

MEDIA USE AMONGST  
AMERICAN EXPATRIATES IN SOUTH KOREA

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by

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This thesis is dedicated to the best father in the world. Without his support and strength, my studies would not be possible, and I would not be the person I am today. I am also blessed to have a tremendous amount of support from my mom and sister as well as from the rest of my family and friends around the world. I would also like to thank Justin for his incredible knowledge and perspective throughout my studies.

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MEDIA USE AMONGST  
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ABSTRACT

This research studies the media consumption of audiences who are living in a foreign country, specifically American expatriates in South Korea. The individuals in this population retain some aspects of how they obtained news in the U.S. but they take some advantage of what is available in Korea. Despite television popularity in the U.S., new media are observed to be the most prevalent means of obtaining news, whereas traditional media were generally unpopular. High use of digital media contributes to a more global media atmosphere than expected with those living abroad. Audiences do not need to fully rely on the media atmosphere of their new countries as digital media allows for great interconnectivity between countries. This study contributes to an understanding of how this audience uses news differently when living abroad in a country with a language barrier, a high prevalence of online media outlets, and available niche news media.

## INTRODUCTION

The number of Americans living abroad increases every year. The exact number is unclear, but it is estimated to be around 4 to 6 million individuals (Schachter, 2006). Americans have had a large presence in South Korea since the Korean War in 1950. Although it is difficult to pinpoint an exact number, the total American population in South Korea is quite large and estimated to be greater than 130,000 individuals, which include 28,500 military members and their dependents (Rabiroff, 2013; Gates & Lee, 2008). The rest of the American population consists of English teachers, U.S. government employees, and various business workers, among others.

Even the media in Korea attempt to target English speakers by providing separate English versions of some of their publications such as *Yonhap News*, *The Korea Herald*, and *The Korea Times*. Other publications such as *Groove Korea* target specifically expatriates by providing content geared toward a foreign audience (<http://www.groovekorea.com>). These publications often include restaurant guides, explanations of local customs, or other information helpful to someone who is not familiar with the area. Other media available are geared toward overseas military communities and include the newspaper *Stars & Stripes* and the television network American Forces Network (AFN).

Studying this population's media consumption provides valuable insight into mass communication among a foreign audience living in a new country. Understanding how Americans use the media available in Korea is a research area that is necessary and overlooked. Researchers should consider the expatriate population as an important subset

of news consumers in the journalism field and study them as a vital niche audience necessary to media outlets that target audiences. Also, because digital and similar media technology is more widely available in Korea than in the U.S., understanding how Americans use these technologies abroad could reveal areas upon which the news media in the U.S. could improve.

## LITERATURE REVIEW

New technology is constantly changing the media industry, and journalism holds a presence within today's available technology across smart phones, tablets, the Internet, radio, television, and, of course, print publications. Consequently, audiences have a choice to use a number of different media that are essentially competing with each other for audience attention (Levy, 1983; Ruggiero, 2000). Some researchers have defined different motivations for using each particular news platform (as cited in Katz, Blumler & Gurevich, 1973). With different media available, audiences have a set of goals to seek out a particular medium or particular content and are actively involved in their search for fulfilling those goals (Kwak, Andras & Zinkhan, 2009; Levy, 1983).

Furthermore, when presented with a language barrier, news audiences must be more active in seeking out their news. This is highlighted in some scholars' ideas of a common language present within an inherent sense of a community (Geertz, 1996; Weber, 1958). Americans who have relocated to South Korea must actively seek their news information about their home country and thus become an important population to study audience activity in international media use.

### **Expatriates**

An expatriate is, in essence, "a person who lives outside their native country" (Expatriate, n.d.). Expatriates differ from immigrants because an immigrant permanently moves to another country and often obtains new legal citizenship, whereas an expatriate moves to another country for an indefinite amount of time but still retains his or her

citizenship and sense of community to the home country (Immigrant, n.d.; Milusheva, 2012).

Researchers have used the uses and gratifications theory in defining how displaced audiences or expatriates use the media in their new communities (Diddi & LaRose, 2006; Lev-On, 2012). Community members of Gush Katif, who were evacuated from their homes on the Gaza Strip, use the media most often for social connectivity and receiving political updates to develop their “sense of community” with their home countries (Lev-On, 2012).

News consumption of college students, who generally move away from home to attend school, differs from the general population because of their reliance primarily on new media sources, such as the Internet (Diddi & LaRose, 2006). College students exemplify how displaced audiences form new consumption habits when there is a change in daily routine because they become independent and are more active in seeking the media to develop new consumption habits (pg. 195).

When displaced to a new location, various aspects of a person change when there is a language barrier (Dalisay, 2012; Kim, 2007). Some researchers have observed immigrants to consume fewer media from their native countries than media from their new countries (Choi & Tamborini, 1988; Dalisay, 2012; Kim, 1978). Others have observed differing levels of attachment to the home country depending on whether the immigrants were planning on returning at some point in time (Shumwow, 2010).

Some research has identified this audience in examining the psychology communication effects of being an American in Korea (Kim, 2008). However, present research lacks a clear understanding of how expatriates use the media abroad in order to

obtain news about their home countries. It also lacks an understanding of how media targeted to these audiences are used, such as English versions of Korean newspapers and magazines. Also, distinguishing between an expatriate and an immigrant remains unclear within the literature.

### **Active Audience**

The idea of an active audience diverges from earlier research by Robert Zajonc in mere exposure theory that assumes audiences passively consume their media (Zajonc, 1968). An audience that actively seeks out information in order to gratify specific needs is a key precept to the uses and gratifications theory, which asks, “What do people do with the media?” instead of “What do the media do to people?” (Livingstone, 1997, p. 9; Katz et al., 1973).

Blumler (1979) defined audience activity to be manifested in people’s motives, selectivity, and involvement with the media. When studying media use, audience activity becomes important because individuals are guided by preconceived notions that determine which media they will choose to meet certain goals. Under the uses and gratifications theory, many researchers have also outlined specific predictors of use within each media platform (Papacharissi & Rubin, 2000; Rubin, 2002; Ruggiero, 2000).

An American in Korea has many ways in which they could obtain U.S. news. Having access to a U.S. military installation provides one with an American community in which they are able to access American publications and television channels such as AFN. Of course, those without access still have the ability to browse American media on the Internet. Smart phones are also prevalent media among the entire population. There

are also numerous media outlets on the Korean economy including English versions of newspapers and English television channels. Still, one who is not fluent in Korean would have to sift through a media environment saturated with the Korean language. This area has yet to be explored.

### **Motives for Media Use**

Shared motivations to use each media platform include interpersonal utility (such as interaction with other people), passing time, seeking information, convenience (such as easy and cheap access to information), and entertainment (Papacharissi & Rubin, 2000). More specifically with the Internet, use has differed among older and younger audiences (Albarran et al., 2007). Younger people, especially college-aged individuals, use the Internet because it is what they have been accustomed to, and it is convenient since they are more likely to own a laptop or computer for school. Older people, however, tend to use the print editions they have been accustomed to for the same reasons. This introduces habit into explanations for media use (Diddi & LaRose, 2006; Rubin, 2002; van der Wurff, 2011). However, living in South Korea presents a language barrier causing English-speaking audiences to be more active in consciously seeking out news they understand across available media. Therefore, habit is not a primary factor of media use for the purposes of this study.

There is also a relationship between how audiences use media platforms together, such as with the Internet and television (Brubaker, 2010). Despite current trends in watching video content through the Internet, television and the Internet do not substitute but rather supplement each other. For example, audiences who view news on television

will use the Internet to find out more information about it. This comparison is important because it explains that audiences do not replace one medium with another; they use different media for different purposes.

Other researchers have also found a supplemental relationship between other media (Van der Wurff, 2011). The influences of audience gratifications, content topics, audience geographical orientations, content formats, and audience gratification opportunities on audience behavior across platforms show that news media are not substitutions for each other and therefore not equivalent. The notion that one medium does not replace another emphasizes an active audience who consciously seeks out news based on which media will meet their specific needs.

Among new media, tablets have increased in popularity among mobile media users who use the medium mostly to read news (Fidler, 2012). Although information-seeking uses are most popular, other common uses for tablets include entertainment, social media, and personal utility applications such as those for leisure reading or sending and receiving e-mail.

### **Trends in U.S. Media Use**

Television is undoubtedly a popular media platform for obtaining news in the U.S. However, because the Internet has made viewing television content much more accessible, the lines separating television and Internet media are sometimes blurred. Some researchers observed audiences to still prefer traditional television media to video content on the Internet despite the indication of online content being more convenient (Bondad-Brown, Rice, & Pearce, 2012). Others have studied non-linear media use, which

involves using one medium in conjunction with another, and determined audiences to still use certain platforms for single specific purposes (Taneja, Webster, Malthouse, & Ksiazek, 2012). In sum, researchers have commonly observed that television remains the most popular source for news despite increases in online and mobile media (“In change news,” 2012; Taneja et al., 2012).

Researchers have also observed rising popularity in new media (Sasseen, Olmstead, & Mitchel, 2013). Online news media use has consistently increased since 2006. Other digital news has also consistently increased since 2010. Researchers credit this increase on the growth of mobile phone and tablet ownership and say that audiences are not replacing any news media with another but rather consuming more news in general.

## QUESTIONS AND HYPOTHESES

Research question: *How do American expatriates in South Korea use the media to obtain U.S. news?*

The literature discussed how news consumers interact with a new country when they relocate. This research focused on a specific audience—Americans in South Korea—to study how they use the media. The literature also established that a language barrier promotes an active audience. Because Korea’s primary language is not English, Americans are active participants and therefore conscious of their intentions in seeking out the media. *H1: American expatriates limit their news consumption to programs, publications and websites in English, including Korean publications with a separate “English version.”*

Seoul is said to be one of the most wired cities in the world (Chon, 2013). Nearly 80% of homes in Seoul are connected to broadband Internet compared to only 66% of homes in the U.S. (Smith, 2010; Townsend, 2007). Furthermore, because mobile phone lines in Korea have surpassed telephone lines and there is cheap mobile-phone Internet capability, as of 2004, 88% of mobile-phone users were subscribed to some kind of Internet plan. In the U.S., only 35% of mobile phone users connect to the Internet on their phones (Rainie, 2010). Therefore, expatriates in Korea have easy access to primarily digital media to obtain U.S. news more conveniently. *H2: American expatriates use digital media more often than print publications to obtain U.S. news.*

The literature has also established uses for different media, such as using mobile media when on the go (Fidler, 2012; Taneja, 2012). This notion could also extend into

subject matter. For example, viewing entertainment news media on tablets could be due to greater availability of this subject on tablets. Also, understanding various motivations for media use could provide insight into uses for each platform. *H3: There is a relationship between the subject of news and the media platform expatriates consume.*

The job descriptions of the total American population in Korea include military or government work, legislation, business, teaching, diplomats, and various skilled labor (Schachter, 2006; Statistics Korea, 2000). Because this population consists of a variety of people belonging to different communities and jobs, studying their media habits provides valuable insight into how this audience uses the media when living abroad.

Americans associated with the U.S. government or military are most likely to have access to military bases. Military installations provide greater access to American publications, television channels and various other news media than one would find on the Korean economy. Someone with access to these secured installations is more likely to take advantage of these services and media geared toward Americans. Because the Korean economy is made up of news services that are primarily Korean, Americans with no access to military installations would find other means of obtaining American news in a more diluted environment. *H4: Having access to an American military installation positively affects the frequency of consuming U.S. publications or news services. Likewise, having no access positively affects the frequency of consuming Korean publications or news services.*

## METHODOLOGY

A self-report questionnaire, designed on the software program Qualtrics and consisting of checklists, matrices, and attitude scale questions was distributed by several outlets through e-mail and online forum posts to a target audience of American expatriates in Korea. These outlets included e-mail contacts associated with the U.S. military base, colleges, The Fulbright Program, businesses, and Internet forums made up of American expatriates in Korea. Some of these contacts forwarded the survey information onto other contacts. A total of 201 respondents completed the questionnaire over the course of about three months.

Prior to starting the questionnaire, three questions were used as filters to ensure the target audience specifications were met. These items asked for respondents' ages, nationalities, and whether they were living in Korea at the time of participating in the survey. When all correct specifications were met, they were directed to the questionnaire in which they answered questions about what news media they use and what types of news content they consume in order to measure the media most popular in obtaining certain news content. Other questions asked what motivated them to use one medium over another and to identify potential barriers to these platforms. The only identifying demographic information that was recorded includes job description, household income, gender, race, and age. Refer to the appendix for the complete survey questions and e-mail query.

The variables in this study varied depending on the hypothesis measured. Some independent variables were also used as dependent variables. The following table

provides an overview of the variables measured along with their respective items on the questionnaire.

**Table 1 – Variables**

<b>Independent</b>	<b>Dependent</b>	<b>Question/Hypothesis</b>	<b>Item on Survey</b>
Media country of origin	Media country of preference	American expatriates limit their news consumption to programs, publications and websites in English.	<ul style="list-style-type: none"> <li>• Ranking frequency in use of types of Korean and American media</li> </ul>
Media platforms	Preference for digital media	American expatriates use digital media more often than print publications to obtain U.S. news.	<ul style="list-style-type: none"> <li>• Ranking frequency in use of media platforms</li> </ul>
Media platforms	<ul style="list-style-type: none"> <li>• Media subjects</li> <li>• Motives for use</li> </ul>	<ul style="list-style-type: none"> <li>• There is a relationship between the subject of news and the media platform expatriates consume.</li> <li>• What are the motivations in using each platform?</li> </ul>	<ul style="list-style-type: none"> <li>• Selecting which news categories audiences consume</li> <li>• Ranking frequency in use of media platforms</li> </ul>
Media platforms	Motives for use	What are the motivations in using each platform?	<ul style="list-style-type: none"> <li>• Ranking factors of use for each platform</li> </ul>
Base access	Media country of origin	Having access to an American military installation positively affects the frequency in consuming U.S. media, and having no access positively affects the frequency in consuming Korean media.	<ul style="list-style-type: none"> <li>• Ranking frequency in use of types of Korean and American media</li> </ul>

All participants were asked of their country of citizenship, whether they are more than 18 years old, and whether they currently live in Korea as a precursor to the survey. All recorded responses include participants who are American, more than 18 years old, and living in South Korea. Non-Americans living outside of Korea would have altered the results of the study, and if they intended to participate in the survey, they were not granted access to further questions and their responses were not recorded.

## RESULTS

The results were analyzed using IBM SPSS Statistics software as well as software within the Qualtrics survey design.

This study focused on American expatriates' media consumption in Korea. In order to develop an understanding of how they use the media differently in Korea than in the U.S., respondents were briefly asked about these differences through several Likert scales where 1 was "completely disagree" and 7 was "completely agree." A mean analysis was performed on these phrases.

- *"The way in which I obtain news in South Korea is different from how I obtained news in the U.S."* received a mean score of 4.1.
- *"Since moving to Korea, I use more digital media than I have in the U.S."* received a mean score of 5.07.
- *"Many of the news outlets I used in the U.S. are either unavailable or difficult or inconvenient to obtain in Korea"* received a mean score of 4.06.
- *"I am satisfied with the availability of American news outlets to which I have access in Korea"* received a mean score of 4.81.

About 49% of the respondents agreed on some level that the way they obtain news in Korea is different than in the U.S. More specifically, 65% said they use more digital media in Korea than in the U.S. This means there are reasons this audience consumes more digital media in Korea, which could include factors such as cost and

availability. About 62% said cost was generally a nonrestrictive barrier to the media in Korea. Similarly, 54% said access was also generally a nonrestrictive barrier.

The following table illustrates an overview of the findings of this study.

**Table 2 – Hypotheses overview**

<b>H1:</b> Preference for English language news	<b>Accepted</b>
<b>H2:</b> Preference for digital media	<b>Accepted</b>
<b>H3:</b> Media platform and subject relationship	<b>Accepted</b>
<b>H4:</b> Effect of base access	<b>Partially accepted</b>

### **Demographics**

The 201 respondents ranged from ages 20 to 67 with a mean age of 37. About 65% of the respondents were male and 35% were female. A majority, about 70%, indicated they were Caucasian. Asians made up the second highest ethnic group with 15%. 46% indicated they work in the U.S. military, U.S. government, and U.S. contractor fields. 35% were professors or teachers. 30% indicated a household income ranging from \$100,000 to more than \$200,000. 23% earned between \$20,000 and \$39,999.

Approximately 25% indicated they have lived in Korea for more than nine years and 20% have lived there for less than one year. Almost 11% indicated they were never planning to return to the U.S. while 40% said they are planning to return in more than two years. Although most respondents, about 89%, live on the South Korean economy, more than half have some form of access to a U.S. military installation.

## **Preference for English Language News**

Participants were asked whether they agree or disagree with the phrases, “*I speak Korean*” and “*I consume news primarily in English*” by selecting an option on Likert scales where 1 was “completely disagree” and 7 was “completely agree.” A crosstabs analysis was performed with the two phrases in order to observe Americans’ consumption of English news and whether they could speak Korean. Of course, a majority of the respondents said they disagree on some level that they speak Korean and agree on some level that they consume news in English.

Respondents were also asked how often they read, view or listen to various American and Korean media platforms on a Likert scale where 1 was “least often” and 7 was “most often.” These variables were recoded where responses 1 through 4 became “not often,” 4 through 7 became “often,” and 0 became “never.”

Responses for the frequency of use for American and Korean print publications were similar. 82% of respondents said they either never use American print publications or use them least often. 84% said the same for Korean print publications. American online publications, however, were more popular than Korean online publications. 56% of respondents said they use American online publications often, whereas only 28% said they use Korean online publications often. Frequency of television use was also similar. Only 20% of respondents said they often watch Korean television channels, but 42% said they often watch American television channels.

To observe whether speaking Korean correlated with greater consumption of Korean media, responses for the phrase “*I speak Korean*” on a Likert scale were recoded. Responses 1 through 4 were recoded into “non-speakers” and responses 4 through 7 were

recoded into “speakers.” An independent-samples *t* test comparing the mean use of Korean media with the two speakers groups found a significant difference between the means of the two groups and the frequency of using Korean online publications ( $t(191) = -3.197, p < 0.01$ ), television channels ( $t(190) = -4.436, p < 0.001$ ), and radio programs ( $t(190) = -4.134, p < 0.001$ ) (see Table 3). The means of the speakers group was significantly greater than the means of the non-speakers group. This means the more people agreed that they speak Korean; the more likely they were to consume more Korean media.

Despite English versions of news being available among Korean media, about 45% of respondents indicated that language availability, meaning the availability of English news, was very restrictive to media access. Only about 36% said it was nonrestrictive.

**Table 3 – Independent-Samples *t* Test for Korean speaking and Korean media consumption\***

		<b>N</b>	<b>Mean</b>	<b>t</b>	<b>Sig.</b>
<b>Korean Print</b>	<i>Non-Speaker</i>	147	1.71	-1.618	.107
	<i>Speaker</i>	46	2.28		
<b>Korean Web</b>	<i>Non-Speaker</i>	147	2.56	-3.197	.002
	<i>Speaker</i>	46	3.83		
<b>Korean TV</b>	<i>Non-Speaker</i>	146	1.87	-4.436	.000
	<i>Speaker</i>	46	3.54		
<b>Korean Radio</b>	<i>Non-Speaker</i>	146	.72	-4.134	.000
	<i>Speaker</i>	46	1.85		

\*Equal variances assumed

Participants were also asked whether they agree or disagree with three phrases by selecting an option on a Likert scale where 1 was “completely disagree” and 7 was

“completely agree.” “*I often interact with Korean nationals*” received a mean of 5.63, “*I often interact with other Americans in Korea*” received a mean of 5.87, and “*I often shop at Korean stores and supermarkets*” received a mean of 5.69. Respondents generally agreed that they interact with other Americans as well as Koreans and also shop at Korean stores.

### **Preference for Digital Media**

Respondents were briefly asked to rate whether they agree or disagree with two statements about media platforms on a Likert scale where 1 was “completely disagree” and 7 was “completely agree.” A Spearman *rho* correlation coefficient was calculated for the relationship between the phrases “*I often get my news from digital media*” and “*I often get my news from print publications*.” A significant negative correlation was found ( $\rho(192) = -.280, p < 0.001$ ). This means that the more respondents agree that they get news from digital media, the less they agree that they get their news from print publications.

Respondents were also asked to rate their frequency of use of platforms on a Likert scale with 1 being “least often” and 7 being “most often.” These variables were recoded in which responses 1 through 4 became “not often,” 4 through 7 became “often,” and 0 became “never.” There was a trend in the high frequency of use of digital media over print. 53% of respondents said they often use social media to obtain U.S. news. 86% said they often use the Internet. 58% said they often use smart phones. Print media was not a popular choice in platform. Only 15% said they often read newspapers or magazines.

Despite the popularity in digital media use, television was rated low. This contradicts what has been established for general American audiences in the U.S. within the literature. As much as 64% said they never use satellite television, 35% said they never use cable television, and 56% said they never even use basic television to obtain U.S. news. Therefore, H2 is accepted on the grounds that respondents indicated they use digital media most often and use traditional media including print and television least often.

### **Media Platform and Subject Relationship**

To understand the relationship between how media subjects relate to media platforms, it is important to first note motivations in using a platform. In the first part of testing this hypothesis, a Spearman correlation coefficient was calculated to observe the relationship between how often expatriates used a platform and how they rated the platform's convenience, variety of information, interactivity, ability to control content, availability, and cost (see Table 4). This analysis provides some insight into platform usage motivations, which in turn contribute to respondents' choices in platforms when consuming specific subjects.

For tablets, positive correlations were found for all the factors of tablet usage. There were significant relationships between tablet use and convenience ( $\rho(102) = .418, p < 0.001$ ), variety of information ( $\rho(102) = .36, p < 0.001$ ), interactivity ( $\rho(101) = .348, p < 0.001$ ), control of content ( $\rho(101) = .322, p < 0.001$ ), availability ( $\rho(100) = .411, p < 0.001$ ), and cost ( $\rho(59) = .320, p < 0.05$ ). This

means respondents indicated they are more likely to use tablets more often because of these factors.

**Table 4 - Spearman's *rho* Coefficient for platform use and motivations**

	<b>Convenient</b>	<b>Variety of info.</b>	<b>Interactivity</b>	<b>Control over content</b>	<b>Avail.</b>	<b>Cost</b>
<b>Tablet</b>	.418**	.360**	.348**	.322**	.411**	.320*
<b>Print</b>	.156	.061	.127	.095	.051	-.237*
<b>TV</b>	.077	-.060	-.056	.060	-.050	.262*
<b>Web</b>	.275**	.191**	.067	.071	.191**	-.002
<b>Radio</b>	.425**	.380**	.042	.019	.484**	.167
<b>Cell</b>	.444**	.458**	.350**	.324**	.386**	-.001
<b>Social</b>	.442**	.320**	.350**	.188	.395**	.057

\*Significant at .05 level

\*\*Significant at .01 level

For print media, a reliability check was first run for three Likert scale items (newspaper, magazine, and print publications delivered to a mailbox) of print media use. The Cronbach's alpha is .68 for the three items; therefore it has a good reliability. The means of these three items were then averaged to form one composite score on frequency of print media use. This new mean is 5.48. A negative correlation was found for only one factor of print media use. There was a significant relationship between print media use and cost ( $\rho(94) = -.237, p < 0.05$ ). This means low costs contributed to a higher frequency of use of print media. There were very weak correlations that were not significant between print media use and convenience ( $\rho(131) = .156, p > 0.05$ ), variety of information ( $\rho(131) = .061, p > 0.05$ ), interactivity ( $\rho(132) =$

.127,  $p > 0.05$ ), control over content ( $\rho(131) = .095, p > 0.05$ ), and availability ( $\rho(132) = .051, p > 0.05$ ).

For television media, a reliability check was first run for four Likert scale items (basic television, cable television, satellite television, and AFN) of television use. The Cronbach's alpha is .776 for the four items; therefore it has a good reliability. The means of these four items were then averaged to form one composite score on frequency of television use. This new mean is 5.98. A positive correlation was found for only one factor of television use. There was a significant relationship between television use and cost ( $\rho(91) = .262, p < 0.05$ ). There were very weak correlations that were not significant between television use and convenience ( $\rho(134) = .077, p > 0.05$ ), variety of information ( $\rho(134) = -.06, p > 0.05$ ), interactivity ( $\rho(133) = -.056, p > 0.05$ ), control over content ( $\rho(134) = .06, p > 0.05$ ), and availability ( $\rho(134) = -.05, p > 0.05$ ).

For online media, positive correlations were found for three factors of online media use. There were significant relationships between online media use and convenience ( $\rho(189) = .257, p < 0.001$ ), variety of information ( $\rho(188) = .191, p < 0.01$ ), and availability ( $\rho(189) = .191, p < 0.01$ ). There were very weak correlations that were not significant between online media use and interactivity ( $\rho(189) = .067, p > 0.05$ ), control over content ( $\rho(187) = .071, p > 0.05$ ), and cost ( $\rho(164) = -.002, p > 0.05$ ).

For radio media, positive correlations were found for some of the factors of radio use. There were significant relationships between radio use and

convenience ( $\rho(116) = .425, p < 0.001$ ), variety of information ( $\rho(116) = .38, p < 0.001$ ), and availability ( $\rho(116) = .484, p < 0.001$ ). There were very weak correlations that were not significant between radio use and interactivity ( $\rho(114) = .042, p > 0.05$ ), control over content ( $\rho(116) = .019, p > 0.05$ ), and cost ( $\rho(100) = .167, p > 0.05$ ).

For smart phone media, positive correlations were found for some of the factors of smart phone usage. There were significant relationships between smart phone use and convenience ( $\rho(142) = .444, p < 0.001$ ), variety of information ( $\rho(143) = .458, p < 0.001$ ), interactivity ( $\rho(143) = .350, p < 0.001$ ), control of content ( $\rho(142) = .324, p < 0.001$ ), and availability ( $\rho(143) = .386, p < 0.001$ ). There was a very weak correlation that was not significant between smart phone use and cost ( $\rho(90) = -.001, p > 0.05$ ). This means cost does not contribute to how often cell phones are used.

Finally, for social media, positive correlations were found for some of the factors of social media usage. There were significant relationships between social media use and convenience ( $\rho(162) = .454, p < 0.001$ ), variety of information ( $\rho(161) = .289, p < 0.001$ ), interactivity ( $\rho(162) = .299, p < 0.001$ ), control of content ( $\rho(163) = .191, p < 0.05$ ), and availability ( $\rho(162) = .407, p < 0.001$ ). Again, there was a very weak correlation that was not significant between social media use and cost ( $\rho(149) = -.059, p > 0.05$ ).

In the second part of testing this hypothesis, a series of cross tabulations were run to observe the Chi Square correlation between the media subjects respondents indicated

they use with how often they used each platform (see Table 5). Within the Chi Square analyses, the Phi value was also observed to determine the effect of the significance.

**Table 5 – Relationship of high platform use to subject preference**

	<b>Enter.</b>	<b>General</b>	<b>Sports</b>	<b>Travel</b>	<b>Politics</b>	<b>Health</b>	<b>Intern.</b>	<b>U.S.</b>
<b>Web</b>	144(68)**	151(90)**	82(49)	66(40)	118(71)	62(37)	141(84)	109(65)
<b>Blog</b>	53(79)**	63(94)*	28(42)	29(43)	52(78)*	31(46)	55(82)	43(64)
<b>Social</b>	75(74)**	92(91)	47(47)	43(43)	71(70)	43(43)	82(81)	64(63)
<b>AFN</b>	35(80)*	43(98)*	37(84)**	15(34)	33(75)	16(36)	37(84)	38(68)
<b>Sat. TV</b>	17(71)	20(83)	17(71)*	14(58)*	18(75)	10(42)	21(88)	16(67)
<b>Mag.</b>	24(80)	27(90)	17(57)	20(67)**	27(90)**	16(53)	27(90)	14(47)*
<b>News.</b>	20(69)	27(93)	18(62)	15(52)	20(69)	11(38)	28(97)*	18(62)
<b>Mail</b>	8(67)	11(92)	7(58)	10(83)**	9(75)	7(58)	11(92)	7(58)
<b>Cell</b>	76(68)	101(90)	58(52)	52(46)*	82(73)	47(42)	93(83)	71(63)
<b>Cable TV</b>	40(66)	56(92)	35(57)	25(41)	48(79)*	29(48)	53(87)	41(67)
<b>Tablet</b>	50(73)	60(87)	35(51)	28(41)	48(70)	36(52)**	61(88)	42(61)
<b>Radio</b>	20(59)	28(82)	21(62)	12(35)	24(71)	11(32)	25(74)	21(62)
<b>Basic TV</b>	15(71)	20(95)	14(67)	10(48)	16(76)	9(43)	19(91)	16(76)

n(%) reflects number of high platform users who consume a subject and the respective percentage within the subject.

\*\* Significant at .01 level

\* Significant at .05 level

Among the significant observations, there were small effects of entertainment news media with the Internet ( $\chi^2(1) = 8.699, p < 0.01, \Phi = 0.21$ ), blogs ( $\chi^2(1) = 9.116, p < 0.01, \Phi = 0.22$ ) and social media ( $\chi^2(1) = 8.561, p < 0.01, \Phi = 0.21$ ). This means there is a positive relationship between respondents' consumption of entertainment news and frequent use of these platforms.

There were also small significant effects of general news media with the Internet ( $\chi^2(1) = 12.505, p < 0.001, \Phi = 0.26$ ), blogs ( $\chi^2(1) = 4.598, p < 0.05, \Phi = 0.155$ ), and AFN ( $\chi^2(1) = 5.459, p < 0.05, \Phi = 0.17$ ).

The strongest relationship was observed with a medium effect between sports media and American Forces Network (AFN) ( $\chi^2(1) = 28.194, p < 0.001, \Phi = 0.38$ ). 39% of sports consumers are frequent AFN users.

### **Effect of Base Access**

An independent-samples *t* test comparing the means of expatriates who consume American news publications and services and whether they have access to a military installation found a significant difference between the means for American print publications, television, and radio (see Table 6).

A significant difference was found between expatriates with access and without access to a military installation in the consumption of U.S. print publications ( $t(191) = 7.206, p < 0.001$ ), U.S. television programs ( $t(191) = 5.730, p < 0.001$ ), and U.S. radio programs ( $t(190) = 7.152, p < 0.001$ ).

**Table 6 – Independent-Samples *t* Test with base access and American media platforms\***

	<b>N</b>	<b><i>t</i></b>	<b>df</b>	<b>Significance</b>
<b>U.S. Print</b>	193	7.206	191	.000
<b>U.S. Web</b>	193	-1.330	191	.185
<b>U.S. TV</b>	193	5.730	191	.000
<b>U.S. Radio</b>	199	7.152	190	.000

\*Equal variances assumed

There were no significant differences between the means for American online news titles ( $t(191) = -1.330, p > 0.05$ ). The mean of those with access ( $m=4.38$ ,

sd=2.298) was not significantly different than those without access (m=4.81, sd=2.225) (see Table 7).

**Table 7 – Frequencies of base access and American media use**

	<b>Access to U.S. Installation</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>U.S. Print</b>	<i>Access</i>	112	2.85**	2.428
	<i>No Access</i>	81	.74**	1.191
<b>U.S. Web</b>	<i>Access</i>	112	4.38	2.298
	<i>No Access</i>	81	4.81	2.225
<b>U.S. TV</b>	<i>Access</i>	112	4.42**	2.441
	<i>No Access</i>	81	2.37**	2.467
<b>U.S. Radio</b>	<i>Access</i>	111	3.08**	2.375
	<i>No Access</i>	81	.93**	1.531

\*\*Significant at .01 level

An independent-samples *t* test comparing the means of expatriates who consume Korean news publications and services and whether they have with access to a military installation found a significant difference between the means for Korean television ( $t(190) = 5.273, p < 0.000$ ), and Korean radio programs ( $t(189) = 5.318, p < 0.000$ ), but not for Korean print ( $t(191) = 1.348, p > 0.05$ ) or Korean online publications ( $t(191) = .577, p > 0.05$ ) (see Table 8).

**Table 8 – Independent-Samples *t* Test with base access and Korean media platforms\***

	<b>N</b>	<b><i>t</i></b>	<b>df</b>	<b>Significance</b>
<b>Korean Print</b>	193	1.348	191	.179
<b>Korean Web</b>	193	.577	191	.565
<b>Korean TV</b>	192	5.273	190	.000
<b>Korean Radio</b>	191	5.318	189	.000

\*Equal variances assumed

**Table 9 – Frequencies of base access and Korean media use**

	<b>Access to U.S. installation</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Korean Print</b>	<i>Access</i>	112	2.03	2.162
	<i>No Access</i>	81	1.62	1.966
<b>Korean Web</b>	<i>Access</i>	112	2.96	2.388
	<i>No Access</i>	81	2.75	2.427
<b>Korean TV</b>	<i>Access</i>	112	2.99**	2.491
	<i>No Access</i>	80	1.30**	1.679
<b>Korean Radio</b>	<i>Access</i>	111	1.50**	1.986
	<i>No Access</i>	80	.28**	.675

\*\*Significant at .01 level

For print, the mean of those with access ( $m=2.03$ ,  $sd=2.162$ ) was not significantly different than those without access ( $m=1.62$ ,  $sd=1.966$ ). Likewise for television, the mean of those with access ( $m=2.99$ ,  $sd=2.491$ ) was not significantly different than those without access ( $m=1.3$ ,  $sd=1.679$ ) (see Table 9).

Hypothesis 4 was partially accepted for the comparison of having base access to the frequent consumption of American news media. On the other hand, hypothesis 4 was partially rejected for the comparison of having no base access to the frequent consumption of Korean news media. This means having access to a military installation positively affects frequent consumption of some American media. However, not having access to an installation positively affects frequent consumption of only Korean television and radio media, not Korean print. Web media was not significant in either test. This makes sense because one does not need base access in order to access the Internet.

## DISCUSSION AND CONCLUSION

H1 predicted expatriates would consume news in English despite living in a foreign country. The literature discusses that people retain their senses of community to their hometowns despite living abroad. Although the respondents agreed somewhat that they often interact with Korean nationals, a majority of the respondents indicated they do not speak or understand Korean at all. This observation is expected because the English language is rather universal in South Korea that Americans can live comfortably and get by to some extent without having to fluently learn the Korean language. Therefore, Americans seeking out English-language media among foreign media supports the idea that Americans do not fully adapt to a new country of residence. Instead, they seek familiar media readily available to receive their news.

Familiar media is made easily accessible through the Internet and new media, such as smart phones and tablets. Therefore, H2 predicted that expatriates would use more digital media. This was true for the use of smart phones and Internet websites over traditional media including newspapers, magazines, and television. This could be due to a number of reasons including the fact that respondents find the Internet to be more available and convenient in Korea than the other platforms. Despite the availability of cable television offered through military installations, there were no correlations for television use and convenience and availability.

Most notably, there is a stark difference in television popularity between expatriates in Korea and the general population in the U.S. According to the Pew Research Center, television is still the most popular source of news (“In change news,”

2012). Because expatriates have incorporated digital media into their news consumption, this could be due to easier or cheaper access to Internet media. On the other hand, television might not be as easily accessible for foreigners especially those who plan to be living in Korea only temporarily. More than 49% of the respondents indicated they were planning on returning to the U.S. within two years. Because these respondents might be seen as living in a temporary living arrangement, television might not be an important factor in news consumption when other media are more greatly available.

H3 predicted a correlation between media subjects and platforms. Respondents indicated they generally used digital media for entertainment and general news. Both the Internet and social media were both rated as very convenient, having variety of information, and being greatly available. Respondents who indicated they consume entertainment news commonly indicated they do not get this information from entertainment-specific titles such as *Rolling Stone* and *Entertainment Weekly*. Rather, most indicated they use online or television outlets through major news networks such as Fox, CNN, and ABC.

Interestingly, there was a strong correlation between high AFN use and sports news consumption. Respondents indicated television media in general were very cheap and convenient, but not very interactive. Therefore, low cost may be the driver for television use for the sports audience.

H4 predicted American expatriates with access to a military installation would consume more American media than those without access. This is true for print publications, television, and radio services, but not true for websites. This makes sense because one does not need base access in order to use the Internet.

H4 also predicted that American expatriates with no access to military installations would use more Korean media, including Korean media with English versions, than those with access. This part of the hypothesis was partially accepted. Americans with no base access did consume more Korean television and radio services. However, they did not consume more Korean websites or print publications than Americans with base access. This could be due to the prevalence in digital media such as the Internet, which does not require base access. Also, Korean media does not have accessibility restrictions. Any American, with or without base access, can retrieve media outside of a military base.

One might assume that someone living overseas in a foreign country consumes entirely different media. However, this study suggests otherwise. The prevalence of digital media use in Korea among Americans perhaps lends to the idea that the news consumer audience is converging into a global audience where barriers are diminishing. No longer does this audience have to rely on only what is available in one geographical area. This means they are also able to obtain varying viewpoints among an international news presence by using outlets that give quick, easy, and affordable access to information. The news outlets that were once the only media available prior to this digital era are now incorporated into the diverse newsgathering process that exists today across many new platforms.

### **Limitations**

The majority of the respondents are U.S. government employees and U.S. military soldiers (45%), and teachers and professors (38%). The prevalence of government and

military jobs explains why a majority of the respondents (57%) have at least some access to U.S. military installations. 42% said they don't have access at all. Those with access are more likely to consume a larger variety of American news media than the rest of the respondents. The most underrepresented job descriptions were from the business (7%) and student (2%) fields.

According to the 2011 U.S. Census, the median household income is \$52,762 (U.S. Census Bureau, 2013). At least 55% of the respondents indicated their household income is greater than the U.S. median income. This population sample might devote a larger budget to more expensive news services such as satellite television, smart phones or tablets to access a larger variety of U.S. news media. Still, a greater budget could also mean not having many limitations as to what kinds of platforms that can be afforded.

The questionnaire also fails to address when the respondents moved to South Korea. This piece of information could influence the amount of digital media people consume in Korea relative to how much they used in the U.S. The difference in how much digital media they use in each country would be more noteworthy if they moved to Korea recently rather than 10 years ago, for example.

Respondents were also asked their frequency of using mail delivery to obtain news information. The survey question did not allow for respondents to indicate whether they were using a mailbox on base or off base. On-base mailboxes come with the convenience and cost-effectiveness of the U.S. Postal Service. Clarification would have provided more insight into whether base access affected frequency of consuming media through the mail.

## **Further Research**

This research provides a basis for further research in this area to also study expatriate media use among other nationalities not only in Korea but in other countries as well. Further research could expand a target population to include Americans with more diverse job descriptions since business people and students were largely underrepresented. In order to reach a more diverse population, researchers should recruit respondents from a more variety of outlets and sources than those used in this study.

Although 87% of respondents said they often shop at Korean stores or supermarkets, most do not consume any Korean news media. Further research would benefit from studying Americans' consumer behavior to explain why they willingly consume many Korean products but not news media despite offering equal services in English. This could be an issue in which marketing for the media might not be successful in reaching Americans.

# APPENDIX 1

## QUESTIONNAIRE

The following questions address how Americans living in South Korea use media to obtain U.S. news. All answers are anonymous and non-traceable. Click the button below to continue.

What is your age?

- Less than 18
- 18 or over

Where are you from?

- USA
- Somewhere other than USA

Do you currently reside in South Korea?

- Yes
- No

What types of U.S. news content do you consume? Select all that apply.

- Entertainment
- General news
  
- International news (International news from US perspective)
- Local news (US news from US perspective)
- Sports
- Economy
- Travel
- Science
- Politics
- Health
- Other (specify)
- None

The following questions pertain to the media outlets in which you obtain content based on your selections on the previous page.

How often do you read/view/listen to the following **entertainment** media outlets with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
Star	<input type="radio"/>							
Us Weekly	<input type="radio"/>							
People	<input type="radio"/>							
E!	<input type="radio"/>							
Entertainment Weekly	<input type="radio"/>							
Rolling Stone	<input type="radio"/>							
Other (specify)								
<input type="text"/>	<input type="radio"/>							

How often do you read/view/listen to the following **sports** media outlets with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
ESPN	<input type="radio"/>							
AFN Sports	<input type="radio"/>							
Sports Illustrated	<input type="radio"/>							
Fox Sports	<input type="radio"/>							
CNN Sports	<input type="radio"/>							
MSN Sports	<input type="radio"/>							
Other (specify)								
<input type="text"/>	<input type="radio"/>							

How often do you read/view/listen to the following **economy** media outlets with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
The Economist	<input type="radio"/>							
Business Week	<input type="radio"/>							
Forbes	<input type="radio"/>							
FOX Business Network	<input type="radio"/>							
CNN Business	<input type="radio"/>							
CNBC	<input type="radio"/>							
Other (specify)								

How often do you read/view/listen to the following **travel** media outlets with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
National Geographic	<input type="radio"/>							
Conde Nast Traveller	<input type="radio"/>							
Travel & Leisure	<input type="radio"/>							
Travel Channel	<input type="radio"/>							
CNN Travel	<input type="radio"/>							
Lonely Planet Travel Guide	<input type="radio"/>							
Other (specify)	<input type="radio"/>							

How often do you read/view/listen to the following **political** media outlets with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
Time	<input type="radio"/>							
Newsweek	<input type="radio"/>							
Mother Jones	<input type="radio"/>							
The Atlantic	<input type="radio"/>							
National Review	<input type="radio"/>							
Radio programs (Rush Limbaugh, Ed Schultz, etc.)	<input type="radio"/>							
Fox News	<input type="radio"/>							
CNN	<input type="radio"/>							
MSNBC	<input type="radio"/>							
Other (specify)	<input type="radio"/>							

How often do you read/view/listen to the following **science** or **health** media outlets with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
Wired	<input type="radio"/>							
Discovery Channel	<input type="radio"/>							
Popular Science	<input type="radio"/>							
Prevention	<input type="radio"/>							
National Geographic	<input type="radio"/>							
Other (specify) <input type="text"/>	<input type="radio"/>							

How often do you use the following media platforms to obtain U.S. news with 1 being "least often" and 7 being "most often?"

	1- Least Often	2	3	4	5	6	7- Most Often	I never use this
Tablet (iPad, Kindle, etc.)	<input type="radio"/>							
3G/4G/LTE mobile smart phone	<input type="radio"/>							
Newspaper (print)	<input type="radio"/>							
Magazine (print)	<input type="radio"/>							
Print publications delivered to mailbox	<input type="radio"/>							
Internet web sites/online news publications	<input type="radio"/>							
Blogs	<input type="radio"/>							
Social Media (Facebook, etc.)	<input type="radio"/>							
Radio	<input type="radio"/>							
Basic television	<input type="radio"/>							
Cable television	<input type="radio"/>							
Satellite television (SkyLife, etc.)	<input type="radio"/>							
American Forces Network (AFN)	<input type="radio"/>							
Word of mouth (friends and family)	<input type="radio"/>							
Other (specify) <input type="text"/>	<input type="radio"/>							

The following questions describe the outlets you selected from the previous page.

Rate your use of **tablets** according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not Interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

Rate your use of **print outlets** such as newspapers and magazines according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

Rate your use of **television outlets** according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

Rate your use of **online outlets** such as Internet newspapers or blogs according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

Rate your use of **radio outlets** according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

Rate your use of **smartphone outlets** such as iPhones and Androids according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

Rate your use of **social media outlets** such as Facebook according to the following factors.

Not convenient	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Convenient
No variety of information	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Large variety of information
Not interactive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interactive
No control over content	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Control over content
No availability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Great availability
Low cost	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High cost

How often do you read/view/listen to the following types of American and Korean media outlets to obtain U.S. news with 1 being "least often" and 7 being "most often."

	1-Least Often	2	3	4	5	6	7-Most Often	I never use this
American print newspapers or magazines (USA Today, Stars & Stripes, Time, etc.)	<input type="radio"/>							
American online newspapers and magazines	<input type="radio"/>							
American television programs (AFN, Fox, CNN, etc.)	<input type="radio"/>							
American radio programs (AFN, etc)	<input type="radio"/>							
Hometown newspaper (mail delivery)	<input type="radio"/>							
Korean print newspapers and magazines (Including English versions, such as Korea Herald, etc.)	<input type="radio"/>							
Korean online newspapers and magazines (Including English versions)	<input type="radio"/>							
Korean television programs (Including English versions, such as Yonhap, YTN, Arirang, etc.)	<input type="radio"/>							
Korean radio programs	<input type="radio"/>							
Other (specify) <input type="text"/>	<input type="radio"/>							

Rate the following statements according to whether you agree or disagree, with 1 being "completely disagree" and 7 being "completely agree."

	1- Completely Disagree	2	3	4	5	6	7- Completely Agree
I speak Korean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand Korean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consume news primarily in English	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often get my news from digital media such as the Internet or smart phones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often get my news from print publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often interact with Korean nationals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often interact with other Americans living in Korea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way in which I obtain news in South Korea is different from how I obtained news in the U.S.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Since moving to Korea, I use more digital media (smart phones, Internet) than I have in the U.S.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Many of the news outlets I used in the U.S. are either unavailable or inconvenient to obtain in Korea

I am satisfied with the availability of American news outlets to which I have access in Korea

I often shop at Korean stores and supermarkets

Rate the following potential **barriers** to media access that have affected your news consumption with 1 being "very restrictive" and 7 being "nonrestrictive"

	1- Very Restrictive	2	3	4	5	6	7- Nonrestrictive	N/A
Cost	<input type="radio"/>							
Variety	<input type="radio"/>							
Access	<input type="radio"/>							
Mail delivery timeliness	<input type="radio"/>							
Language availability	<input type="radio"/>							
Time zone differences	<input type="radio"/>							

The following questions are for demographic purposes.

What is your current age?

What is your gender?

What is your ethnicity?

How many total years have you lived in South Korea?

Less than 1 year

- 1-2 years
- 3-5 years
- 6-8 years
- 9+ years

When do you plan on permanently returning to the U.S.?

- Never
- Less than 1 year
- Between 1 and 2 years
- More than 2 years

Select your current job description.

- U.S. Military
- U.S. Government employee
- U.S. Contractor
- U.S. Diplomat
- Teacher/Professor
- Student
- Business
- Non-working spouse or family member
- Unemployed
- Other

Where in South Korea do you live?

- On a U.S. military base
- On the South Korean economy

Do you have access to U.S. military installations such as Yongsan Army Garrison?

- Yes, I have a valid ID for access.
- Yes, I have access through an authorized individual.
- No

What is your household income in U.S. dollars before taxes?

- \$0-19,999
- \$20,000-39,999
- \$40,000-59,999
- \$60,000-79,999
- \$80,000-99,999
- \$100,000-200,000
- More than \$200,000

## APPENDIX 2

### E-MAIL QUERY

My name is Amy, and I am a journalism master's student at the University of Missouri. I grew up in Seoul, Korea and I am currently working on my thesis about the media consumption of Americans living in South Korea.

I ask that you fill out a questionnaire about your news consumption. Participation is voluntary. The questionnaire should take no longer than 20 minutes and should be completed in one sitting. All answers are anonymous and you will not be required to submit any personal identifiable information. The survey results will be collected and analyzed through software that does not collect traceable information. Please complete this survey as soon as you can. If you have any questions or would like to receive a copy of the final thesis, please contact me at [amk7vc@mail.missouri.edu](mailto:amk7vc@mail.missouri.edu) or my thesis advisor, Clyde Bentley, at [bentleycl@missouri.edu](mailto:bentleycl@missouri.edu). I appreciate your participation. Thank you!

Click or copy and paste into your Internet browser the following link: [https://missouri.qualtrics.com/SE/?SID=SV\\_brRjWHSJspIv0AB](https://missouri.qualtrics.com/SE/?SID=SV_brRjWHSJspIv0AB)

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