News Consumption Across Multiple Media Platforms: A Repertoire Approach

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Abstract

The recent trend of media convergence poses serious challenges to existing theoretical frameworks, such as uses and gratifications and the agenda setting theory, for media choice and effects. This study adopts a repertoire approach to news consumption in the complex contemporary media environment. This approach emphasizes patterns of multiple media use, rather than single media selection, for accessing the news. A computer-aided telephone survey with representative samples from three advanced media markets in China shows that a majority of the survey respondents employ multiple media platforms for news consumption. Users’ interest in and availability to news affects the size of their repertoires. Their perceptions of news source credibility influence their news media choice that results in different compositions of the repertoires. An exploratory factor analysis identifies both complementary and converging patterns of media use by the respondents. Finally, the difference in the internal architecture of the repertoires occasioned by the choice of media is associated with diverging news agendas among the news audience.

Key words: media convergence, news repertoire, uses and gratifications, agenda setting

Word count: 7,053
Introduction

The growing popularity of digital and mobile news media and the sharp decline in newspaper circulation and network news ratings in the past few decades have led many scholars and media industry executives to speculate that new media would eventually replace traditional sources of news and information (Ahlers, 2006; Meyer, 2004). However, news consumption is not a simple choice between the traditional and new media for today’s news audiences. Recent studies of audience news consumption behavior have indicated that some core segments of the population rely on multiple news media (Ahlers, 2006; Diddi & LaRose, 2006; Pew Research Center, 2008).

Empirical evidence for news consumption across multiple media sources seems to reify the concept of media convergence, which emphasizes the trend that diminishing technological boundaries of media enable content to travel across various media platforms (de Sola Pool, 1983). This trend of media convergence poses a challenge to existing theoretical frameworks for understanding media uses and effects in today’s media environment. For instance, a substantial amount of research on media choice was based in the uses and gratifications approach (Diddi & LaRose, 2006; Henke, 1985; Vincent & Basil, 1997). Yet, most gratification studies focused on the use of a particular type of medium for a certain need gratification. Furthermore, this approach has led to the functional displacement arguments in explaining relationships between existing traditional media and emerging new media. In essence, these arguments contend that as new media with similar
functions emerge, they either supplant or supplement the use of existing media (Althaus & Tewksbury, 2000; Dutta-Bergman, 2004; Lee & Leung, 2008).

Moreover, as news audiences are able to exercise an increasing degree of selectivity while enjoying an abundance of media content, researchers anticipate a growing degree of audience fragmentation and even polarization (Sunstein, 2007; Turow, 1997; Webster, 2005). These changes in the media environment and audience behavior have led some scholars to argue that the agenda-setting function of the news media has been diminished (Bruns, 2008; Williams & Deli Carpini, 2004).

The current study proposes a repertoire-oriented approach to news consumption. It posits that individual news users integrate multiple media platforms to form personal news repertoires for their news gratifications. In contemporary media environments teeming with media options, this approach allows us to examine how news users take advantage of a whole range of media that provides information on current events. News users actively combine different news media sources, old and new, into complex patterns of media use. These patterns, constituting the internal architectures of individual news repertoires, reflect much more nuanced relationships among media uses. The observed differences in the architectures of individual news repertoires are associated with divergent public news agendas among news consumers in today’s news environment.

**Media Convergence and Media Choice**
The rapid development of digital and mobile media technologies have changed our news media landscape, by offering more media and content options, and by allowing for higher mobility and more control over content selection in the hands of their users. Furthermore, there has been a broad trend of media convergence that characterizes contemporary media environments (Jenkins, 2004, 2006). Media convergence often emphasizes that the diminishing technological boundaries of media networks enabled content to travel across various media platforms (de Sola Pool, 1983). The trend of technological convergence is accompanied by a shift in patterns of media ownership and business practices. Nowadays a handful of transnational media conglomerates dominate all sectors of the media industry and rely on cross-media business strategies, resulting in concentration in the media market.

Moreover, technological developments have facilitated changes in the organization and practices of news production and distribution. One the one hand, traditional news organizations have rapidly extended their news services to a variety of media sources from television and radio to the Internet and mobile phones (Boczkowski, 2004; Erdal, 2007). One the other hand, we see the burgeoning trends of citizen journalism ranging from individually published news blogs to sites aggregating collaboratively filtered, edited or written news items such as Digg. Citizen journalism both interacts with and challenges the traditional model of the news industry (Bruns, 2008)

These ongoing developments of technological, market, and organizational convergence in news media are more than simply a technological shift. Jenkins
(2004) advocates that we should understand media convergence not only as 'a top-
down corporate-driven' but also as 'a bottom-up consumer-driven' process. One
important component of the process is how media users draw on different media
technologies to 'bring the flow of media more fully under their control' (p. 32).

Among the prominent theoretical propositions, the uses and gratifications
approach has been most frequently applied to the study of media choice (Diddi &
LaRose, 2006; Henke, 1985; Vincent & Basil, 1997). The theory posits that audiences
choose to consume the kinds of media and / or the types of content that best satisfy
their particular social and psychological needs (Katz et al., 1974). Most gratification
studies focused on the use of a particular type of medium for certain unique
gratifications. For example, newspapers were found to be best for instrumental
purposes such as seeking information and integrating into the sociopolitical order
while television was mainly for escapism and entertainment (Katz et al., 1973). In
fact, this dichotomous distinction between print and television media has been
featured in many media gratifications studies (Diddi & LaRose, 2006; Henke, 1985;
Vincent & Basil, 1997)

Some scholars extended earlier uses and gratifications research to explore
functional relations among various media. The idea is that people will attach a
persistent functional image to a medium based on its most salient feature and use
over time (Flanagin & Metzger, 2001). The emergence of new media technologies
will lead to a functional reorganization of media gratifications. Within this functional
framework, some predicted that new media will displace the old media with similar
functions (Coffey & Stipp, 1997) while others contend that new media do not
necessarily replace traditional media but provide functional alternatives to
supplement the latter (Hasebrink & Popp, 2006; Lee & Leung, 2008; Nguyen &
Western, 2006; Rosengren & Windahl, 1989).

The rapidly evolving media landscape has rendered obsolete the assumption
of uses and gratifications researchers that the news consumers usually prefer a
particular medium to satisfy a certain gratification. Facing the abundance of media
options, today’s news audiences may choose multiple diverse media platforms that
are convergent in offering the same or overlapping information that serves similar
functions. Or it is possible that they use complementary sources that provide
different information that satisfies their multiple needs (Chaffee, 1986).
Consequently, the relationship between the ‘old’ and ‘new’ media would be a lot
more fluid and dynamic for the news audience than what is indicated by the
dichotomous distinction between the substitutive and supplementary relationships
based on the persistent functions of individual media.

As news audiences are able to exercise an increasing degree of selectivity
while enjoying an abundance of media content from multiple media sources,
researchers anticipate a growing degree of audience fragmentation and even
polarization (Sunstein, 2007; Turow, 1997; Webster, 2005). This trend has posed a
great challenge to the agenda-setting function of the news media. Cumulative
research findings in this prominent area of research in the past few decades have
consistently demonstrated that the mass media bring people’s attention to
important issues of the day, and consequently, the general public forms a shared
agenda of these issues (McCombs, 2004; McCombs & Shaw, 1972).
However, agenda-setting theory was formulated in a media environment where there were a limited number of dominant media that controlled the resources of content creation and distribution. As media abundance and decentralization pose a significant threat to the gatekeeping role of traditional news institutions, many media scholars question whether the agenda-setting function of the media may still be tenable in the contemporary media environment (Bruns, 2008; Williams & Deli Carpini, 2004).

While the abundance of media options and the trend of media decentralization have led many to discount the agenda-setting effect, there also have been centripetal forces that countervail the trend of audience fragmentation. Empirical evidence shows that intra-media agenda setting still holds strong in the contemporary news environment. Overlapping news agendas are often shared among various online news sources, and between online media and traditional media outlets (Cornfield et al., 2005; Yu & Aikat, 2006). Furthermore, audiences in fact exercise different degrees of selectivity in consuming news. For instance, Tewksbury et al (2008) showed that while some news audience may be selectors who actively attended to only a few specific topics to fill up the gap in knowledge, many were browsers of a range of news topics presented to them by the media to enact a general sense of the social environment. Consequently, this latter group of news audience may still be subject to news media’s converging agendas.

Unfortunately, most existing agenda-setting studies used a single medium as a proxy for the news agenda, based on the assumption of a high degree of overlap among individual media’s news agendas. Few have investigated the agenda-setting
effects across multiple media platforms (Comstock & Scharrer, 1999).

The media repertoire approach proposed by the current study conceptualizes news consumption behavior as consisting of complex patterns of media use rather than single media selection. By studying the sizes and composition of news users’ media repertoires, and examining how the difference among news repertoires relates to the users’ news agendas, we can gain insights into news consumption behavior and its effect in today’s complex news media environment.

**A Media Repertoire Approach to New Consumption**

Heeter et al pioneered the concept of a ‘channel repertoire’ to capture the tendency of the television audiences to concentrate their routine TV viewing on a selected number of channels (Heeter et al., 1983). The channels in the repertoire, which viewers choose to watch regularly, are often a small portion of the total available channels (Ferguson & Perse, 1993; Heeter, Fall, 1985; Yuan & Webster, 2006). Later, Ferguson & Perse (2000) applied the notion of a repertoire to the World Wide Web and found evidence that online users also maintain individual repertoires of websites that they use most frequently.

Subsequent researchers expanded the notion of repertoire from single source model (TV or the WWW) to a cross-media model. Reagan et al (1995) demonstrated that a combination of radio and newspapers formed a repertoire for people interested in information about their communities. Later, Reagan (1996) coined the term ‘information repertoire’ to refer to the set of media sources that a person consistently selects for information. O’Keefe et al. (1998) employed a
repertoire approach to inspect people’s use of multiple information channels for health care.

This study extends the notion of repertoire to the study of news consumption. This repertoire-oriented approach allows us to shift the empirical effort to study news consumption from the selection of a singular medium over others to patterns of media choice, which reflect the degree of variability or diversity of the selected media sources.

**Research Questions and Hypotheses**

Analytically, a news media repertoire may consist of different types of media platforms, or more specifically, different television channels, radio stations, and newspaper titles, which an individual often uses to obtain news. This study operationalizes news repertoires at the media level and explores how news users use multiple media platforms for their news consumption.

The uses and gratifications research tradition has long emphasized an active audience approach to media use. Media users are considered autonomous individuals who choose media according to their needs. A major weakness of this approach was the neglect of the influence of media structures on media use (Wenner, 1985). More recent audience research has begun to integrate both media structural and media user preference (Cooper & Tang, 2009, Webster et al., 2006).

The relationship between media structure and the individual user is often reflected in availability or accessibility (Weibull, 1985). User availability refers to when people use the media and how much time they can afford to do so given the context of their socially structured daily routines. Media use is first and foremost
dependent on user availability. User preference is both enabled and limited by this structural characteristic (Blumler & Katz, 1974).

The total time that users spend consuming news is a good indicator of both user availability for and interest in news. It is reasonable to assume that the more time people spend consuming news indicates the more interest they have in news. And those who have more interest tend to employ more media and therefore have more extensive repertoires than users who are less interested. Existing research on television channel repertoire has demonstrated that the more time audiences spend viewing television the more channels they have in their channel repertoires (Ferguson & Melkote, 1997; Heeter, 1985; Yuan & Webster, 2006). Moreover, using more information sources is related to greater interest (Reagan, 1996). Thus it can be hypothesized that time spent consuming news will be positively related to the size of news media repertoires.

**H₁:** *People who spend more time consuming news each week have larger news media repertoires than those who spend less.*

People’s choices of news media are associated with their perceptions of news credibility (Kiousis, 2001; Rimmer & Weaver, 1987). Users attribute different levels of credibility to media sources (Abdulla et al., 2005; Flanagin & Metzger, 2001, Kiousis, 2001). Research has indicated that credibility plays an important heuristic role in content selection in an information rich environment (Kiousis, 2001). However, the literature on media credibility is somewhat inconclusive on the relation between perceived credibility and media use. While some studies showed that a higher level of usage of a media channel is usually accompanied by a higher
level of perceived credibility for the channel (Kiousis, 2001), others presented
evidence that the relation was not strong (Rimmer & Weaver, 1987) or significant
(Rimmer & Weaver, 1987; Wanta & Hu, 1994). Given the ambiguity in the literature,
the study advances the following hypothesis:

\[ H_2: \text{The more credible people perceive a news medium to be, the more likely it is to be included in their media repertoires.} \]

The construction of a news media repertoire reflects a pattern of uses of
discrete media. Although there has been a considerable amount of discussion on the
subject, most such analyses were based on either the zero-sum assumption of the
sheer amount of time allocated to the different kinds of media (Lee & Leung, 2008;
Nie et al., 2002; Stempel III et al., 2000) or the functional displacement / alternative
arguments premised on functions served or gratifications satisfied by the media
(Cole & Robinson, 2002; Lee & Leung, 2006; Robinson et al., 2002). Following these
approaches, researchers often conclude that one medium has displaced another
medium.

The current study adopts Chaffee’s (1986) categorization of multiple media
use. Chaffee (1986) posited that there are two patterns of multiple media use:
complementary patterns and convergent patterns. Complementary patterns appear
when people use different news media for different types of news. The reason might
be that major news media differ in the depth and availability of types of news they
carry. A news user with an omnivorous news diet is likely to possess this kind of
complementary architecture in his or her news repertoire. By contrast, convergent
patterns occur when news consumers use different media for overlapping news and
information. It is often true that people seek out mass media with parallel content to reinforce or elaborate information they have just learned. Both patterns may be observed when individuals construct their news media repertoires.

*RQ1: What are patterns of media choice in news consumers’ media repertoires?*

Lastly, the study explores the association between the news users’ media repertoires and their news agendas. As argued earlier, the trends of media convergence and audience fragmentation have subjected the agenda-setting function of the news media to great uncertainty. However, little research has investigated the agenda-setting effects across multiple media platforms (Comstock & Scharrer, 1999). The repertoire approach of the current study provides an opportunity to examine the following question:

*RQ2: Are different media choice patterns in news users’ repertoires associated with different news agendas?*

**Methods**

This study was set in Beijing, Shanghai, and Guangzhou, the three most advanced telecommunications markets in China. Table 1 shows the penetration rates of the four major electronic media--the Internet, mobile phone, radio, and television--in the three cities. In addition, the percent of people who read magazines on an average day were 5.1%, and newspapers 69%, in the three cities in 2009 (CTR, 2009).

<table>
<thead>
<tr>
<th>Media</th>
<th>Beijing</th>
<th>Shanghai</th>
<th>Guangzhou</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>30%</td>
<td>35%</td>
<td>40%</td>
</tr>
<tr>
<td>Radio</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Television</td>
<td>20%</td>
<td>25%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Insert Table 1 about here*

The data for this study were collected in a computer-aided telephone survey conducted in April 2009 among news audiences in the three cities. Using random
digit dialing, the study successfully interviewed 1,004 individuals aged 15 and older, who responded positively to the screening question, ‘Do you consume any news at all in any given day of the week?’ The overall response rate was 42%.

There were 49% males and 51% females in the sample. The median monthly personal income was RMB 3,001-5,000 Yuan, and the median respondent education was two-year college graduate.

**Operational measures**

*Time spent on and interest in news*

A multiple-choice question asked the respondents on average how many days each week they use any media for news. The result shows that 76% of the Chinese news audience check for news every day. The question was followed by an open-ended question asking how much time they spent consuming any media for news yesterday. On average, the Chinese news media users spend 65 minutes (SD=40.15) consuming news yesterday. Later the two questions were combined to produce the estimates of the total time the respondents spent on news per week.

*Sizes and media combination of repertoires*

A multiple-choice question asked the respondents to identify the media they usually use for news. Among the six news media, the television (80%) was the most popular news medium, followed by newspapers (64%), the Internet (61.5%), the mobile phone (17.3%), the radio (15.5%), and news magazines (8.7%).

Another set of five-point Likert scale questions (‘Never’, ‘Rarely’, ‘Sometimes’, ‘Usually’, ‘Always’) asked how frequently respondents use each medium for different categories of news. The study focused on six major news categories:
Politics and Current Affairs, Finance and Business, Entertainment (news about entertainment industries, stars, and so on.), Soft Social News (sensational daily happenings), Sports, and General Information (news and information about weather, traffic, travel, and etc.) A sample question was 'How often do you watch television for finance and business news?' There were 36 questions altogether (six types of media by six categories of news).

News media credibility

A five-point Likert scale (1 for ‘very poor’ to 5 for ‘very credible’) measured the respondents’ perceived credibility of the six media.

News agenda in the past three months

Finally, an unaided recall question asked the respondents to identify the three most important news stories in the past three months. At the end of the survey, the respondents’ demographic information including age, education, occupation, and income was collected.

Data analysis

A correlation was established between the time spent consuming news and the number of media in the repertoire to test H 1. To answer RQ1, a principal components factor analysis was conducted to identify the patterns of media choice for various news categories. For H2 and RQ2, a set of binary logistic regression models were built to study a) the relationship between perceived media source credibility (interval independent variables) and media choice (i.e. if the media were in media users’ repertoire, binary dependent variables); and b) the relationship between media choice (i.e. if the media were in media users’ repertoire, binary
dependent variables) and the news agendas (i.e. if the respondents ranked the three top news stories the most important ones in the past three months, binary variables).

Results

The result showed that the majority of the Chinese news consumers in the three cities used more than one medium to keep updated with news. Table 2 presents the frequency distribution of the sizes of respondents’ news repertoires.

INSERT TABLE 2 ABOUT HERE

The results also showed that TV was the most popular choice for news users relying on only one medium. Table 3 summarizes the most common combinations of the media repertoires with two media. When people relied on three media, TV + newspapers + the Internet was the most common structure of the repertoires.

INSERT TABLE 3 ABOUT HERE

The positive correlation between the amount of time spent consuming news and the size of the media repertoire (r = .42, p < .01) indicated that those who spent more time consuming news also used more news media, and therefore had larger news media repertoires. H1 was supported.

Six logistic regression models were built to assess the effect of perceived media credibility on media source choice. Table 4 presents the results. The findings showed that the more credible the news users believed a medium to be, the higher the odds were for them to include it in their news media repertoires. This was true for all media except for television. The fact that the use of television is routinized for most people might account for this result. Therefore H2 was mostly supported.
A principal component factor analysis with Varimax rotation was conducted on the 30 frequency questions of media use for different news categories (the six news magazine variables were excluded due to the lack of variance). The analysis first detected underlying patterns among the frequency questions then grouped the questions into factors accordingly. Altogether six factors were retained, explaining 85% of the total variance.

These factors shed light on the nuanced patterns of media choice. Factor 1 grouped together a variety of media sources, both traditional and new, used for Soft Social News and General Information. It demonstrated that some people choose multiple and diverse media sources for parallel news content, a truly converging pattern of media choice (Chaffee, 1986). By contrast, Factor 2 and 4 combined different traditional media for different news categories, representing a complementary style of media choice (Chaffee, 1986). Similarly Factor 6 combined both traditional and new media for different types of news. Lastly, Factor 3 and 5 were patterns of exclusive new media use. These various patterns demonstrated that in some instances, as indicated by Factor 3 and 5, new media may have indeed displaced traditional media. But mostly people combine multiple media both old and new into different patterns of media use. Table 5 summarizes the factor loadings on the six factors. Factor loadings higher than 0.6 are given in bold.

Table 6 listed the top five news stories deemed the most important in the past three months by the respondents. The low percentages of the population
attracted by most of these news stories may be evidence for audience fragmentation. Table 7 provides the results of three logistic regression models of the news agendas on the different media included in people’s news media repertoires. These findings show that having both TV and the Internet in their news media repertoires was positively associated with the odds of ranking World Financial Crisis as the most important news event in the past three months. People who only had TV in their repertoires tended to put the Chinese National Congress convention at the top of their news agendas. People who included newspapers and the Internet in the repertoires tended to rank Obama’s presidential inauguration as the most important news event. These findings demonstrate that, on the one hand, people use different media to keep track of different news events, and, on the other hand, that the different compositions of the news media repertoires are associated with the different media events people pay attention to.

INSERT TABLE 6 & 7 ABOUT HERE

Discussion

The current study proposes a repertoire-oriented approach to news consumption. There are three main arguments advanced by the study. First, given the abundance of media options available in contemporary media environments, how news audiences use one specific medium at a time is not sufficient, or even adequate, to depict a comprehensive picture of their media use and news consumption. We need to consider how media users use groups of news media in their news repertoires to satisfy their needs for news, (Flanagin & Metzger, 2001; Hasebrink & Popp, 2006).
The findings of the current study show that the majority of the Chinese news audience in the three advanced media markets use more than one media source. This parallels similar findings in the U.S. For instance, the Pew Research Center (2008) found that a core segment of the population rely on multiple sources for news. Ahlers (2006) found that 51% of Internet news users use multiple media throughout the day.

Second, the repertoire approach focuses on how individuals combine their media contacts in comprehensive patterns of media use for various news gratifications. The current study found both complementary and convergent patterns of multiple media use (Chaffee, 1986). The exploratory factor analysis showed that, while some Chinese news users used different news media for different types of news, others combined them for overlapping news. A possible reason for the former type of multiple media use might be the differentiated availability of information across the various media coupled with the broad interest of the news consumer. By contrast, the latter pattern may reflect individual media users’ strong interest in a certain type of news and/or their need for different media to reinforce and elaborate on similar information. Both patterns provide rationales for individual news repertoires.

It would be hazardous to infer that the exact factors would exist for news audience elsewhere in the world, but the main purpose of this analysis was to test the proposition that different users choose varied mixes of media sources for different news gratifications. The goal has been successfully achieved by the analysis.
The repertoire approach shifts the empirical approach to news consumption from ‘single variables (e. g., likeliness to select a specific kind of content) to patterns of selections (e. g., the degree of diversity or variability of the selected content)’ (Hasebrink & Popp, 2006, p. 372). Therefore it provides a better framework for us to understand the dynamic relationships between various news media in contemporary media environments. While previous research on multiple media use all more or less focused on differentiating media use based on the needs and functions satisfied by individual media, the current study takes a closer look at how these media are mixed and combined in various ways into a repertoire. As part of a mixture or repertoire, each media source may play a distinct or similar role as others in the repertoire for individual media users. In short, instead of pointing out that television is more useful for broad, simple topics and newspapers are more useful for local topics and complex information (Reagan, 1996), the study found that some people used both media either for different types of news or similar information. Some people used these media exclusively while others used them in combination with new media such as mobile phones.

Third, the study tested the effect of different patterns of multiple media use on the news media’s agenda-setting effect. Different media combination, or internal repertoire architecture, were associated with different news stories. Most of the top five topics only attracted attention from small portions of the population. This could serve as a piece of evidence for the fragmentation of the Chinese news audiences in today’s media environment.
Given its limited scope, the current study did not look for factors other than media credibility that may influence the internal architecture of the repertoires. The repertoire approach is situated in the active audience approach and argues for a ‘user-centric’ model of news consumption as promoted by the uses and gratifications theory. Audiences are assumed to actively combine and choose different media to satisfy their needs for news. Along this line of argument, future research efforts may test the influence of individual demographic characteristics on the media repertoires.

However, individual characteristics are not the only factors that impact the formation of different architectures of news repertoires. Our choice of these media is also shaped by media structural factors such as ease of access, awareness of alternatives, the attributes of the medium, as well as other factors that reflect the current trends of the media supply size and composition in the larger media environment (McQuail, 2001; Webster, 2008a). Future research should examine both audience agency and media structure factors to explain multiple media use patterns.

In summary, the repertoire-oriented approach is particularly relevant in the context in today’s media environment. As news media organizations increasingly rely on cross-media production, distribution, and presentation, media users are expected to adapt accordingly to combine content from different media and in doing so create their respective cross-media environments (Jenkins, 2006).

References


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Table 1

*The Penetration Rates of the Major Electronic Media in Beijing, Shanghai, and Guangzhou*

<table>
<thead>
<tr>
<th></th>
<th>BJ</th>
<th>SH</th>
<th>GZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet**</td>
<td>65.63</td>
<td>52.91</td>
<td>60.67</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>93.21</td>
<td>82.24</td>
<td>95.57</td>
</tr>
<tr>
<td>Radio</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Television</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

* The data are provided by CTR Market Research.

** Percents of the population who used the Internet at least once in the past 3 months.
Table 2

*The Frequency Distribution of the Sizes of the Media Repertoires (N=1,004)*

<table>
<thead>
<tr>
<th>Size of Media Repertoire</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>182</td>
<td>18.1</td>
</tr>
<tr>
<td>2</td>
<td>420</td>
<td>41.8</td>
</tr>
<tr>
<td>3</td>
<td>291</td>
<td>29.0</td>
</tr>
<tr>
<td>4</td>
<td>85</td>
<td>8.5</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td>1.0</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1004</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Table 3

*News Repertoires consisting of two media sources (N=420)*

<table>
<thead>
<tr>
<th></th>
<th>Radio</th>
<th>Newspaper</th>
<th>Magazine</th>
<th>Internet</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>3.63%</td>
<td>38.37%</td>
<td>0.30%</td>
<td>24.77%</td>
<td>3.32%</td>
</tr>
<tr>
<td>Radio</td>
<td>-</td>
<td>12.1%</td>
<td>0%</td>
<td>2.42%</td>
<td>0%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>-</td>
<td>-</td>
<td>0.3%</td>
<td>19.34%</td>
<td>0.91%</td>
</tr>
<tr>
<td>Magazine</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Internet</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5.44%</td>
</tr>
</tbody>
</table>
Table 4

*Media Credibility as a Predictor for News Repertoire Media Selection (N=1,004)*

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Radio</th>
<th>Newspaper</th>
<th>Magazine</th>
<th>Internet</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coefficient</td>
<td>-.08</td>
<td>.24**</td>
<td>.09**</td>
<td>.14*</td>
<td>.37**</td>
<td>.12**</td>
</tr>
<tr>
<td>Constant</td>
<td>-1.05**</td>
<td>1.05**</td>
<td>-.75**</td>
<td>2.70**</td>
<td>-1.90**</td>
<td>1.48**</td>
</tr>
<tr>
<td>Cox &amp;</td>
<td>.03</td>
<td>.06**</td>
<td>.01**</td>
<td>.02*</td>
<td>.23**</td>
<td>.02**</td>
</tr>
</tbody>
</table>

Snell R²

* p < .05, ** p < .01
Table 5

*Factor Loadings on Different Patterns of Media Use in the News Media Repertoires*

\[(N=1,004)\]

<table>
<thead>
<tr>
<th>Factor 1: Converging use pattern of both traditional and new media</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile for General Info</td>
<td>.93</td>
<td>-.17</td>
<td>.35</td>
<td>.11</td>
<td>.18</td>
<td>.24</td>
</tr>
<tr>
<td>Mobile for Social News</td>
<td>.92</td>
<td>-.16</td>
<td>.168</td>
<td>.216</td>
<td>.290</td>
<td>.158</td>
</tr>
<tr>
<td>Radio for General Info</td>
<td>.90</td>
<td>-.162</td>
<td>.247</td>
<td>.108</td>
<td>.274</td>
<td>.312</td>
</tr>
<tr>
<td>TV for General Info</td>
<td>.86</td>
<td>-.009</td>
<td>-.014</td>
<td>.022</td>
<td>-.426</td>
<td>.219</td>
</tr>
<tr>
<td>Radio for Social News</td>
<td>.78</td>
<td>.252</td>
<td>-.094</td>
<td>.529</td>
<td>.173</td>
<td>-.045</td>
</tr>
<tr>
<td>Internet for General Info</td>
<td>.74</td>
<td>-.030</td>
<td>-.173</td>
<td>-.159</td>
<td>.455</td>
<td>.404</td>
</tr>
<tr>
<td>Newspaper for General Info</td>
<td>.72</td>
<td>.131</td>
<td>-.352</td>
<td>-.259</td>
<td>-.150</td>
<td>.498</td>
</tr>
<tr>
<td>TV for Social News</td>
<td>.65</td>
<td>.387</td>
<td>-.257</td>
<td>.378</td>
<td>-.465</td>
<td>.040</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 2: Complementary use pattern of traditional media</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV for Finance &amp; Business</td>
<td>.02</td>
<td>.982</td>
<td>-.286</td>
<td>.171</td>
<td>.044</td>
<td>.003</td>
</tr>
<tr>
<td>Newspaper for Finance &amp; Business</td>
<td>.03</td>
<td>.964</td>
<td>-.336</td>
<td>.213</td>
<td>.104</td>
<td>.003</td>
</tr>
<tr>
<td>Newspaper for Politics &amp; Current Affairs</td>
<td>.02</td>
<td>.931</td>
<td>-.107</td>
<td>.232</td>
<td>.262</td>
<td>.003</td>
</tr>
<tr>
<td>TV for Sports</td>
<td>-.32</td>
<td>.838</td>
<td>.221</td>
<td>-.179</td>
<td>-.161</td>
<td>.175</td>
</tr>
<tr>
<td>Radio for Entertainment</td>
<td>-.23</td>
<td>.815</td>
<td>.235</td>
<td>-.164</td>
<td>-.251</td>
<td>.065</td>
</tr>
<tr>
<td>Newspaper for Social News</td>
<td>.46</td>
<td>.510</td>
<td>-.576</td>
<td>.094</td>
<td>-.169</td>
<td>.303</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Radio for Sports</td>
<td>-.10</td>
<td>.536</td>
<td>.533</td>
<td>.197</td>
<td>.178</td>
<td>-.278</td>
</tr>
</tbody>
</table>

**Factor 3: Exclusive use pattern of new media**

| Mobile for Politics & Current | .13  | .135 | **.945** | -.153 | .197 | -.090 |
| Mobile for Sports            | -.12 | -.342 | **.854** | .097  | .138 | -.281 |
| Mobile for Finance & Business| .24  | -.057 | **.835** | .102  | .099 | .468  |
| Mobile for Entertainment     | -.01 | -.522 | **.691** | .346  | .033 | .271  |

**Factor 4: Complementary use pattern of traditional media**

| Radio for Finance & Business | .08  | -.099 | .124 | **.961** | .193 | .021  |
| TV for Entertainment         | .04  | .060  | -.045 | **.898** | -.420 | .102  |
| Radio for Politics & Current | .34  | .380  | .250 | **.738** | .265 | .210  |

**Factor 5: Exclusive use pattern of new media**

| Internet for Entertainment  | .07  | -.237 | .254 | .139 | **.907** | -.118 |
| Internet for Finance & Business | .33  | .358  | .330 | -.179 | **.765** | .120  |
| Internet for Sports         | -.53 | .194  | .273 | .171 | **.616** | -.193 |
| Internet for Social News    | .43  | -.072 | .165 | -.444 | .519  | .490  |

**Factor 6: Complementary use pattern of both traditional and new media**

<p>| Newspaper for Entertainment | .40  | .319  | -.021 | .007 | -.044 | <strong>.837</strong> |
| TV for Politics &amp; Current   | .16  | -.287 | -.205 | .382 | -.153 | <strong>.820</strong> |</p>
<table>
<thead>
<tr>
<th>Segment</th>
<th>Factor 1</th>
<th>Factor 2</th>
<th>Factor 3</th>
<th>Factor 4</th>
<th>Factor 5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet for Politics &amp; Current Affairs</td>
<td>0.668</td>
<td>0.124</td>
<td>0.155</td>
<td>0.101</td>
<td>0.580</td>
<td></td>
</tr>
<tr>
<td>Newspaper for Sports</td>
<td>-0.242</td>
<td>0.581</td>
<td>0.112</td>
<td>0.085</td>
<td>-0.54</td>
<td></td>
</tr>
</tbody>
</table>

Note: Principal components factor analysis with varimax rotation. 85% variance explained.
Table 6

*The Top Five News Stories Deemed the Most Important by the Respondents in the Past Three Months (N=1,004)*

<table>
<thead>
<tr>
<th>Most Important News Story</th>
<th>% of the Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Financial Crisis</td>
<td>27.8%</td>
</tr>
<tr>
<td>Chinese National Congress Convention</td>
<td>9.2%</td>
</tr>
<tr>
<td>Obama Presidential Inauguration</td>
<td>6.0%</td>
</tr>
<tr>
<td>Health System Reform</td>
<td>5.3%</td>
</tr>
<tr>
<td>Housing Market Fluctuation</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
Table 7

The Effect of Different Media Choice Patterns on the News Agendas (N=1,004)

<table>
<thead>
<tr>
<th></th>
<th>World Financial Crisis</th>
<th>Chinese National Congress</th>
<th>Obama’s Inauguration</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>.57**</td>
<td>.75*</td>
<td>-.22</td>
</tr>
<tr>
<td>Radio</td>
<td>.06</td>
<td>.49</td>
<td>-.02</td>
</tr>
<tr>
<td>Newspaper</td>
<td>.07</td>
<td>.39</td>
<td>.76*</td>
</tr>
<tr>
<td>Magazine</td>
<td>-.11</td>
<td>.11</td>
<td>.31</td>
</tr>
<tr>
<td>The Internet</td>
<td>.31*</td>
<td>.15</td>
<td>.47*</td>
</tr>
<tr>
<td>Mobile</td>
<td>-.30</td>
<td>.50</td>
<td>-.58</td>
</tr>
<tr>
<td>Constant</td>
<td>-1.60**</td>
<td>-3.41*</td>
<td>-3.61*</td>
</tr>
<tr>
<td>Cox &amp; Snell R²</td>
<td>.15*</td>
<td>.19*</td>
<td>.09*</td>
</tr>
</tbody>
</table>

Note: Cell entries are the coefficients of the binary logistic regressions.

* p < .05, ** p < .01