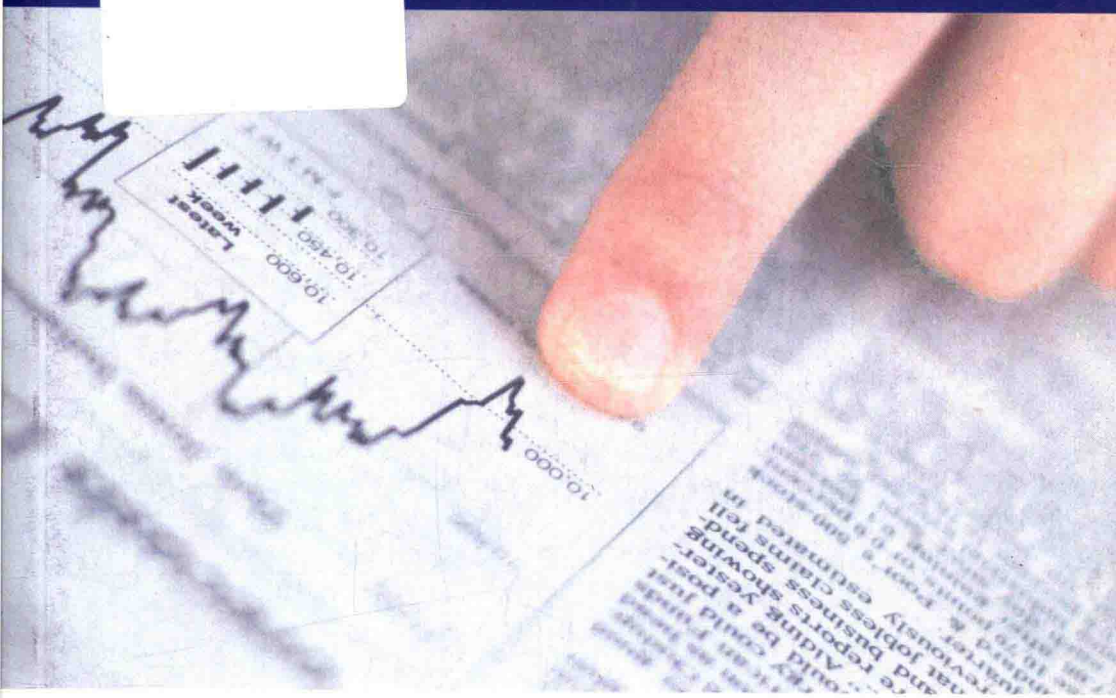


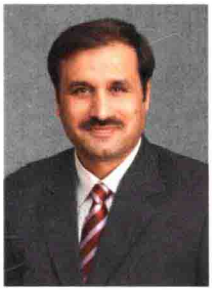
Bakht Rawan

Media Uses

Readers' Activity in Newspaper-Use Behaviour

LAP LAMBERT Academic Publishing

Audience activity in media-use behaviour is one of the most important areas of mass communication research. Scholars have been taking greater interest in studying it for quite long. Researchers have identified various social and psychological factors that presumably make media consumers active in their media consumption. This book provides some distinct scientific findings on the determinants of activity of newspaper readers in the Pakistani society. In addition to psychological factors the book sheds light on cultural and social perspectives of readers of daily newspapers in relation to their activity media uses. In fact, Pakistani society shows very little social, cultural, economic, and political resemblance with the Western World where the phenomenon of audience activity has mainly been explored.



Bakht Rawan

Bakht Rawan, Ph. D: Mass Communication at University of Leipzig, Germany. Assistant Professor in the Department of Mass Communication, Allama Iqbal Open University (AIOU), Islamabad, Pakistan. Before joining the AIOU, he was working as staff reporter in an Urdu daily "Mashriq Peshawar".He may be contacted at: byusafzai@yahoo.com

9 783838 379890 978-3-8383-7989-0

Bakht Rawan

Activity in N

ıur

Bakht Rawan

Media Uses

Readers' Activity in Newspaper-Use Behaviour

常州大学图书馆
藏书章

LAP LAMBERT Academic Publishing

Impressum/Imprint (nur für Deutschland/ only for Germany)
Bibliografische Information der Deutschen Nationalbibliothek: Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über http://dnb.d-nb.de abrufbar.
Alle in diesem Buch genannten Marken und Produktnamen unterliegen warenzeichen-, marken- oder patentrechtlichem Schutz bzw. sind Warenzeichen oder eingetragene Warenzeichen der jeweiligen Inhaber. Die Wiedergabe von Marken, Produktnamen, Gebrauchsnamen, Handelsnamen, Warenbezeichnungen u.s.w. in diesem Werk berechtigt auch ohne besondere Kennzeichnung nicht zu der Annahme, dass solche Namen im Sinne der Warenzeichen- und Markenschutzgesetzgebung als frei zu betrachten wären und daher von jedermann benutzt werden dürften.

Coverbild: www.ingimage.com

Verlag: LAP LAMBERT Academic Publishing AG & Co. KG
Dudweiler Landstr. 99, 66123 Saarbrücken, Deutschland
Telefon +49 681 3720-310, Telefax +49 681 3720-3109
Email: info@lap-publishing.com

Herstellung in Deutschland:
Schaltungsdienst Lange o.H.G., Berlin
Books on Demand GmbH, Norderstedt
Reha GmbH, Saarbrücken
Amazon Distribution GmbH, Leipzig
ISBN: 978-3-8383-7989-0

Imprint (only for USA, GB)
Bibliographic information published by the Deutsche Nationalbibliothek: The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at http://dnb.d-nb.de.
Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this works is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher: LAP LAMBERT Academic Publishing AG & Co. KG
Dudweiler Landstr. 99, 66123 Saarbrücken, Germany
Phone +49 681 3720-310, Fax +49 681 3720-3109
Email: info@lap-publishing.com

Printed in the U.S.A.
Printed in the U.K. by (see last page)
ISBN: 978-3-8383-7989-0

Copyright © 2010 by the author and LAP LAMBERT Academic Publishing AG & Co. KG and licensors
All rights reserved. Saarbrücken 2010

试读结束，需要全本PDF请购买 www.ertongbook.com

Bakht Rawan

Media Uses

TABLE OF CONTENTS

1. CHAPTER ONE: Introduction 1
1.1 Statement of the Problem 2
1.2 Research Questions 4
1.3 Specific Objectives of the Study 5
1.4 Significance of the Study 6
1.5 A Brief Overview of the Dissertation 8
2. CHAPTER TWO: 11
State of News Mass Media in Pakistan 11
2.1 Importance of Mass Media 12
2.2 Radio Pakistan 13
2.2.1 Administrative Structure 13
2.2.2 Finances 15
2.2.3 Accessibility and Programmes 15
2.2.4 Perceived Credibility of Radio Pakistan 17
2.3 Private Radio 17
2.4 Pakistan Television 18
2.4.1 Administrative Structure 19
2.4.2 Finances 19
2.4.3 Programmes 20
2.4.4 Public Image of PTV 20
2.5 Private Television 20
2.6 Print Media 22
2.6.1 Number 22
2.6.2 Circulation 24
2.6.3 Readership 25
2.6.4 Distribution 26
2.6.5 Physical Characteristics of Pakistani Newspapers 26
2.6.6 Public Image of Daily Press 27
2.6.7 Press-Government Relations 27
2.7 Media Plurality in Islamabad 28
2.8 Conclusion 29
3. CHAPTER THREE: 30
State of Research (Literature Review and Theory) 30
3.1 Overview of the Chapter 31
3.2 Media Uses and Audience Activity in Different Approaches 31
3.2.1 The Effects Research 31
3.2.2 Literary Criticism 34
3.2.3 Cultural Studies 34
3.2.4 Reception Analysis 35
3.3 McQuail's Approaches 35
3.4 The Uses and Gratifications Tradition and Media Uses 36
3.5 Media-Related Needs, and Uses and Gratifications Approach 42
3.6 Origins of Media-Related Needs 45
3.7 Uses and Gratifications Approach and the Present Study 47
3.8 Audience Activity 47
3.9 Hypotheses 50
3.9.1 Attitude towards Mass Media and Activity 50

3.9.2 Nature of Media-Related Needs and Activity 51
3.9.3 Social Integration and Activity 52
3.9.4 Interest in Politics and Activity 53
3.9.5 Demographic Characteristics and Activity 54
3.10 Conceptualisation of Main Concepts 55
3.10.1 Activity 55
3.10.2 Newspaper uses 56
3.10.3 Nature of Need 57
3.10.4 Interest in Politics 58
3.10.5 Attitude towards Newspaper 58
3.10.6 Social Integration 58
4. CHAPTER FOUR: Methodology 59
4.1 Research Method 60
4.2 Qualitative Method of the Study (Focus Groups) 61
4.2.1 Population 62
4.2.2 Sampling Technique 62
4.2.3 Criteria of Group Selection 62
4.2.4 Groups' Characteristics 63
4.2.4.1 Education 63
4.2.4.2 Income 64
4.2.5 Area of the Study 65
4.2.6 Study Period 65
4.2.7 Data Gathering 65
4.3 Quantitative Method for the Study 66
4.3.1 Survey 66
4.3.2 Analytic/ Relational Survey 67
4.3.3 Cross-Sectional Survey 67
4.3.4 Population 68
4.3.5 Sampling Frame 69
4.3.6 Sampling Technique 70
4.3.7 Sample Size 71
4.3.8 Data Gathering Tool 72
4.3.9 Operationalization of the Concepts 72
4.3.10 Pre-Testing 77
4.3.11 Distribution and Collection of the Questionnaire 77
4.3.12 Response Rate 79
4.3.13 Data Cleansing 79
5. CHAPTER FIVE: 80
Qualitative Data Analyses: Results and Conclusion 80
5.1 Analysis Technique of Focus Groups Data 81
5.2 Male Heads of Household 81
5.2.1 Group Dynamics 82
5.2.2 Activity and Family Influence 82
5.2.3 Activity and Occupation 83
5.2.4 Activity and Interest in Politics 83
5.2.5 Activity and Nature of Media-Related Needs 84
5.2.6 Activity and Attitude towards Newspaper 85
5.2.7 Activity and Social Integration 85
5.3 Female Heads of Household 86

5.3.1 Group Dynamics 86
5.3.2 Activity and Family 86
5.3.3 Activity and Attitude towards Newspaper 86
5.3.4 Activity and Interest in Politics 87
5.3.5 Activity and Occupation 87
5.3.6 Activity and Needs 88
5.3.7 Activity and Social Integration 88
5.4 Male Group of Non-Heads of Household 88
5.4.1 Group Dynamics 88
5.4.2 Activity and Position in the Family/ or Workplace 89
5.4.3 Activity and Attitude towards Newspaper 89
5.4.4 Activity and Interest in Politics 90
5.4.5 Activity and Nature of Needs 91
5.4.6 Activity and Social Integration 92
5.5 Female Group of Non-Heads of Household 92
5.5.1 Group Dynamics 92
5.5.2 Activity and Attitude towards Newspaper 93
5.5.3 Activity and Interest in Politics 93
5.5.4 Activity and Nature of Needs 94
5.6 Conclusion 96
6. CHAPTER SIX: 98
Quantitative Data Analysis and Results 98
6.1 Introduction 99
6.2 Univariate Data Analyses 99
6.2.1 Demographics 99
6.2.1.1 Gender 100
6.2.1.2 Age 100
6.2.1.3 Education 101
6.2.1.4 Income 102
6.2.1.5 Occupation 103
6.2.2 Attitude towards Newspaper 104
6.2.3 Newspaper-Related Instrumental Needs 106
6.2.4 Newspaper-Related Ritualised Needs 107
6.2.5 Interest in Politics 108
6.2.6 Social Integration 109
6.2.7 Pre-Activity 110
6.2.8 Content Selection 110
6.2.9 Attention 111
6.2.10 During-Activity 112
6.2.11 Post-Activity 113
6.3 Bivariate Analyses 113
6.3.1 Attitude towards Newspaper and Activity 114
6.3.2 Newspaper-Related Needs and Activity 115
6.3.2.1 Newspaper-Related Instrumental Needs and Activity 115
6.3.2.2 Newspaper-Related Ritualised Needs and Activity 116
6.3.3 Social Integration and Activity 117
6.3.4 Interest in Politics and Activity 118

6.3.5 Gender and Activity 119
6.3.6 Occupation and Activity 121
6.3.7 Age and Activity 123
6.3.8 Education and Activity 124
6.3.9 Income and Activity 125
6.4 Multivariate Analyses 125
6.4.1 Multiple Correlation and Regression of Pre-activity 126
6.4.2 Multiple Correlation and Regression of During-activity 129
6.4.3 Multiple Correlation and Regression of Post-activity 131
6.4.4 Gender and Activity in Multiple-correlation 133
6.4.5 Occupation and Activity in Multiple-correlation 136
6.5 Conclusion 140
7. CHAPTER SEVEN: 142
Summary and Theoretical Implications 142
7.1 Summary 143
7.2 Summary of the Findings in Sub-Groups 150
7.3 Generalisation of Results 152
7.4 Theoretical Implications 152
8. BIBLIOGRAPHY 155
9. APPENDICES 170
Appendix A: Sampling Frame 171
Appendix B: Questionnaire 173
Appendix C: Multivariate tables and figures 177
Appendix D: Some pictures of newspaper-readers 191

LIST OF TABLES

Table 2.6.1-1 Newspapers and periodicals by province 23
Table 2.6.2-1 Year-wise Average Circulation of daily Newspapers from 1998-2006. 25
Table 4.2.4-1 LITERACY RATES (10 YEARS AND OVER): PAKISTAN AND RURAL –URBAN (%) Annual (LFS) 64
Table 5.5.4-1 Attitude towards newspaper and pre-activity, during-activity and post-activity 95
Table 5.5.4-2 Instrumental needs and pre-activity, during-activity and post activity .. 95
Table 5.5.4-3 Ritualised needs and pre-activity, during-activity and post activity 95
Table 5.5.4-4 Interest in politics and pre-activity, during-activity and post activity 95
Table 5.5.4-5 Social integration and pre-activity, during-activity and post activity 95
Table 6.2.1-1 Frequency distribution of respondents' gender 100
Table 6.2.1-2 Frequency table for age (SPSS output) 100
Table 6.2.1-3 Frequency Table for Education of the Respondents 101
Table 6.2.1-4 Frequency table for net monthly household income 103
Table 6.2.1-5 Frequency table for occupation 103
Table 6.2.2-1 Summary statistics of data on attitude towards newspaper 104
Table 6.2.3-1 Summary statistics of data on newspaper-related instrumental needs 106
Table 6.2.4-1 Summary statistics of data on newspaper-related ritualised needs ... 107
Table 6.2.5-1 Summary statistics of data on interest in politics 108
Table 6.2.6-1 Summary statistics of data on social integration 109
Table 6.2.7-1 Summary statistics of data on pre-activity 110
Table 6.2.8-1 Summary statistics of content selectivity 110

试读结束，需要全本PDF请购买 www.ertongbook.com

Table 6.2.9-1 Summary statistics of data on attention 111
Table 6.2.10-1 Summary statistics of data on During-activity 112
Table 6.2.11-1 Summary statistics of post-activity 113
Table 6.3.1-1 Activity by attitude towards newspaper 114
Table 6.3.2-1 Activity by newspaper-related instrumental needs 115
Table 6.3.2-2 Activity by newspaper-related ritualised needs 116
Table 6.3.3-1 Activity by social integration 117
Table 6.3.4-1 Activity by interest in politics 118
Table 6.3.5-1 Means output for pre-activity by gender 119
Table 6.3.5-2 Means output for during-activity by gender 120
Table 6.3.5-3 Means output for post-activity by gender 120
Table 6.3.6-1 Means output for pre-activity by occupation 121
Table 6.3.6-2 Means output for During-activity by occupation 121
Table 6.3.6-3 Means output for post-activity by occupation 122
Table 6.3.7-1 Activity by age 123
Table 6.3.8-1 Activity by education 124
Table 6.3.9-1 Activity by income 125
Table 6.4.1-1 Regression testing hypothesis with predictors of pre-activity 126
Table 6.4.2-1 Regression testing hypothesis with predictors of during-activity 129
Table 6.4.3-1 Regression testing hypothesis with predictors of post-activity 131
Table 6.4.4-1 Regression testing hypothesis with gender and the other predictors of activity 133
Table 6.4.5-1 Regression testing hypothesis with occupation and the other predictors of activity 137
0-1 ..... **Error! Bookmark not defined.**

LIST OF FIGURES

Figure: 2.2-1 Radio Pakistan Home Service languages 16
Figure: 2.2-2 Radio Pakistan External Service languages 16
Figure: 6.2-1 Bar chart for age by gender 101
Figure 6.2-2 Bar chart for education by gender 102
Figure: 6.2-3 Boxplot for attitude towards newspaper (SPSS output) 104
Figure: 6.2-4 Boxplot for Newspaper-related instrumental needs (SPSS output) 106
Figure 7.4-1 SPSS multiple regression output for pre-activity 177
Figure: 7.4-2 SPSS multiple regression output for during-activity 180
Figure 7.4-3 SPSS multiple regression output for Post-activity 182
Figure 7.4-4 SPSS multiple regression output for men's Pre-activity 184
Figure 7.4-5 SPSS multiple regression output for women's Pre-activity 185
Figure: 7.4-6 SPSS multiple regression output for men's during- activity 185
Figure 7.4-7 SPSS multiple regression output for women's during-activity 187
Figure 7.4-8 Multiple regression output for men's Post-activity 189
Figure 7.4-9 SPSS multiple regression output for women's Post-activity 189

1. CHAPTER ONE: Introduction

1.1 Statement of the Problem

Media uses have been an important area of investigation for researchers belonging to different disciplines for example, sociology, psychology, education, political science, and particularly mass communication for quite long. Though it has been extensively explored, but due to its "other interrelations" (McQuail, 1994, p.283) and significant implications for man's personal as well as social life, it still calls for further exploration.

Media uses are being examined from various angles. Mainly they are approached from: (1) media side, where functions, structures and characteristics of media, nature and kind of contents, the communicator, types of audience, and their media habits are the major themes of research, (2) consumer side, where audience's reasons for media consumption are explored, the types of uses are categorised, various personal and demographic variables of the audience are identified and determined for media uses, relationships between media uses and effects are explored, and (3) from the side of social and cultural structures that influence media availability, nature and shades of the contents, interpretations of the contents and their resultant uses (see McQuail, 1994 for details). In fact, these perspectives of studying media use implicitly tell us about the nature and degree of autonomy of media consumers in their media-use behaviour. The media side analysis, where the main purpose of inquiry is how to reach the audiences and/ or how to influence them affectively, cognitively, or conatively, is seemingly a top-down approach and here media use is usually seen as a passive behaviour of the audience i.e., they are supposed to be passive users of the media contents. The social and cultural side though confer autonomy and freedom on media consumers i.e., activity in their media uses "but within the constraints of a dominant, localized sphere" (Power, Kubey and Kiousis, 2002, p. 136). Examination of media uses from the perspective of consumers, especially the uses and gratifications approach, acknowledges audience as active users of mass media for gratifications of their own-felt needs. In this perspective audience activity is being viewed as their deliberate and voluntaristic choices of media and media content in order to satisfy their needs, which may limit or facilitate the gratifications and effects associated with their media consumption behaviour (Severin and Tankard, 2001; Levy and Windahl, 1985). However, this notion is still debated among the scholars as still various theories are being put forward that argue the dominant nature of media/ communicator in media uses. "Empirical research testing the basic tenets of uses and gratifications theory has (also) so far come up with mixed results" (Severin and Tankard, 2001, p. 302). For example, Berelson (1965) found that newspaper readers were reading newspapers for gratifications of their individual felt needs as during a two-week strike of the deliverymen the readers were forced to shift to other sources for fulfilment of their needs. However, Elliot and Rosengren (1987) replicating Berelson's newspaper strike study found mild tendencies of

shifting to other mass media for gratifications of surveillance and social contact and no relationship between ritualised needs and uses of other mass media of the Philadelphia-based newspapers readers. They interpreted these results as media uses depend more on habit than on internalised needs (Severin and Tankard, 1992). The researcher could not find any other worth mentioning study conducted on activity of newspaper readers caused by their needs, however, a huge number of studies have been conducted on consumers of other mass media (television, VCR, and more recently internet) that favour the active view of media user. This shows that audience activity in their media uses still has greater room for more research and investigation.

Secondly, various studies relating to this area have been conducted in countries that are socially, culturally, politically, and economically different from Pakistan. Although efforts have been made to test media uses across cultures (for example, Greenberg, 1974; Rubin, 1979) but the studied cultures do not show any resemblance with the Pakistani culture. In a country like Pakistan where the state-run electronic mass media are under direct government control, where various tactics are being used to tow the privately owned print media and the newly born private electronic media to follow official policy; where people are governed by dictators and not by their own elected government; where all family related matters are settled by the patriarch rather than individual members of the family, the determining factors of audience activity may be different from the democratic societies, and such factors should be looked into psychological as well as social factors which are more closely related to the society in question. Therefore, the nature of activity/passivity of media consumers, and the factors that have been identified behind audience activity in the Western developed countries may not be the same as in Pakistani society. Further more, while testing the variable nature of audience activity Levy and Windahl (1984) "identified three activity periods for Swedish television viewers: previewing, during viewing, and postviewing" (Rubin, 2002, p.534), however, there is a big difference between the content of the two media i.e., television and daily newspapers. Of course television broadcasts news bulletins but as compared to newspaper it is mainly concerned with entertainment content, especially in Pakistan.

Unfortunately, in Pakistani society till date no formal quantitative or qualitative research study has been conducted to investigate the nature and extent of audience activity in their media uses and to explore its determinants. Even the present study had certain limitations. Due to time and financial constraints it was not possible for the researcher to examine activity of audiences of both electronic and print media, and even the different kinds of print media. Language-wise, circulation-wise, and period of publication-wise newspapers have various types. Therefore, researcher in this study focused only on readers of daily press, irrespective of their language and circulation, and explored

their activity in different stages of their newspaper-use behaviour in relation to certain important factors. The newspaper may be published in the morning (morninger) or evening (eveninger). It was also not possible for the researcher to conduct the study across Pakistan. Hence he limited the study to Islamabad, the capital city of Pakistan. To be more specific the present study will be concerned with the following research questions:

1.2 Research Questions

The present study tried to answer the following questions:

(1) Whether and to what extent readers of daily press are "active" in their newspaper-use behaviour in Islamabad?

It was assumed earlier that "a media message would reach each eye and ear in the same way, like a symbolic 'bullet', immediately bringing about the same changes of thought and behaviour in the entire audience" Lowery and DeFleur (1995,pp.13-14). In such a conception the audience were perceived just receivers of media messages whose response to the communicated messages was manipulated by the communicator, and unmediated by their personal, social and cultural characteristics. This was the "passive" view of media audience. However, theorists later on put forward the idea of "active" audience (Bauer, 1964; Katz, Blumer and Gurevich, 1974; Rosengren, 1974). By active audience they meant that audience are selective; they select among the available media and content the ones which serve their own needs and interests and reject the rest; their cognitive and/or behavioural response to the media offering also could not be controlled by the communicator rather they interpret media messages in their own style. Scholars, especially the proponents of the uses and gratifications theory view that media users can not be regarded passive recipients of mass media; they could not be swayed and manipulated by mass media against their own will. Rather the media users are quite active: they are making deliberate selection of mass media and content; they do not accept blindly whatever is offered to them and they do not respond to media messages the way the communicator want them to respond.

(2) What are the determining "factors of activity" of newspaper readers in Islamabad?

"Activity" means different things to different researchers. Its indicators are also ambiguous (McQuail, 2005). The lack of such clarity, especially in earlier studies, is one of the reasons of criticism on the notion of active audience. Blumer (1979) regarded this difference in meanings of "activity" as one of the problems in development of the uses and gratifications tradition.

According to Severin and Tankard (2001, p. 302) audience activity is "the deliberate choice by users of media content in order to satisfy their needs". After an overview of the earlier works in the uses and gratifications tradition, Blumer viewed that activity means utility, intentionality, selectivity, and imperviousness to influence (Baran and Davis, 2000). Similarly, Biocca (1988, cited in McQuail, 1994) grouped the various connotations of activity into: selectivity, utilitarianism, intentionality, resistance to influence, and involvement. McQuail (1994) added "critical reflection" on media experience as another form of audience activity. According to Levy and Windhal, "audience activity postulates a voluntaristic and selective orientation by audiences toward the communication process" (Perry, 2002, p. 74). Levy and Windhal divided activity into three phases: pre-activity, during-activity and post-activity. Pre-activity occurs before, during activity during, and post-activity after exposure. They also viewed that each stage of activity may involve selectivity, involvement, and utility orientation (Perry, 2002).

Literature review helped the researcher in identification of certain factors that were found influencing media audience's activity. Similarly, the researcher has also perceived some indigenous factors which may cause activity of the respondents of the present study. However, as the social, cultural, and political structures of Pakistani society are different than the developed world where most of the studies on audience activity have been undertaken, and as the researcher was lacking any existing data on media-use habits of Pakistani media audiences therefore all those presumed determining factors of newspaper readers in the present study need to be systematically investigated. Question Number 2 given above will serve this particular purpose.

(3) Do the determinants of readers' activity influence different "stages of activity" differently?

Like Levy and Windhal (19984; 1985) the researcher views that readers' activity has three distinct stages: pre-activity, during-reading activity and post-reading. The researcher thinks that pre-activity involves only selectivity of newspaper, during-activity involves selectivity of contents and attention to the contents, while post-activity refers only to the utility of the newspaper materials that have been read by the readers for social and/ or psychological purposes. However, how do the presumed determinants influence them each is not known. Question3, given above, is therefore asked.

1.3 Specific Objectives of the Study

1. To know that whether newspaper readers in Pakistan are active in their newspaper uses.

试读结束，需要全本PDF请购买 www.ertongbook.com