

## ABSTRACT

A CASE STUDY OF PITTSBURGH MAGAZINE: An analysis of the use of Facebook and Twitter from the perspective of magazine editors and readers

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The purpose of this case study was to review the evolution of *Pittsburgh Magazine*'s social media outlets. Focusing on the magazine's Facebook and Twitter pages, the study looked at how both the editors and readers evolved to use those pages. This study used the diffusion of innovation theory and formed interview questions by the innovation characteristics: relative advantage, compatibility, complexity, trialability and observability. This single-case study used both editor and reader interviews as well as participant observation to gain information on the Facebook and Twitter adaptation process.

Overall *Pittsburgh Magazine* editors felt that their duties expanded since the innovation adaption in January 2009. The magazine is adapting to the social media innovations, but is struggling due to the lack of staff members to focus on digital. The magazine's print readership was reluctant to use both Facebook and Twitter because of dislike and confusion. The magazine's digital readership evolved to use Facebook, but only a minority adapted to use Twitter. The digital readership tended to share more posts with others on Twitter, without the over-posting apprehension they felt on Facebook. The subscribers interviewed suggested the magazine cover a wider variety of topics on its Facebook and Twitter pages.