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# Australian online newspaper: an exploratory study on internet savvy users using Q-Methodology

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## **Abstract**

This paper reports on the results of a study of online newsreaders. The study used Q-methodology to investigate the perception of online newspaper use with a group of Internet-literate participants in Australia composed of university students and academics. The relatively recent emergence of Internet facilities now enables news to circulate more quickly and more comprehensively online than in any other form. Yet online news has not replaced other forms of news distribution; it has tended to complement them. Thus, this study seeks to gain an understanding of online news from the perspective of active Internet users.

## **Keywords**

Online newspapers, Internet-literate users, Q-Methodology.

## **Disciplines**

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# Australian Online Newspaper: An Exploratory Study on Internet Savvy Users Using Q-Methodology

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## *Abstract*

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## I. Introduction: The rise of online newspapers

The Internet and the World Wide Web (WWW) have been described as the most significant recent development in mass media. This growing popularity has provided new avenues for the newspaper industry. The Newspaper Association of America (NAA) (2005) reported that 1993 was the first year that an electronic newspaper published online. Within a decade, more than 1,500 North American daily newspapers had launched their own websites, and 5,000 have been launched worldwide. The Nielsen Net Ratings announced that in 2005, the top online newspaper site in the United States was nytimes.com, with 11.4 million visitors in October 2005. The second and third ranked sites were usatoday.com and washingtonpost.com with 10.4 and 8.1 million visitors, respectively.

The phenomenon of online news is mainly due to the growth in the number of Internet users. Reading news online is now becoming a habit for many people. Based on the World Association of Newspapers report in the Asian Media (2006), the global readership for online newspapers rose about 9% in 2005 and by more than 200% since 2001. Furthermore, the NAA Online Consumer Study (2005) claimed that 62%, the majority of American users, accessed online newspaper web sites to get local news rather than through other media channels like Yahoo, local television, and radio stations.

In Australia, the Hitwise report revealed the Sydney Morning Herald site as the one most bookmarked by users, with 4.36% in 2003 (Greenspan 2003). Significantly, the newspapers readership survey released by Roy Morgan Research (2005) found that the Herald Sun, Daily Telegraph, and Sydney Morning Herald held the top three highest readerships of 1.5 million, 1.2 million and 0.9 million, respectively. Moreover, a report released from the Audit Bureau of Circulations (ABC) stated the size of the online audience for the Sydney Morning Herald increased 16% within the 6 month time frame from April 2005 to September 2005 (Lee 2005).

Much of current and future Internet user growth is coming from countries such as China, which at 1.31 billion people has the biggest population in the world and 111 million Internet users. While Australia only has a population of 20.26 million people, the Central Intelligence Agency's World Factbook indicates that 70% of the Australian population are Internet users, and, according to Nielsen Net Ratings report, 10 million of them are active users.

To obtain a more comprehensive picture of online newspapers, the aim of this study is to identify and analyse the users' perspectives in the context of the Australian environment.

### Online Newspapers Characteristics

In the 1990s, online newspapers were considered a revolution in mass media. According to Shayla Thiel (1998), the online newspaper is a *postmodern medium* where news hounds, the computer savvy, and the young see the Internet as a viable medium to seek information and news.

The emergence of online news enables news to be delivered and transmitted digitally in real time (i.e., breaking news). In addition to timeliness, it also increases the quantity and richness of news information by enhancing news using audio, videos and loads of pictures (Gilder 1994; Massey and Levy 1999; Palmer and Eriksen 1999; Palmer and Eriksen 2000). Online newspapers are also capable of providing users with access to archived news (Ihlström and Lundberg 2003). This flexibility of online features empowers users to browse and choose stories on their own time and at their own setting.

Meanwhile, Mark Deuze (2003) and Pablo Boczkowski (2004) also urged online newspapers to expand into *multimediality*, such as blogs, podcasts, and streaming video/audio, which offer the user more interaction. This multimedia allows users to ask questions to reporters, editors, and friends about the choices they made while researching and writing a story. Moreover, users can readily provide feedback or input. This two-way capacity represents a significant departure from the traditional one-way flow of information from paper to users, and greatly improves the channels of feedback between source and receiver (Li 1998; Li 2002).

Most online newspapers add an element of *playfulness* with games, quizzes, and contests. As Louisa Ha and E. Lincoln James (1998) mentioned, *playfulness* would arouse the reader's curiosity to be highly involved, to stay, and also to revisit the website. Clearly, the online newspaper offers certain advantages over the print newspaper. Consequently, the use of technology brings users closer to the news not only to educate and inform, but also to entertain them (Brown 2000).

There is a growing body of literature analyzing online newspaper features and website design. For example, Xigen Li (1998; 2002) studied online text and graphical information on the home page of selected online newspaper editions. Most importantly, he noted that although some online news sites may look more visually appealing than others, they may not be efficient for users to navigate. Results from a research study by Erik Bucy (2004) interestingly revealed online newspapers featured more interpersonal communication features, information accessibility items, and immediacy elements which promoted more social interaction, personal control, and temporal proximity to events than other home page sites (such as from broadcast stations).

Most online newspaper studies are undertaken from a journalism perspective. Studies by Foo Yeuh Peng (1999) and Brian Massey and Mark Levy (1999) indicated that reporters and/or editors place a high value on timeliness, updating their Web edition more than once a day. Deuze (2003) on the other hand, discussed the impact of online journalism through the key characteristics of online publishing: hypertextuality, interactivity, and multimediality. These characteristics of online journalism would definitely connect to a broader audience in promoting more profound changes, expectations, and redefinitions of professional journalism and news culture as a whole.

Many scholars have also attempted to study the interactivity concept in online newspapers (Kenny, Gorelik et al. 2000; Boczkowski 2004; Bucy 2004). Emanating from the field of computer-mediated communication, Carrie Heeter's six dimensions of interactivity are commonly used by other researchers in their studies (Ha and James 1998; McMillan 1998; Massey and Levy 1999; Dholakia, Zhao et al. 2000; Kenny, Gorelik et al. 2000; Şanlıer and Tağ 2005). These dimensions are: complexity of choice, effort of users, responsiveness, monitoring of information, facilitation of interpersonal communication, and ease of adding information. Generally, researchers categorized interactivity into two dimensions: content that links users to the system, and the interpersonal, which involves communication among users. This means that interactivity empowers the user and that empowerment is what makes online newspapers so different from the traditional news.

There is still insufficient research on Australian online newspapers, especially on online users' perspectives. One study was conducted by Kieran Lewis (2004) on Australian online newspapers, but it only discussed the business model segment. Besides that, another study by Nisar Keshvani and Sharon Tickle (2001) only stressed the convergence of emerging technologies with other digital media for online news. Therefore, our research study on users' perceptions of Australian online newspapers is filling a significant void.

## II. Methodology

In media research studies, most researchers focus on quantitative methods, especially in measuring experience, attitude, and user's behavior. However, good qualitative research also can capture the subjective side of usage to gain insight, which may be verified later through quantitative analysis. In online newspaper research for example, Bobby Calder and Edward Malthouse (2004) used personal interviews

within seven different newspapers to obtain some patterns across individuals. They then used a survey mailed to consumers in 101 newspaper markets to follow up as a second stage to those who responded earlier. Basically, the survey contained items which were generated from the qualitative interviews. Other researchers such as Ireland (2005) conducted interviews with the online newspaper managers, meanwhile Neuberger et al. (1998) and Ihlström and Lundberg (2003) did semi-structured interviews with online readers.

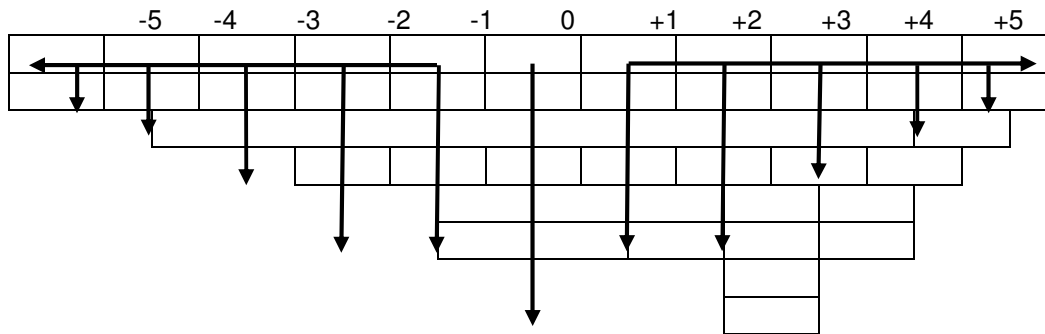
Content analysis of web sites on the World Wide Web is another qualitative method that frequently is used in online newspaper studies (Li 1998; Massey and Levy 1999; Schultz 1999; Kenny, Gorelik et al. 2000; Dibeau and Garrison 2001; Massey and Chang 2002; Greer and Mensing 2003). According to Sally McMillan (2000), the first step in content analysis is to formulate research questions and/or hypotheses, followed by sampling, categorization, coding, reliability testing, and lastly, analysing and interpreting the data. Besides that, Boczkowski (2004) used an ethnographic method to examine the adoption of multimedia and interactive technologies in online newspapers amongst online newsrooms workers. Likewise, Peng et al. (1999) used a binary method for content analysis as well as an e-mail survey (quantitative method) to publishers or online editors.

Not many researchers have used Q-Methodology for online newspaper studies except for Jane Singer (1997), who explored reporters' and editors' (journalists) perspectives of online services. By using Q-Methodology, this study will provide a contribution to the literature. Q-Methodology is a suitable method to explore users' perceptions of online newspapers, as it collects subjective judgements from participants in a rigorous manner. Q-method does not require many people or a large population to be effectively applied. As a rule, a Q-sample within the range of 30 to 50 individuals would be sufficient to produce meaningful results (McKeown and Thomas 1988). Q-method (PCQ) software will be used to run the factor analysis. The results will be used to further elucidate the users' perceptions towards the online newspaper.

To begin with, Q-statements were generated by the researchers from selective literature reviews on what people perceived about online newspapers and the significance of it as 'source of information and news'. In Q, this process flow is referred to as a *concourse*, which means a running or coming together. As mentioned by Steven Brown (1996), the construction of a concourse is not restricted to words and resources (typically obtained from interviews). This study identified total of 50 Q-statements, which were commentaries on what users think about online newspapers from the selection of articles that had been collected from 1997 to 2005. The final statements gathered the most representative and distinctive of those chosen for use in the Q-sorting process (See Appendix I).

To facilitate the understanding of the statement set from the concourse, the researchers placed each of the statements into one of six categories: Content Availability and Choice (News Related and Non News Related), Communication Opportunity, Responsiveness, Effort and Knowledge of Users, Customization and Management of Information, and Trust and Loyalty. The categories were developed by the researchers as a classification for the larger set of statements. This development of the categories helped to provide an interpretation of the statements found on each factor once the factor analysis was completed.

The Q-sort involved students and staff (full-time and part-time) from the University of Wollongong as representatives of Internet-literate consumers of news. The Q-sort, unlike the concourse, is done individually by the participants. Step-by-step instruction was given and the participants were advised to sort the Q-cards/statements initially into three main categories comprised of those statements selected to be positive statements, neutral, and negative statements based on their perception of the statement on the practice of using online newspapers as news sources. The next step in the sorting was to have the participants select from those three groups the final statement order, based again upon their perception of the statements with regard to the instruction. (See Figure 1).



**Figure 1. Q-sort step for most agreed**

Thus, the participants sorted the statements on a Q-sort scale ranging from most disagree (-5) to most agree (+5) as above. Below, Figure 2 provides another view of the sort pattern.

	Most disagree			Neutral		Most agree					
Frequency	-5	-4	-3	-2	-1	0	+1	+2	+3	+4	+5
(number of Q-statements)	(2)	(3)	(4)	(6)	(6)	(8)	(6)	(6)	(4)	(3)	(2)

**Figure 2. Distribution of Q-Sort Grid (N=50).**

### III. Results

Thirty-four participants successfully sorted 50 statements that were collected to reflect the range of views that the concourse participants held on their perceptions towards online newspapers. Principal component factor analysis and varimax factor rotation were performed on the data. After examination of various possible factor solutions, a two-factor solution was chosen. The analysis reviewed other options including a three-factor and four-factor solution. The two-factor solution explained 68% of the variance, with a total of 23 participants. The remaining 11 sorts indicated either little significance or were confounded correlation with both factors.

Analysis of the sort data provided by 34 participants revealed that 16 participants (47%) dominantly loaded on Factor A, "Serious newsreaders," and only seven (21%) loaded on Factor B, "Playful newsreaders." While the researchers considered other factor solutions, a two factor solution was adopted as it appeared to most clearly represent the views of the participants. Therefore, the users' perceptions towards online newspaper were analyzed and interpreted based on factor types which emerged.

#### 1. Factor A: Serious newsreaders

Table 1 contains a list of 20 statements Factor A strongly agreed with and disagreed with. When a z-score of  $\pm 1$  is used as a criterion of selecting statements, this factor had 11 strongly agreed statements and nine strongly disagreed statements. Of the 16 participants loading on Factor A, 63% were women and 37% were men. There were total of 11 full-time students; one student was aged 17 and below, eight students from 18

to 24 years old, one between 31 to 36 and another between 37 to 42. The remainder were two part-time students, employed (age between 18 to 24), two other part-time students employed full-time (one between 25 and 30 years old and another between 31 and 36), and lastly, one participant part-time student (age between 31 and 36).

The participants on Factor A strongly believed that online newspapers offer useful content and a choice of news. The categories of statements that they chose were mostly news related (statement Nos. 12, 10, 11 and 20). Apparently, the participants not only used online newspapers, but they also used other media channels such as print newspapers, television, and radio to get news (No. 12\*, "I still rely on printed newspapers, television and radio to get news").

Those in Factor A recognized online newspapers as valuable sources of information and news. These people were highly equipped with the required technical skills and computer knowledge. That's why they chose, for example, No. 44: "I have easy access on online newspaper because I have technical and computer skills." They also preferred to access online newspapers from home (No. 6). Furthermore, they favored easy and fast access to online newspapers (No. 38), as it was important for them to be able to save time and effort (No. 43). However, they were also dependent upon the accessibility of online newspapers. This factor was concerned with access to the news, for example, No. 7: "I am still able to get local news even though I am away or at different state/country" and No. 5: "I can have access to online newspapers world wide" They even took control on whether to read the online news immediately or later (No. 40). Therefore, they were considered "Serious newsreaders."

**Table 1. Descending array of z-scores (> +1 or < -1) and item descriptions for Factor A, "Serious newsreaders"**

<b>Item no.</b>	<b>Strongly agreed statement</b>	<b>Z-score</b>	<b>Category</b>
12	I still rely on printed newspapers, television and radio to get news.	2.267	Content Availability and Choice: News Related
10	An online newspaper provides me with latest news update (news break).	1.820	Content Availability and Choice: News Related
6	It is quick and easy to access online newspapers from home.	1.775	Communication Opportunity: Accessibility
11	An online newspaper is different from print as I can read news with colour pictures, audios & videos.	1.484	Content Availability and Choice: News Related
38	I prefer immediate (fast) access when I am in online newspaper.	1.341	Connectedness: System Response Time
20	I ignore online advertising when I am reading online newspaper.	1.335	Content Availability and Choice: News Related
40	I can choose to read the news immediately or later.	1.328	Effort and Knowledge of Users: Control
7	I am still able to get local news even though I am away or at different state/country.	1.270	Communication Opportunity: Accessibility
43	Simple and direct navigation save time and effort to retrieve news.	1.198	Effort and Knowledge of Users
44	I have easy access on online newspaper	1.198	Effort and Knowledge

\* Hereafter the statement will be referenced without the word "statement."



5	because I have technical and computer skills. I can have access online newspapers world wide.	1.166	of Users Communication Opportunity: Accessibility
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Item no.	Strongly disagreed statement	Z-score	Category
15	I login to get important developments related to business and financial news.	-1.011	Content Availability and Choice: News Related
31	I participate in the discussion because the issues or news are relevant to me.	-1.062	Communication Opportunity
34	I can rank the articles of online newspaper.	-1.095	Communication Opportunity
49	It's part of my routine to read online newspaper every day.	-1.114	Effort and Knowledge of Users
17	I login to online newspaper to search on archives news.	-1.289	Content Availability and Choice: News Related
13	I am heavily relying on online newspapers for local news and information.	-1.296	Content Availability and Choice: News Related
32	I am highly involved and feel like a part of the community.	-1.561	Communication Opportunity
3	An online newspaper creates more 'Freedom of speech' and I am able to get less censored information.	-1.581	Communication Opportunity
39	Editors or journalist will response my queries or comments in timely manner.	-1.736	Responsiveness

## 2. Factor B: Playful newsreaders

There were seven participants on Factor B. Statements in Table 2 contain six most positively agreed statements and five disagreed upon statements. Those in Factor B recognized the advanced features offered in online newspapers. However, they still rely on other sources to get news (No. 12, "I still rely on printed newspapers, television and radio to get news"). They initially doubted the credibility and quality of news offered from online newspapers, choosing No. 48, "There is little credibility and legitimacy of information that I get from online newspaper" and No. 46, "I fear that the quality of writing is less in the online news environment." But once they have developed trust and loyalty towards the organization or news company, they appeared to be willing to not only obtain news from reading online news, but also to contribute their thoughts and ideas (Nos. 45 and 27).

In addition, participants in Factor B reveal a unique level of involvement and participation in non news-related activities (No. 26, "I like to participate in polls, surveys, games, puzzles and contests"). This suggests that Factor B participants not only contribute their ideas in this medium, but they are also actively seeking non news-related items when they visit online newspapers. Therefore, Factor B has been labelled "Playful newsreaders."

Conversely, this group ignores accessibility (Nos. 7, 5 and 6) and immediate or fast access (No. 38) that can be offered by online newspapers. Demographic results revealed that the seven participants in this factor were international students aged from 18 years to 36 years old. This factor was comprised of six female post-graduate students with one of them employed part-time (age between 18 to 24), and one male full-time post graduate student (age between 31 to 36).

**Table 2. Descending array of z-scores (> + 1 or < -1) and item descriptions for Factor B, “Playful Newsreaders”**

<b>Item no.</b>	<b>Strongly agreed statement</b>	<b>Z-score</b>	<b>Category</b>
12	I still rely on printed newspapers, television and radio to get news.	2.267	Content Availability and Choice: News Related
48	There is little credibility and legitimacy of information that I get from online newspaper.	1.360	Trust and Loyalty
27	I feel empowered because I can contribute my ideas.	1.286	Effort and Knowledge of Users: Control
26	I like to participate in polls, surveys, games, puzzles and contests.	1.243	Content Availability and Choice: None News Related
45	I only trust online newspapers which are from reputable organizations or information experts.	1.173	Trust and Loyalty
46	I fear that the quality of writing is less in the online news environment.	1.146	Trust and Loyalty
<b>Item no.</b>	<b>Strongly disagreed statement</b>	<b>Z-score</b>	<b>Category</b>
7	I am able to get local news even though I am away or at different state/country.	-1.333	Communication Opportunity: Accessibility
5	I can have access to online newspapers world wide.	-1.352	Communication Opportunity: Accessibility
6	It is quick and easy to access online newspapers from home.	-1.427	Communication Opportunity: Accessibility
14	I favour online news as my source of information in getting national news.	-1.462	Content Availability and Choice: News Related
38	I prefer immediate (fast) access when I am in online newspaper.	-1.528	Connectedness: System Response Time

#### **IV. Discussion of Findings**

This study explored and analyzed perceptions of students and academic staff towards online newspapers in the context of the Australian environment. The factors represent two subjective perspectives of online newspaper use, and were labelled as Factor A, ‘Serious newsreaders’ (N=16), and Factor B, ‘Playful newsreaders’ (N=7). One statement common to both factors showed that both groups did not depend solely on online newspapers to gain news information. Factor A and Factor B chose No. 12, “I still rely on printed newspapers, television and radio to get news,” with both z-scores of 2.267. This strongly indicates that online newspapers were not an exclusive source of information and news for the participants in this study.

Accessibility is particularly important for Factor A (the serious newsreaders). They would log on from wherever they were to access local news and the latest news updates at their own time. Their computer skills were fairly high to enable smooth navigation in retrieving news. This is in accord with the research of McMillan (1998), Heeter (1989; 2000), Dholakia et al. (2000), Deuze (2003), and Ihlström and Lundberg (2003). The findings here also stressed the importance of simple and direct navigation that would save the user time and effort in retrieving news, as indicated by the choice of No. 43: "Simple and direct navigation saves time and effort to retrieve news." The availability of such ease of use is central to avoid the user's exhaustion in reading news online. Thus, the researchers recommend that the online newspaper companies should focus on access and easy navigational structures to attract more online users.

The playful newsreader who ascribed to Factor B had distinct characteristics. Interestingly, this group was attracted to interactive online features (non news-related) offered by online newspapers. They were enthusiastic and empowered in contributing ideas and also highly involved in games, contest, polls and survey. As suggested by William Stephenson in his book *Mass The Play Theory of Mass Communication* (1967), mass media content is not just for information but is a play for the audience. Play is a conversation within oneself that offers pleasure for an individual. Thus, the Web and services provided on it such as online news can similarly perform many functions with the click of the mouse to enhance playfulness and entertainment value. According to Ha and James (1998), the *playfulness* element would arouse the online reader's curiosity. Clearly, these curiosity devices will attract the attention of users and entice their participation during a visit to an online newspaper. No. 26, "I like to participate in polls, surveys, games, puzzles and contests" indicates that online newspapers should emphasize elements of infotainment and entertainment (games for example) as part of their features in online newspapers.

As shown with the makeup of Factor B, which was composed of mostly female international students, accessibility and connectedness were not their main concern because they were able to access online news at the university. 90% of Factor A's participants were full-time students. According to Bressers and Bergen (2002), students are less likely to visit online newspapers for news as information. However, this study found two distinct groups who have specific reasons for their selection of news medium, one which was highly news oriented ("Serious newsreaders") and one that was less news oriented ("Playful newsreaders") in accessing online newspapers.

Evidently, differences between participants are reflected in their views and perceptions of online newspapers which are largely based on their own purpose or intention. The results from this study provide further evidence that these users seek news in online newspapers, and certain users seek other features when they visit online newspapers. Clearly online news companies should take both of these factors into account when establishing and sustaining their online readership. Many would say an online news edition is just a replica of the print newspaper. But to succeed, the companies should redesign their services with a new structure in mind to take advantage of the potential offered by this medium.

## V. Conclusion

The most significant findings from this subjective study of users' perceptions of online newspapers were the recognition of both serious newsreaders and the playful newsreaders. Since the results were provided from a pool of students and staff at the University of Wollongong, future research should study more varied groups. Conceivably, interviews with participants after sorting statements should occur to explain more about why they placed the statements accordance with either the most agreed (+5) or most disagree (-5), so that a broader perspective can be obtained on reasons that newsreaders make certain choices in their use of online newspapers.

Qualitative studies are needed to explore the users' perception of online newspapers in the Australian environment. Their perceptions and anxieties concerning news online may vary from different groups and demographics. Therefore, use of the Q-methodological approach has shown in this study to be a very useful research method to reveal users' perceptions, because the main strength of the methodology is a systematic study and measure of subjectivity. Q-Methodology is wisely used in a range of fields where revealing

subjectivity is the aim, especially in medical, health and clinical research (Wong, Eiser et al. 2004; Yeun 2005; Logan 2007); health education (Cross 2005); health economics (Baker, Thompson et al. 2006); psychology research (Shemmings 2006); management (McKeown, Hinks et al. 1999); and mass communication and journalism (Singer 1997; Esrock 2005; Popovich and Massé 2005). Online news research is an emerging field of study. This study, while only a pilot study, has demonstrated the usefulness of this approach in exploring the use of and views on using online news.

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## Appendix I: Factor rankings and z-scores

Item	Statement	Factor A	Factor B
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no.		Z-score	Rank	Z-score	Rank
1	I get in-depth news from online newspaper.	-0.330	0	-0.285	-1
2	I prefer to retrieve online newspaper using personal computer rather than mobile phone, Personal Digital Assistant or Wireless Local Area Network.	0.998	2	-0.885	-3
3	An online newspaper creates more 'Freedom of speech' and I am able to get less censored information.	-1.581	-5	0.242	1
4	An online newspaper is just a copy of the print news.	-0.492	-1	0.764	3
5	I can have access to online newspapers world wide.	1.166	2	-1.352	-4
6	It is quick and easy to access online newspapers from home.	1.775	4	-1.427	-4
7	I am able to get local news even though I am away or at different state/country.	1.270	3	-1.333	-4
8	Too much graphics/visuals slows down my access to the online newspaper.	-0.628	-2	-0.156	0
9	I like more news and news headlines to be placed on the front page.	0.032	0	-0.090	0
10	An online newspaper provides me with latest news update (news break).	1.820	5	-0.565	-2
11	An online newspaper is different from print as it has news with colour pictures, audios and videos.	1.484	4	-0.008	0
12	I still rely on printed newspapers, television and radio to get news.	2.267	5	2.267	5
13	I heavily rely on online newspapers for local news and information.	-1.296	-4	-0.468	-1
14	I favour online news as my source of information in getting national news.	-0.622	-2	-1.462	-5
15	I login to get important developments related to business and financial news.	-1.011	-3	-0.511	-1
16	I likely read online newspapers for international and world affairs news.	0.162	1	-0.904	-3
17	I login to online newspaper to search on archives news.	-1.289	-4	-0.624	-2
18	I am able to get extensive news through links and related links of that specific information.	0.622	2	-0.674	-2

19	I'm more concerned with news information rather than Web site design.	-0.285	0	-0.343	-1
20	I ignore online advertising when I am reading online newspaper.	1.335	3	-0.783	-2
21	I can even download graphics, wallpapers or postcards from online newspapers.	-0.143	0	-0.222	-1
22	Online newspapers offer me choice of language.	-0.596	-1	-0.565	-2
23	Online newspapers provides me with useful features such as site maps, search engine and help page.	0.939	2	-0.885	-3
24	I would place advertisements in online newspapers.	-0.726	-2	0.690	2
25	I always refer to online newspaper for latest jobs offers.	0.447	1	0.585	2
26	I like to participate in polls, surveys, games, puzzles and contests.	-0.369	0	1.243	4
27	I feel empowered because I can contribute my ideas.	-0.408	0	1.286	4
28	I can print the articles of online newspaper.	0.985	2	0.390	1
29	If I contribute a comment most likely, my comments will be edited by editors.	-0.499	-1	0.156	0
30	I like to be involved in online discussion such as chat rooms, forums and bulletin boards.	-0.713	-2	0.815	3
31	I participate in the discussion because the issues or news is relevant to me.	-1.062	-3	0.039	0
32	I am highly involved and feel like a part of the community.	-1.561	-4	0.815	3
33	I like weblog/blog in online newspaper because I can read and add my comments.	-0.551	-1	0.721	2
34	I can rank the articles or topics of online newspapers.	-1.095	-3	0.678	2
35	I am able to forward the news by just sending hyperlinks to my friends.	0.188	1	0.246	1
36	This is the fastest way for me to communicate directly to editors or journalists.	-0.473	-1	0.097	0



37	I rarely encounter any broken links when I read online newspapers.	-0.155	0	0.152	0
38	I prefer immediate (fast) access when I am in online newspaper.	1.341	4	-1.528	-5
39	Editors or journalist respond to my queries or comments in a timely manner.	-1.736	-5	0.483	1
40	I can choose to read the news immediately or later.	1.328	3	0.195	0
41	I can customize information delivery and news alerts to suit my needs.	0.240	1	-0.635	-2
42	I prefer more scrollable pages to hypertext links for online newspaper.	0.065	1	0.631	2
43	Simple and direct navigation saves time and effort to retrieve news.	1.198	2	-0.908	-3
44	I have easy access on online newspaper because I have technical and computer skills.	1.198	3	0.553	2
45	I only trust online newspapers which are from reputable organizations or information experts.	-0.492	-1	1.173	4
46	I fear that the quality of writing is less in the online news environment.	-0.706	-2	1.146	3
47	I started reading online newspaper from the same company as the print.	0.389	1	0.530	1
48	There is little credibility and legitimacy of information that I get from online newspaper.	-0.862	-2	1.360	5
49	It's part of my routine to read online newspaper every day.	-1.114	-3	-0.199	-1
50	It's trendy, fashionable to use the interactive and multimedia features available in online newspaper.	-0.447	0	0.366	1

