

THE CABLE TV NEWS INDUSTRY AT 30 YEARS: TIME TO CHANGE THE  
MODEL THAT CHANGED BROADCAST NEWS?

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ANTHONY W. WHALEY

Jennifer Reeves, Thesis Committee Chair

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The undersigned, approved by the dean of the Graduate School, have examined the thesis entitled

THE CABLE TV NEWS INDUSTRY AT 30 YEARS: TIME TO CHANGE THE  
MODEL THAT CHANGED BROADCAST NEWS?

Presented by Anthony W. Whaley,

A candidate for the degree of Master of Arts in Journalism,

And hereby certify that, in their opinion, it is worthy of acceptance.

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Professor, Jennifer Reeves, Chair

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Professor, Charles N. Davis

---

Professor, Elizabeth Behm-Morawitz

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Professor, Stacey Woelfel

## **DEDICATION**

First and foremost, this paper is dedicated to my wife, Sabine Whaley, who has given me the gift of time for allowing me to work “just a little bit longer” for what must have seemed like an eternity. Her patience and determination to ensure that my work be completed and on track have been incredibly generous.

To my children, Nicholas and Juliette, for being the best kids through the busiest times of my school work who I’m sure were wondering, “Why is daddy always in the basement?” Your dad is done, and there’ll be a lot of time to play.

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THE CABLE TV NEWS INDUSTRY AT 30 YEARS: TIME TO CHANGE THE  
MODEL THAT CHANGED BROADCAST NEWS?

Anthony W. Whaley

Jennifer Reeves, Thesis Committee Chair

**ABSTRACT**

As the cable television news industry enters its fourth decade of existence, are cable TV news broadcasters doing everything they can to hold on to viewers, and prevent losing audience market share to the almost ubiquitous Internet? Framed around the 30<sup>th</sup> anniversary of the cable television news industry which began in 1980, with the founding of the Cable News Network (CNN), the uniqueness and appeal of 24 hour a day, always on news outlets, has resonated quite well with viewers. The ability of cable TV news outlets to report on “breaking news” at any time of the day from almost anywhere in the world, may be facing increasing challenges with the pervasiveness and ease at which audiences can access news anywhere and at any time via the Internet. Through research data collected from a multi-part survey and T-Test analysis of that data, this study provides results that audiences do watch cable TV news for breaking news, but also want content with greater depth and context that is lacking on these channels.

# INTRODUCTION

The beginning of 2011 ushered in a wave of government regime changes in North African and Middle Eastern countries, brought on by popular uprisings of local citizens that will be known as “The Arab Spring” (Khalidi, 2011). Beginning with the fall of Tunisia in January 2011 and the ouster of longtime President Zine al-Abidine Ben Ali, the Tunisian revolution was hailed as “The Jasmine Revolution” (Morgan, 2010).

Inspired by the events in Tunisia, Egyptian grassroots groups capitalized on the energy of the change happening to its western neighbor to ignite its own regime change. By mid-February 2011, Egyptian President Hosni Mubarak stepped down as a result of constant pressure by loosely affiliated grassroots, student, and religious groups. The work of these groups in Egypt was organized by communicating and planning through social networking tools Facebook and Twitter (Hauslohner, 2011).

Upon news that the Egyptian regime had been toppled by the work of student groups and connecting through social media, Cable News Network (CNN) news presenter Wolf Blitzer was on the phone with Google executive and key Egyptian “cyber activist” Wael Ghonim on February 11 (Giglio, 2011). In his on air statement to CNN, Ghonim said:

"CNN did a great job. You guys deserve a great recognition from the Egyptian people and we are not going to forget your role. You guys are heroes as well. You are part of the revolution. You should be proud of yourself." ("Wael Ghonim: CNN Did a Great Job," 2011)

Ghonim had become a key figure in toppling Hosni Mubarak because of his connection to the Internet firm he works for and his use of social media in bringing down



the Egyptian regime. In this day and age of instant information via the Internet, the ability of the Egyptian protesters to organize and communicate through online social media platforms and at the same time underscore the importance of international news broadcasters for their help in bringing regime change, is symbolic of the reach and importance that global television news outlets have achieved. Along with CNN, Arabic news broadcaster Al Jazeera has kept a constant light on the changes affecting Egypt, sparking interest by worldwide and domestic U.S. viewers to watch the channel and follow its Internet site for news coming out of the country. (Field, 2000)

The quick changing news affecting the Middle East that has dominated news stories day after day at the beginning of 2011 on the Internet, and notably through coverage on cable television news channels, serves as a leitmotif and introduction for the type of news that audiences are drawn to when a major news story is occurring: breaking news. As soon as there is something of importance and of great significance happening around the world, television news outlets are able to capitalize on the reach of their far flung and connected networks of reporters and local sources to transmit news quickly and effectively to audiences who have easy access to television and networked devices.

Breaking news has been the long-time domain of cable TV news broadcasters, which have been part of every major breaking news story and event from the time of industry inception in 1980. The dominance and appeal of cable television news at its beginning in 1980 was attributable to its ability to provide news and information at whatever time the viewer wanted to catch up with what was happening in their backyard or the world. Fast-forward to 2011, the ability of the Internet and interconnectedness of online and mobile devices now increasingly fill the utility that cable television news

brought about when this form of media came on the scene 30 years ago. The purpose of this study will be about understanding the state of the cable TV news industry at the point of its 30<sup>th</sup> anniversary and how it might need to change, with a focus on who the viewers of this media branch are, and what those audiences want in an increasingly fragmented news environment.

In recent years, most notably during the 2008 election cycle, cable news companies enjoyed relatively successful times in terms of audience growth and interest ("The State of the News Media," 2009). Audiences interested in the election turned to the cable TV news channels for election commentary, analysis, and stories from the campaign trail.

With the election over, the 2009 Pew study questioned whether the election year growth and popularity of cable TV news would be something that could be sustained, and not just for the isolated, one-time event of the election. The ratings boosts of the 2008 election raised the question of whether cable TV news companies would be able to sustain and build on the gains they had made, or whether the ratings increases they enjoyed would prove to be elusive and hard to hold on to.

Fast forward two years, and the earlier Pew prediction of decreasing audience interest has been confirmed. The 2011 Pew report on the state of the media highlights that while cable outlets could generally be pleased about their financial bottom lines, because of internal cost cutting measures and strong on-air advertising sales, overall audience interest in the various news channels has waned and dropped off (Holcomb, Mitchell, & Rosenstiel, 2011). According another Pew Research Center report, although TV is still the main source of news for most Americans these days, the Internet is increasingly

becoming the favored source for news delivery with noticeable gains in audience growth over the last four years (Kohut, 2011). The same article highlights that among the all-important 18-29 youth demographic, the Internet has grown by nearly 50% in audience since 2007 as the source of choice for news content.

At the 30 year mark of the cable TV news industry, the news business is in upheaval and is being forced to change as a result of the instantaneous and nearly free nature of the Internet that allows the public access to almost any content. The recent gains made by cable TV news during the 2008 U.S. election might be questionable in the face of the pervasiveness and wide reach of the Web, and TV news audiences who might simply be switching channels and watching something temporarily that catches their eye.

The encompassing goal of this study will be to seek some understanding as to the uses of cable television news by interested audiences, and shed some light on the direction and types of news and devices those audiences are consuming and using to access the news. According to a wide-ranging report by the Pew Research Center on the changed role of news users who access their media online, while news consumption via television still ranks higher than the Internet as a news source, television is just one component of a wider array of news sources for the average consumer (Purcell, Rainie, Mitchell, Rosenstiel, & Olmstead, 2010, p. 21).

While the 2008 U.S. elections were a ratings bonanza for the whole of the cable TV news networks, the industry experienced fragmentation amongst itself, with indications that audiences tended to gravitate towards the cable news outlet that was in line with their political leanings and beliefs (Hampp, 2008). Survey participants in a 2010 Pew Research Center study did express that overall, national TV news organizations did a

good job of reporting on news that mattered to them, but at the same time, a majority also responded that most news organizations are biased in their coverage (Purcell et al., 2010, p. 17).

In light of these contradictions that point to a fracturing of news audiences and interest in news outlets based on political beliefs, what is increasingly important to audiences is the breadth of news that the organization presents online, and the level of participation, interactivity, and inter-communication the news company facilitates between the news presenter or reporter and the audience member (Purcell et al., 2010, p. 41). Acquiring news through the Internet gives users and audiences the power to control what news and information they want to receive, without the filter of someone on TV telling them what the news is, even if that news is ever changing. It is not enough that cable news outlets provide up to the minute news at all times of the day; with changes in technology, particular audience tastes, and distinctive political beliefs, it seems that cable news organizations must be many things to its audiences to remain competitive and relevant with viewers.

Being all things to many people is what Ted Turner had in mind back in 1980 with the creation of CNN, but the idea of founding a non-stop, 24 hour a day news network, seemed to be a crazy idea back then. The always-on and available news concept faced heavy criticism from the old-guard media industry at the time, but was very well received by the general viewing public (Küng, 2000, p. 79). The goal of Turner and this new media concept was to bring an “immediacy and authenticity, of real news stories evolving as viewers watched.” (Küng, 2000, p. 79) As CNN Founder Ted Turner had envisioned the future news channel the late 1970s, the creation of what would become

CNN would lead the “world into the next stage of the Information Age.” (Whittemore, 1990, p. 6)

Ted Turner and his vision for a 24-hour news channel presaged the era of the Internet, at a time when conventional thought was that news had a limited demand amongst audiences (Whittemore, 1990, p. 4). Ultimately, Turner had nothing to lose in starting his cable news venture, with a nascent cable TV market hungry for new programming and outlets, as well as untapped audiences who might want more news and information (Whittemore, 1990, p. 29). The radical creation that Ted Turner unleashed meant that audiences could access updated news at any time of the day with a cable television connection.

Building on the idea that led CNN through the 1980s, and which carried through into the 1990s with the emergence of multiple cable news outlets broadcasting all types of new media and information content, the information age of the early 21<sup>st</sup> century has witnessed a transformation by way of the Internet, as the new, always-on, and immediate news source of choice for users and audiences. What CNN was for audiences 30 years ago, providing immediate news and information at all times of the day, the Internet has become the de-facto multi-channel of choice by offering multitudes of news information and social media outlets on the Web (Vejnoska, 2010). Picard claims that “new methods of presenting content ... shift control over communications”, which are advantageous and useful to users (Picard, 2000, p. 60). Through the introduction of the Internet, news is no longer in the realm of the “sit back” television world that only plays out of television sets and passively over to viewers, but news is now part of the “lean forward” domain of

involved and participatory audiences who have the potential to interact with their news and information if they choose to.

On June 1st, 2010, CNN celebrated its 30 year anniversary, and while the milestones it has been part of are significant – the wars in Iraq, the fall of Iron Curtain, the war in Bosnia, the 9/11 attacks, the 2005 Asian Tsunami, and the revolutions in the Middle East - the television broadcasting medium is part of the broader media industry that may someday experience troubling times ahead. Similar to the newspaper and print media industries that have been suffering revenue declines and audience losses ever since the Internet came onto the scene, there are indicators that broadcast news might eventually follow a similar path of audience and viewership declines in the future.

Through the various studies and reports that have come out in the past years which point to the Web as the dominant news medium to have emerged in recent years, the question arises of whether cable TV news outlets are in a strong or survivable position, as compared to other news outlets, to endure the seismic shifts that the Internet has unleashed. Are the already inherent qualities and strengths of cable TV news - a visual medium that is easily accessible via the ubiquitous television, broadcasting a rotating cycle of news and information at all times - strong enough to withstand the shifts that the Internet has caused in various branches of the media?

Through the help of a quantitative survey, this research will reveal the uses that viewers have with cable news media, the type of viewing preferences they exhibit (on TV, online, or mobile), and understand the amount of viewing time spent watching video news reports and particular programming. Because cable TV news companies are now increasingly diversified onto multiple platforms, with online news sites that mirror the

broadcast side and which are recognized by audiences as primary destinations for news and information content (Purcell et al., 2010, p. 27), it might be useful to question a wide array of cable TV news and regular media consumers who both watch on television and via the Web, and find out what it is they consume and desire of their news content.

By better understanding the habits, dislikes, and desires of the viewing public, information might be gleaned that could better help cable TV news companies re-program or tailor their brand of reporting and news presentation to remain competitive and adaptable in the news marketplace. The environment that cable TV news broadcasters have thrived in and have done well in is a changed one as a result of the immediate access that the Internet and mobile technology affords. The Internet has opened possibilities for the viewing public to watch media in almost any form available, and as a result fragmented a once homogeneous industry. Through the Internet, the online options for the cable TV news channels have increased, allowing broadcast companies to present their news reports and programming to wider audiences.

New business sectors of cable TV are: Video on Demand, time/place-shifted programming, transportable media, and streaming Internet television (Leith, 2006, p. F1). Each of these broadcasting options are new ways of watching media and original programming content that no longer dictate when, where, or how viewers must watch television (Rogers, 1986, as cited in Mcquail, 2000, p. 88; Ruggiero, 2000, p. 16). Consequently, having multiple viewing options places the power of what, when, and where to watch the news in the hands of the viewer.

Recent studies indicate that while broadcast TV news is still ahead of the Internet as a primary source for audience news and information, advances in technology are

blurring the lines between the option of users first turning on the TV for news or switching on the computer and finding the news online (Huang, 2009, p. 116; Kayany & Yelsma, 2000, p. 197). Cable TV news companies are competitive with their own news sites online, having carved out portals that provide up to the minute multimedia news and content. These news sites offer greater choices to audiences seeking information and provide an avenue to audiences having a dialog between the news organization and the user. The advantages of being present on the Internet in presenting news has been a boon for both users and companies, offering a means to communicate and allow audiences have an almost immediate say in how the news is affecting or relates to them (Chung & Yoo, 2006, p. 7).

While cable news companies are answering the call of meeting audience needs in offering news on both conventional television and via the Internet and all the associate platforms, are the resources of these organizations being allocated smartly enough to satisfy the needs of the television and Internet audiences? Although cable TV news companies are adapting to the technological and delivery options that are currently available, are these organizations doing the right things to adequately meet the needs of its audiences and also be in a position that is advantageous from a business standpoint for the news organization?

A broad area of questioning in this study that will be raised is whether cable news companies, in their desire to satisfy and fulfill the news consuming needs of their audiences by supplying news on the Internet and mobile platforms, are potentially damaging the mainline, broadcasting efforts of the company. With cable TV news outlets and their companion Internet sites, could the distribution of news online to audiences



everywhere and at any time be hurting the mainline broadcasting operation because viewers might not be watching the news at the prescribed times or places set by the cable news company via fixed television sets and physical cable connections?

While studies and audience shifts in the media industry have demonstrated that print consumers have migrated to the Web for news and information content, the same trend is occurring for television broadcasters (Yang & Chan-Olmsted, 2009, p. 1). Although television still ranks higher than the Internet for general news consumption (Purcell et al., 2010, p. 21), could there indicators amongst the public that might signal an increasing trend away from cable TV to online news? The incorporated survey in this study will uncover the type of programming cable TV news audiences tune in to for their information when breaking news is not occurring. Are audiences more prone to now “tune out” of traditional news on the television and “tune in” for cable news and content on the Web side of the business (CNN.com, instead of CNN TV; MSNBC.com, rather than MSNBC TV)?

Although cable news companies may have cumulative successes for all of their platforms, the success of the Web as the leader in attracting audience views and “page hits” in general may end up having detrimental effects on the viability of the television side of the business in the long term. With potentially declining interest in the television divisions of the respective cable companies, could the resulting ripple effects be harmful for the cable TV networks as a whole, which support a wide array of broadcasting infrastructure, personnel, and investment in programming? With this in mind, might the future of cable TV news operations have a different look and composition because of increased attention and emphasis towards the Internet side of the company, rather than on

the television broadcast side of the business? Is the industry that was successful in being a disrupter at the time of its inception in 1980, in danger of becoming disrupted itself?

The guiding ideas that brought CNN onto the scene in 1980, of broadcasting the most news to the widest possible audience (Küng, 2000, p. 116), was unique enough at the time of its founding to become quickly popular with the public. As competitors arrived on the cable TV news scene, the multiple news outlets broadcasting on cable television would now battle for an ever shrinking audience pool, and have to work out strategies to serve increasingly fragmented and diverse audiences.

As the 1990s ushered in several cable television outlets, and the latter part of the decade seeing the arrival of the Internet, the combination of added cable news channels and newer online outlets to allow the public to catch the news, only added more pressure to the cable TV news companies to hold on to increasingly tighter news audience shares. To help understand the pressures faced by cable television news companies and see where audience interest in programming lies, this study will try to shed some light on the direction that news viewers are leaning towards with their cable television news consumption. Conversely, this study will also provide some clues as to the path that cable TV news companies might want to be focusing on in order to remain viable to the audiences they serve in the years to come.

To comprehend the problems affecting the cable TV news industry, the research in this study will focus on the current uses of audiences and what they would want of the news media from cable TV news organizations. Viewed through the uses and gratifications theory (U&G) which supposes that users consume certain media to satisfy personal needs (Berger & Chaffee, 1987, p. 110), cable television news organizations

have been adept at presenting their news offerings in ways that are convenient and appealing to audiences, via broadcast and online. Through a multipart survey that recruited participants to give their insight on the media, analysis of data collected from the survey shows users expecting breaking news reports that are the bread and butter of the cable TV news outlets, but also showing interest in more specialized and in-depth news than is currently broadcast. The ability of audiences to easily catch the type of news they want through the Internet, poses a challenge for cable TV news broadcasters to possibly change or improve their on-air formats.

With the ascent and popularity of the Internet over the last 15 years, which is just a short time in media history terms, the media industry finds itself in a time of turmoil in terms of restructuring and redefining its future. The structural changes that the Web has unleashed in how audiences use and consume media, the old guard industries of print and television are on notice for more disruptive changes in the future. As newspapers have struggled to survive and have been predicted to die off or at least be relegated to a much smaller industry than in years past, are there predictors in audience media habits and usage that might serve as indicators for the future of the cable TV news industry? Is the broadcasting model of the always-on, 24/7 news channels destined to harder times, in lieu of the *other* always-on, 24/7 news outlet - the Internet?

# **LITERATURE REVIEW**

## **Uses and Gratifications Theory for Understanding Viewer and User Habits**

To help in understanding the viewing habits of cable television news audiences, the Uses and Gratifications (U&G) theory is a good one to frame the study of viewer habits because of the myriad options that cable TV news provides. With multiple format and viewing options available to audiences, understanding how viewers use the media they collect in their daily lives is useful to television executives to help in determining the direction their networks should take in allocating resources.

Employing U&G in media research goes back to the 1940s, when researchers studied the behaviors of radio listeners and newspaper readers and what it was they consumed from transmitted programs and written articles respectively (Ruggiero, 2000, p.4). In essence, studying how audiences take in, incorporate, and process media for themselves gives researchers a better understanding of what drives and motivates audiences to consume content (Stafford, Stafford, & Schkade, 2004, p. 259).

As new forms of media developed and have taken the place of others, U&G has been broadly employed by researches to understand audience motivations and how that new media is used. In connection with the hypothesis of media substitution, namely that audiences gravitate to what is more useful and convenient (Lin, 1999, p. 80), U&G has been a valuable theory to study the preferences of audiences and help arrive at a better understanding of what it is they like and dislike about the content and the media that it is presented to them. If U&G is the study of how audiences interact and use media that is

presented to them based on specific individual needs (Blumler & Katz, 1974, et.al, as cited in Albarran & Dimmick, 1993, p. 46), researchers and media managers might then have a better chance at determining the best type of programming and content to present to the audiences that are tuning in at any given time.

Since television, and now more than ever the Internet, provides almost endless content choices for audiences to select from, U&G theory is appropriate for understanding audience motivations and needs, and what audiences then get out of that content presented to them (Palmgreen, Wenner, & Rayburn, 1981, as cited in LaRose & Eastin, 2004, p. 396). Over the last 15 years, the lure and advantage of many cable TV channels, and as a result, varied cable TV news channels, has been the advantage of choice and filling niches that meet audience needs and demands. As the U&G theory relates to this study, if media managers can at least have a glimmer of what it is that drives users to watch certain forms of programming or content, then there might be a better chance of fulfilling the needs of audiences based on a study of their consumption habits.

With the start of the cable TV news model back in 1980 with CNN, the goal of starting the network was to provide new and varied news choices to the public, that could be presented, viewed, and consumed at multiple and various times of the day (Küng, 2000, p. 116). Long before the public began using the Internet in a widespread way, which has enabled users to capitalize on the ability to view multiple news sources and choose content for their own consumption, the founding goal of CNN was to present “...an impression of immediacy and authenticity, of real news stories evolving as viewers watched.” (Küng, 2000, p. 79)

Unlike the regular, evening news broadcasts at the time of its founding in 1980, CNN “crashed” the broadcast news scene of the time, and made news into something that audiences *needed to see* and be a part of all the time (Küng, 2000, p.79). In a way, CNN could be viewed as the precursor to the every kind and any time news that the Internet is now. From its early beginnings and into the mid-1990s, when additional cable news competitors arrived on the news scene, news programming on cable has been for audiences who have wanted news, information, and content as close to when the action is happening, and almost feel as if they are part of the event that is taking place (Küng, 2000, p. 152).

CNN emerged as part of a wave of television news journalism that sought to deliver various forms of content to viewers beyond the old structured viewing times of when the legacy TV networks generally aired their newscasts, a natural displacement from the old to the new viewing channels was occurring, simply because viewers were being given choices of which content they could view (Pope, 1999, p. 53). With the relative explosion of cable news outlets in the mid-1990s, 15 years after CNN came on to the scene and dominated the cable news landscape almost all by itself, viewers in the last part of the 20<sup>th</sup> century would now have multiple news choices and sources that they could consume news from.

As media industries have evolved and advanced technologically, enabling newer outlets and types of news for audiences to experience, the growth changes that were happening in the cable news industry in the 1990s were inevitable due to rapidly changing public tastes and news content needs (Küng, 2000, p. 28; Pope, 1999, p. 53). The fact that CNN existed for 15 years without any direct competition might be an

anomaly in terms of there not being alternative outlets going up against it for audiences and advertising revenue, but the arrival of other cable news broadcasters only hastened audience demands, and fueled greater segmentation and presentation of niche programming on the part of the cable news channels (Bae, 1999, p. 267). The time of CNN as the sole provider of 24/7 news and information effectively ended with the arrival of other news companies in the mid-1990s; the resulting choices and program segmentation only increased viewer demand for additional content and programming.

As a cluster of cable news companies now dominated the broadcast media as the next generation of news providers, the need of the cable news companies to differentiate themselves from the other traditional outlets out there delivering the news, meant presenting additional and varied content to meet the needs of fragmenting audiences and fill the 24-hour, non-stop news cycle. Competing against the cable news channels, the traditional U.S. based, legacy news networks were forced to compete, changing their formats to include less of what would be classified as news, and more lifestyle, entertainment, and opinionated content to meet the demands of ever fragmenting audiences (Alter, 1999).

Although the emergence of cable TV news companies blossomed in the mid-1990s, another new media format, the Internet, was starting to emerge onto the scene, and with it, a far greater potential for being accessible and reachable by audiences. In the following graphic (FIGURE 1), the progression of the cable TV industry is highlighted over time, with the 1990s as the blossoming point for the cable new industry, highlighting the potential of the Internet emerging as the next big delivery model for content at the millennium. If the variety of cable TV news during the 1990s was a flood of available

content and information, the Internet would, in relative terms, be a tsunami. For all its potential of being able to handle multimedia, giving audiences a voice in one "converged" medium through their home computers and personal and portable data devices, the Internet or the "World Wide Web" would soon become reality. The promise of the Internet being able to deliver all media to virtually everyone would hold great promise, with the downside that could potentially mean fewer people using traditional forms of content delivery and watching television on the cable TV news networks.



| Media Organization   | Media Landscape / Description  | Audience / Media Trends   |
|--|--|---|
| 1980s  |  |   |
| CNN<br>Headline News (1982)<br>CNN International (1985)                                  | CNN is the initiator of 24/7, always on news. Scoffed at for perceived lack of interest, but became wildly successful and dominant for next 15 years. Near dominance of news market, blindsiding network news companies. CNN is the "go to" channel for breaking news.   | TV news audiences have greater access to news and information than ever before.   |
| 1990s  |  |   |
| CNN<br>Headline News<br>CNN International<br>CNN Airport (1992)<br>CNN en Español (1997) | Competitors begin appearing on the scene. CNN begins to show cracks in its dominance, with niche / politically minded programming. Less news, more opinion, talk, entertainment. Internet gains acceptance and ability enabling users dialog and interaction. CNN begins to face reality of competition; alternative news outlets compete on political / demographic lines. Audiences have greater power over news choices, with none having a clear dominance over the entire segment of cable TV news. | News audiences have even more news and niche choices. Fragmentation, while appealing to viewers, causes cable TVs increased pressure to find other revenue streams. Greater diversification and programming within channels. Internet opens new avenue for news distribution. |
| NBC<br>MSNBC (1996)<br>CNBC (1991)   |  |   |
| FOX<br>FOX News (1996)   |  |   |
| Bloomberg<br>Bloomberg TV (1990)   |  |   |
| Internet<br>Sporadic beginning; new and novel connecting to it is slow (1995)            |  |   |
| 2000s  |  |   |
| CNN  | Internet, online, and converged media take off with the public. While cable TV news companies have strong followings, their audiences are heavily segmented by political leanings, age groups, and niche programming. News audience is heavily fragmented and viewing is inconsistent. Although traditional TV broadcasting may be suffering in the ratings, the related news company websites are widely popular - CNN.com, msnbc.com.  | Fragmentation of audiences becomes more intense and along political lines. Audiences, no longer content with formatted news, move to the Internet, which includes multimedia content. News can now be consumed when and where the public wants to view it.                    |
| NBC  |  |   |
| FOX  |  |   |
| Bloomberg  |  |   |
| Internet<br>1000s of news sites;<br>Each major news outlet has a ".com" news division    |  |   |

*Diagram: Whaley –*

**FIGURE 1 – Evolution of Cable TV & The Internet Over The Last 30 Years**

## **Media Convergence via the Internet and Displacement from Old to New Media**

Although CNN proved to be a popular alternative to the legacy news network television shows for the nearly 15 year period that it stood alone on the cable front - dominating international and breaking news wherever it happened (Küng, 2000, p. 109) - the addition of extra channels such as MSNBC, Fox News, and CNBC in the 1990s, only gave the viewing public more outlets to find new content choices to meet their needs and consumption habits. Competing for every last viewer in the marketplace put added pressure on the cable TV news companies to diversify their news offerings to hold onto viewers that finally had choices (Bae, 1999, p. 265). With the fragmentation of the various news programming schedules and a diversification of news choices for viewers, the arrival of the Internet as an alternate viewing outlet would only cause more disruption for the cable channels, but ultimately offer more choices and control to the viewing public.

With the emergence of the Internet as *the* delivery platform for multimedia – word, image, and sound – the gravitation of the public toward this medium skyrocketed since the introduction of the Internet to the general public in the mid-1990s (Griffiths, 2002; Lawson-Borders, 2003, p. 91). With virtually any kind of information available, it should be no surprise that the Internet has increasingly become the delivery method of choice for most media companies and users. With the ability of the Internet to act as the medium to send and transmit multimedia instantaneously, the Internet also acts as a meeting place or point of convergence for various types of media. It only seems natural

then that media companies would use the Internet as a carrier and distribution outlet for their produced visual and audio content.

As viewership numbers have declined on the broadcast side of the news businesses, the numbers have increased on the Internet side, with more users going to the digital, online versions of the name cable TV outlets (Huang, 2009, p. 111). Cable news outlets such as MSNBC and CNN are in the top three of sites that online users go to for news ("The State of the News Media," 2009). The dramatic shift towards the Internet as the delivery medium for news and information by audiences is attributable to the speed and ease with which information can be transmitted, used, and interacted with (Chung & Yoo, 2006, p. 3).

Instead of simply being bystanders of news that is transmitted at prescribed times during the day and with little or no interaction back to the presenter or reporter delivering the news, the Internet now provides audiences and users the ability to actively select news that speaks and is relevant to them (Chung & Yoo, 2006, p. 2). Audience members have multiple news sources from which to choose from; the original appeal of cable TV news as a unique outlet for news at any time is now eclipsed by the choices made available online. Are the offerings given by cable news companies now old and worn down because of the everywhere and everything nature of the Internet?

Giving Internet users the ability to choose the news they want to interact with and use, provides feedback to the news organization creating the news content on which information is relevant to audience members and users (Stafford et al., 2004, p. 280). With news and content available through the Internet, users have the ability to determine what it is they consume, rather than wait for the news to happen "when the news comes

back, after the next commercial break”. For TV news audiences, media access via the Web is now instant, *re-windable*, it can be skipped, or viewed forever.

In terms of applying the U&G theory to online audiences, the online world provides a unique environment to understand what audiences are doing specifically and with what types of media, and how better to serve the public with the news and content they are seeking (Chung & Yoo, 2006, p. 2; Stafford et al., 2004, p. 280). As a media outlet, the Internet is wide-ranging and broad, giving users advantages of using and interacting with content that they could not normally experience through traditional media (Ruggiero, 2000, p. 23).

The potential risk for cable television news outlets is that their sister online operations have the potential of draining away resources from their primary broadcast channels, which have increasingly been the focus of company strategy and attention (Vishwanath, 2008, p. 7). Ultimately, the risk of doing nothing and being complacent towards the reality of how users consume news, could have the outcome of endangering the value and future of the mainline, broadcast arm of the cable TV news company. The schisms between television and Internet news present both competing and complimentary strands for news companies; cable news outlets essentially need to go where the news is, or rather, where the audiences are, and cater to the needs of their respective publics.

With the addition of the Internet as a new media route for cable TV news companies to pursue and enhance their content offerings, the next phase of this study will be to examine audience uses and needs when it comes to how they interact and consume their news content. Hopefully the results of the attached study that is part of this research

will give some indication as to where audiences are headed (TV? Online? Mobile?), when it comes to content that is distributed by cable TV news companies.

In addition to U&G, other research has also signaled that with the emergence and presence of new technology and using that technology to its fullest to consume and use news, a “media displacement” is occurring, which supplants an old form of media for a new one. As this study seeks to understand the habits of cable TV news viewers and their gravitation towards online media, indicators of audiences opting for new forms of media over old ones exist (Albarran & Dimmick, 1993, p. 46; Lin, 1999, p. 80). Prior research has uncovered that opting for one form of media over another is sometimes based on the *functionality* of the newer medium that meets the needs of the consuming audience (Kayany & Yelsma, 2000, p. 218). Choosing the newer medium, namely online and the Internet, might be based on the “... unique efficiencies that this new medium provides to users, firms, and society, alike.” (Stafford et al., 2004, p. 280)

By introducing U&G theory in this thesis proposal, with the notion that users are selective about watching certain kinds of media for their own personal needs, and that consuming news and other forms of media is also dependent on ease of use and accessibility of the technology being employed (Parasuraman, 2000, as cited in Chen & Corkindale, 2008, p. 292), the challenges faced by cable TV news outlets to overcome might be tall orders to tackle in determining their future success.

Based on the niche uses of viewers and the ubiquity and cheap cost of technology that allows users to access their media, cable TV media companies might have some unique challenges ahead in order to hold onto viewers. If choosing news and information via the Internet as opposed to news through one of the cable TV news channels is the

preferred means of acquiring news, this study hopes to uncover some relation between new technology adoption, and the type of news or event that spurs audiences to choose a certain type of technology or outlet when it comes to audience news consumption and use.

### **The Present Study**

By incorporating the Uses and Gratifications theory in this study, which aims to understand what it is about cable TV news media that interests users, and media displacement which seeks to know by which means TV news audiences access their media, the challenges facing cable TV news channels might be uncovered to help point out the hurdles that are affecting the industry. If as the 2009 Pew Project report indicates that “... the medium has reached a point of maturity” (Cable TV - Summary Essay, "The State of the News Media," 2009), and buttressing this with a 2011 statement that “The medium ... showed signs in 2010 of having peaked.” (Holcomb et al., 2011), then understanding the audiences and the kinds of programming that interests them might be worth looking into.

With ever changing audiences that are not necessarily staying with one format of programming or watching specific channels for long stretches because other media forms are catching their attention, it would be good to understand specific audience interests in order gauge how cable TV companies might need to adapt to stay viable for the future. If according to the Pew Internet & American Life report that just over 60% of American adults receive their news from an online source, yet still placing behind national TV news

at just over 70% (Purcell et al., 2010, p. 21) for news consumption, there may be a time in the near future that the Internet surpasses television for news viewing.

With the strength of the Internet in being almost universally accessible on multiple devices and platforms, the question arises of whether the cable TV news business can currently do anything to prevent its lead from possibly eroding. The research in this study hopes to reveal if there are changes to the programming line-ups of the cable TV news networks that would make their offerings stronger, more vital, and competitive with the inevitable dominance of the Internet. While CNN had been the pioneer and go-to channel for viewers on cable TV for many years, the website of the news network has in recent years surpassed the original format, in terms of users clicking through news pages and content and time spent online (Hampp, 2007). Are the broadcast sides of news companies at risk of being consumed by their online progeny? Two research questions that will seek to answer possible programming changes and popularity of the Internet over television and vice-versa are:

**RQ1:** With the emergence and popularity of newer media formats (blogs, news aggregators, social media, online TV news), what kinds of programming and/or format changes to what is currently on cable television news, would audiences find more appealing?

**RQ2:** What kinds of programming or content (regular news, opinion, documentary, talk show, magazine, sports, live programming) currently on cable television news channels draws audience interest over others?

This research hopes to uncover whether the message is the medium, or whether the medium is the message. Borrowing from scholar Marshall McLuhan, who theorized that technology and the devices we use were becoming the focus of society, and not the

actual messages that were being transmitted through them (McLuhan, 1964, p. 391), this research will answer the direction that the public is moving towards with media and newer forms of technology access.

Are audiences drawn to a particular form of media, based on the news that is being broadcast, or are the now ubiquitous and easily accessible Internet-based outlets that audiences use, the motivators that get users to watch or read certain types of news or information? Getting to the root of why audiences may be switching from the one medium to the other and understanding their media needs for such moves is a core part of U&G theory (Huang, 2009, p. 108). If the Internet provides more of what viewers want in terms of content that is tailored to their specific needs, being able to cut through the pre-packaged and programmed nature of cable TV news might be something that viewers want more of when accessing their content. Could there be a saturation of news channels or type of programming, which pushes news viewers to something that is more customizable such as what might be found via the instantly clickable choices that are to be found on the Internet sites of the news organizations?

With the cable TV news industry at a milestone point in its industry and many channels providing variations of the same news to many, it might be that cable TV news outlets will have a tough time against the speed, ease, and flexibility that the online providers are capable of (Chen & Corkindale, 2008, p. 208) in terms of providing news. Are cable TV news channels still a destination of “must-see cable news TV” when news is breaking, or does the Net now satisfy the task of being the first outlet that users go to when it comes to knowing what is happening in the news? Another research question in this study will attempt to uncover this with the following:



**RQ3:** Does breaking news or a major event sway audiences to tune in to their televisions, as opposed to skipping out and catching the news via the Internet and mobile avenues?

When CNN came onto the scene and dominated the cable TV news industry at its inception, it made itself into the destination channel for breaking news events, becoming one of the strengths that has been part of the CNN mission from its beginnings (Küng, 2000, p. 118). With the Internet now a permanent part of the media landscape and the draw for audiences of watching news on cable TV potentially becoming uncertain, television as a news medium may not necessarily be the first choice amongst news viewers for breaking news as it once was. Through the research questions asked here, survey data collected will present findings that are consistent with already existing findings and research.

## **METHOD**

This study about cable TV news audiences and their habits regarding media consumption, and interaction with media and devices, focuses on data collected from an online survey conducted in November and December 2010. The survey was conducted using the popular survey site SurveyMonkey.com, with questions focused around Likert scale rankings to assess the direction that survey participants are moving with information technology (computers and mobile devices), information acquisition, and Internet vs. television use.

Because of limitations to not having access to a school facility to conduct live, in person experiments, this study relied on the findings of the online survey to meet the needs of collecting enough data to understand the changes affecting the cable TV news industry. The advantage of conducting an online survey is convenience, the availability to a large pool of potential participants, and relatively low cost (Wimmer & Dominick, 2006, p. 250).

The online survey, titled “Media Usage Survey 2010” (Appendix - #1), was conducted for use in researching the audience of news consumers. The survey was built around 26 questions varying from demographics, to detailed questions focusing in on media use on both the Internet and through conventional and traditional means of acquiring news and information through broadcast television, newspapers, radio, and magazines.

Participants for the survey were solicited using the popular online social media website, Facebook.com, through a few online ads on the classified ad site Craigslist.com

posted on the San Francisco and New York sites, a newspaper ad in a local Atlanta, community newspaper (Appendix - #2) through recruitment ads posted on store and coffee shop bulletin boards throughout Atlanta, and regular word of mouth. While all the survey participants who were recruited to take the Media Usage Survey were directed towards the online questionnaire, the issue that might be raised is of balance between participants who are computer and Internet savvy and those who are not.

The demographics of the survey participants are such that the group who replied are 70.6% women (60 female respondents), versus 29.4% men (25 male respondents). The ages of participants who took this survey are overwhelmingly in the 18-45 bracket (64 participants), with remainder being in the 46+ age category (21 participants). Almost all of the survey takers have high-speed Internet connections (83 participants). A strong majority of survey takers (61 participants) are middle to high income earners, with incomes over \$50,000.

While the researcher for this study did not have the resources to present the survey to users who are exclusively non-computer users, the question of finding such users would almost certainly be prohibitive in this day and age, especially considering the ubiquity of computers and electronic devices. As Zickuhr claims in her analysis, a high percentage, over 60% of adults 65 and younger own computers (Zickuhr, 2011b). With these kinds of percentages, it would be difficult to administer the survey and single out participants who are not computer users in order to achieve balance between audience members who only access their news via television.

As an incentive to recruit participants and ensure completed surveys, five \$10 Starbucks gift cards were offered up in a random drawing if survey participants clicked

through and completed the survey in its entirety. Survey participants were notified via email, and five survey participants were randomly drawn at the beginning of January with results posted on YouTube.com. (Appendix - #3)

Framed around the “Media Usage 2010” quantitative survey, with closed-ended questions which were intended to collect a broad array of data from the survey participants, the survey was structured in a Likert scale format, presenting interval, non-parametrical data for analysis (Wimmer & Dominick, 2006, p. 52). Based around a Likert scale design, with survey participants replying to scaled questions varying in degree from “strongly-agree” (positive) to “strongly-disagree” (negative), answers from 26 questions were collected to be analyzed (Wimmer & Dominick, 2006, p. 56). To ensure validity and consistency throughout the survey, the answers that are to be compared have the same scale for consistency and reliability throughout (Wimmer & Dominick, 2006, p.58-59).

By the end of its run on SurveyMonkey.com, the survey, titled “Media Usage Survey 2010”, recruited 105 participants, of which 85 finished and clicked through the survey completely. The 20 survey-takers who opted out of the survey early, answered some questions completely, with drop-off and disinterest of these participants occurring at the middle and end of the survey. For questions which were answered incompletely, these responses will be left out of analysis in order to ensure consistency of the survey and accurate comparisons of variables between selected answers.

It was hoped that more survey participants could be solicited for this survey, ensuring a broader pool of answers from which to analyze data. Despite the prize that was offered as an incentive for taking the survey, low interest in the survey by potential

participants can possibly be attributed to the time needed to take the survey, which was announced at the beginning of the survey, over-saturation of survey solicitations that are constantly being circulated, treating survey solicitations as spam or scams (Smith, 2010), or just plain forgetfulness on the part of the potential participant who planned to “take the survey later”. Regardless, it is felt that through the variety of questions and depth of answers provided through the scale choices offered, adequate analysis can be completed with the survey.

The scope of the survey was to seek answers revolving around the independent variables of ease and availability of technology, and particular types of news programming that audiences are watching. Since the research questions of this study were targeted at finding how users interact with the media specifically created by the cable TV news companies - broadcasted or online - the pool of potential survey participants sought will be both regular television watchers and Internet users who also seek out information online.

Since youth audiences are moving increasingly towards accessing their news content online (Burns, 2006, as cited in Huang, 2009, p. 106), capturing Internet survey replies from the all-important 18-45 year old demographic will be insightful when it comes to outlining the future trends affecting cable TV news companies. The variable groups tested in this survey are streamlined along gender and age. The independent variables of “male” versus “female”, and two age groupings of the 18-45 year olds against the 46 and over group, are compared against categorical responses from the survey that tie directly to the research questions posed for this study. Several of the categorical answers are combined and used to help answer the research questions and

provide a composite picture of the types of media that users are interested in or wish to have.

With the responses collected for this survey, the data to be studied will provide an overview of audience and user habits surrounding cable TV news and the means by which these audiences access their media in the age of the Internet. Initially for CNN, which had near cable TV dominance in the realm of 24 hour news and information during the 1980s, then followed by cable TV newcomers in the mid-1990s, and subsequently by the emerging Internet (FIGURE 1), competition for viewers amongst news outlets began to increase in the late 1990s. This shift from conventional broadcasting and news delivery to the always-on and available Internet, is the focus that this research intends to analyze viewer and user preferences, and know more about the media uses and habits of those audiences.

## RESULTS

After an initial scan of the data collected from the “Media Usage 2010” (MUS2010) survey, results from the 85 volunteers who participated in the survey appear to back-up and support research that is currently available. To economize on space and keep the results section tidy, Figures and graph analyses will be located in their own section at the end of this paper.

Generally, results from survey reveal that the participants are technologically-minded, with a majority of those polled owning fixed, home computers (55.3%, n = 47), laptop computers (64.7%, n = 55), and Internet-enabled, mobile devices (50.6%, n = 43), with what seems to be average ownership of conventional television sets around the home (34.1%, n = 29). (FIGURE 2)

| 8. Number of media access devices that you own: |                   |                   |            |            |          |          |                |                |
|---|-------------------|-------------------|------------|------------|----------|----------|----------------|----------------|
|   | 0                 | 1                 | 2          | 3          | 4        | 5+       | Rating Average | Response Count |
| Stationary, home computer                       | 29.4% (25)        | <b>55.3% (47)</b> | 9.4% (8)   | 4.7% (4)   | 0.0% (0) | 1.2% (1) | 1.94           | 85             |
| Laptop computer                                 | 9.4% (8)          | <b>64.7% (55)</b> | 18.8% (16) | 4.7% (4)   | 1.2% (1) | 1.2% (1) | 2.27           | 85             |
| Tablet device                                   | <b>82.4% (70)</b> | 16.5% (14)        | 1.2% (1)   | 0.0% (0)   | 0.0% (0) | 0.0% (0) | 1.19           | 85             |
| Web-enabled mobile device / smart phone         | 27.1% (23)        | <b>50.6% (43)</b> | 18.8% (16) | 3.5% (3)   | 0.0% (0) | 0.0% (0) | 1.99           | 85             |
| Cell phone                                      | 18.8% (16)        | <b>48.2% (41)</b> | 23.5% (20) | 5.9% (5)   | 3.5% (3) | 0.0% (0) | 2.27           | 85             |
| Television                                      | 2.4% (2)          | <b>34.1% (29)</b> | 29.4% (25) | 24.7% (21) | 4.7% (4) | 4.7% (4) | 3.09           | 85             |
| Other (specify device & number)                 |                   |                   |            |            |          |          |                | 8              |
| <i>answered question</i>                        |                   |                   |            |            |          |          |                | 85             |
| <i>skipped question</i>                         |                   |                   |            |            |          |          |                | 0              |

**FIGURE 2 - Survey Question 8 Table**

The device data collected in the MUS2010 data is corroborated for the most part with research that Zickuhr published in a report titled “Generations and Gadgets”, with 70% laptop and 57% desktop computer ownership (Zickuhr, 2011a). Hand-held, mobile gadgets are the one area that the Zickuhr report reveals higher numbers than the MUS2010 report data. Cell phone / mobile device ownership averages 85% in the Zickuhr report, but only registers about 50% in the MUS2010 data.

Results that look specifically at the where audiences go for their media consumption reveals that 43.5 % (n = 37) (FIGURE 4) of MUS2010 survey participants find access to network and cable TV online news sites and 45.9% (N = 39) (FIGURE 4) of respondents who watch the news through the conventional network news channels as “important”, just behind “very important”, from a five point Likert scale question. Social media sites such as Facebook and Twitter are important as “go to” locations for information and staying in contact with friends (40%, n = 34) (FIGURE 3), but less so for what specifically seems to be online news aggregators (25.9%, n = 22) (FIGURE 3)

| 9. How often do you access the following forms of media to obtain news and information? |            |            |              |            |            |                |                |
|---|------------|------------|--------------|------------|------------|----------------|----------------|
|   | Never      | Rarely     | Occasionally | Regularly  | Frequently | Rating Average | Response Count |
| Newspapers  | 7.1% (6)   | 30.6% (26) | 30.6% (26)   | 17.6% (15) | 14.1% (12) | 3.01           | 85             |
| Online blogs  | 16.5% (14) | 34.1% (29) | 30.6% (26)   | 10.6% (9)  | 8.2% (7)   | 2.60           | 85             |
| Online news aggregators (ie: Huffingtonpost, Drudge Report, The Daily Beast)            | 25.9% (22) | 23.5% (20) | 17.6% (15)   | 20.0% (17) | 12.9% (11) | 2.71           | 85             |
| Social media (ie: Twitter, Facebook)  | 8.2% (7)   | 15.3% (13) | 10.6% (9)    | 25.9% (22) | 40.0% (34) | 3.74           | 85             |
| Standard television channels (ABC, NBC, CBS, Fox, PBS)                                  | 3.5% (3)   | 21.2% (18) | 29.4% (25)   | 25.9% (22) | 20.0% (17) | 3.38           | 85             |
| Cable television news channels (Fox News, MSNBC, CNN, HLN, CNBC)                        | 14.1% (12) | 23.5% (20) | 23.5% (20)   | 21.2% (18) | 17.6% (15) | 3.05           | 85             |
| Magazine  | 12.9% (11) | 38.8% (33) | 27.1% (23)   | 14.1% (12) | 7.1% (6)   | 2.64           | 85             |
| Radio   | 3.5% (3)   | 16.5% (14) | 29.4% (25)   | 30.6% (26) | 20.0% (17) | 3.47           | 85             |
| answered question   |            |            |              |            |            |                | 85             |
| skipped question  |            |            |              |            |            |                | 0              |

**FIGURE 3 – Survey Question 9 Table**



| 10. How would you classify each form of media in their importance based on your needs for accessing news and information? |               |                    |            |            |                |                |                |
|---|---------------|--------------------|------------|------------|----------------|----------------|----------------|
|   | Not important | Somewhat important | Neutral    | Important  | Very important | Rating Average | Response Count |
| Newspapers  | 17.6% (15)    | 17.6% (15)         | 15.3% (13) | 36.5% (31) | 12.9% (11)     | 3.09           | 85             |
| Online, independent blogs   | 38.8% (33)    | 15.3% (13)         | 30.6% (26) | 12.9% (11) | 2.4% (2)       | 2.25           | 85             |
| Online news aggregators (ie: Huffingtonpost, Drudge Report, The Daily Beast)  | 29.4% (25)    | 16.5% (14)         | 18.8% (16) | 28.2% (24) | 7.1% (6)       | 2.67           | 85             |
| Social media (ie: Twitter, Facebook)  | 25.9% (22)    | 20.0% (17)         | 21.2% (18) | 22.4% (19) | 10.6% (9)      | 2.72           | 85             |
| Standard television channels (ABC, NBC, CBS, Fox, PBS)  | 10.6% (9)     | 17.6% (15)         | 11.8% (10) | 45.9% (39) | 14.1% (12)     | 3.35           | 85             |
| Cable television news channels (Fox News, MSNBC, CNN, HLN, CNBC)  | 28.2% (24)    | 11.8% (10)         | 8.2% (7)   | 29.4% (25) | 22.4% (19)     | 3.06           | 85             |
| Magazines   | 41.2% (35)    | 22.4% (19)         | 20.0% (17) | 12.9% (11) | 3.5% (3)       | 2.15           | 85             |
| Online news site (ie: NYTimes.com, CNN.com, FoxNews.com, MSNBC.com)   | 4.7% (4)      | 10.6% (9)          | 9.4% (8)   | 43.5% (37) | 31.8% (27)     | 3.87           | 85             |
| Radio   | 7.1% (6)      | 27.1% (23)         | 18.8% (16) | 25.9% (22) | 21.2% (18)     | 3.27           | 85             |
| answered question   |               |                    |            |            |                |                | 85             |
| skipped question  |               |                    |            |            |                |                | 0              |

**FIGURE 4 – Survey Question 10 Table**

The initial MUS2010 data on where audiences go for news and information is consistent with published data that reveals a high percentage of users (61%) accessing news from online news sites and network or cable TV news channels (73%) (Purcell et al., 2010, p. 3). The Purcell results also reveal that social media is important to users who consumer news, and that ardent news consumers are more likely to distribute, share, and talk about news articles and stories that are happening with friends on social networking sites (Purcell et al., 2010, p. 40).

On the surface, the results from MUS2010 and other studies reveals that news consumers are drawn to a wide variety of outlets for their information, with daily news consumption spread out amongst an array of traditional and new sources (Purcell et al., 2010, p. 3); news consumers are not drawn too heavily in favor of any one form of media, but rely on a mixed use of “offline” (traditional news sources – newspapers, radio,

television) and “online” (Online, Internet, and mobile technologies) sources for their daily news consumption (Diddi & LaRose, 2006, p. 193; Purcell et al., 2010, p. 21) needs. The needs of news consumers and the inclination of these audiences to vary their news consumption across various news and information sources, corresponds well with the uses and gratifications theory that audiences “purposefully select certain media and media contents for consumption in order to satisfy a set of psychological needs behind those motives.” (Katz, Blumler, and Gurevitch, 1974, as cited in Lin, 1999, p. 79)

Further, in-depth analysis of the MUS2010 data will reveal specific demographic information on the needs and desires of interested publics, and examine in greater detail the direction of news consumption that news audiences are trending towards, specifically user consumption and interaction as it relates to cable television news. By examining audience gender, age, and economic level to the types of news media that exist today, with a focus on cable TV, a more defined picture of how audiences use and interact with television news will come through.

To have a better sense of the direction that audiences are trending towards with their media and determine whether the research questions in this survey are valid, examination of the MUS2010 data will use the independent samples t-test method to interpret the survey results. To streamline and help examine the data in the most effective way to illicit the greatest results, detailed demographic data has been combined into a few groupings. Alongside the “male” and “female” variable of gender, the age of participants in this survey were grouped into two groups, “young” and “old”; six original levels have been combined into two age groups to simplify variable testing and ensure stronger results in analysis. By combining and streamlining demographic data, it is hoped that

greater results will be produced along more generalized groupings. The data analysis will provide results to understand the direction that audiences are trending with their overall media use, with an added focus on cable TV news viewership, through the research questions posed.

Through the Likert scale survey conducted through MUS2010, the descriptive analysis that will be used to examine the data will focus on revealing the, mean rankings of the variables tested, in order to understand the general direction that survey participants are leaning towards (Field, 2000). The independent samples t-test test will be used to examine the survey results to examine user needs and wants as these relate to their interaction with news and the tools that are used to access that media. Examining the survey data using the independent samples t-test should be useful with the non-parametric nature of the interval, categorical responses of the Likert scale survey to test for the significance of interactions of media consuming audiences and the research questions being posed.

## **Results for RQ1**

Beginning with RQ1, that seeks to understand if news programming and content can be modified or increased to hold onto audiences, the question specifically asks what kinds of programming and/or format changes to what is currently on cable television news, would audiences find more appealing? Question 12 of the survey asked survey participants to complete the sentence *“I might watch more ‘...’, if TV news programs aired it (cable or non-cable)”* with the type of television news programming across both legacy and cable TV news broadcasters they would be interested in watching, and

attaching a sentiment towards a particular form of programming based on a five-point scale ranging from “strongly disagree” to “strongly agree”.

An initial glance at the 85 collected responses (n=85) to the preferences (FIGURE 5) of the survey takers, reveals strong interest for breaking news (37.6%, n = 32), technology news (31.8%, n = 27), and the same for both foreign and technology news (25.9%, n = 22) the survey takers stating that they “agree” with news in these categories. Overall consensus amongst test takers shows a wide-ranging rating of “neutral” for regular news reports, crime/legal news, business, weather, and lifestyle / magazine news shows.

| 12. I might watch more “....”, if TV news programs aired it (cable or non-cable). |                   |            |            |            |                |                |                |
|---|-------------------|------------|------------|------------|----------------|----------------|----------------|
|   | Strongly Disagree | Disagree   | Neutral    | Agree      | Strongly Agree | Rating Average | Response Count |
| Regular news reports  | 16.5% (14)        | 16.5% (14) | 36.5% (31) | 27.1% (23) | 3.5% (3)       | 2.85           | 85             |
| Entertainment news  | 25.9% (22)        | 30.6% (26) | 28.2% (24) | 9.4% (8)   | 5.9% (5)       | 2.39           | 85             |
| Sports news   | 28.2% (24)        | 36.5% (31) | 18.8% (16) | 14.1% (12) | 2.4% (2)       | 2.26           | 85             |
| Opinion / Talk show   | 32.9% (28)        | 34.1% (29) | 22.4% (19) | 8.2% (7)   | 2.4% (2)       | 2.13           | 85             |
| Environmental news  | 20.0% (17)        | 21.2% (18) | 23.5% (20) | 25.9% (22) | 9.4% (8)       | 2.84           | 85             |
| Foreign news  | 17.6% (15)        | 18.8% (16) | 18.8% (16) | 25.9% (22) | 18.8% (16)     | 3.09           | 85             |
| Breaking news   | 10.6% (9)         | 12.9% (11) | 18.8% (16) | 37.6% (32) | 20.0% (17)     | 3.44           | 85             |
| Crime / legal news  | 17.6% (15)        | 30.6% (26) | 27.1% (23) | 22.4% (19) | 2.4% (2)       | 2.61           | 85             |
| Technology news   | 12.9% (11)        | 20.0% (17) | 27.1% (23) | 31.8% (27) | 8.2% (7)       | 3.02           | 85             |
| Business news   | 16.5% (14)        | 25.9% (22) | 35.3% (30) | 18.8% (16) | 3.5% (3)       | 2.67           | 85             |
| Weather news  | 16.5% (14)        | 14.1% (12) | 36.5% (31) | 27.1% (23) | 5.9% (5)       | 2.92           | 85             |
| Lifestyle / magazine-style news shows   | 25.9% (22)        | 27.1% (23) | 30.6% (26) | 15.3% (13) | 1.2% (1)       | 2.39           | 85             |
| Other (please specify)  |                   |            |            |            |                |                | 2              |
| answered question   |                   |            |            |            |                |                | 85             |
| skipped question  |                   |            |            |            |                |                | 0              |

**FIGURE 5 – Survey Question 12 Table**

Analyzing the data to understand the programming wishes across each type of TV news outlet between men and women illustrates a significant difference registers for regular news with males (M=3.24, SD=.879) versus females (M=2.68, SD=1.16);  $t(83)=2.16$ ,  $p=.034$ . Significant difference is also demonstrated for sports programming for males (M=2.72, SD=1.14) and females (M=2.07, SD=1.02);  $t(83)=2.6$ ,  $p=.011$ . Significant difference is almost shown for technology news, but not quite enough to be valid. (FIGURES 6 & 7)

| Group Statistics  |        |    |      |                |                 |
|---|--------|----|------|----------------|-----------------|
| Gender  |        | N  | Mean | Std. Deviation | Std. Error Mean |
| I might watch more regular news reports, if TV news programs aired it | Male   | 25 | 3.24 | .879           | .176            |
|   | Female | 60 | 2.68 | 1.157          | .149            |
| I might watch more sports news if TV news programs aired it           | Male   | 25 | 2.72 | 1.137          | .227            |
|   | Female | 60 | 2.07 | 1.023          | .132            |
| I might watch more technology news, if TV news programs aired it      | Male   | 25 | 3.40 | 1.118          | .224            |
|   | Female | 60 | 2.87 | 1.171          | .151            |

**FIGURE 6 – Survey Question 12 / Gender Mean & Std. Deviation**

| Independent Samples Test  |                             |   |      |                              |        |                 |                 |                       |   |       |
|---|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|   |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|   |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|   |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| I might watch more regular news reports, if TV news programs aired it | Equal variances assumed     | 2.594                                   | .111 | 2.157                        | 83     | .034            | .557            | .258                  | .043                                      | 1.070 |
|   | Equal variances not assumed |   |      | 2.412                        | 58.688 | .019            | .557            | .231                  | .095                                      | 1.018 |
| I might watch more sports news if TV news programs aired it           | Equal variances assumed     | 1.498                                   | .224 | 2.596                        | 83     | .011            | .653            | .252                  | .153                                      | 1.154 |
|   | Equal variances not assumed |   |      | 2.484                        | 41.012 | .017            | .653            | .263                  | .122                                      | 1.184 |
| I might watch more technology news, if TV news programs aired it      | Equal variances assumed     | .017                                    | .897 | 1.938                        | 83     | .056            | .533            | .275                  | -.014                                     | 1.081 |
|   | Equal variances not assumed |   |      | 1.976                        | 46.971 | .054            | .533            | .270                  | -.010                                     | 1.076 |

**FIGURE 7 – Survey Question 12 / Gender T-Test**

The data presented here backs up the general statistical data of the tabulations for this question, and after further refinement, points towards the types of programming that are significant to the general population. Through the independent samples t-test, regular and sports programming are the two formats that show clear significance of interest by the male population as opposed to the straight table percentages presented that show what the overall audience likes.

Analyzing the results against the age variable, data that was culled from various age levels of 18-25, 26-35, and so on, are combined into two age groupings, “young” (18-45 years) and “old/senior” (46-66+ years). To test the mean rankings and determine where there is significance and therefore interest in television viewing, the segmented age groupings are compared with the data results. Analyzing the data produces a slightly different outcome for variables ranked by age with interest expressed for entertainment news. Significant difference is shown for 18-45 year olds (M=2.55, SD=1.167) versus the 46 and over age group (M=1.9, SD=.944);  $t(83)=2.29$ ,  $p=.025$ . Technology is close, but it is not quite low enough to be below the .05 threshold to register significance (FIGURES 8 & 9)

| Group Statistics   |        |    |      |                |                 |
|--|--------|----|------|----------------|-----------------|
| 18-45 / 46-Senior age grouping                                   |        | N  | Mean | Std. Deviation | Std. Error Mean |
| I might watch more entertainment news, if TV news programs aired | 18-45  | 64 | 2.55 | 1.167          | .146            |
|  | 46-66+ | 21 | 1.90 | .944           | .206            |
| I might watch more technology news, if TV news programs aired it | 18-45  | 64 | 3.16 | 1.116          | .139            |
|  | 46-66+ | 21 | 2.62 | 1.284          | .280            |

**FIGURE 8 – Survey Question 12 / Age Mean & Std. Deviation**

| Independent Samples Test   |                             |   |      |                              |        |                 |                 |                       |   |       |
|--|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|  |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|  |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|  |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| I might watch more entertainment news, if TV news programs aired | Equal variances assumed     | 1.616                                   | .207 | 2.285                        | 83     | .025            | .642            | .281                  | .083                                      | 1.201 |
|  | Equal variances not assumed |   |      | 2.544                        | 41.786 | .015            | .642            | .252                  | .133                                      | 1.152 |
| I might watch more technology news, if TV news programs aired it | Equal variances assumed     | 1.314                                   | .255 | 1.844                        | 83     | .069            | .537            | .291                  | -.042                                     | 1.117 |
|  | Equal variances not assumed |   |      | 1.717                        | 30.551 | .096            | .537            | .313                  | -.101                                     | 1.176 |

**FIGURE 9 – Survey Question 12 / Age T-Test**

Analyzing data specifically for cable TV news and the type of programming that audiences would find favor with via this medium if it aired it, a follow-up question in the survey, Question 13, asks what type(s) of programming participant takers would watch more of if cable TV news channels aired it. Also built around the same five-point scale design as the previous question ranging from “strongly disagree” to “strongly agree”, tabulated percentages of the test takers reveal “neutral” interest of most news categories. The two areas that participants generally show positive interest are for foreign news (24.7%, n=21), and breaking news (42.4%, n=36) with these categories marked as “agree”. (FIGURE 10)



| 13. Specifically on cable TV news networks, I would be interested in watching more of "...." if the cable news channel aired it. |                   |            |            |            |                |                |                |
|--|-------------------|------------|------------|------------|----------------|----------------|----------------|
|  | Strongly Disagree | Disagree   | Neutral    | Agree      | Strongly Agree | Rating Average | Response Count |
| Regular news reports   | 17.6% (15)        | 12.9% (11) | 32.9% (28) | 30.6% (26) | 5.9% (5)       | 2.94           | 85             |
| Entertainment news   | 28.2% (24)        | 23.5% (20) | 31.8% (27) | 12.9% (11) | 3.5% (3)       | 2.40           | 85             |
| Sports news  | 28.2% (24)        | 28.2% (24) | 24.7% (21) | 16.5% (14) | 2.4% (2)       | 2.36           | 85             |
| Opinion / Talk show  | 34.1% (29)        | 27.1% (23) | 29.4% (25) | 7.1% (6)   | 2.4% (2)       | 2.16           | 85             |
| Environmental news   | 21.2% (18)        | 17.6% (15) | 25.9% (22) | 24.7% (21) | 10.6% (9)      | 2.86           | 85             |
| Political news   | 20.0% (17)        | 21.2% (18) | 29.4% (25) | 24.7% (21) | 4.7% (4)       | 2.73           | 85             |
| Foreign news   | 20.0% (17)        | 16.5% (14) | 21.2% (18) | 24.7% (21) | 17.6% (15)     | 3.04           | 85             |
| Breaking news  | 15.3% (13)        | 9.4% (8)   | 20.0% (17) | 42.4% (36) | 12.9% (11)     | 3.28           | 85             |
| Crime / legal news   | 24.7% (21)        | 27.1% (23) | 27.1% (23) | 16.5% (14) | 4.7% (4)       | 2.49           | 85             |
| Technology news  | 21.2% (18)        | 12.9% (11) | 29.4% (25) | 27.1% (23) | 9.4% (8)       | 2.91           | 85             |
| Business news  | 23.5% (20)        | 25.9% (22) | 28.2% (24) | 17.6% (15) | 4.7% (4)       | 2.54           | 85             |
| Weather news   | 18.8% (16)        | 23.5% (20) | 31.8% (27) | 21.2% (18) | 4.7% (4)       | 2.69           | 85             |
| Lifestyle / magazine-style news shows  | 31.8% (27)        | 27.1% (23) | 28.2% (24) | 10.6% (9)  | 2.4% (2)       | 2.25           | 85             |
| Other (please specify)   |                   |            |            |            |                |                | 2              |
| answered question  |                   |            |            |            |                |                | 85             |
| skipped question   |                   |            |            |            |                |                | 0              |

**FIGURE 10 – Survey Question 13 Table**

A deeper analysis of the content wishes of men and women show cable TV programming interest trending towards regular news for males ( $M=3.37$ ,  $SD=1.08$ ) over females ( $M=2.77$ ,  $SD=1.18$ );  $t(83)=2.16$ ,  $p=.034$ . Sports news swings towards males ( $M=2.8$ ,  $SD=1.16$ ), over females ( $M=2.18$ ,  $SD=1.08$ );  $t(83)=2.35$ ,  $p=.021$ . Foreign news also leans towards males ( $M=3.52$ ,  $SD=1.39$ ) over females ( $M=2.83$ ,  $SD=1.36$ );  $t(83)=2.29$ ,  $p=.038$ . Significance with technology news rounds out with males again ahead ( $M=3.36$ ,  $SD=1.254$ ) over women ( $M=2.72$ ,  $SD=1.25$ );  $t(83)=2.16$ ,  $p=.034$ . The fact that audiences wish to have more technology programming may be a signal to the cable TV news companies that recent decisions to cut back on environmental and science programming (Brainard, 2008) may be having a negative impact on what audiences find important in the on air news rotation.

**Group Statistics**

|   | Gender | N  | Mean | Std. Deviation | Std. Error Mean |
|---|--------|----|------|----------------|-----------------|
| Specifically on cable TV news networks, I would be interested in watching more regular news reports | Male   | 25 | 3.36 | 1.075          | .215            |
|   | Female | 60 | 2.77 | 1.184          | .153            |
| Specifically on cable TV news networks, I would be interested in watching more sports news          | Male   | 25 | 2.80 | 1.155          | .231            |
|   | Female | 60 | 2.18 | 1.081          | .140            |
| Specifically on cable TV news networks, I would be interested in watching more foreign news         | Male   | 25 | 3.52 | 1.388          | .278            |
|   | Female | 60 | 2.83 | 1.355          | .175            |
| Specifically on cable TV news networks, I would be interested in watching more technology news      | Male   | 25 | 3.36 | 1.254          | .251            |
|   | Female | 60 | 2.72 | 1.250          | .161            |

**FIGURE 11 – Survey Question 13 / Gender Mean & Std. Deviation**

### Independent Samples Test

|   |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|---|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|   |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|   |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| Specifically on cable TV news networks, I would be interested in watching more regular news reports | Equal variances assumed     | .365                                    | .547 | 2.160                        | 83     | .034            | .593            | .275                  | .047                                      | 1.140 |
|   | Equal variances not assumed |   |      | 2.248                        | 49.258 | .029            | .593            | .264                  | .063                                      | 1.124 |
| Specifically on cable TV news networks, I would be interested in watching more sports news          | Equal variances assumed     | .004                                    | .951 | 2.349                        | 83     | .021            | .617            | .263                  | .094                                      | 1.139 |
|   | Equal variances not assumed |   |      | 2.285                        | 42.438 | .027            | .617            | .270                  | .072                                      | 1.161 |
| Specifically on cable TV news networks, I would be interested in watching more foreign news         | Equal variances assumed     | .001                                    | .978 | 2.114                        | 83     | .038            | .687            | .325                  | .041                                      | 1.333 |
|   | Equal variances not assumed |   |      | 2.093                        | 44.021 | .042            | .687            | .328                  | .025                                      | 1.348 |
| Specifically on cable TV news networks, I would be interested in watching more technology news      | Equal variances assumed     | .006                                    | .937 | 2.160                        | 83     | .034            | .643            | .298                  | .051                                      | 1.236 |
|   | Equal variances not assumed |   |      | 2.157                        | 44.847 | .036            | .643            | .298                  | .043                                      | 1.244 |

**FIGURE 12 – Survey Question 13 / Gender T-Test**

As far as showing programming that focuses more on regular and foreign news may be hard to pin down to one thing, since cable TV news broadcasters seem to do a very good job of reporting on the big stories of the moment, local or foreign, that catch the most interest with the biggest audiences. Perhaps audiences would like to know more than the big story of the day from overseas that affects them here at home, and hear about stories that the rest of the world may be tuning in to.

Statistical analysis based on the age variable grouping showed no clear significance for any type of news content in Question 13. The closest any of the categorical variables comes to showing significance is for interest in entertainment news, but significance measures at .063, and therefore too high, well above the .05 percent threshold.

## **Results for RQ2**

Survey tabulations for RQ2, which seeks understand what kinds of programming or content currently on cable television news channels draws audience interest over others, the overall survey percentages for Question 17, which asks “*Because it’s on cable TV news networks, I watch the following “....”*”, reveals that viewers are in favor of watching cable TV news channels for breaking news (40.0%, n=34), regular news (35.3%, n=30), political news (30.6%, n=26), and weather news (28.2%, n=24). (FIGURE 13) The responses here are also based off a Likert scale question, with respondents choices ranging from “strong disagree” to “strongly agree”; the replies earning the most consensus were those labeled as “agree”, one step lower than the highest rating of “strongly agree”.

| 17. Because it's on cable TV news networks, I watch the following: |                   |                   |                   |                   |                |                |                |
|--|-------------------|-------------------|-------------------|-------------------|----------------|----------------|----------------|
|  | Strongly Disagree | Disagree          | Neutral           | Agree             | Strongly Agree | Rating Average | Response Count |
| Regular news reports   | 21.2% (18)        | 15.3% (13)        | 18.8% (16)        | <b>35.3% (30)</b> | 9.4% (8)       | 2.96           | 85             |
| Entertainment news   | <b>27.1% (23)</b> | 18.8% (16)        | <b>27.1% (23)</b> | 22.4% (19)        | 4.7% (4)       | 2.59           | 85             |
| Sports news  | <b>32.9% (28)</b> | 21.2% (18)        | 12.9% (11)        | 25.9% (22)        | 7.1% (6)       | 2.53           | 85             |
| Opinion / Talk show  | <b>34.1% (29)</b> | 23.5% (20)        | 23.5% (20)        | 14.1% (12)        | 4.7% (4)       | 2.32           | 85             |
| Environmental news   | 27.1% (23)        | <b>29.4% (25)</b> | 15.3% (13)        | 21.2% (18)        | 7.1% (6)       | 2.52           | 85             |
| Political news   | 22.4% (19)        | 16.5% (14)        | 18.8% (16)        | <b>30.6% (26)</b> | 11.8% (10)     | 2.93           | 85             |
| Foreign news   | <b>25.9% (22)</b> | 22.4% (19)        | 20.0% (17)        | 22.4% (19)        | 9.4% (8)       | 2.67           | 85             |
| Breaking news  | 14.1% (12)        | 7.1% (6)          | 12.9% (11)        | <b>40.0% (34)</b> | 25.9% (22)     | 3.56           | 85             |
| Crime / legal news   | <b>30.6% (26)</b> | 25.9% (22)        | 27.1% (23)        | 11.8% (10)        | 4.7% (4)       | 2.34           | 85             |
| Technology news  | <b>27.1% (23)</b> | <b>27.1% (23)</b> | 21.2% (18)        | 20.0% (17)        | 4.7% (4)       | 2.48           | 85             |
| Business news  | <b>29.4% (25)</b> | 23.5% (20)        | 21.2% (18)        | 23.5% (20)        | 2.4% (2)       | 2.46           | 85             |
| Weather news   | 24.7% (21)        | 12.9% (11)        | 24.7% (21)        | <b>28.2% (24)</b> | 9.4% (8)       | 2.85           | 85             |
| Lifestyle / magazine-style news shows                              | <b>34.1% (29)</b> | 25.9% (22)        | 18.8% (16)        | 17.6% (15)        | 3.5% (3)       | 2.31           | 85             |
| Other (please specify)   |                   |                   |                   |                   |                |                | 2              |
| answered question  |                   |                   |                   |                   |                |                | 85             |
| skipped question   |                   |                   |                   |                   |                |                | 0              |

**FIGURE 13 – Survey Question 17 Table**

Beyond the survey data which reveals the overall consensus of what audiences watch on cable TV news channels, independent samples t-test analysis registers no gender significance for any of the categorical variables that are asked in the survey.

In comparing age groups, t-test analysis reveals interest amongst older audience members for environmental news ( $M=2.36$ ,  $SD=1.18$ ) over youth audiences ( $M=3.00$ ,  $SD=1.64$ );  $t(83)=2.01$ ,  $p=.047$ . (FIGURES 14 & 15) This interest in environmental news may be as a result over worry and concerns surrounding the Gulf of Mexico oil spill in 2010 or general concerns over climate change in the world. The fact that older audiences are more concerned with this and not younger audiences is puzzling, considering that younger audiences have a lot more to be concerned about a damaged environment that needs to sustain them for much longer.

**Group Statistics**

| 18-45 / 46-Senior age grouping  |        | N  | Mean | Std. Deviation | Std. Error Mean |
|---|--------|----|------|----------------|-----------------|
| Because it's on cable TV news networks, I watch the following: - Environmental news | 18-45  | 64 | 2.36 | 1.118          | .140            |
|   | 46-66+ | 21 | 3.00 | 1.643          | .359            |

**FIGURE 14 – Survey Question 17 / Age Mean & Std. Deviation**

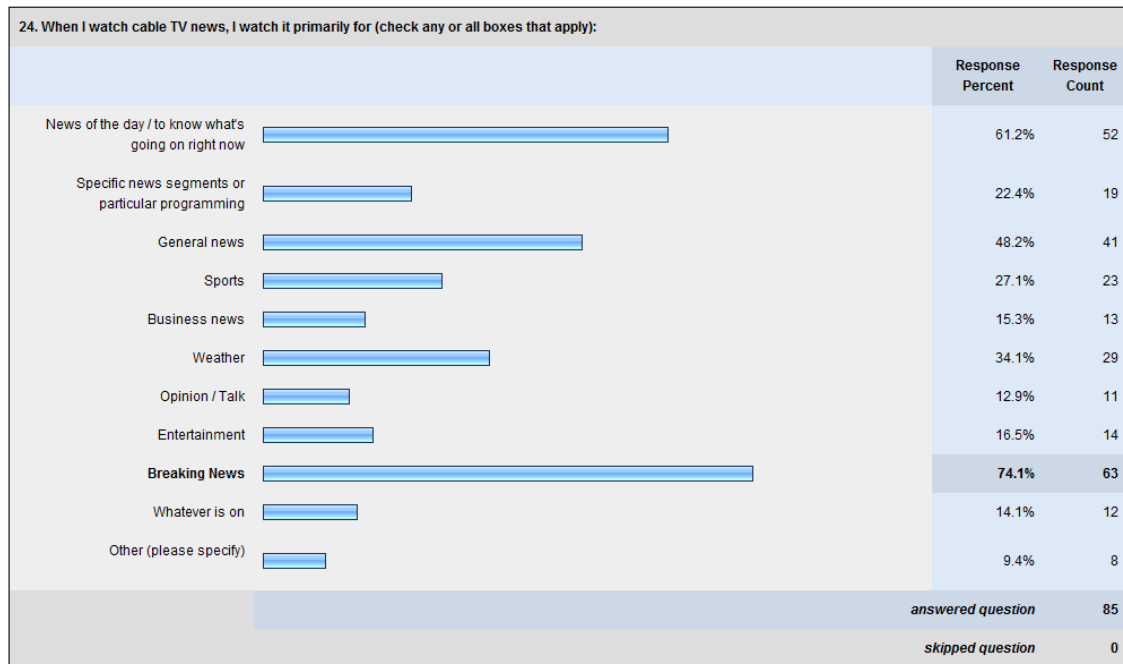
**Independent Samples Test**

|   |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|---|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|   |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|   |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| Because it's on cable TV news networks, I watch the following: - Environmental news | Equal variances assumed     | 16.281                                  | .000 | -2.014                       | 83     | .047            | -.641           | .318                  | -1.273                                    | -.008 |
|   | Equal variances not assumed |   |      | -1.665                       | 26.344 | .108            | -.641           | .385                  | -1.431                                    | .150  |

**FIGURE 15 – Survey Question 17 / Age T-Test**

Another question in the survey that can glean some insight into the programming likes and dislikes of cable TV news audiences is through Question 24 which very generally asks “*When I watch cable TV news, I watch it primarily for ‘...’*”, allowing participant takers to check off as few or as many news categories as they wish. Overall results for this question mirror quite closely with the results of Question 17 which had similar variables that survey takers could choose from. From the overall average of answers to this question, 74.1% (n=63) of all participants watch cable TV news for breaking news, followed by 61.2% (n=52) for news of the day and what is happening

right now in the world, 48.2% (n=41) for general/regular news, and finally 34.1% (n=29) for weather. (FIGURE 16) Other categories were measured, but their levels are in decreasing importance.



**FIGURE 16 – Survey Question 24 Table**

### Results for RQ3

The final question to be examined, RQ3, asks if breaking news or some major event sways audiences to tune in to their televisions, as opposed to skipping out and catching the news via other avenues. There are a few questions in the survey that address this research question, juxtaposing scenarios of a regular news day, versus a day when there is breaking news. The questions are built around five-point Likert scale questions, with degrees of likelihood ranging from “very unlikely” to “highly likely”, each with a series of media choices presented from which to choose from.

Beginning with survey Question 18, which elicited answers on audience news consumption on seemingly regular news days when nothing spectacular is happening in the news, the survey results are reflective of news consumption being mild and spread out across various mediums. Survey Question 18 of the asks “*when it’s a regular news day and nothing out of the ordinary is happening in the world, I turn to “....” for news and information*”. The “likely” category received the greatest frequency of results, with 31.8% (n=27) of participants answering that they listen to the radio, followed by 30.6% (n=26) choosing the legacy network news programs on the major network stations. Cable TV news came in third, with a 24.7% (n=21) of the survey participants responding that they would “likely” watch news via this avenue. In the “highly likely” category of news consumption, social media registers with the highest score, coming in at 21.2% (n=18) of participants selecting this method of finding out what is going on in the world. (FIGURE 17) The answers for the news needs by audiences on regular news days is spread out across answers, with no clear winner or category receiving overwhelming support. Radio listenership in the survey matches recent polling trends where users consistently rate listening to the radio as their main source of national and international news (Kohut, 2011).



| 18. When it's a <u>regular news day</u> , and nothing out of the ordinary is happening in the world, I turn to "...." for news and information: |               |            |            |            |                        |                |                |
|---|---------------|------------|------------|------------|------------------------|----------------|----------------|
|   | Very unlikely | Unlikely   | Neutral    | Likely     | Highly Likely          | Rating Average | Response Count |
| Cable TV news (CNN, Fox, MSNBC, HLN)  | 25.9% (22)    | 17.6% (15) | 16.5% (14) | 24.7% (21) | 15.3% (13)             | 2.86           | 85             |
| Legacy network news (ABC, NBC, CBS)   | 18.8% (16)    | 18.8% (16) | 17.6% (15) | 30.6% (26) | 14.1% (12)             | 3.02           | 85             |
| Foreign news channel (ie: BBC, Al Jazeera, Deutsche Welle, CBC)   | 52.9% (45)    | 18.8% (16) | 18.8% (16) | 9.4% (8)   | 0.0% (0)               | 1.85           | 85             |
| Blogs   | 49.4% (42)    | 28.2% (24) | 12.9% (11) | 7.1% (6)   | 2.4% (2)               | 1.85           | 85             |
| Internet news aggregator (ie: Huffingtonpost, The Daily Beast, etc.)  | 35.3% (30)    | 22.4% (19) | 10.6% (9)  | 18.8% (16) | 12.9% (11)             | 2.52           | 85             |
| Social Media  | 25.9% (22)    | 17.6% (15) | 17.6% (15) | 17.6% (15) | 21.2% (18)             | 2.91           | 85             |
| Radio   | 12.9% (11)    | 18.8% (16) | 16.5% (14) | 31.8% (27) | 20.0% (17)             | 3.27           | 85             |
| Sports channel  | 52.9% (45)    | 14.1% (12) | 10.6% (9)  | 14.1% (12) | 8.2% (7)               | 2.11           | 85             |
|   |               |            |            |            | Other (please specify) |                | 7              |
|   |               |            |            |            | answered question      |                | 85             |
|   |               |            |            |            | skipped question       |                | 0              |

**FIGURE 17 – Survey Question 18 Table**

Independent samples t-test analysis of Question 18 based on the age grouping variable revealed no significant preference or leaning to a particular news medium of either the young or old age pairing. On the basis of gender, there is significant preference for certain kinds of news over others when comparing men to women. On a regular news day, high significance is registered for online news with men registering and women 38.73 in the mean rankings. The other news mediums registering high significance values are in the categories of online blogs, and foreign news. (FIGURES 18 & 19)

### Group Statistics

| Gender  |        | N  | Mean | Std. Deviation | Std. Error Mean |
|---|--------|----|------|----------------|-----------------|
| When it's a regular news day, I turn to foreign TV news outlets for news and info | Male   | 25 | 2.28 | 1.100          | .220            |
|   | Female | 60 | 1.67 | .968           | .125            |
| When it's a regular news day, I turn to online blogs for news and info            | Male   | 25 | 2.20 | 1.225          | .245            |
|   | Female | 60 | 1.70 | .944           | .122            |
| When it's a regular news day, I turn to online news aggregators for news and info | Male   | 25 | 3.16 | 1.519          | .304            |
|   | Female | 60 | 2.25 | 1.361          | .176            |

**FIGURE 18 – Survey Question 18 / Gender Mean & Std. Deviation**

### Independent Samples Test

|   |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|---|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|   |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|   |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| When it's a regular news day, I turn to foreign TV news outlets for news and info | Equal variances assumed     | 1.199                                   | .277 | 2.555                        | 83     | .012            | .613            | .240                  | .136                                      | 1.091 |
|   | Equal variances not assumed |   |      | 2.424                        | 40.295 | .020            | .613            | .253                  | .102                                      | 1.125 |
| When it's a regular news day, I turn to online blogs for news and info            | Equal variances assumed     | 2.540                                   | .115 | 2.033                        | 83     | .045            | .500            | .246                  | .011                                      | .989  |
|   | Equal variances not assumed |   |      | 1.827                        | 36.450 | .076            | .500            | .274                  | -.055                                     | 1.055 |
| When it's a regular news day, I turn to online news aggregators for news and info | Equal variances assumed     | 1.458                                   | .231 | 2.714                        | 83     | .008            | .910            | .335                  | .243                                      | 1.577 |
|   | Equal variances not assumed |   |      | 2.593                        | 40.880 | .013            | .910            | .351                  | .201                                      | 1.619 |

**FIGURE 19 – Survey Question 18 / Gender T-Test**

On the other end of the spectrum, when there is breaking news event, cable TV news channels register very high in the tabulated percentages as the go-to outlet for news and information. Through Question 23 of the survey, participants were asked to rank their news medium of choice when a breaking news or big event story is happening.

Cable TV news is rated as “highly likely” to be watched, with 49.4% (n=42) of all survey participants accessing this media outlet for news and information. Regular network television channels are rated as “likely”, with 50.6% (n=43) of participants choosing this medium to access news when something major is happening. The online news equivalents of cable TV news companies comes in with 38.8% (n=33) of all participants stating that they are “likely” to go to one of these outlets for news, followed by 31.8% (n=27) of survey participants saying they would “highly likely” access the online news site of a major newspaper when there is breaking news. (FIGURE 20)

| 23. Depending on the type of news story or event that's occurring, which form of media are you (highly likely – very unlikely) to watch, read, or listen for a <u>breaking or big event news story</u> : |                   |            |            |                   |                   |                |                |
|--|-------------------|------------|------------|-------------------|-------------------|----------------|----------------|
|  | Very unlikely     | Unlikely   | Neutral    | Likely            | Highly Likely     | Rating Average | Response Count |
| <b>TV online news site</b> (ie: CNN.com, MSNBC.com, Foxnews.com, ABCNews.com, BBC.co.uk)   | 11.8% (10)        | 5.9% (5)   | 11.8% (10) | <b>38.8% (33)</b> | 31.8% (27)        | 3.73           | 85             |
| <b>Newspaper online news site</b> (ie: NYTimes.com, SFGate.com)  | 16.5% (14)        | 5.9% (5)   | 15.3% (13) | 30.6% (26)        | <b>31.8% (27)</b> | 3.55           | 85             |
| <b>Online news aggregator</b> (ie: Huffingtonpost, The Daily Beast, The Daily Kos, Drudge Report, etc.)  | <b>43.5% (37)</b> | 20.0% (17) | 7.1% (6)   | 21.2% (18)        | 8.2% (7)          | 2.31           | 85             |
| <b>Independent Blogs</b>   | <b>54.1% (46)</b> | 28.2% (24) | 11.8% (10) | 2.4% (2)          | 3.5% (3)          | 1.73           | 85             |
| <b>Regular TV news channel</b> (ABC, CBS, NBC)   | 7.1% (6)          | 8.2% (7)   | 8.2% (7)   | <b>50.6% (43)</b> | 25.9% (22)        | 3.80           | 85             |
| <b>Cable TV news channel</b> (CNN, Fox News, MSNBC)  | 12.9% (11)        | 3.5% (3)   | 5.9% (5)   | 28.2% (24)        | <b>49.4% (42)</b> | 3.98           | 85             |
| Other (please specify)   |                   |            |            |                   |                   |                | 5              |
| <b>answered question</b>   |                   |            |            |                   |                   |                | <b>85</b>      |
| <b>skipped question</b>  |                   |            |            |                   |                   |                | <b>0</b>       |

**FIGURE 20 – Survey Question 23 Table**

Independent samples t-test analysis of Question 23 shows significance for the trends affecting cable TV and network news viewership, and online Internet news. Measuring the data collected from survey Question 23 reveals that the data collected is in line with currently published data. Examining first for differences in gender, significance in the data is registered only for breaking news on regular news channels with males (M=3.40, SD=1.32), over females (M=3.97, SD=1.00);  $t(83)=2.15$ ,  $p=.035$ . (FIGURES 21 & 22) No significance is registered through this question for cable TV news channels based on the gender variable, but the tabulation data is still important in signaling that audience interest in both network and cable TV news is high.

| Group Statistics   |        |    |      |                |                 |
|--|--------|----|------|----------------|-----------------|
|  | Gender | N  | Mean | Std. Deviation | Std. Error Mean |
|  |        |    |      |                |                 |
| What is the likelihood of using regular TV news channels when it's a breaking news event | Male   | 25 | 3.40 | 1.323          | .265            |
|  | Female | 60 | 3.97 | 1.008          | .130            |

**FIGURE 21 – Survey Question 23 / Gender Mean & Std. Deviation**

| Independent Samples Test   |                             |   |      |                              |        |                 |                 |                       |   |       |
|--|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|  |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|  |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|  |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| What is the likelihood of using regular TV news channels when it's a breaking news event | Equal variances assumed     | 5.903                                   | .017 | -2.148                       | 83     | .035            | -.567           | .264                  | -1.091                                    | -.042 |
|  | Equal variances not assumed |   |      | -1.922                       | 36.153 | .063            | -.567           | .295                  | -1.165                                    | .031  |

**FIGURE 22 – Survey Question 23 / Gender T-Test**

Probably more revealing is the data amongst the young versus old age groupings, with significance that is comparable with published findings on news trends. Measuring for significance amongst age categories, data analysis of Question 23 reveals positive significance for the online news offerings of television channels, with mean values ranking high for 18-45 year olds (M=3.91, SD=1.17), and lower for the 46+ age demographic (M=3.19, SD=1.54); $t(83)=2.25$ ,  $p=.027$ . (FIGURES 23 & 24)

| Group Statistics  |        |    |      |                |                 |
|---|--------|----|------|----------------|-----------------|
| 18-45 / 46-Senior age grouping  |        | N  | Mean | Std. Deviation | Std. Error Mean |
| What is the likelihood of using TV online news site when it's a breaking news event | 18-45  | 64 | 3.91 | 1.165          | .146            |
|   | 46-66+ | 21 | 3.19 | 1.537          | .335            |

**FIGURE 23 – Survey Question 23 / Age Mean & Std. Deviation**

### Independent Samples Test

|   |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |        |                 |                 |                       |   |       |
|---|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|-------|
|   |                             | F                                       | Sig. | t                            | df     | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|   |                             |   |      |                              |        |                 |                 |                       | Lower                                     | Upper |
| What is the likelihood of using TV online news site when it's a breaking news event | Equal variances assumed     | 7.995                                   | .006 | 2.251                        | 83     | .027            | .716            | .318                  | .083                                      | 1.348 |
|   | Equal variances not assumed |   |      | 1.958                        | 27.931 | .060            | .716            | .366                  | -.033                                     | 1.465 |

**FIGURE 24 – Survey Question 23 / Age T-Test**

## DISCUSSION

The findings presented in this study provide a limited, but consistent view of the changes affecting the media industry as a whole, specifically cable TV news broadcasting. Audiences increasingly want other, ancillary news and information that fit their time and specific needs. News areas such as sports, business, entertainment, and foreign news are specific content areas that viewers want more of through cable television news broadcasters.

**RQ1: With the emergence and popularity of newer media formats (blogs, news aggregators, social media, online TV news), what kinds of programming and/or format changes to what is currently on cable television news, would audiences find more appealing?**

In review of the data and findings presented in the Results section, and analyzing the results for RQ1, survey participants overall demonstrated strong interest for breaking news, technology and foreign news in the programming line-ups of cable TV news networks, and medium-to-strong interest for foreign news. (FIGURE 5) Statistically speaking, strong preferences for sports news, as well as regular news, and technology news, were expressed as by males in the overall population of test participants. (FIGURES 6 & 7) With age as a variable, strong statistical advantage is given to youth audiences and their preferences for more technology and entertainment news. (FIGURES 8 & 9)

The tabulation percentages of viewer interest as they relate to RQ1 are not that surprising in terms of the type of news that has the potential to draw audiences toward cable news networks. Sports news interest in general is probably not an area that the main hard news outlets are too keen on presenting, since there are already plenty of competing sports news networks that provide such news. Interest in technology, foreign, and regular news (FIGURES 10, 11, & 12) might be tied to the major news events that were going on in the world in 2010 (U.S. foreign wars, major earthquake in Haiti, oil spill obstacles and clean-up in the Gulf of Mexico), as well as to what was not being covered by the cable TV news networks in the last year.

According to a recent Pew report, there was relatively strong audience interest in foreign and technology-related news in the last year, but actual network news coverage of these types of news was much lower than viewer demand (*Public Focused on Tensions over Islam*, 2010). The need of audiences to watch more technology news may be related to the fact that coverage of this area is very poorly represented and reported on by news outlets in general (*Tech Times: Media Coverage of Technology*, 2010), and may be a reflection of cutbacks made in the area of science and technology reporting (Brainard, 2008). News presentation on a whole in the U.S. was primarily focused towards political coverage because of the 2010 elections, with more coverage being devoted on cable news channels than audience demand (*Press Coverage and Public Interest*, 2011). Audience interest in regular news on cable news channels can be attributed to a need to know about “other news”, other than the usual breaking or major news headlines that the cable TV news networks are usually known to cover.



**RQ2: What kinds of programming or content (regular news, opinion, documentary, talk show, magazine, sports, live programming) currently on cable television news channels draws audience interest over others?**

In examining RQ2 from the survey data collected and reported findings in the Results section of this study, results are similar to RQ1 in that viewers are drawn to cable television news offerings for breaking news, followed by regular news reports, political news and weather reports. (FIGURE 13) The fact that viewers are drawn to these types of news on cable news channels is a possible indicator that the revolving and changing nature of news on the 24/7 news networks is appealing to audiences and that these channels cater the news well to its viewers.

In examining the survey results, it was found that there is no variable significance based on gender in the statistical analysis of the data collected. Other news that has significance and draws viewers towards cable news channels is news about the environment.

Data from the MUS2010 survey showed that amongst older population members, interest in news on the environment rates highly. (FIGURE 14 & 15) In 2010, the major news story that caused widespread anxiety and nervousness amongst the viewing public was the deep-water oil leak disaster in the Gulf of Mexico that showed no signs of stopping. In lieu of the data results from the survey and interest by the public in environmental news, outside findings suggest that media outlets as a whole did not stay on this story as much as audiences had wished for. (*Press Coverage and Public Interest*, 2011)

Cable news outlets might want to consider viewer interest in technology news and the environment, in light of cuts to these types of news in recent years (Brainard, 2008). While the volume of news that cable TV news channels may or may not have broadcast is unknown, news areas such as the environment, business, and entertainment are niche areas that cable news channels might want to focus more energy towards.

**RQ3: Does breaking news or a major event sway audiences to tune in to their televisions, as opposed to skipping out and catching the news via the Internet and mobile avenues?**

In examining participant results for RQ3 from the MUS2010 survey and analysis in the Results section of this study, the research question simply sought to answer whether audiences preferred television over the Internet or vice-versa, television viewing for news received responses that are right in the middle of all likely participant answers when it is simply a regular news day with nothing going on in the world. Watching news via cable television came in third place as the choice of where audience members turn to when seeking news on regular, non-breaking news days.

On days where nothing out of the ordinary is happening, audience preferences and significance is notably higher for acquiring news via social media sites that are online. (FIGURE 17). When the news is slow, simply going online and seeing what is going on amongst friends and extended networks may be enough for people to stay informed with the goings on in the world. Significance is also registered for scanning news from online news outlets, as well as knowing what is going on regarding foreign news, and online

blogs, . On regular news days, the ability to go online and quickly scan and read up on news that is happening in the whole world, is handled quickly and efficiently by going to a few news sites on the Internet. (FIGURES 18 & 19)

When it comes to acquiring news in times of breaking news or there is major activity surrounding an event, cable television news networks are by far leading destinations of audiences. The breaking news destinations of viewers are to cable TV news channels, followed by network news outlets, and then the Internet (FIGURE 20), could be indicative signals of the staying power that round the clock cable TV news channels have over the public as the first stop to check out and see what is going on when there is a major news event occurring. The network broadcasters are still significant in the public eye, possibly because they are considered to be the old bastions and standard bearers of non-cable, cross-country television news.

Hot on the heels of cable TV news and national network news, the emergence of Internet news outlets as the emerging go-to sources for news and information is no surprise, witnessing continued increases in audience interest over the past few years (Kohut, 2011). According to the Kohut article, cable and network news outlets are still dominant in attracting the most eyeballs, but online and Internet news platforms are catching up in terms of audience demographics based on age.

For breaking news, regular network TV news registers the most significance amongst the gender pairings of this survey (FIGURES 21 & 22), which might signal emotional connectedness to these types of news broadcasts, since the network TV news channels generally have greater “name brand” recognition than cable TV news broadcasts or presentations.

The online news offerings of television news channels register high significance amongst the youth demographic when there is breaking news (FIGURES 23 & 24), probably signaling the trend of younger audiences being more mobile and tech savvy when it comes to news acquisition, and less dependent in turning on the television for watching the news immediately. The trend towards more online news on the part of the youth demographic is consistent with currently available data (Kohut, 2011).

Generationally, audiences are accessing news via the tools of the Internet and social media sites that are able to fulfill their needs. As the research findings illustrate, audiences are increasingly drawn to news and information presented on the Internet that is accessible via online news sites either through personal computers and Internet-enabled mobile devices.

As the research suggests, users are drawn to the Internet news offerings of cable television and standard network news broadcasters and to television when breaking news and other significant events occur. The analysis of the participants through the survey research conducted in this study, and conforming in general terms with outside research that already exists, that the acquiring of news and information has become increasingly electronic, mobile, visual, and with an emphasis on speed of access in mind. (Purcell et al., 2010, p. 2; Smith, 2010)

Although users are increasingly moving towards accessing news and information via the Internet and the convenience that it offers users to consume news when and where they want, television news outlets, and specifically cable television news outlets, still provide a fast and universally accessible mode of news acquisition for interested audiences. Unlike the Internet, which requires sifting through various sites and web pages

before possibly finding final and conclusive information on a breaking news event that is occurring, the chances are pretty high that cable television news outlets are reporting on the news that is most sought after, almost instantaneously.

At the same time, and as fast and as effective cable TV news outlets are at delivering news and information as it is happening, the research presented here indicates that the gains being made by the Internet cannot be ignored by the always-on cable television news outlets. As good as broadcast news networks have become at adapting to change and even becoming leaders with their own online news platforms (Purcell et al., 2010, p. 4), the changes needed to stay ahead and on top in terms of popularity and economic viability, may not be enough to keep the Internet and online modes of news presentation from surpassing television in audience interest someday. With a 24 hour news cycle to fill, each day of the week, month after month, year after year, the task of cable news companies in maintaining continued interest of news seeking audiences is a difficult order to fill when there is no breaking news event taking place. (Gutstadt, 1993; "The State of the News Media," 2010)

Ultimately, the fate of cable TV news companies to keep and maintain viewers interested in their channels may rely on the continued innovation of news delivered through multiple platforms (broadcast, online, and mobile), if they, the cable TV news broadcasters hope to have a presence amongst audiences who have a growing appetite to access news and other forms of media through electronic platforms (Purcell et al., 2010, p. 21). For cable TV news companies, the prospect of future growth through their online news sites is strongest amongst audiences searching for news. At the same time though, that online interest must continue to grow and be improved upon, because audience

popularity is not entirely dominate in terms of having audience interest in the entire news segment alone to themselves (Huang, 2009, pp. 111-112).

As Internet growth and interest is only sure to increase, cable TV news organizations will have to work hard to remain important and relevant as important news outlets, as seemingly endless news outlet choices confront increasingly fragmented audiences (Morris, 2007, p. 724). The research presented here hints that cable TV news companies will need to work harder to shore up fragmentation, and find ways to consolidate their offerings in ways that may dramatically change the face of how cable television news companies present themselves by way of their broadcasts. With the Internet reaching more and more users, increasing numbers of users accessing the Web via mobile devices (Smith, 2010), and faster Internet speeds surely to come as technology improves and becomes more widely available, cable news broadcasters will need to innovate and find better ways to connect and keep viewers tuned in, whether on television or online.

### **Limitations of this study**

The definition and scope of this study is such that it only reflects a snapshot of the changing landscape of cable television news companies at the moment of the 30 year anniversary of the industry. The majority of trends and the direction that media consumption are headed towards, indicate that more and more news will continue to be consumed through the Internet or online and mobile platforms (Chung & Yoo, 2006, p. 2; Kohut, 2011)

The relatively low turnout of the survey and the analysis presented in this study offers a glimpse of how audiences are accessing their media. To assess wider media use and demographics of a larger group and audience (youth, minorities, and media subsets such as online gaming environments, and entertainment) was outside of the scope and resources that were available for this study. Even though a relatively small group was polled and analyzed for this study, the research did provide a hint of how audiences access their news and media, which devices they use, and the general direction that audiences are headed with media consumption, programming tastes, and technology.

Viewed through the prism of Uses & Gratifications theory and contrasting the data collected through the survey that was conducted here, it is clear from the data presented that audiences seek out certain forms of news media to satisfy needs based on the type of news day or events that are taking place in the world. When an emergency or something of a large magnitude is occurring, audiences turn to the cable TV news channels for quick news that can address their needs to know and stay informed. There is also evidence in the demographic data presented that users are increasingly using more forms of mobile technology to acquire news and information.

With the Internet quickly catching up to television news as a preferred choice for audiences to capture news, especially among younger audiences (Kohut, 2011), and very high rates of acceptance for desktop computers (roughly 60% acceptance amongst 35- 65 year olds) and cell phones (roughly 70% for all adults) (Zickuhr, 2011b), the future of television as the delivery method for news might be in question. With faster Internet speeds and electronic gadgets that can display the news, it can only be guessed that the trend for most users will be for more news acquisition through increasingly available

mobile devices. Watching or reading up on the news through mobile and personal devices may fulfill needs of individual freedom or intimacy with a certain kind of media, whereas acquiring content through a stand-alone television may be a way for users to share in an experience with others. The gratification of capturing news and content through a particular form of device may specifically have to do with the type of news being presented (Lin, 1999, p. 80).

While this study does show that audiences acquire news differently and through various means depending on the type of news day that is, this study could not distinctively point out why audiences are drawn to certain forms of news. Significance is shown for certain types of news such as foreign, business, and environmental news, and guesses can only be made as to why audiences are drawn to such news. To understand the gratifications redeemed from acquiring such news can only be inferred, and it is a point that should be taken up for further study.

While traditional media companies have made big pushes towards being on the Web and focusing a lot of their resources in presenting news via newer platforms, media companies will nevertheless be facing increasing fragmentation from audiences who reach the Internet and the online world from various sources. With Internet audiences becoming increasingly younger, more mobile, and divided in how they access news and information via the Internet (Huang, 2009; Purcell et al., 2010, p. 22; Smith, 2010), traditional media companies will have to be adept at identifying new media markets, and capturing those segments before audiences drift off and follow other sources for news and information.



## **Conclusion**

With the Internet as the medium that has the potential of surpassing all other forms of media as far as content delivery and distribution is concerned, the framing of this study around the anniversary of the Cable television news industry is a worthwhile one based on the 30 year milestone of its existence. For a branch of the news industry that was initially scoffed at by other media branches, but became very popular in the 1980s and 1990s (Küng, 2000, p.109), cable television news outlets now find the tables turned on themselves, fighting for viewers with increased competition coming from the Internet and other specialized forms of media.

At the least, and with the initial findings outlined in this study, the cable TV news industry finds itself at the precipice of possibly being overtaken by the Internet if it does not adapt to meeting the specific needs of its audiences. Finding out how the cable television news channels need to adapt and what changes need to be made in order to keep viewers watching, has been the focus of this study.

As CNN passes its 30<sup>th</sup> anniversary and enters its fourth decade of existence, the channel that built itself on being "the most trusted name in news" might want to reconsider its emblematic slogan in the name of surviving and being relevant to an increasingly fragmented public that may not be all that interested in standard news coverage. Although CNN is a ratings and audience winner when it comes to its Internet news site (Hampp, 2007), the TV network that started the cable TV news industry lags behind all other cable TV news channels, including its own subsidiary news channel, HLN, which features more opinion and entertainment oriented programming (Carter,

2010). As highlighted in the findings of this study, CNN and the other cable TV news outlets do attract large audiences when there is breaking news or a big events tuning in to, but it is in the non-event periods, when programming reverts back to normal, everyday content, that the news channels fight for every last viewer.

At the beginning of the 21<sup>st</sup> century, when the Internet and other online areas can provide news and content whenever, wherever, and to almost everyone, and on virtually any electronic platform, the relevancy of the cable television news industry may be in question and become one of the multitudes of news industries that are just trying to hold onto audience share. Cable television news outlets have very been adept at re-engineering themselves and broadening the reach of their platforms. By integrating and becoming Internet leaders of news delivery and engaging audiences interactively online and through citizen journalism, these audience gains may automatically translate back into audience interest on television, where cable TV news companies are primarily focused. Big news events and breaking news are good at drawing viewers and audiences to the primary, television-side of the cable TV news business, but as important news and interest recedes to the background, continuing to maintain viewer interest on the television will be a big challenge for the cable news companies.

The fight for viewers and the audience declines that are occurring in the cable news industry, could be the beginnings of a slide that will have its effects on this branch of the news industry in the years to come. The impact of the Internet has been a hard blow on the profits and sustainability of the news industry as a whole, but cable television news companies may be in a better position to weather the disruptions that are affecting the media industry because of the popularity and gains made through the recognition and

exposure of their outlets in online platforms Beyond breaking news though, if cable TV news channels cannot hold on to viewers through their primary, television outlets, the business model that began the revolution of always-on, whenever you want it news in 1980 might need to be re-tooled and changed to stay relevant in the years to come.

APPENDIX

Media Usage Survey 2010

30th Anniversary of Cable TV News

2. Media Usage Survey 2010 - Page 2

2. Gender:

☐ Male

☐ Female

3. Age:

☐ 18-25

☐ 26-35

☐ 36-45

☐ 46-55

☐ 56-65

☐ 66+

4. Marital Status:

☐ Single

☐ Married

☐ Unmarried partner

5. Type of Internet connection at home:

☐ Dial-up

☐ DSL

☐ Cable

☐ No connection

3. Media Usage Survey 2010 - Page 3

30th Anniversary of Cable TV News

4. Media Usage Survey 2010 - Page 4

6. Education:

☐ High School

☐ 2-year college

☐ Trade school / Certificate

☐ Undergraduate (BA/BS)

☐ Graduate (Masters / PhD)

☐ Other (please specify)

7. Income:

☐ Less than \$15,000

☐ \$15,000 - \$24,999

☐ \$25,000 - \$34,999

☐ \$35,000 - \$49,999

☐ \$50,000 - \$74,999

☐ \$75,000 - \$99,999

☐ \$100,000 - \$149,999

☐ \$150,000 +

☐ Prefer not to state

8. Number of media access devices that you own:

Stationary / home computer

Laptop computer

Television

Web-enabled mobile device / smart phone

Cell phone

Tablet device

Other (specify device & number)

0

1

2

3

4

5+

4. Media Usage Survey 2010 - Page 4

Section 2 - General media accessibility

## Media Usage Survey 2010 (continued)

### 4. Media Usage Survey 2010 - Page 4

#### Section 2 - General media accessibility

In this section you will be asked about the form of media you use to access news and information.

#### 9. How often do you access the following forms of media to obtain news and information?

|   | Never                 | Rarely                | Occasionally          | Regularly             | Frequently            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Cable television news channels (Fox News, MSNBC, CNN, HLN, CNBC)            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Magazine  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspapers  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online blogs  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online news aggregators (ie: Huffingtonpost, Dudge Report, The Daily Beast) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social media (ie: Twitter, Facebook)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Standard television channels (ABC, NBC, CBS, Fox, PBS)                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

#### 10. How would you classify each form of media in their importance based on your needs for accessing news and information?

|   | Not important         | Somewhat important    | Neutral               | Important             | Very important        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Cable television news channels (Fox News, MSNBC, CNN, HLN, CNBC)            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Magazines   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspapers  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online news site (ie: NYTimes.com, CNN.com, FoxNews.com, MSNBC.com)         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online news aggregators (ie: Huffingtonpost, Dudge Report, The Daily Beast) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online, independent blogs   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social media (ie: Twitter, Facebook)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Standard television channels (ABC, NBC, CBS, Fox, PBS)                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 5. Media Usage Survey 2010 - Page 5

#### Section 2 - General media accessibility (continued)

In this section you will be asked about the form of media you use to access news and information.

#### 11. Complete the following sentence:

I watch TV news....

|   | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| to generally stay informed  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| for breaking news events  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| for particular news shows / programs  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| for commentary or opinion, because I enjoy watching particular anchors or news presenters | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| because stories and news items are presented differently than other news sources          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| because it's the easiest way to get the latest news                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| for watchers on political coverage  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| for sports news and reports   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)  |                       |                       |                       |                       |                       |

#### 12. I might watch more "...." if TV news programs aired it (cable or non-cable).

|                                       | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|---------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Regular news reports                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment news                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports news                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opinion / Talk show                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental news                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foreign news                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breaking news                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Crime / legal news                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Technology news                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Business news                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weather news                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lifestyle / magazine-style news shows | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)                |                       |                       |                       |                       |                       |

## Media Usage Survey 2010 (continued)

### 6. Media Usage Survey 2010 - Page 6

#### Section 2 - General media accessibility (continued)

In this section you will be asked about the form of media you use to access news and information.

#### 13. Specifically on cable TV news networks, I would be interested in watching more of "...." if the cable news channel aired it.

|   | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Crime / legal news                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Political news                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lifestyle / magazine-style news stories | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opinion / Talk show                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breaking news                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Regular news reports                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weather news                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Technology news                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports news                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental news                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foreign news                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Business news                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment news                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)                  | <input type="text"/>  |                       |                       |                       |                       |

#### 14. If there is a breaking news event of major importance, I turn to "...." for news and information:

|   | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Social Media  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet news aggregators (ie. Huffingtonpost, The Daily Beast, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bloggs  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Legacy network news (ABC, NBC, CBS)                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cable TV news (CNN, Fox, MSNBC, HLN)                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foreign news channel (ie. BBC, Al Jazeera, Deutsche Welle, CBC)       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)  | <input type="text"/>  |                       |                       |                       |                       |

### 7. Media Usage Survey 2010 - Page 7

#### Section 2 - General media accessibility (continued)

In this section you will be asked about the form of media you use to access news and information.

#### 15. Please complete the following sentence:

If I want to stay informed and know what's going on, I ...

|   | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| turn on the television and scan the channels until I find a channel that has news or information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| go to my computer and read or watch the news online.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| open my daily newspaper and read the news that's important to me.                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| turn on my TV and switch on a cable TV news channel to find the latest news and information.      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| glance at my Web-enabled mobile device (iPhone, Droid) and catch up quickly.                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)  | <input type="text"/>  |                       |                       |                       |                       |

#### 16. Please rate each of these TV news outlets in terms of importance to you:

|   | Not important         | Somewhat important    | Neutral               | Important             | Very important        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| CNBC  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| CNN   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foreign news (BBC, Sky News, Al Jazeera, Telemundo) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fox News  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Headline News (HLN)                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Legacy network news channels (NBC, CBS, ABC)        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| MSNBC   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| PBS   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports (ESPN, FoxSports, Versus, Speed, SN Sports)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)                              | <input type="text"/>  |                       |                       |                       |                       |

## Media Usage Survey 2010 (continued)

### 8. Media Usage Survey 2010 - Page 8

#### Section 2 - General media accessibility (continued)

In this section you will be asked about the form of media you use to access news and information.

#### 17. Because it's on cable TV news networks, I watch the following:

|                                      | Strongly Disagree     | Disagree              | Neutral               | Agree                 | Strongly Agree        |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Regular news reports                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Crime / legal news                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental news                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foreign news                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opinion / Talk show                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Literary / magazine-style news shows | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weather news                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment news                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports news                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breaking news                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Technology news                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Business news                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Political news                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)               | <input type="text"/>  |                       |                       |                       |                       |

#### 18. When it's a regular news day, and nothing out of the ordinary is happening in the world, I to turn to "..." for news and information:

|  | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Social Media   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports channel   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cable TV news (CNN, Fox, MSNBC, HLN)                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Blogs  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet news aggregator (ie: Huffingtonpost, The Daily Beast, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foreign news channel (ie: BBC, Al Jazeera, Deutsche Welle, CBC)      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Legacy network news (ABC, NBC, CBS)                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)   | <input type="text"/>  |                       |                       |                       |                       |

### 9. Media Usage Survey 2010 - Page 9

#### Section 3 - Media access & technology use

In this section you will be asked about the technology you use to access news. Answer the questions by indicating the frequency of your technology use

#### 19. When I'm searching for news and information I access news through:

|   | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Network TV news channel   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cable TV news channel   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspaper   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weekly news magazine  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio station   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet blog   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet news aggregator (Huffingtonpost, Yahoo! News, The Daily Beast, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cable / TV online news site (ie: CNN.com, MSNBC.com, etc.)                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspaper online news site  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)  | <input type="text"/>  |                       |                       |                       |                       |

#### 20. Depending on the type of news story or event that's occurring, which form of media are you (highly likely - very unlikely) to watch, read, or listen for a regular news story:

|  | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| TV online news site (CNN.com, MSNBC.com, Foxnews.com, ABCNews.com, BBC.co.uk)                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspaper online news site   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet news aggregator (ie: Huffingtonpost, The Daily Beast, The Daily Kos, Drudge Report, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Independent blogs  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Regular TV news channel (ABC, CBS, NBC)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cable TV news channel (CNN, Fox News, MSNBC)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)   | <input type="text"/>  |                       |                       |                       |                       |

## Media Usage Survey 2010 (continued)

### 10. Media Usage Survey 2010 - Page 10

#### Section 3 - Media access & technology use (continued)

In this section you will be asked about the technology you use to access news. Answer the questions by indicating the frequency of your technology use

#### 21. Based on your general, daily news consumption, what is your likelihood to watch / consume news and information content through:

|   | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Cable TV news site<br>(ie. MSNBC.com, Foxnews.com, CNN.com, etc.)                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspaper online news site  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online news aggregator<br>(ie. Huffingtonpost, The Daily Beast, The Daily Kos, Drudge Report, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Blogs   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Television new programs   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Magazine  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)  | <input type="text"/>  |                       |                       |                       |                       |

#### 22. On a scale of importance, I rate the following devices as:

|  | Not important         | Somewhat important    | Important             | Very important        | Extremely important   |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Personal computer with internet connection (laptop or desk computer) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cell phone   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Internet-enabled smart phone / mobile device                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| TV with basic channel line-up (non-cable or satellite)               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| TV with cable / satellite TV line-up                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)   | <input type="text"/>  |                       |                       |                       |                       |

### 11. Copy of page: Media Usage Survey 2010 - Page 11

#### Section 3 - Media access & technology use (continued)

In this section you will be asked about the technology you use to access news. Answer the questions by indicating the frequency of your technology use

#### 23. Depending on the type of news story or event that's occurring, which form of media are you (highly likely – very unlikely) to watch, read, or listen for a breaking or big event news story:

|   | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Cable TV news channel<br>(CNN, Fox News, MSNBC)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Independent Blogs   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Newspaper online news site<br>(ie. NYTimes.com, SFgate.com)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Online news aggregator<br>(ie. Huffingtonpost, The Daily Beast, The Daily Kos, Drudge Report, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Regular TV news channel<br>(ie. CBS, NBC, ABC, CNN, MSNBC, Fox News, etc.)                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)  | <input type="text"/>  |                       |                       |                       |                       |



## Media Usage Survey 2010 (continued)

### 12. Media Usage Survey 2010 - Page 12

#### Section 4 - Programming / Cable TV news format questions

24. When I watch cable TV news, I watch it primarily for (check any or all boxes that apply):

- ☐ News of the day / to know what's going on right now
- ☐ Specific news segments or particular programming
- ☐ General news
- ☐ Sports
- ☐ Business news
- ☐ Weather
- ☐ Opinion / Talk
- ☐ Entertainment
- ☐ Breaking News
- ☐ Whatever is on
- ☐ Other (please specify) \_\_\_\_\_

25. If you had to choose between watching and/or receiving news and content on TV or via the Internet, which would you choose?

|                   | Cable TV news channel | Internet / Online     |
|-------------------|-----------------------|-----------------------|
| General news      | <input type="radio"/> | <input type="radio"/> |
| Sports            | <input type="radio"/> | <input type="radio"/> |
| Business news     | <input type="radio"/> | <input type="radio"/> |
| Weather           | <input type="radio"/> | <input type="radio"/> |
| Opinion / Talk    | <input type="radio"/> | <input type="radio"/> |
| Entertainment     | <input type="radio"/> | <input type="radio"/> |
| Breaking news     | <input type="radio"/> | <input type="radio"/> |
| Life & Style news | <input type="radio"/> | <input type="radio"/> |

### 13. Copy of page: Media Usage Survey 2010 - Page 13

#### Section 4 - Programming / Cable TV news format questions (continued)

26. To which degree are you inclined to watch or follow the following types of programming on cable TV news channels?

|                          | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| General news             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Business news            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Politics                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| World news               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weather                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opinion / Talk           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environment & Technology | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Public affairs           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Documentaries            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Breaking news            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Life & Style             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Other (please specify) \_\_\_\_\_

27. To which degree are you inclined to watch / read the following on cable TV news channels' Internet equivalents (ie: CNN.com, MSNBC.com, Foxnews.com)?

|                          | Very unlikely         | Unlikely              | Neutral               | Likely                | Highly Likely         |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Breaking news            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Business news            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Documentaries            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environment & Technology | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| General news             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Life & Style             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opinion / Talk           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Politics                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Public affairs           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sports                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weather                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| World news               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Other (please specify) \_\_\_\_\_

## Survey Recruitment Ad

will be printed on site, \$5 for one, \$8 for two). Tickets are currently on sale on their website via paypal. The center opened in November 2009 providing therapeutic horseback riding to special needs children at no cost to them or their families and has experienced great success growing to serve 60 students. HHTRC is located at 7580 Rivertown Rd. in Fairburn.

For more information please call 678-296-9693 or visit their website at [www.havenhilltherapeuticridingcenter.com/community.officelive.com](http://www.havenhilltherapeuticridingcenter.com/community.officelive.com)

**I AM A DEBT RELIEF AGENT & I ASSIST (DEBTORS) FILING FOR BANKRUPTCY**

Auto & Workman Compensation  
NO FEE UNLESS RECOVERY

- **BANKRUPTCY**  
(Qualified C-7)...\$199
- **DIVORCE**  
(Uncontested).....\$190
- **WILLS - FAMILY**  
(Simple).....\$190

FEES LISTED ABOVE ARE ATTORNEY FEES

**(770) 941-9999**  
**(770) 943-9060**

ALL METRO AREAS & HOME/CANTON  
EVENING APPOINTMENTS  
44 Years Experience  
Attorney & Counselor at Law  
**Robert E. Bach, Att.**  
4093-B1 Marietta Street  
Powder Springs, GA 30127

**INJURED ACCIDENT**

the kids play the games, and visit Life South's Blood Mobile...all this fun and for such a worthy cause!! Plus - No admission fee!!!

If you have items to showcase and sell or if you are interested in selling, please contact Tammyobanion@gmail.com.

**Classified Ad**

**Free In Your**

Free Tutoring  
Free for S  
COBB: Powder  
tary, Tapp M  
DOUGLAS:  
Turner Middle  
one of these  
678-24-0960  
Principal for the  
subject "ACADE  
ting as your  
Provider. Visit  
[www.Academic](http://www.Academic)

**Volunteers**

**for Research**

Powder Springs  
seeks volunteers  
vey. Prize drawing for participation.  
Go to: [www.surveymonkey.com/s/MUS2010](http://www.surveymonkey.com/s/MUS2010)  
to begin the survey.

For information about classified ad  
rates call 770-456-2882 or email us  
at [psmessenger@bellsouth.net](mailto:psmessenger@bellsouth.net)

**Bethel Gardens**  
POWELL - Powder Springs, GA  
620

Community  
Promoting Independence Maintaining Dignity  
For over 18 years!

**Volunteers Needed for Research Survey**


Powder Springs graduate student seeks volunteers for a research survey. Prize drawing for participation. Go to: [www.surveymonkey.com/s/MUS2010](http://www.surveymonkey.com/s/MUS2010) to begin the survey.

For information about classified ad rates call 770-456-2882 or email us at [psmessenger@bellsouth.net](mailto:psmessenger@bellsouth.net)

**Norm**  
New, Used,  
print Books  
2029  
**FREE BOOK\***  
\* from special selection  
Street


In Historic Downtown Powder Springs  
Open Monday thru Saturday 10Am-5PM  
**CLOSED SUNDAY**  
Please check out our website for daily specials & events at:  
[www.thebookwormonline.com](http://www.thebookwormonline.com)

## Survey participant notification video

[Browse](#)

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### 2010 Survey Winners video

**VidPS** 67 videos 





**14. Media Usage Survey 2010 - Contact Information for Prize Drawing**

Please leave an e-mail address where you can be contacted for the Starbucks prize drawing. If you choose not to leave an e-mail address, you will not be entered into the drawing.


28. Please leave your e-mail address where you can be reached for the Starbucks gift card prize drawing. If your e-mail address is drawn and you are a winner, I will contact you to request the address where you would like the gift card sent to.




If you choose not to leave an e-mail address, you will not be entered into the drawing.



Email Address:






0:17 / 1:03


360p 



 Like 


 Add to 



49 views 

Uploaded by [VidPS](#) on Jan 11, 2011

*no description available*



All Comments (1) [see all](#)

Hey, my mom won!

[jausel](#) 2 months ago

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