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## 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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# 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)

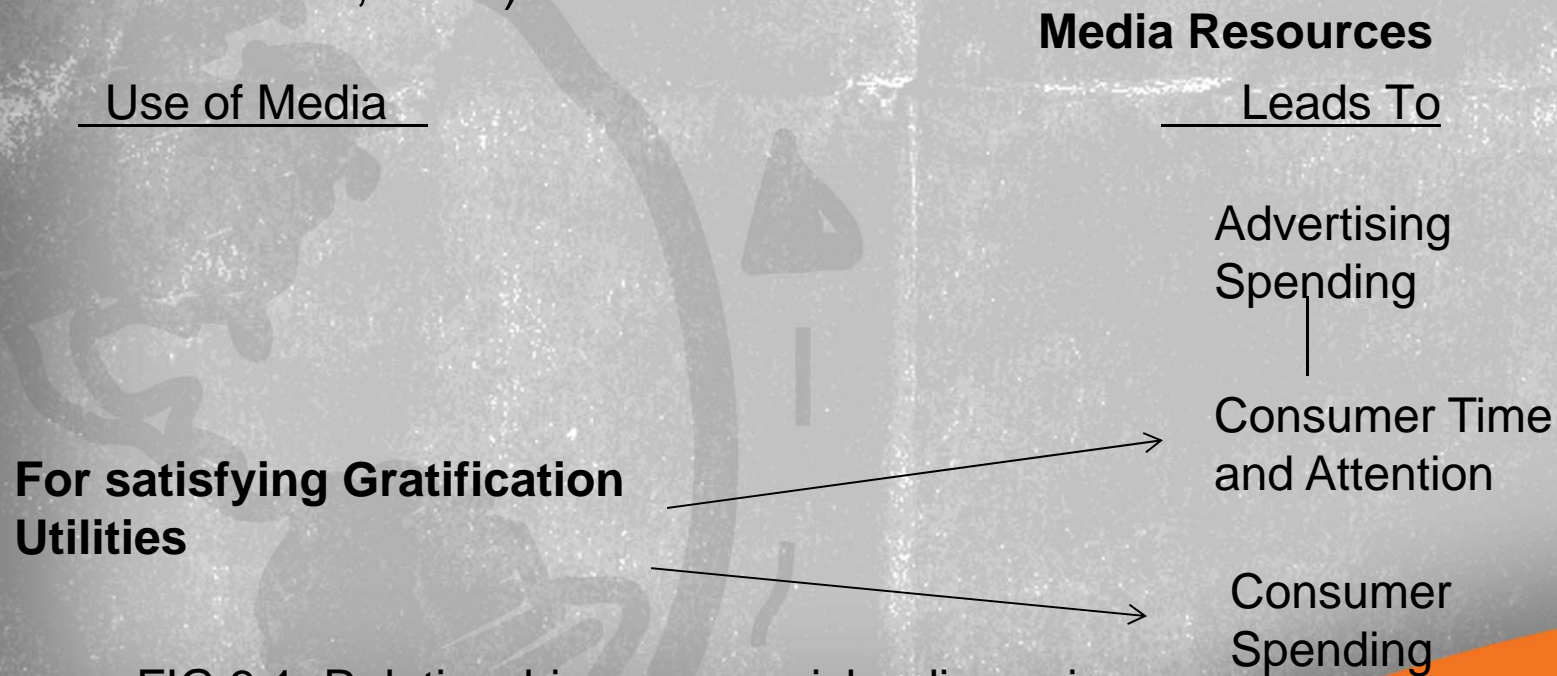


FIG.3.1. Relationships among niche dimensions

# 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)
<b>Traditional media</b>	<b>17.31</b>	11.63	8.68	<b>9.04</b>	10.15*
(1) Newspaper	<b>4.39</b>	2.85	2.17	2.21	7.32*
(2) TV	<b>11.3</b>	6.56	5.16	4.66	11.93*
(3) Radio	<b>1.63</b>	2.22	1.35	2.17	1.32*
<b>Internet</b>	<b>0</b>	<b>4.15</b>	<b>11.73</b>	<b>11.56</b>	21.77*
<b>Total news use</b>	<b>17.31</b>	<b>15.77</b>	<b>20.41</b>	<b>20.6</b>	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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