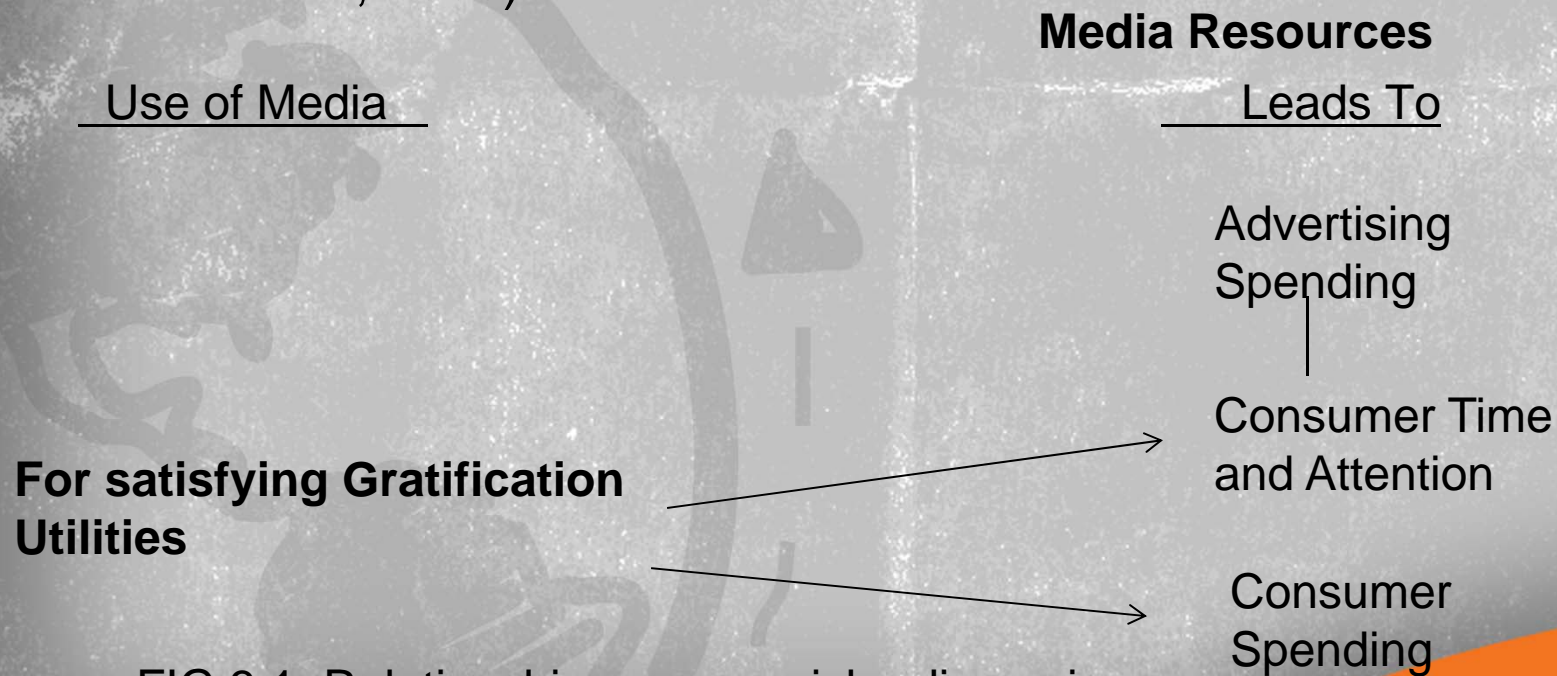


FIG.3.1. Relationships among niche dimensions

Literature Review

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

Internet experience years	Internet non-users (N=96)	Less than or equal to 5 years(N=62)	Less than or equal to 10 years(N=327)	More than 10 years (N=199)	F (3, 680)
Traditional media	17.31	11.63	8.68	9.04	10.15*
(1) Newspaper	4.39	2.85	2.17	2.21	7.32*
(2) TV	11.3	6.56	5.16	4.66	11.93*
(3) Radio	1.63	2.22	1.35	2.17	1.32*
Internet	0	4.15	11.73	11.56	21.77*
Total news use	17.31	15.77	20.41	20.6	1.62

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

Internet experience (years)	Internet non-users (N=96)	Less than or equal to 5 years(N=62)	Less than or equal to 10 years(N=327)	More than 10 years (N=199)	Overall (N = 684)	F (3, 680)
TV	5.56	7.15	8.4	7.41	7.61	9.67*
Newspaper	4.05	4.85	6.26	6.02	5.75	7.61*
Online	1.68	4.79	8.57	9.13	7.43	56.35*
Radio	2.24	4.52	5.42	5.75	4.98	15.14*

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

Internet experience (years)	Internet non-users (N=96)	Less than or equal to 5 years(N=62)	Less than or equal to 10 years(N=327)	More than 10 years (N=199)	Overall (N = 684)	F(3,680)
Online-TV	5.21%	18.95%	34.61%	32.07%	28.44%	33.28*
Online-newspaper	3.52%	12%	24.16%	23.43%	19.96%	25.28*
Online-radio	3.78%	12.9%	23.64%	26.13%	20.57%	23.85*

Hypothesis 4: Superiority - supported

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

Niche Superiority by Internet experience

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

Discussion

1. Confirmation of displacement effect
2. Stronghold of television
3. Different trend of consumers' time spent on radio

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