MKTG 342 - Dr. Pelin Bicen

MILLENNIAL READERSHIP - ERIE TIMES NEWS SHOWC@SE PROJECT

Team Innov@tion

The Pennsylvania State University - Erie, Pennsylvania

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EXECUTIVE SUMMARY

Research and analysis for this study were conducted in the Fall of 2015 by students at The Pennsylvania State University -Erie, PA. The case was presented by the Erie Times News for their product Showc@se, which is currently included in a bundle with the regular Erie Times newspaper. Erie Times was interested in reaching the millennial generation's interest with their product, but did not know what changes on their end could increase readership in that age group. Both secondary and primary qualitative research were conducted through a literature review and focus group, as well as a quantitative data collection via an online survey. The focus group resulted in a model for readership (see Figure 2 in the Appendix) that was then incorporated into a conglomerated and condensed model of all 6 focus group findings. Based on this model, several hypotheses were developed and tested through data collected from 228 survey respondents. The major findings included that having an array of social media outlets and publishing frequently on those networks leads to an increase in digital readership. It was also found that digital readership increased print readership, while the "peer effect" did not significantly increase either. Implications of these findings were that Erie Times needed to invest in an array of social media platforms and dedicate time to updating those platforms frequently with relevant stories and event happenings in Erie.

INTRODUCTION

In August 2015, Ms. Amanda Ferrell, the Audience and Consumer Marketing Manager at Erie Times News, briefed the research class on the struggles that Erie Times and other newspapers are currently having regarding declining readership levels. Her briefing session focused primarily on the Erie Times product Showc@se, a weekly insert that provides information about happenings in Erie. Showc@se is made for and targets the millennial age group, but is included in a publication with an average readership age of 50+. The briefing immediately revealed several problems Showc@ase was having, all of which revolved around whether or not Showc@se was relevant to its target audience. The Showc@se problems included issues with: Segmentation and Targeting, Positioning, the Four Ps; including Product, Place, Promotion, and Price, and the Business Model.

After some analysis of the problems Showc@ase was having, the 'Big Question' for this project became "How do millennials get their news?". This question could provide answers to all of Showc@se's other, smaller problems, as well as provide informative answers that would be relevant to the larger news industry as a whole. This question guided the secondary research, which in turn guided the development of questions for a focus group. The focus group and literature review comprised the qualitative research for this project that was done prior to conducting a quantitative survey data collection.

The survey aimed to support or reject the following hypotheses that were developed following the focus group: (1) Publishing on social media platforms increases readership, and Publishing on Facebook increases readership more than publishing on any other social platform (2) Readership increases if they have the knowledge that their friends and peers read them, if the news engages them, or the content is created by those they perceive to be their peers (3) Readership increases if sense of community is communicated through content (4) Print readership increases with an active online readership. Upon conclusion of the survey, regression analysis was used to test the hypotheses.

BACKGROUND

From what we were told and heard from millennials, Erie Times News is not popular. It may have a digital paper to appeal to the millennial generation, but before getting through an article it makes you fill out a survey immediately. This is a huge dislike to any reader and needs to be changed quickly. Erie may have some exciting events, but people seem to know about them without having to look at a newspaper. Our research is to answer the question on what Erie Times needs to do in order to increase interest in their news.

The millennial generation is without a doubt the most interesting generations. They have just recently reached the age of early adulthood. Millennials are the largest generation in history, and within a few years to come they could change the global economy with their spending. On the website, goldmansachs.com, many different infographics are used in order to classify and differentiate the millennial generation from generations such as the baby boomers or generation x. The millennials are the population of the world that was born in between the years 1980 and 2000. Regarding the previous statement that the millennials are the largest generation in history; the total population of millennials in America is 92 million while the baby boomers totaled 77 million (Millennials Infographic 1). One specific info graphic shows the details very clearly between millennials and the generations before. When asked how they communicate after searching online: the millennials responded with 44% use text messaging and 38% use social media, generation X responded with 32% text messaging and 25% social media, and finally the baby boomers responded with 15% text messaging and 11% use social media (Millennials Infographic 1). Just by one info graphic it is very clear that the millennials are much more communicative through social media and technology than the two generations that come before them. Part of the reason for such a strong presence online is due to the fact that millennials came during a time where technological change was at the forefront. With new phones, computers, and means of communicating were created almost every New Year. Yet it isn't just the technological advancement that separates the millennials from previous generations; millennials are creating a mindset that renting or sharing products is the new norm. The biggest change comes when

looking at when the average age of purchasing a house currently is and was in the 1990s. Twenty years ago the average age of buying a home was 25 years old, while in the 2010s this average age has increased twenty years to an average of 45 years old. Even the notion of renting products has increased from as early as 2005, where the percentage of millennials who chose to rent and not buy products increased from 52% to 60% in 2013 (Millennials Infographic 1). Millennials are changing the way business is being conducted as well as how our communities judge each other. With the increasing ability to voice ones own opinions over social media as well as in public, the millennials are talking. An attitude of "look at me" personas has flooded our population and it all started with the millennials. An interesting statistic that is found on the website pewsocialtrends.org is that about 40% of millennials have at least one tattoo. Half of the population that has a tattoo has between two or five, and even 18% of those who have at least one tattoo have six or more. Along with tattoos, nearly one in four millennials have a piercing that is located in a place other than their earlobe (Millennials: Confident. Connected. Open to Change 1). Yet here is the most interesting aspect; while these numbers are six times more than the previous generations about 70% say their tattoos and piercings are out of plain sight or hidden under clothing (Millennials: Confident. Connected. Open to Change 1). When finally labeling who millennials are one can look at the many different statistics; millennials hold an attitude that screams "look at me", yet they still want to have some type of privacy, millennials would rather choose to save their money and rent luxury items like houses and cars, and finally millennials choose to communicate not only to others but information about themselves on the internet and social media.

How do millennials find and consume news?

Millennials find and consume their news from many different outlets which include; 68% from social media, 63% from word of mouth, 62% from news websites, 55% from television, 44% from radio, and 33% from newspapers (Bennett, 2013). In 2015, this data still holds very true; most millennials receive their news through social media, word of mouth, and websites. This is a backwards concept from the way previous generations had consumed their news. Instead of looking for the news themselves, millennials wait for the news to find them, or they

"bump" into this news by accident. Because this is so different than what had previously been the norm, traditional news outlets have had to change their ways of providing their news by inventing new technology, such as news apps, or online versions of their source .

Two of the biggest ways millennials find and consume news have actually just been invented this year. "Apple announced in June 2015 the launch of a new News app that creates a customized collation of news articles from major publishers. In May 2015 Facebook announced a new feature, Instant Articles, that lets publishers upload directly to the network reducing loading times on mobile devices. Mintel's consumer research shows that 34% of people access national news via a smartphone, rising to 55% for 25-34 year olds. Mintel also shows that 38% of social network users receive news updates via social networks" (McGrath, 2015). Clearly, most people, not just millennials, are now turning to their phones and social media for the news. However, it is the millennials that tend to get their news from the newest, most innovative ways they can find.

Something both of these news sources have in common, besides the fact that they are mobile friendly, is that they are both customized to the user's interests, but in different ways. Facebook's Instant Articles suggest news articles to the user based on what their friends have shared, which could be taking advantage of the fact that people who are friends tend to think alike . Apple's News app, however, continuously customizes itself to the user's interests based solely off the previous articles they have clicked on. It should also be noted that when millennials are receiving this customized information they are not generally looking into news from a specific brand, they just want the information.

Millennials find and consume their news through many different outlets including social media, word of mouth, news websites, television, radio, and newspapers. However, most millennials find their news by bumping into it through social media, with Facebook being the biggest source. Millennials also have their news find them through customization within Facebook and its Instant Articles, as well as from other sources such as Apple's News app.

How are Newspapers Adapting to the Change in Millennial Readership Style?

The Millennial lifestyle is instantaneous and gratifying; it prefers everything to be short, sweet, to the point, and readily available. Millennials want what they want when they want it. The readership style of these individuals living the millennial lifestyle is no different. Millennials prefer their news to be simplified, interesting, and overall, easily-accessible; it is a new environment for many news industry veterans (Franklin, 633).

In order to accommodate this change in leadership style, newspapers are adapting in a variety of ways. To start, many newspapers across the globe are condensing the size of their product. Newspapers such as *The Times*, *The Guardian*, and Quebec's *Le Monde* have created smaller, tabloid-like versions of their usual editions that are becoming increasingly popular among the younger generation. The pioneering production in this movement, *The Independent*, saw an increase of nearly 40,000 newspapers per day in sales after launching its compact edition (Franklin, 637). These smaller products offer less space for words in each story, and fewer stories in general, which is appealing to the Millennial readers in that they are getting their stories as simply and directly as possible. Along with that, newspapers are shifting toward a focus on pictorial storytelling as a way to engage younger readers .

The Millennial generation appreciates visually-stimulating methods of communication, which is made obvious by their heavy social media usage and increasing preferences for digitalized content (Millennials Infographic 1). To engage this phenomenon, newspapers have begun vamping up their visual appearance. Front page pictures have increased in size to the point of being "poster"-like, especially in the tabloid-style compact editions. Stories may be replaced by infographics. New technology also allows for papers to print most, if not all, of their pages in color with little added cost of production (Franklin, 637). While this can apply to the informative content the newspaper provides, it is also a useful tool for advertisers. According to a study on how Americans use advertising, 39% of respondents said they preferred newspaper advertising, compared to only 14% who said they preferred advertisements online (Lindstädt and

Budzinski, 16). This means that while other aspects of newspapers are likely to continue changing, print advertising will likely remain.

Lastly, newspapers are moving away from covering general news stories and focusing on niche market material. The Millennial generation has access to the world's news anytime, anywhere, through internet-enabled devices, the internet, and social media. What they are looking for in newspapers, however, are stories focused on their specific interests, affiliations, and local geographic regions. Retail advertisements, for one, seem to be the perfect niche for newspapers to cover: the information is locally-specific (often by store location), and interest-specific to readers (Lindstädt and Budzinski, 19). One study on French newspaper *Ouest-France*, *Le Parisien*, and *Le Progre`s* noted that readers were being won with,

"…an emphasis on more ''personalised'' news, a focus on themes such as education, the environment, health and housing, along with an emphasis on readers' letters and a readers' forum," (Franklin, 638).

Newspapers turning to the needs of their local audiences will be able to better connect not only with the Millennial generation, but with all of the readers in their region.

What factors may seem to have a positive impact on Millennial's readership?

Whether or not a millennial has a phone or computer at the ready is the biggest factor. Of course the majority of millennials will have access to the internet! According to the senior editor at St. Martin's, "It was digital that gave rise to the genre," says Rose Hilliard, who adds, "While some of the publisher's new adult titles have caught on in print, the biggest market remains in digital" (Publisher's Weekly, 6). This example is a positive impact factor came from the publisher, St. Martin's. It explains that their magazines and books that they publish of models are more successful online, especially in ebook form.

Another positive factor is that Millennial's seek easy to read, big picture types of communication, which is caused by their social media usage and digitalized content needs. To indulge their appetites, newspapers have changed their appearance. The front page now features

pictures that have been increased in size, especially in the tabloid-style papers. Stories are replaced by infographics and quick facts that summarize what the story is entirely about.

RESEARCH METHODOLOGY

After taking into account all of the problems that the Erie Times were having to increase readership of the product Showc@se, we decided to research more into the trends of millennials and their reading habits. As a group, extensive research was done through search engines to first discover more information on the broad group of millennials. Some of the broad data that was found about millennials was categorized into a few groups; How Millennials Gather Information, and What Characteristics Do Millennials Have. Within regards to how millennials gather their general information, it was apparent that millennials are health-conscious with integration into rapid change and technological advances. Millennials are a category of humans that are the most conscious about their money as well as their health. A major find within the initial research was that renting products and materials rather than buying them. This find was tied into the fact that millennials are using their technology at hand to gather information that they desire. Since the millennial generation has grown up between the years of 1980 to 2000, they have been a part of a rapid change within the technology front of the world. They are subject to computers, hand held phones, and tablets that give them access to as much information as they could possibly want at their fingertips. After finalizing all of the data that we found through our extensive research we found that millennials are more focused towards saving money and finding information through social media. Once these factors were taken into account our group set up a focus group study that included six college students. Our subjects were all ranged from 18-21 years old college students and were split between four females and two males. The participants names and description of why they were chosen are listed in figure 1. These participants were questioned on what they do in order to stay informed with regards to news and social gatherings. We wanted to know exactly what millennials were doing in order to find their news, what their news sources were, and how they know about social gatherings that they attend with friends or acquaintances. Following the usual focus group layout, Bryce and Justin wove in eight questions that focused on

news and newspapers into the friendly and very casual conversation that endured during the focus group. The eight questions that were asked during the group can be found in figure 3. Finally, after both the research that was done before hand and the results from our focus group we turned to creating a survey. This survey was designed to measure the social aspects of gathering news, as well as where millennials turn to gathering their information whether it be digitally or through print media. The hypotheses that were tested along with the questions and answers that each participant had viewed are listed within figure 4. This survey was distributed by members of the Marketing 342 class taught at Penn State Behrend by Pelin Bicen. The overall number of respondents were 284, with the exception of a few outliers, and these responses were then taken and put into an excel sheet for analysis. The final findings and analysis of the survey are explained within the following paragraph, titled Analysis.

ANALYSIS

Our analysis consisted of two parts, focus groups and a questionnaire. For the focus group, we had 6 people answer our questions that Bryce and Justin asked while Lee, Mackenzie, and Abby took notes on everything that was said. We then used those responses to come up with what was said the most and if anything correlated. We found that Facebook is the most used social platform and that millennials trust an event more if their friends are going and if there is free stuff there. They hate getting too many emails from one source and prefer to hear about their "home news." News that comes in tidbits simultaneously is what they prefer to read and enjoy reading news that lists the top 10 things. When we brought our research back to confer with our peers, we found that they experienced the same type of conversations and arrived at the same conclusions. This made our research reliable since all of our classmates received the same type of information.

The questionnaire was the last analysis tool we used to determine the solution to the problem. The survey yielded 284 respondents, 228 of which were able to be used in data calculations.

RESULTS

Facebook was the top social platform that millennials look at when searching for news according to our surveys. They like to have quick tidbits that tell them what is going on and they do not look in a newspaper. We also found that Facebook was the most trusted source of information among millennials. People do not want to go digging for information, thus it was more efficient to use social media as a platform where there is access to customization and more relevant content to them. An interesting point we had found was that many of the people we had researched enjoyed reading information from Buzzfeed. This recently new and successful news platform keeps information short and to the point which showed up time and time again in the results. Furthermore, people liked having things listed or organized in a way that was easy to skim over rather than dedicate time to. Dedication of time was something that none of the people we had researched enjoyed about reading a conventional paper. In the busy lives of millennials, we found that the less of a commitment they had to make, the more likely they were to read an article. One trend we found was that people did not like the idea of commitment to just one source of information, many expressed they get news from multiple sources. The whole idea of news being brought to you rather than going out and looking for it was perhaps the most important piece of information we gathered while performing research studies.

CONCLUSIONS

Through our research findings, we have concluded that in today's world nearly all of the information we see or hear about derives from some form of social media. People get information from their friends because that is relevant content to them. Usually, we found that per friend group, there was one person who went out and looked for events/information on their own, if they saw something that they liked they would share it with their friends. This idea of sharing news and stories has become a commodity among millennials. To dig deeper, we needed to understand why people who were connected with each other read similar content. This was because people who were friends wanted to share memories with each other. Modern day events

revolve around who is going. It was brought up time and time again that people were a lot more likely to attend an event if their friends were there. Going forward, Showcase needs to find a way to connect people through social media. Perhaps it can help them relive the events or even get people excited about events. It could be more easily used as a promoter rather than an informer. Our final recommendation is that Showcase should have a very active online presence that allows people to connect with one another.

LIMITATIONS

Throughout the entirety of this research study we had a few limitations that held us back and kept us from completing the study in the best possible scenario. The biggest constraint we had was time. The project could only span across one semester as it would need to be completed in that time so we could receive a final grade and pass the class. This constraint held us back in a number of ways, the biggest being that we could not collect more data throughout the study.

We were unable to collect data from the entire US because of the time limitation. In an ideal situation we would have conducted ethnographic research to obtain an in depth understanding of the relationship between millennials and readership, but we also did not have time to do this. Instead, we conducted a focus group because it is time efficient and its ability to represent a large group of people with the same interests by using only a small group of people. We were able to form a focus group because our target market, millennials, are represented well in our community. However, we were only able to conduct nine focus groups total between the entire class. More focus groups need to be conducted in the future to confirm more intuitive hypotheses.

Another limitation that we had was that we conducted an online survey instead of an in person survey because of the time constraint. Some of the data we received was unusable because people did not answer truthfully or sincerely, something that could have been partially avoided if the surveys were conducted in person. Also, if the survey takers took the survey in person, they would have been able to ask for clarification about questions they did not

understand, something that was not available to the online questionnaire takers. These two examples could have skewed the results giving us a bad representation of our target market. More research needs to be conducted in the future to confirm more intuitive hypotheses.

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APPENDIX

Figure 1

Focus Group Participants

Showc@se Focus Group			
Name	Age	Gender	Occupation
Grace Waldfogle	20	Female	Student/Researcher
Jayson Myers	20	Male	Student
Jenna Klemm	21	Female	Student/Student Teacher
Marina Soliman	18	Female	Student
Matthew Everett	20	Male	Student/Retail Worker
Emily McAuley	18	Female	Student

Emily McAuley:

Participant is millennial-aged and fits the characteristics of that age group. She checks her email for events on campus and looks at the tv screen while waiting for coffee to see what events are going on each week. Buzzfeed is her favorite app for news because their posts are outrageous.

Grace Waldfogle:

Participant is millennial-aged and fits the characteristics of that age group. She also keeps up to date on current events (news) and is very active on campus (rated herself a 10/10 when asked how involved she was on campus during the focus group). Participant was chosen based on these characteristics and the assumption that she would actively participate in the group discussion.

Jayson Myers:

Participant is millennial-aged and fits the characteristics of that age group. His decision making for participating in events include; seeing who is going, if there is free food, and then the importance of the event. He

doesn't look for papers to see what events are going on, but he knows there is always an event or something interesting happening.

Jenna Klemm:

Participant is millennial-aged and fits the characteristics of that age group. She is local to Erie and follows Erie news outlets on social media. Participant is also active on the Erie bar scene and looks for local discounts on shopping and restaurants. Participant was chosen based on these characteristics and the assumption that she would have a 21 years+ perspective to share in the discussion.

Marina Soliman:

Participant is millennial-aged and fits the characteristics of that age group. She said that if an event sounds like fun then she will go, even if her friends are not going. Marina only reads the paper for the coupons. She likes events that have free stuff, because they are more enticing to go to.

Matt Everett:

Participant is millennial-aged and fits the characteristics of that age group. He believes that when an event is made on Facebook. it will be more fun and exciting because it takes more time to to make that event and have everyone know about it. Matt looks at the posters on the boards around campus. However, if they do not stand out to him, he will not read them because there is too much clutter. He prints out coupons that are online and does not fill out surveys because he never wins. He believes online surveys are annoying because they pop up right away when he is reading an article.

Figure 2

Focus Group Model

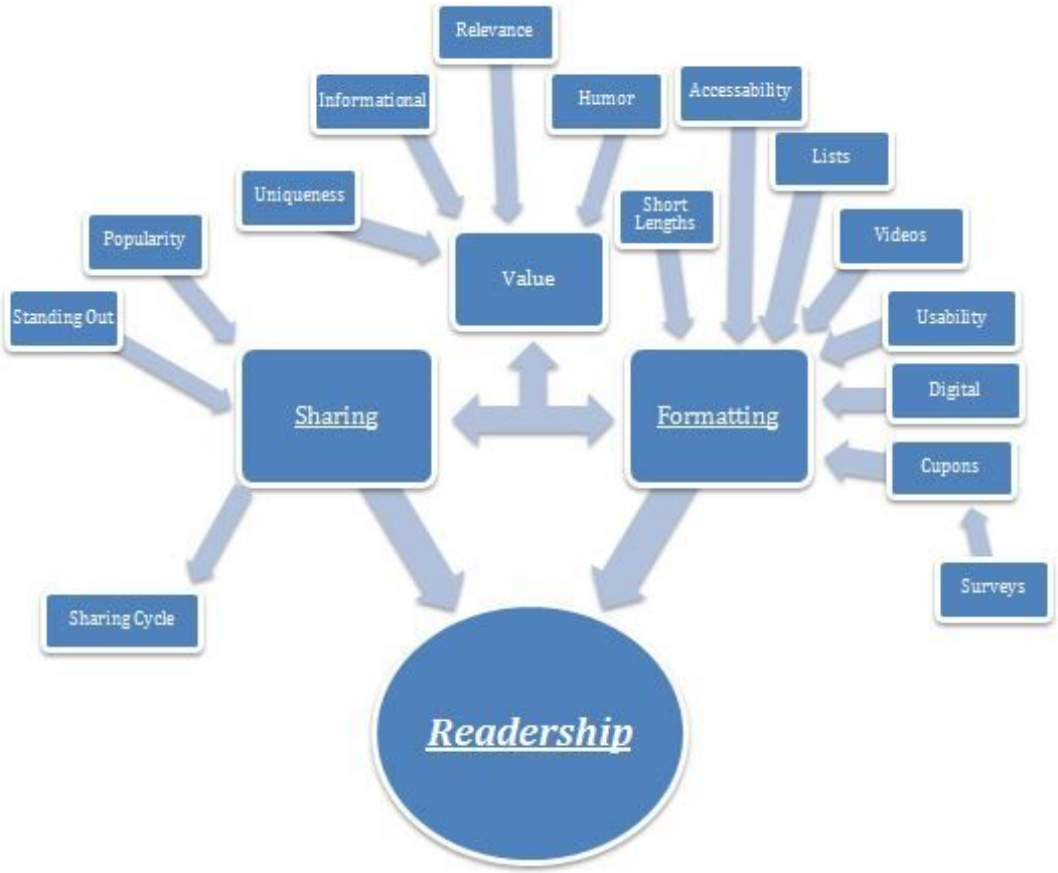


Figure 3

Focus Group Questions

(1) What does being social mean to you? Or, in other words, how do you define being social?
(2) Can you give us some highlights about your social activities?
(3) Where do you get the information on social events? How do you hear/know what is going on in Erie?
(4) Which information sources do you find more reliable when it comes to getting your social events?
(5) What are the important factors that make you attend social events?
(6) Which format do you prefer (paper vs. mobile)? Why?
(7) What is your opinion on social media being a source for social events? Please elaborate your thoughts.

Figure 4

The power of "Like": A Message from Millennial to Erie-Times News

Qualitative Research Findings, Hypotheses, and Survey Questions

H1: (a) Publishing on social media platforms increases readership (b) Publishing on Facebook increases readership more than publishing on any other social platform

H2: Readership increases when the content is created by those they perceive to be their peers

H3: (a) Readership increases if they have the knowledge of their friends and peers read them (b) Readership increases if the news engages them

H4: Readership increases if sense of community is communicated through content

H5: Readership increases if the readers feel sense of control

H6: Print readership increases with an active online readership

Survey questions:

Q1. Where do you get your news about social events to attend?

(a) Newspapers

(b) Facebook

(c) Twitter

(d) Instagram

(e) Friends

(f) Flyers

(g) Other (please indicate)

Readership scale:

Q2. How much time do you spend on an average weekday (Monday-Friday) looking into the sources below to find out social events to attend?

(a) Newspapers (1- 30 min) (31-60 min) (more than an hour)

(b) Facebook (1- 30 min) (31-60 min) (more than an hour) (1- 30 min) (31-60 min) (more than an hour)

(c) Twitter(1- 30 min) (31-60 min) (more than an hour)

(d) Instagram (1- 30 min) (31-60 min) (more than an hour)

(e) Friends (1- 30 min) (31-60 min) (more than an hour)

(f) Flyers (1- 30 min) (31-60 min) (more than an hour)

(g) Other (please indicate) (1- 30 min) (31-60 min) (more than an hour)

Q3. How much time do you spend on an average weekend (Saturday-Sunday) looking into the sources below to find out social events to attend?

(a) Newspapers (1- 30 min) (31-60 min) (more than an hour)

(b) Facebook (1- 30 min) (31-60 min) (more than an hour) (1- 30 min) (31-60 min) (more than an hour)

(c) Twitter(1- 30 min) (31-60 min) (more than an hour)

(d) Instagram (1- 30 min) (31-60 min) (more than an hour)

(e) Friends (1- 30 min) (31-60 min) (more than an hour)

(f) Flyers (1- 30 min) (31-60 min) (more than an hour)

(g) Other (please indicate) (1- 30 min) (31-60 min) (more than an hour)

Q4. On average, how frequently do you look into the platforms below to find out social events to attend?

(a) Newspapers (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

(b) Facebook (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

(c) Twitter (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

(d) Instagram (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

(e) Friends (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

(f) Flyers (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

(g) Other (please indicate) (more than once everyday) (once everyday) (2-3 times a week) (once a week) (few times a month)

Engagement Scale:

Q5 Having the chance of interacting with people on the social networking sites makes me interested in reading the social event news on those sites

Q6. Seeing my friends interacting with news (e.g. liking, commenting) increases my intention to read the social event news

Social contiguity scale:

Q7. Seeing my friends going to an event that is posted on a social media account increases my intention to attend to the event

Q8. Knowing my friends going to an event increases my intention to attend to the event

Q9. Seeing posts made my friends and peers make me interested in reading the posts

Sense of community scale:

Q10. In general, interacting with friends on the social media sites about social events to attend makes me feel like part of a larger community

Q11. In general, interacting with people on the social media sites about social events to attend makes me feel connected to a community

Q12. Interacting with people on the social media sites about social events to attend reminds me that everyone is connected

Q13. Interacting with people on the social media sites about social events to attend increases my sense of belonging

Q14. Which of these, if any, are the main reasons that you use Facebook?

(a) see what friends are talking about

(b) find things that entertain them

(c) look for interesting articles or links posted

(d) share content

(e) see what is trending

(f) get more information on something heard on news

(g) other (please indicate)

Q15. Which of these, if any, are the main reasons that you use Twitter?

(a) see what friends are talking about

(b) find things that entertain them

(c) look for interesting articles or links posted

(d) share content

(e) see what is trending

(f) get more information on something heard on news

(g) other (please indicate)

Intention to engage scale:

Q16. My intention to read a newspaper to learn about social events to attend increases if that newspaper has an active social media site

Q16. My intention to read a newspaper to learn about social events to attend increases if that newspaper has an active social media site that I can access through my phone

Q17. My intention to read to learn about social events to attend increases if it is not a paid advertised event

Extroverted personality scale:

Q18. (a) I like getting my energy from active involvement in events and having a lot of different activities

(b) I'm excited when I'm around people and I like to energize other people.

(c) I like moving into action and making things happen.

(d) I generally feel at home in the world.

(e) I often understand a problem better when I can talk out loud about it and hear what others have to say.

Introverted personality scale:

Q19. (a) I like getting my energy from dealing with the ideas, pictures, memories, and reactions that are inside my head, in my inner world.

(b) I often prefer doing things alone or with one or two people I feel comfortable with.

(c) I take time to reflect so that I have a clear idea of what I'll be doing when I decide to act.

(d) Ideas are almost solid things for me.

(e) Sometimes I like the idea of something better than the real thing.

Demographics questions:

Q. 20 Do you read Erie- Times News? – yes – no –never heard of

Q. 21 How often do you read Erie Times News? - Weekly - once in a while – none

Q. 22 Do you read Showcase (Thursday Social Event insert of the Erie Times News)? – yes – no –never heard of

Q. 23 How often do you read Showcase? - Weekly - once in a while – none

Q. 24 What are your thoughts on Erie-Times News and Showcase?

Q. 25 Are you from Erie?

Q. 26 Demographics questions (age, occupation, income, education, gender)

Figure 5

Excel Figures of Readership Results

DESCRIPTIVE STATISTICS (IS THE DATA NORMALLY DISTRIBUTED)?

readership score- paper		readership score- digital	
Mean	0.182309942	Mean	0.439522
Standard Error	0.012789137	Standard Error	0.017245
Median	0.166666667	Median	0.422222
Mode	0	Mode	0.833333
Standard Deviation	0.193111741	Standard Deviation	0.260389
Sample Variance	0.037292144	Sample Variance	0.067802
Kurtosis	2.321024874	Kurtosis	-0.73063
Skewness	1.238664923	Skewness	0.324099
Range	1	Range	1
Minimum	0	Minimum	0
Maximum	1	Maximum	1

PEEREFFECT		SENSE OF COMMUNITY		DIGITAL	
Mean	3.433333	Mean	3.242325	Mean	2.934211
Standard Error	0.054857	Standard Error	0.054998	Standard Error	0.070332
Median	3.6	Median	3.25	Median	3
Mode	4	Mode	3	Mode	3
Standard Deviation	0.828317	Standard Deviation	0.830448	Standard Deviation	1.061985
Sample Variance	0.686109	Sample Variance	0.689643	Sample Variance	1.127811
Kurtosis	1.497434	Kurtosis	0.16935	Kurtosis	-0.70487
Skewness	-1.2208	Skewness	-0.31335	Skewness	-0.12952
Range	4	Range	4	Range	4
Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	5	Maximum	5

CORRELATION MATRIX TEST OF HYPOTHESES

	READERSHIP PRINT	READERSHIP DIGITAL	PEER EFFECT	DIGITAL PLATFORM	SENSE OF COMMUNITY
READERSHIP PRINT	1				
READERSHIP DIGITAL	0.26	1			
PEER EFFECT	-0.04	0.18	1		
DIGITAL PLATFORM	-0.02	0.19	0.26	1	
SENSE OF COMMUNITY	0.02	0.23	0.50	0.48	1

DOES PEER EFFECT INCREASE DIGITAL READERSHIP?

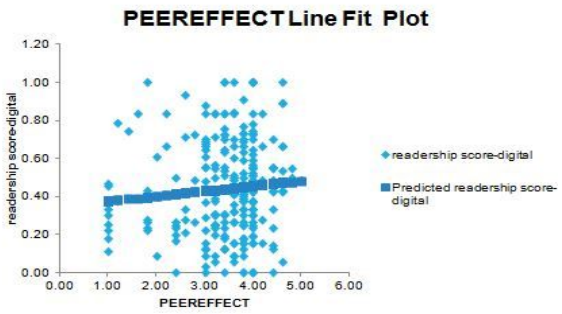
SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.08
R Square	0.01
Adjusted R Square	0.00
Standard Error	0.26
Observations	228.00

ANOVA

	df	SS	MS	F	Significance F
Regression	1.00	0.11	0.11	1.64	0.20
Residual	226.00	15.28	0.07		
Total	227.00	15.39			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.35	0.07	4.73	0.00	0.20	0.49	0.20	0.49
PEEREFFECT	0.03	0.02	1.28	0.20	-0.01	0.07	-0.01	0.07



DOES PEER EFFECT INCREASE PRINT READERSHIP?

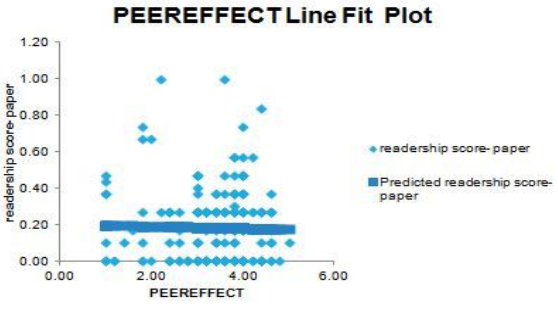
SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.02
R Square	0.00
Adjusted R Square	0.00
Standard Error	0.19
Observations	228.00

ANOVA

	df	SS	MS	F	Significance F
Regression	1.00	0.00	0.00	0.12	0.73
Residual	226.00	8.46	0.04		
Total	227.00	8.47			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.20	0.05	3.67	0.00	0.09	0.31	0.09	0.31
PEEREFFECT	-0.01	0.02	-0.35	0.73	-0.04	0.03	-0.04	0.03



DOES SENSE OF COMMUNITY INCREASE DIGITAL READERSHIP?

SUMMARY OUTPUT

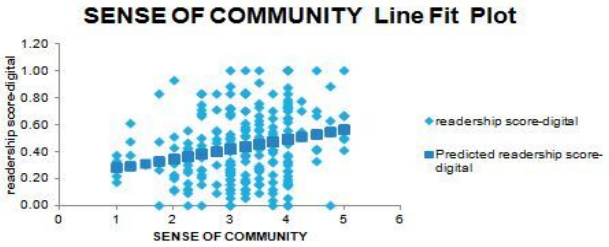
Regression Statistics

Multiple R	0.23
R Square	0.05
Adjusted R Square	0.05
Standard Error	0.25
Observations	228.00

ANOVA

	df	SS	MS	F	Significance F
Regression	1.00	0.80	0.80	12.42	0.00
Residual	226.00	14.59	0.06		
Total	227.00	15.39			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.21	0.07	3.05	0.00	0.07	0.34	0.07	0.34
SENSE OF COMMUNITY	0.07	0.02	3.52	**0.00**	0.03	0.11	0.03	0.11



DOES SENSE OF COMMUNITY INCREASE PRINT READERSHIP?

SUMMARY OUTPUT

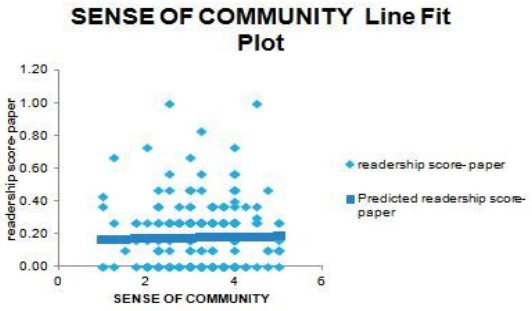
Regression Statistics

Multiple R	0.02
R Square	0.00
Adjusted R Square	0.00
Standard Error	0.19
Observations	228.00

ANOVA

	df	SS	MS	F	Significance F
Regression	1.00	0.00	0.00	0.10	0.75
Residual	226.00	8.46	0.04		
Total	227.00	8.47			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.17	0.05	3.21	0.00	0.06	0.27	0.06	0.27
SENSE OF COMMUNITY	0.00	0.02	0.32	**0.75**	-0.03	0.04	-0.03	0.04



DOES HAVING DIGITAL SOCIAL PLATFORMS INCREASE DIGITAL READERSHIP?

SUMMARY OUTPUT

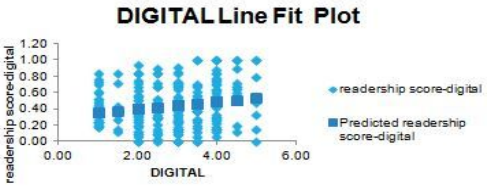
Regression Statistics

Multiple R	0.19
R Square	0.03
Adjusted R Square	0.03
Standard Error	0.26
Observations	228.00

ANOVA

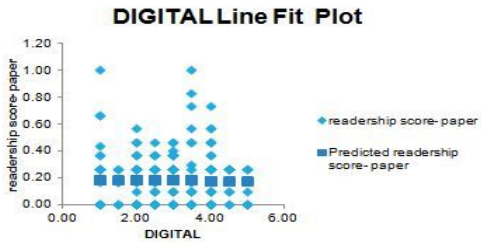
	df	SS	MS	F	Significance F
Regression	1.00	0.53	0.53	8.01	0.01
Residual	226.00	14.86	0.07		
Total	227.00	15.39			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.31	0.05	6.13	0.00	0.21	0.40	0.21	0.40
DIGITAL	0.05	0.02	2.83	**0.01**	0.01	0.08	0.01	0.08



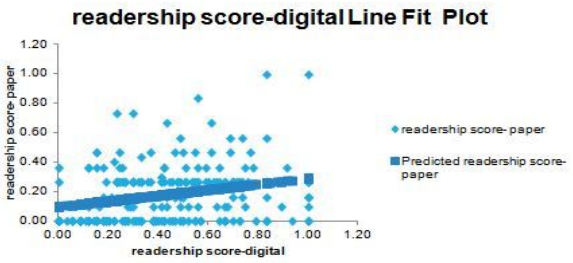
DOES HAVING A DIGITAL SOCIAL PLATFORM INCREASE PRINT READERSHIP?

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.02							
R Square	0.00							
Adjusted R Square	0.00							
Standard Error	0.19							
Observations	228.00							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1.00	0.00	0.00	0.07	0.79			
Residual	226.00	8.46	0.04					
Total	227.00	8.47						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.19	0.04	5.08	0.00	0.12	0.27	0.12	0.27
DIGITAL	0.00	0.01	-0.26	**0.79**	-0.03	0.02	-0.03	0.02



DOES DIGITAL READERSHIP INCREASE PRINT READERSHIP?

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.26							
R Square	0.07							
Adjusted R Square	0.06							
Standard Error	0.19							
Observations	228.00							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1.00	0.58	0.58	16.68	0.00			
Residual	226.00	7.88	0.03					
Total	227.00	8.47						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.10	0.02	3.98	0.00	0.05	0.14	0.05	0.14
readership score-digital	0.19	0.05	4.08	**0.00**	0.10	0.29	0.10	0.29



WHAT IS THE STRONGEST PREDICTOR OF DIGITAL READERSHIP?

Regression Statistics								
Multiple R	0.25							
R Square	**0.06**							
Adjusted R Square	0.05							
Standard Error	0.25							
Observations	228.00							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	3.00	0.94	0.31	4.85	0.00			
Residual	224.00	14.45	0.06					
Total	227.00	15.39						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.21	0.08	2.55	0.01	0.05	0.37	0.05	0.37
PEEREFFECT	-0.01	0.02	-0.58	0.56	-0.06	0.03	-0.06	0.03
SENSE OF COMMUNITY	**0.06**	0.03	2.42	0.02	0.01	0.12	0.01	0.12
DIGITAL	0.02	0.02	1.30	0.20	-0.01	0.06	-0.01	0.06

ANY DIFFERENCE IN READERSHIP- WHEN IT COMES TO GENDER?

t-Test: DIGITAL READERSHIP

	female	male
Mean	0.45	0.43
Variance	0.07	0.07
Observations	107	121
Pooled Variance	0.07	
Hypothesized Mean Difference	0	
df	226	
t Stat	0.37	
P(T<=t) one-tail	0.36	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.71	
t Critical two-tail	1.97	

t-Test: Two-Sample Assuming Equal Variances – PRINT READERSHIP

	Female	Male
Mean	0.17	0.20
Variance	0.03	0.05
Observations	107.00	121.00
Pooled Variance	0.04	
Hypothesized Mean Difference	0.00	
df	226.00	
t Stat	-1.22	
P(T<=t) one-tail	0.11	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.22	
t Critical two-tail	1.97	

t-Test: Two-Sample Assuming Equal Variances– DIGITAL PLATFORM

	Female	Male
Mean	3.02	2.86
Variance	0.98	1.26
Observations	107.00	121.00
Pooled Variance	1.13	
Hypothesized Mean Difference	0.00	
df	226.00	
t Stat	1.19	
P(T<=t) one-tail	0.12	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.23	
t Critical two-tail	1.97	

t-Test: Two-Sample Assuming Equal Variances- SENSE OF COMMUNITY

	Female	Male
Mean	3.40	3.10
Variance	0.53	0.79
Observations	107.00	121.00
Pooled Variance	0.67	
Hypothesized Mean Difference	0.00	
df	226.00	
t Stat	2.77	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.01	
t Critical two-tail	1.97	

t-Test: Two-Sample Assuming Equal Variances- PEER EFFECT

	FEMALE	MALE
Mean	3.57	3.31
Variance	0.47	0.85
Observations	107.00	121.00
Pooled Variance	0.67	
Hypothesized Mean Difference	0.00	
df	226.00	
t Stat	2.37	
P(T<=t) one-tail	0.01	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.02	
t Critical two-tail	1.97	

ANY DIFFERENCE WHEN IT COMES TO DEGREE OF DIGITAL READERSHIP? (HEAVY USERS>.40)

PRINT READERSHIP	HEAVY USERS	LIGHTS USERS
Mean	0.23	0.13
Variance	0.04	0.03
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	226.00	
t Stat	3.81	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

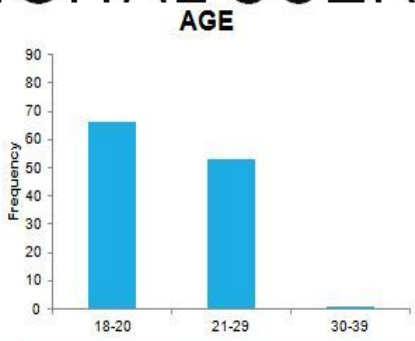
PEER EFFECT	HEAVY USERS	LIGHT USERS
Mean	3.56	3.29
Variance	0.62	0.73
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	218.00	
t Stat	2.52	
P(T<=t) one-tail	0.01	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.01	
t Critical two-tail	1.97	

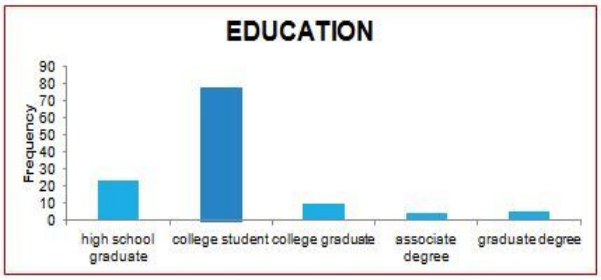
SENSE OF COMMUNITY	HEAVY USERS	LIGHT USERS
Mean	3.44	3.03
Variance	0.67	0.63
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	225.00	
t Stat	3.81	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

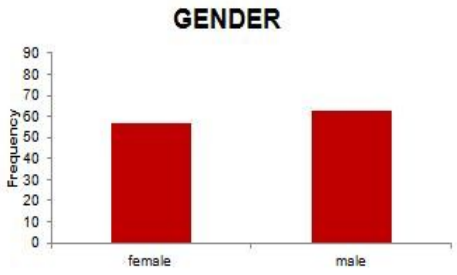
FRIENDS & FAMILY	HEAVY	LIGHT
Mean	0.69	0.47
Variance	0.07	0.05
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	225.00	
t Stat	6.79	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

DIGITAL PLATFORM	HEAVY USERS	LIGHT USERS
Mean	3.12	2.73
Variance	1.19	0.98
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	226.00	
t Stat	2.85	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

WHO ARE THESE HEAVY DIGITAL USERS?







ANY DIFFERENCE WHEN IT COMES TO DEGREE OF PRINT READERSHIP? (HEAVY USERS>.30)

DIGITAL READERSHIP	HEAVY	LIGHT
Mean	0.47	0.43
Variance	0.06	0.07
Observations	40.00	188.00
Hypothesized Mean Difference	0.00	
df	59.00	
t Stat	0.86	
P(T<=t) one-tail	0.20	
t Critical one-tail	1.67	
P(T<=t) two-tail	0.39	
t Critical two-tail	2.00	

FAMILY & FRIENDS	HEAVY	LIGHT
Mean	0.67	0.57
Variance	0.06	0.08
Observations	40.00	188.00
Hypothesized Mean Difference	0.00	
df	64.00	
t Stat	2.25	
P(T<=t) one-tail	0.01	
t Critical one-tail	1.67	
P(T<=t) two-tail	0.03	
t Critical two-tail	2.00	

DIGITAL PLATFORM	HEAVY	LIGHT
Mean	2.79	2.97
Variance	1.00	1.16
Observations	40.00	188.00
Hypothesized Mean Difference	0.00	
df	60.00	
t Stat	-1.01	
P(T<=t) one-tail	0.16	
t Critical one-tail	1.67	
P(T<=t) two-tail	0.32	
t Critical two-tail	2.00	

PEER EFFECT	HEAVY	LIGHT
Mean	3.24	3.24
Variance	0.88	0.65
Observations	40.00	188.00
Hypothesized Mean Difference	0.00	
df	52.00	
t Stat	0.01	
P(T<=t) one-tail	0.50	
t Critical one-tail	1.67	
P(T<=t) two-tail	0.99	
t Critical two-tail	2.01	

SENSE OF COMMUNITY	HEAVY	LIGHT
Mean	3.24	3.24
Variance	0.88	0.65
Observations	40.00	188.00
Hypothesized Mean Difference	0.00	
df	52.00	
t Stat	0.01	
P(T<=t) one-tail	0.50	
t Critical one-tail	1.67	
P(T<=t) two-tail	0.99	
t Critical two-tail	2.01	

WHAT IS THE STRONGEST PREDICTOR OF PRINT READERSHIP?

Regression Statistics	
Multiple R	0.27
R Square	**0.07**
Adjusted R Square	0.06
Standard Error	0.19
Observations	228.00

ANOVA

	df	SS	MS	F	Significance F
Regression	4.00	0.63	0.16	4.48	0.00
Residual	223.00	7.84	0.04		
Total	227.00	8.47			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.15	0.06	2.46	0.01	0.03	0.27	0.03	0.27
PEEREFFECT	-0.01	0.02	-0.50	0.62	-0.04	0.03	-0.04	0.03
SENSE OF COMMUNITY	0.00	0.02	0.11	0.91	-0.04	0.04	-0.04	0.04
DIGITAL PLATFORM	-0.01	0.01	-0.88	0.38	-0.04	0.01	-0.04	0.01
readership score-digital	0.20	0.05	4.14	0.00	0.11	0.30	0.11	0.30

WHAT IS THE STRONGEST PREDICTOR OF WORD OF MOUTH (TALKING WITH FRIENDS & FAMILIES)?

Regression Statistics	
Multiple R	0.43
R Square	**0.19**
Adjusted R Square	0.17
Standard Error	0.25
Observations	228.00

ANOVA

	df	SS	MS	F	Significance F
Regression	5.00	3.23	0.65	10.33	0.00
Residual	222.00	13.90	0.06		
Total	227.00	17.13			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.46	0.08	5.52	0.00	0.29	0.62	0.29	0.62
Readership score- paper	0.27	0.09	2.98	0.00	0.09	0.44	0.09	0.44
PEEREFFECT	-0.02	0.02	-0.70	0.48	-0.06	0.03	-0.06	0.03
SENSE OF COMMUNITY	0.00	0.03	-0.15	0.88	-0.06	0.05	-0.06	0.05
DIGITAL	0.00	0.02	-0.19	0.85	-0.04	0.03	-0.04	0.03
readership score-digital	0.37	0.07	5.39	0.00	0.23	0.50	0.23	0.50

WHICH PLATFORM IS THE MOST EFFECTIVE TO INCREASE READESHIP AND WORD OF MOUTH?

	readership score- paper	readership score-digital	readership score-family	facebook effect	other platforms
readership score- paper	1.00				
readership score-digital	0.26	1.00			
readership score-family	0.28	0.39	1.00		
facebook effect	0.21	**0.67**	0.28	1.00	
other platforms (INSTAGRAM, Twitter)	**0.23**	**0.94**	**0.35**	**0.37**	**1.00**

OTHER PLATFORMS–DIGITAL READERSHIP	HEAVY	LIGHT
Mean	0.62	0.13
Variance	0.05	0.02
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	204.00	
t Stat	19.71	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

FACEBOOK- DIGITAL READERSHIP	HEAVY	LIGHT
Mean	0.69	0.37
Variance	0.06	0.07
Observations	120.00	108.00
Hypothesized Mean Difference	0.00	
df	222.00	
t Stat	9.39	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

WHY INSTAGRAM/TWITTER OVER FACEBOOK WHEN IT COMES TO GETTING SOCIAL EVENT NEWS?

TWITTER & INSTAGRAM USE				
Multiple R	0.23			
R Square	0.05			
Adjusted R Square	0.05			
Standard Error	0.30			
Observations	228.00			
ANOVA				
	df	SS	MS	F
Regression	2.00	1.21	0.60	6.53
Residual	225.00	20.79	0.09	
Total	227.00	22.00		
	Coefficients	Standard Error	t Stat	P-value
Intercept	0.15	0.10	1.53	0.13
PEEREFFECT	-0.02	0.03	-0.69	0.49
SENSE OF COMMUNITY	**0.10**	**0.03**	**3.37**	**0.00**

FACEBOOK USE				
Multiple R	0.12			
R Square	0.01			
Adjusted R Square	0.01			
Standard Error	0.30			
Observations	228.00			
ANOVA				
	df	SS	MS	F
Regression	2.00	0.29	0.14	1.65
Residual	225.00	19.63	0.09	
Total	227.00	19.91		
	Coefficients	Standard Error	t Stat	P-value
Intercept	0.41	0.09	4.49	0.00
PEEREFFECT	-0.01	0.03	-0.30	0.76
SENSE OF COMMUNITY	**0.05**	**0.03**	**1.68**	**0.10**