

CUSTOMIZING CONTENT TO FIND  
THE RIGHT PRICE FOR ONLINE NEWS

MICHAEL GOOT

Professor Esther Thorson, Thesis Chair

A study conducted of 384 people using an M-Turk sample found that people would spend more time on a news website if it were customized to their topics of interest. A total of 74 percent of the people surveyed said that it was either “very likely,” “likely” or “somewhat likely” that they would visit the website more frequently. It also appeared that they would increase the amount of time spent on the website. About 64 percent of respondents said they would spend between 10 to 30 minutes per day reading about local news on a customized website compared with only 54 percent of people who said they read local news online at least daily.

However, customization did not translate into people willing to pay more to access local news online. Only 27 percent of those surveyed said it was “very likely,” “likely” or “somewhat likely” that they would pay more.