FACTORS AFFECTING MEDIA DIET- COMPARATIVE STUDY FOR PRINT, ELECTRONIC AND NEW MEDIA

Talib Hussain* Benqian Li* and Dake Wang

[1]School of Media and Design, Shanghai Jiao Tong University, Dong Chuan Rd. Shanghai, 200240, China

* Corresponding authors: libenqian@sjtu.edu.cn, tablibhussian@sjtu.edu.cn; Tel.: +86-158-211-69775

Email: dakewang@sjtu.edu.cn

ABSTRACT: *This study explored the factors affecting consumption of media products of America, China India and Pakistan. Consumer characterized factors; age, income and educational level and media products characterized factors; trust, language awareness, supply, contents, visual quality, ideology, and price were found highly associated to affect print, electronic and new media diet, except for print media of China and social media of Pakistan. Consumers showed a high engrossment to switch the media according to their need and proved the U$G theory of media communication practically.*

Key Words: Media diet, print media, electronic media, new media,America, China, India, Pakistan, U$G theory

INTRODUCTION

Media networks through which news, entertainment, education, data, or advertising messages are circulated are treated as media products. The modern media products include: television, the cinema, video, radio, photography, advertising, newspapers and magazines, recorded music, computer games and the internet etc., more concisely; media products are divided into print, electronic and new media. It's a challenging job to run the media products properly for sustainable communication. In one side these challenges are vary for country to country and in other side there are many factors which are affecting the consumers of media products for sustainable consumption. In this study the focus was given to know the factors affecting consumption behavior of consumers for sustainable media products consumption ofAmerica, China and India in Pakistani society. The selection of countries was based on the different ideological affiliations; America for capitalism, China for socialism, Pakistan for Islamism and India for mixed ideology.

America is the canaan of capitalism. In modern ideological history America is being taken as a representative country for capitalist ideology [1]. Under capitalism the state is separated from economics (production and trade), just like the state is separated from religion [2].

The 17th National Congress of the Communist Party of China closed in October 2007 by concluding few remarks about the ideological system of China. Its final summary resolution reiterated the ruling party's goals of building socialism with Chinese characteristics, although it claims that China is still in the key stage of socialism [3]. The CPC is attempting to rapidly magnify the productive forces and, thus, consolidate and strengthen socialism in China, through these reforms [4].

India under Congress government and others also has not yet attained positive response from its explicit concern for socialistic pattern of society under the grab of mixed economy and liberal-democratic socialism. The Indian politics, social identity and economic reforms are still not clearly defined, weather it is capitalist, socialist, communist, or related to any other political and ideological system, so it's performing as a mixed ideological system by choosing the features of all ideologies [5].

Early in the history of the state of Pakistan (12 March, 1949), a parliamentary resolution (the Objectives Resolution) was approved in accord. The main points of this resolution were as under:

- Sovereignty belongs to Allah alone but He has delegated it to the State of Pakistan through its people for being exercised within the limits prescribed by Him as a sacred trust.
- The principles of democracy, freedom, equality, tolerance and social justice, as enunciated by Islam, shall be fully observed

The above points are still the part of the constitution of the Islamic republic of Pakistan, and these clearly showed that Pakistan is having Islamic rules and ideologies to rule the country [6].

WHY PAKISTAN FOR TARGET STUDY?

Pakistan is the world's ninth most populous country and situated in North West part of South Asia at sub-continent. Pakistan has two of the largest countries of the world as its neighbor: China with a population of over one billion and India with nearly a billion. Pakistan is bordered by Afghanistan, Iran, China and India. Due to its geographical location it plays an important role in keeping in balance of power in Asia and particularly between the superpowers. Pakistan is located at the mouth of the Indian Ocean. It is the gateway for central Asian states to reach the Indian Ocean. China finds way to the Indian Ocean and Arabian Sea through Karakorum Highways. Pakistan offers the shortest route to China, about 2600 km as compared to Iran (4500 km) or Turkey (5000 km). The China, Pakistan Economic Corridor is a collection of projects currently under construction at a cost of $46 billion, run by the China and Pakistan. This project is intended to rapidly expand and upgrade Pakistani infrastructure, as well as deepen and broaden economic links between Pakistan and the People's Republic of China.

Pakistan is also one of the biggest recipients of economic aid from America – often seemingly targeted to annoy or provoke India, China and Iran. Islamabad's relations with Washington were reached a milestone in earlier few decays, while these become very hard, when it handed over management of the Gwadar port to China. The port has geostrategic and political significance for US policy and interests in the region: it will link China to the Arabian Sea and to the Strait of Hormuz; the gateway for one-third of the world's traded oil.

In other side India is the seventh-largest country by area, the second-most populous country (with over 1.2 billion people). According to the International Monetary Fund (IMF), the

Indian economy in 2015 was nominally worth US$2. 183 trillion; it is the 7th-largest economy by market exchange rates. Relations between India and Pakistan have been complex due to a number of historical and political events.

Keeping in view the role of media means services in this digital age and importance of Pakistan for America, China, and India and for itself, it was considered to run a study to know the factors affecting on consumption behavior of consumers for media products in Pakistan. This paper comprises few sections; first section describes about the literature review and communication theory; where different previous studies being cited, second section comprises of methods of the study, third section reveals about data analysis, and final section concludes the study with discussions, findings and recommendations.

LITERATURE REVIEW AND RESEARCH QUESTIONS

In general, "media" refers to several products of communication. The technologies through which this communication takes place include a diversity of products. Broadcast media spread information electronically, such as film, radio, recorded music, or television. Digital media contains both internet and mobile mass communication. Internet media encompass services as email, social media sites, websites etc. Print media communicate information via physical objects, such as books, comics, magazines, newspapers, or pamphlets [7].

To incorporate this study with a communication theory, the "Uses and Gratifications Theory" suggested by Blumler and Katz, was used to know the sustainable consumption behavior of consumers for media productsconsumption. A study conducted by Herzog [8] and McGuire [9] recommended that the "Uses and Gratifications Theory" was quite victorious in judging consumer's consumption behavior in the context of traditional media such as radio, TV and newspaper [10]. Current studies also showed theoretical insights for new media adoption behavior of consumers under "Uses and Gratifications Theory"[11,12,13]. To apply the "Uses and Gratifications Theory" It is quiet new way within comparative study of different media products [14].In previous studies the usage and implementation of "Uses and Gratifications Theory" was found very limited as to know the consumption behaviors of media consumers for a single products [15;16]. The literature lacks to incorporate the study in a comparative way; to compare different media products[17]. Interestingly, to incorporate a comparative study for different cultures and ideological affiliated media products is appropriate as it shows the influential factors for consumers to motivate them for consumption of different media products comparatively. In this study it was tried to compare the media products (electronic media, print media and new media) of America, China, India and Pakistan under U&G theory, comparatively.

USES AND GRATIFICATIONS THEORY

This theory was developed byBlumler and Katz's, which states that media products users play an active role in choosing and using the media. The users take an active part in the communication method and are goal oriented in their media usage behavior. The users are always tries to find that media source which fulfill their needs. This theory assumes that the user should have alternative media products to switch their needs to any other at any time[18].U&G theory is considered as more humanistic approach to choose a media means to fulfill the needs with free adoption choices[19]. It shows the optimist's view of the media with clarifying the selection role of media in today's daily life [20].

The U$G theory was invented from the functionalist perception on mass media communication[21]. It may also use for categorization of consumption behaviors of consumers under many functions of media products usage behavior [22]. Another basic assumption of this theory tells us that the user of media products should be actively engaged by using current media products[21].U&G theory describes the reasons, why a consumer adopts and use a particular media product and what purpose of the media serve for the users as well [23].

Initially this theory was used to know the consumer behavior for radio broadcasting in 1940s. That time the focus was to know the consumer behavior and effectiveness. In current age due to different media products availability, the usage of this theory becomes more important. Ruggiero suggested that this theory is emerging day by day due to involvement of different media products in the communication process [22]. In another study conducted by Kaye and Johnson tells that this theory was clearly implemented in television studies [24]. Palmgreen and Rayburn found that the U&G theory is a better predictor to know the usage behavior of the consumers of media products[25].If U&G theory comes to know the behavior of consumers habits in the media industry it is the more applicable theory and best approach by giving details about the purpose of the usage behavior of consumers [26]. In a study conducted by Katz, it is clearly mentioned that the consumers have certain approaches to use a media products and they always ambitious to fulfill their preferred needs by selecting most fit alternative media products [27]. The U&G theory also suggested that the consumers have many options to adopt a media product and it may vary among them[28].

For better implementation of the U&G theory, it has been categorized into two parts; the first implementing part can be used to predict consumption behavior of mediaproducts usage by applying demographic factors; i.e. age, income level and education attainment of consumers [29], while the second part is a psychological context usage behavior; where the consumers inner psychology may check whatever media product they prefer to fulfill their needs and why[30;31]. To implement the psychological part of the theory, Katz and other researchers concluded that the consumption of media products depends on the consumer's psychological needs, personal characteristics and preferences [27].

FACTORS AFFECTING SUSTAINABLE MEDIA PRODUCTS CONSUMPTION

To check and evaluate factors affectingsustainable consumption behavior of consumers formedia productsin a country;an in-depth literature review was incorporated and finalized few factors for this study. Following with U&G theory, these factors were categorized into two parts; the consumer characterized factors; age, income, and education level, and the media products characterized factors; trust on media products, language awareness of media products by consumers, supply of media products service, contents of

media products, visual quality of media products, ideology of media products source, and price of media products. On the basis of these factors,two research questions were developed accordingly.

CONSUMER CHARACTERIZED FACTORS

Numerous previous studies showed that t age of the respondent broadly affected on the usage behavior of media products. A study showed a positive relationship between the TV viewing time and age of the TV viewers [32]. The televisionis measured as an electronic mat which appears to transport millions of persons each day with reflecting consuming usage behavior; first increasing the time viewing and then decreasing with respective to age[33]. The income level of consumers considered as positive associated for usage of print and social media. A research conducted byDuggan and Brenner showed a sampled of 318 users; where, 80% of the respondents preferred to use social media to fulfill their needs from age 18-29. The same study also revealed about the consumption behavior of social media with respective to the education level of consumers; where, a sample of some 519 respondents; the results showed te majority (69%) liked to use media products in their college level. Regarding income level and usage behavior of media products;it was found in the same study that the average (mean) income of consumers is more attracting the consumers to use media products[34].

Research question 1: What is the effect of age, income and education level of consumers forthe sustainable consumption behavior of media products (print media, electronic media and social media) services of America, China and India in Pakistani society?

MEDIA PRODUCTS CHARACTERIZED FACTORS

A study showed linguistic contents as the primary characteristic of media products consumption [35].In another study it was found that consumers always preferred those media contents by which they are more familiar [36].Regarding price of media products and consumption behavior;Nord, showed that the cheap production of media products and services dominated and attracted more consumers[37]. The trust feature on media products and services is also considered one of the most important influential factors on consumers for media products. Cheong & Morrison summarized the trust on media products source as an unbiased input in consumption behavior [38]. The supply of media products also have a positive relationship with the usage behavior of the media products, i.e. a study conducted by Duggan and Brenner, showed that in urban areas, where there, The availability of media products are more as compare to rural areas, the consumers were also more active to use media products in urban areas as compared to rural areas [34].

Research question 2: How, trust on media products, language awareness of media products by consumers, supply of media products services, contents of media products, visual quality of media products, ideology of media products source and price of media products affecting on the consumption behavior ofconsumers for media products (print media, electronic media and social media) of America, China and Indiain Pakistan society.?

METHOD

DATA AND MEASUREMENT

This study used a primary data,collected from 622 respondents. On the basis of literature review a questionnaire was developed and used to collect the data from seven big cities of Pakistan on stratified sampling method.

DEPENDENT AND INDEPENDENT VARIABLES

This study adopted the consumption behaviors of consumers for media products{(print media (1), electronic media (2) and new media (3)}services as dependent variables. A total of 10independent variables was applied to explain the consumption behavior of media productsof America, China, India and Pakistan. The independent variableswere grouped by consumer and media products characteristics. The consumer characterized variables were; age, income level, and education level of consumers and the media products characterized variables were; trust, language awareness, supply, contents, visual quality, ideology and price.

RESULTS

SAMPLE CHARACTERISTICS

The demographic characteristics of respondents were categorized as; age, income, and education level. Table 1 showed the contribution ratio of demographic characteristics of respondents. For age distribution of respondents, they were categorized as; Less than 10 Years (1%), 10 to 18 Years (17%), 19 to 29 Years (78%), 30 to 39 Years (4%), 40 to 49 Years (1%) and above 49 (0%). For income level measurement the respondents were categorized as: No income (58%), Less than 8000 (9%), 8001-15000 (10%), 15001-35000 (16%), and above 35001(4%). To know about education level of respondents, the respondents were divided as; under 10th grade (5%), 10th grade (2%), 12th grade (13%), Bachelor (54%), Masters (24%), PhD (1%) and others (1%).

MULTIPLE REGRESSION ANALYSES

MODEL FITNESS

Regression analyses were used to measure the dependent variables; consumption of electronic media, print media and new media of America, China, India and Pakistan. The independent variables used for regression models were, age, education level, income, trust, language awareness, supply, contents, visual quality, ideology and price. There were developed 12 models to measure the model fitness of consumption behavior of consumers for media products.

Table 2 presents three models for consumption behavior of American media products services. Model 1 includes the consumption behavior for electronic media (television) of America. In results of Model 1, independent variables explained about 32.6% of total consumption of electronic media of America; adjusted $R2 = 0.326$, $F= 4.815$, $p< .05$. Likewise, in Model 2, it included the consumption behavior of print media (newspaper) of America. In results of Model 2, independent variables explained about 32.1% of total consumption of print media of America; adjusted $R2 = 0.321$, $F= 4.786$, $p< .05$. The Model 3 explains about consumption behavior of new media (social media) of America. In results of Model 3, independent variables explained about 32% of

Table 1

Age	Less than 10 Years	10 to 18 Years	19 to 29 Years	30 to 39 Years	40 to 49 Years	Total
	0.6%	17%	77.5%	4%	0.8%	100%
Income (US$)	No income	Less than 76	76.1-143	143.1-333	above 333	Total
	58%	9%	10%	16%	7%	100%
Education Level	Under 10^{th}	10th Class	12th Class	Bachelor	Masters	PhD
	5%	2%	13%	54%	24%	1%	1%	100%

total consumption of social media of America; adjusted *R2* = 0.32, *F*= 4.71, *p*< .05.

Table 3 presents three models for consumption behavior of China's media. Model 4 includes the consumption behavior of electronic media (television) of China. In results of Model 4, independent variables explained about 29.8% of total consumption of electronic media of China;adjusted *R2* = 0.0.298, *F*= 3.784, *p*< .05. Likewise, in Model 5, it includes the consumption behavior of print media (newspaper) of China. In results of Model 5, independent variables explains about 17.6% of total consumption of print media of China; adjusted *R2* = 0.176, *F*= 1.294, *p*< .05. The Model 6 explains about consumption behavior of new media (social media) of China. In results of Model 6, independent variables explains about 29.5% of total consumption of social media of China;adjusted *R2* = .295, *F*= 3.657, *p*< .05.

Table 4 presents three models for consumption behavior of Indianmedia. Model 7 includes the consumption behavior of electronic media (television) of India. In results of Model 7, independent variables explains about 29.6% of total consumption of electronic media of India;adjusted *R2* = 0.296, *F*= 3.885, *p*< .05. Likewise, in Model 8, it includes the consumption behavior of print media (newspaper) of India. In results of Model 8, independent variables explains about 28.2% of total consumption of print media of India;adjusted *R2* = 0.282, *F*= 3.602, *p*< .05. The Model 9 explains about consumption behavior of new media (social media) of India. In results of Model 9, independent variables explains about 28.3% of total consumption of social media of India;adjusted *R2* = .283, *F*= 3.415, *p*< .05.

Table 5 presents three models for consumption behavior of Pakistani media. Model 10 includes the consumption behavior of electronic media (television) of Pakistan. In results of Model 10, independent variables explains about 28.5% of total consumption of electronic media of Pakistan; adjusted *R2* = 0.285, *F*= 3.832, *p*< .05. Likewise, in Model 5, it includes the consumption behavior for print media (newspaper) of Pakistan. In results of Model 11, independent variables explains about 20.6% of total consumption of print media of Pakistan;adjusted *R2* = 0.206, *F*= 1.957, *p*< .05.Finally, the Model 11 explains about consumption behavior of new media (social media) of Pakistan. In results of Model 12, independent variables explains about 17.8% of total consumption of social media of Pakistan; adjusted *R2* = .178, *F*= 1.364, *p*< .05.

REGRESSION MODELS AND EQUATIONS

The general regression model for the study was developed as;

Y = b0 + b1(x1) + b2(x2) + b3(x3) + b4(x4) + b5(x5) + b6(x6) + b7(x7) + b8(x8) + b9(x9) + b10(x10).

Here

Y= Dependent Variables (print, electronic and new media usage behavior), b0= Constant, b1= Computed Coefficient Value of Age, x1= Assumed Age Value; b2=Computed Coefficient Value of Income, x2= Assumed Income Value; b3=Computed Coefficient Value of Education Level, x3=Assumed Education Level; b4=Computed Coefficient Value Of Trust, x4=Assumed Value of Trust; b5=Computed Coefficient Value of Language Awareness, x5=Assumed Value of Language Awareness ; b6=Computed Coefficient Value of Supply of Media Service, x6= Assumed Value of Availabilityof Media Services; b7= Computed Coefficient Value of Contents Quality, x7= Assumed value of Content Quality; b8= Computed Coefficient Value of Visual Quality, x8= Assumed value of Visual Quality; b9= Computed Coefficient Value of Ideology, x9= Assumed Value for Ideology; b10=Computed Coefficient Value of Price and x10= Assumed Price

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REGRESSION EQUATIONS AND MODELS FOR MEDIA PRODUCTS SERVICES OF AMERICA

Table 2: Results of regression analysis for consumption of media products of America (N = 622)

Models / IV	Model 1 (Electronic Media) Coefficients (a)	Model 2 (Print Media) Coefficients (b)	Model 3 (New Media) Coefficients (c)
Age	.240	.137	.238
Income	-.007	-.041	-.062
Education Level	-.062	.034	.000
Trust	.097	.031	-.007
Language awareness	.076	.063	.151
Supply	.029	-.033	-.008
Contents	.086	.149	.076
Visual quality	.020	-.003	.155
Ideology	.113	.082	.125
Price	-.016	.034	-.015
Constant	.565	.441	0.75
Adjusted R Square	0.326	0.321	0.32
F Value	4.815	4.786	4.71
Sig.	.000[b]	.000[b]	.000[b]

Note: $p < .05$; 95.0% Confidence Interval for a, b and c
a. Dependent Variable: Watching Behavior of American television
b. Dependent Variable: Reading Behavior of American Newspaper
c. Dependent Variable: Usage Behavior of American Social Media

Based on the general regression equation for the study and resultsof Table 2 and Table 6 following regression equations and models were formulated to predict the consumption behavior of consumers for media products of America.

Model 1: Regression equation for measuring consumption behavior of electronic media services of America

American television watching behavior= .565 + (.240) (Age) +(-.007) (Income) +(-.062) (Education Level)+(.097) (Trust) +(.076) (Language Awareness) +(.029) (Supply) +(.086) (Contents) +(.020)(Visual Quality)+(.113) (Ideology)+(-.016) (Price)

Model 2: Regression equation for measuring consumption behavior of print media services of America

American newspaper reading behavior=.441 + (.137) (Age) + (-.041) (Income) +(.034) (Education Level) +(.031) (Trust) + (.063) (Language Awareness) +(-.033) (Supply) +(.149) (Contents) + (-.003)(Visual Quality) + (.082) (Ideology) +(.034) (Price)

Model 3: Regression equation for measuring consumption behavior of new media services of America

American social media usage behavior= 0.75 + (.238) (Age) + (-.062) (Income) + (.001) (Education Level) +(-.007) (Trust) + (.151) (Language Awareness) +(-.008) (Supply) +(.076) (Contents) + (.155)(Visual Quality) + (.125) (Ideology) +(-.015) (Price)

REGRESSION EQUATIONS AND MODELS FOR MEDIA PRODUCTS SERVICES OF CHINA

Table 3: esults of regression analysis for consumption of media products of China (N = 622)

Models / IV	Model 4 (Electronic Media)	Model 5 (Print Media)	Model 6 (New Media)
	Coefficients (a)	Coefficients (b)	Coefficients (c)
Age	.107	.081	.200
Income	-.051	-.032	-.062
Education Level	-.130	-.033	-.147
Trust	.106	.022	.119
Language Awareness	.114	.059	.138
Supply	.051	-.009	-.103
Contents	.103	.075	.118
Visual quality	.011	-.031	.035
Ideology	.010	.029	.026
Price	-.062	-.017	-.006
Constant	1.124	1.015	1.101
R Square	0.298	0.176	.295
F Value	3.784	1.294	3.657
Sig.	.000[b]	**.232[b]**	.000[b]

Note: p < .05; 95.0% Confidence Interval for a, b and c

a. Dependent Variable: Watching Behavior of China's TV

b. Dependent Variable: Reading Behavior of China's Newspaper

c. Dependent Variable: Usage Behavior of China's Social Media

Based on the general regression equation for the study and results of Table 3 & Table 6 following regression equations and models were formulated to predict the consumption behavior of consumers for media products of China.

Model 4: Regression equation for measuring consumption behavior of electronic media services of China

China's television watching behavior=1.124+ (.107) (Age) + (-.051) (Income) + (-.130) (Education Level) +(.106) (Trust) + (.114) (Language Awareness) +(.051) (Supply) +(.103) (Contents) + (.011)(Visual Quality) + (.010) (Ideology) +(-.062) (Price)

Model 5: Regression equation for measuring consumption behavior of print media services of China

China's newspaper reading behavior=1.015+ (.081) (Age) + (-.032) (Income) + (-.033) (Education Level) +(.022) (Trust) + (.059) (Language Awareness) +(-.009) (Supply) +(.075) (Contents) + (-.031)(Visual Quality) + (.029) (Ideology) +(-.017) (Price)

Model 6: Regression equation for measuring consumption behavior of new media services of China

China's social media usage behavior=1.101+ (.200) (Age) + (-.062) (Income) + (-.147) (Education Level) +.119) (Trust) + (.138) (Language Awareness) +(-.103) (Supply) +(.118) (Contents) + (.035)(Visual Quality) + (.026) (Ideology) +(-.006) (Price)

REGRESSION EQUATIONS AND MODELS FOR MEDIA PRODUCTS SERVICES OF INDIA

Table 4:Results of regression analysis for consumption of media products of India (N = 622)

Models / IV	Model 7 (Electronic Media) Coefficients (a)	Model 8 (Print Media) Coefficients (b)	Model 9 (New Media) Coefficients (c)
Age	-.160	.063	.023
Income	-.068	.035	-.110
Education Level	.014	-.021	.040
Trust	.051	.091	.021
Language awareness	.024	.028	.123
Availability	.207	.063	.020
Contents	.148	.060	.086
Visual quality	-.102	-.062	-.061
Ideology	.110	.163	.174
Price	-.166	-.023	-.141
(Constant)	2.643	0.563	1.704
R Square	0.296	0.282	.283
F Value	3.885	3.602	3.415
Sig.	.000[b]	.000[b]	.000[b]

Note: p < .05; 95.0% Confidence Interval for a, b and c

a. Dependent Variable: Watching Behavior of India's TV

b. Dependent Variable: Reading Behavior of India's Newspaper

c. Dependent Variable: Usage Behavior of India's Social Media

Based on the general regression equation for the study and results of Table 4 & Table 6 following regression equations and models were formulated to predict the consumption behavior of consumers for media products of India.

Model 7: Regression equation for measuring consumption behavior of electronic media products of India

Indiantelevision watching behavior=2.643+ (-.160) (Age) + (-.068) (Income) + (.014) (Education Level) + (.051) (Trust) + (.024) (Language Awareness) + (.207) (Supply) + (.148) (Contents) + (-.102) (Visual Quality) + (.110) (Ideology) + (-.166) (Price)

Model 8: Regression equation for measuring consumption behavior of print media products of India

Indiannewspaper reading behavior=0.563+ (.063) (Age) + (.035) (Income) + (-.021) (Education Level) + (.091) (Trust) + (.028) (Language Awareness) +(.063) (Supply) +(.060) (Contents) + (-.062)(Visual Quality) + (.163) (Ideology) +(-.023) (Price)

Model 9: Regression equation for measuring consumption behavior of new media products of India

Indiansocial media usage behavior=1.704+ (.023) (Age) + (-.110) (Income) + (.040) (Education Level) + (.021) (Trust) + (.123) (Language Awareness) + (.020) (Supply) + (.086) (Contents) + (-.061)(Visual Quality) + (.174) (Ideology) +(-.141) (Price)

REGRESSION EQUATIONS AND MODELS FOR MEDIA PRODUCTS SERVICES OF PAKISTAN

Table 5:Results of regression analysis for consumption of media products of Pakistan (N=622)

Models / IV	Model 10 (Electronic Media) Coefficients (a)	Model 11 (Print Media) Coefficients (b)	Model 12 (New Media) Coefficients (c)
Age	-.005	.107	-.107
Income	-.022	-.054	.040
Education Level	.126	.054	.129
Trust	.104	.008	-.020
Language awareness	.105	.112	.168
Availability	.142	.117	.082
Contents	.061	.009	.020
Visual quality	-.011	.024	-.024
Ideology	.012	.012	-.042
Price	-.031	-.057	-.026
Constant	1.857	2.327	2.282
R Square	0.285	0.206	.178
F Value	3.832	1.957	1.364
Sig.	.000[b]	.000[b]	.194[b]

Note: p < .05; 95.0% Confidence Interval for a, b and c

a. Dependent Variable: Watching Behavior of Pakistan's TV

b. Dependent Variable: Reading Behavior of Pakistan'sNewspaper

c. Dependent Variable: Usage Behavior of Pakistan'sSocial Media

Based on the general regression equation for the study and results of Table 5& Table 6 following regression equations and models were formulated to predict the consumption behavior of consumers for media products of Pakistan.

Model 10Regression equation for measuring consumption behavior of electronic media products of Pakistan

Pakistanitelevision watching behavior=1.857+ (-.005) (Age) + (-.022) (Income) + (.126) (Education Level) + (.104) (Trust) + (.105) (Language Awareness) + (.142) (Supply) + (.061) (Contents) + (-.011) (Visual Quality) + (.012) (Ideology) + (-.031) (Price)

Model 11Regression equation for measuring consumption behavior of print media products of Pakistan

Pakistaninewspaper reading behavior= 2.327+ (.107) (Age) + (-.054) (Income) + (.054) (Education Level) + (.008) (Trust) + (.112) (Language Awareness) + (.117) (Supply) + (.009) (Contents) + (.024) (Visual Quality) + (.012) (Ideology) + (-.057) (Price)

Model 12Regression equation for measuring consumption behavior of new media products of Pakistan

Pakistanisocial media usage behavior=2.282+ (-.107) (Age) + (.040) (Income) + (.129) (Education Level) + (-.020) (Trust) + (.168) (Language Awareness) + (.082) (Supply) + (.020) (Contents) + (-.024) (Visual Quality) + (-.042) (Ideology) + (-.026) (Price)

Hypotheses and test result.

There were developed 12 hypotheses on the basis of two research questions as discussed in previous section.

Hypothesis of for media products usage behavior of America

Null Hypothesis for American Media products

Ho**:**Theconsumption behavior of consumers for American television (H_1), newspaper (H_2) and new media (H_3) can't be measured by independent variables mentioned in Model 1, 2 and 3 respectively.

Alternative Hypothesis for American Media products

$H_{America}$**:** Theconsumption behavior of consumers for American television (H_1), newspaper ($_{H2}$) and new media (H_3) can be measured by independent variables mentioned in Model 1, 2 and 3 respectively.

Hypothesis of for media products usage behavior of China

Null Hypothesis for China's Media products

Ho:Theconsumption behavior of consumers for China's television (H_4), newspaper (H_5) and new media (H_6) can't be measured by independent variables mentioned in Model 4, 5 and 6 respectively.

Alternative Hypothesis for China's Media products

H_{China}**:** Theconsumption behavior of consumers for China's television (H_4), newspaper (H_5) and new media (H_6)canbe measured by independent variables mentioned in Model 4, 5 and 6 respectively.

Hypothesis of for media products usage behavior of India

Null Hypothesis for Indian Media products

Ho:Theconsumption behavior of consumers for Indian television (H_7), newspaper (H_8) and new media (H_9) can't be

measured by independent variables mentioned in Model 7, 8and 9 respectively.

Alternative Hypothesis for Indian Media products

H_{India}: Theconsumption behavior of consumers for Indian television (H7), newspaper (H_8) and new media (H_9) can be measured by independent variables mentioned in Model 7, 8and 9 respectively.

Hypothesis of for media products usage behavior of Pakistan

Null Hypothesis for Pakistani Media products

Ho: Theconsumption behavior of consumers for Pakistani television (H_{10}), newspaper (H_{11}) and new media (H_{12}) can't be measured by independent variables mentioned in Model 10, 11and 12 respectively.

Alternative Hypothesis for Pakistani Media products

$H_{Pakistan}$: Theconsumption behavior of consumers for Pakistani television (H_{10}), newspaper (H_{11}) and new media (H_{12}) can be measured by independent variables mentioned in Model 10, 11and 12 respectively.

Testing hypothesis

Table 6

Country	Category	Service (IV)	Hypothesis	Theoretical Background (DV)	Sig value	Effect on consumption	Test results
America	Electronic Media	Television	H_1	Consumer's consumption behavior for American television can be measured by independent variables mentioned in Model 1	.000[b]	Significant	Rejected H_0
	Print Media	Newspaper	H_2	Consumer's consumption behavior for American newspapers can be measured by independent variables mentioned in Model 2	.000[b]	Significant	Rejected H_0
	New Media	Social Media	H_3	Consumer's consumption behavior for American social media can be measured by independent variables mentioned in Model 3	.000[b]	Significant	Rejected H_0
China	Electronic Media	Television	H_4	Consumer's consumption behavior for China's television can be measured by independent variables mentioned in Model 4	.000[b]	Significant	Rejected H_0
	Print Media	Newspaper	H_5	Consumer's consumption behavior for China's newspapers can be measured by independent variables mentioned in Model 5	**.232[b]**	Positive	Not Rejected H_0
	New Media	Social Media	H_6	Consumer's consumption behavior for China's social media can be measured by independent variables mentioned in Model 6	.000[b]	Significant	Rejected H_0
India	Electronic Media	Television	H_7	Consumer's consumption behavior for Indian television can be measured by independent variables mentioned in Model 7	.000[b]	Significant	Rejected H_0
	Print Media	Newspaper	H_8	Consumer's consumption behavior for Indian newspapers can be measured by independent variables mentioned in Model 8	.000[b]	Significant	Rejected H_0

	New Media	Social Media	H_9	Consumer's consumption behavior for Indian social media can be measured by independent variables mentioned in Model 9	.000[b] Significant	Rejected H_0
	Electronic Media	Television	H_{10}	Consumer's consumption behavior for Pakistani television can be measured by independent variables mentioned in Model 10	.000[b] Significant	Rejected H_0
Pakistan	Print Media	Newspaper	H_{11}	Consumer's consumption behavior for Pakistani newspapers can be measured by independent variables mentioned in Model 11	.000[b] Significant	Rejected H_0
	New Media	Social Media	H_{12}	Consumer's consumption behavior for Pakistani social media can be measured by independent variables mentioned in Model 12	.194[b] Positive	Not Rejected H_0

Note: $p < .05$; 95.0% Confidence Interval for all hypothesis

Table 6 depicts that there is a strong relationship between the dependent and independent variables in H_1, H_2, H_3, H_4, H_5, H_6, H_7, H_8, H_9, H_{10} and H_{11}, except H_5 and H_{12}. There is also enough evidence to reject all null hypotheses of H_1, H_2, H_3, H_4, H_5, H_6, H_7, H_8, H_9, H_{10} and H_{11} except, H_{12} and H_5. Theses statistical measures demonstrate that the models whose null hypothesis are rejected and alternative accepted (H_1, H_2, H_3, H_4, H_5, H_6, H_7, H_8, H_9, H_{10} and H_{11}) can be used further for prediction of model measurements.

The regression statistics in Table 2, Table 3, Table 4 and Table5 and hypothesis test results in Table 6 showsthat there are a significant relationships between the dependent and independent variables in Model 1, Model 2, Model 3, Model 4, Model, 6, Model 7, Model 8, Model, 9, Model 10, Model 11 except Model 5 and Model 12 . To find out the consumption behaviors of consumers the coefficients values for electronic, print and new media have being compared and following findings were exerted;

DISCUSSIONS AND FINDINGS

Findings and discussions for electronic media

Table 7:Findings and Discussions for Consumption of Electronic Media means (Television)

Countries / Variables	America (H_1, M 1)	China (H_4, M4)	India (H_7, M7)	Pakistan (H_{10}, M10)	Effect, when one positive standard unit change	More/Less consumption of television
Age	0.24	0.107	-0.16	-0.005	Positive for America and China and Negative for India and Pakistan	More for America and China and Less for Indi and Pakistan
Income	-0.007	-0.05	-0.06	-0.022	Negative for all	Less for all
Education	-0.062	-0.13	0.014	0.126	Negative for America and China and Positive for India and Pakistan	Less for America and China and more for India and Pakistan
Trust	0.097	0.106	0.051	0.104	Positive for all	More for China
Language	0.076	0.114	0.024	0.105	Positive for all	More for China
Supply	0.029	0.051	0.207	0.142	Positive for all	More for India
Contents	0.086	0.103	0.148	0.061	Positive for all	More for India

Visual quality	0.02	0.011	-0.10	-0.011	Positive for America and China and Negative for India and Pakistan	More for America and China and Less for Indi and Pakistan
Ideology	0.113	0.01	0.11	0.012	Positive for all	More for America
Price	-0.016	-0.06	-0.16	-0.031	Negative for all	Less for all

Table 7 shows the behavior of consumers to consume more or less electronic media products (watching television). If one standard positive change will occurthan the results shows the positive or negative change in the consumption behavior of the consumers. All the mentioned variables and hypothesis in Table 7 can be predicted as the Table 6 shows the regression equations are significant for all these independent variables.

Findings and discussions for print media

Table 8:Findings and discussions for consumption of print media means (newspaper)

Countries / Variables	America (H_2, M 2)	China (H_5, M5)	India (H_8, M8)	Pakistan (H_{11}, M11)	Effect, when one positive standard unit change	More/Less consumption of Newspapers
Age	0.137	0.081	0.063	0.107	Positivefor all	More for America and it is insignificant and cannot predictable for China
Income	-0.041	-0.032	0.035	-0.054	Positivefor India and Negativefor others	More for India and Less for America and Pakistan and it is insignificant and cannot predictable for China
Education	0.034	-0.033	-0.02	0.054	Positivefor America and Pakistan and Negativefor China and India	More for America and Pakistan and less for India and it is insignificant and cannot predictable for China
Trust	0.031	0.022	0.091	0.008	Positivefor all	More for India and it is insignificant and cannot predictable for China
Language	0.063	0.059	0.028	0.112	Positivefor all	More for Pakistan and it is insignificant and cannot predictable for China
Supply	-0.033	-0.009	0.063	0.117	Positivefor India and Pakistan and Negativefor America and China	More for India and Pakistan and less for America and it is insignificant and cannot predictable for China
Contents	0.149	0.075	0.06	0.009	Positivefor all	More for America and it is insignificant and cannot predictable for China
Visual quality	-0.003	-0.031	-0.06	0.024	Positivefor Pakistan and Negativefor America, China and India	More for Pakistan and less for America and India and it is insignificant and cannot predictable for China
Ideology	0.082	0.029	0.163	0.012	Positivefor all	More for India and it is insignificant and cannot predictable for China
Price	0.034	-0.01	-0.02	-0.057	Positivefor America and Negativefor China, India and Pakistan	More for America and less for India and Pakistan and it is insignificant and cannot predictable for China

Table 8 shows the findings and remarks to predict the consumption behavior for print media (newspaper). Based on the results of Table 3 and Table 6 it can be concluded that there is enough evidence to predict the consumption behavior for print media (newspaper) of America, India and Pakistan but cannot predict for China; as the null hypotheses for print media (newspaper) of China were cannot be rejected. These results can be cross checked with the descriptive results of the study; as the results in Table 11 shows the mean consumption of print media of china; which is very less as compare to America, India and Pakistan. Additionally, the results in Table 10 also shows the language awareness of the print

media of China by consumers is also very low as compare to other print media language of America, India and Pakistan.

Findings and discussions for new media

Table 9: Findings and Discussions for Consumption of New Media means (Social Media)

Countries / Variables	America (H_3, M 3)	China (H_6, M6)	India (H_9, M9)	Pakistan (H_{12}, M12)	Effect, when one positive standard unit change	More/Less consumption of Social Media
Age	0.238	0.2	0.023	-0.107	Positive for America, China and India and Negative for Pakistan	More for America, China and India and it is insignificant and cannot predictable for Pakistan
Income	-0.062	-0.062	-0.11	0.04	Negative for America, China and India and Positive for Pakistan	Less for America, China and India and it is insignificant and cannot predictable for Pakistan
Education	.001	-0.147	0.04	0.129	Positive for America, India and Pakistan and Negative for China	More for America, India and less for China and it is insignificant and cannot predictable for Pakistan
Trust	-0.007	0.119	0.021	-0.02	Positive for China and India and Negative for America and Pakistan	More for China and India and less for America and it is insignificant and cannot predictable for Pakistan
Language	0.151	0.138	0.123	0.168	Positive for all	More for Pakistan
Supply	-0.008	-0.103	0.02	0.082	Positive for India and Pakistan and Negative for America and China	More for India and less for America and China and it is insignificant and cannot predictable for Pakistan
Contents	0.076	0.118	0.086	0.02	Positive for all	More for China and it is insignificant and cannot predictable for Pakistan
Visual quality	0.155	0.035	-0.06	-0.024	Positive for America and China and Negative for India and Pakistan	More for America and China and less for India and it is insignificant and cannot predictable for Pakistan
Ideology	0.125	0.026	0.174	-0.042	Positive for America, China and India and Negative for Pakistan	More for America, China and India and it is insignificant and cannot predictable for Pakistan
Price	-0.015	-0.006	-0.14	-0.026	Negative for all	Less for all and it is insignificant and cannot predictable for Pakistan

Table 9 explains that; by comparing coefficient values of consumption behavior of consumers in Table 9 and on the basis of results of Table 5 and hypotheses results in Table 6; there is enough evidence to predict the consumption behavior of consumers for new media (social media) consumption behavior of consumers for America, China and India but cannot for Pakistan. Model 12 shows that there areinsignificant relationships between the independent variables and the consumption behavior of Pakistani social media.

Descriptive analysis for media products characterized factors

Table 10: Descriptive results for media products characterized factors

	America		China		India		Pakistan	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Trust	2.83	1.25	3.07	1.071	2.45	1.165	3.51	1.209
Language	3.5	1.25	2.28	1.244	3.24	1.249	4.44	1.016
Supply	3.41	2.023	3.26	1.17	3.33	1.171	4.28	0.995
Contents	3.02	1.204	2.92	1.079	2.91	1.12	3.92	1.117
Visual quality	3.12	1.204	3.12	1.116	2.95	1.157	3.78	1.128
Religion	2.4	1.216	2.44	1.203	2.44	1.19	3.78	1.275
Price	2.69	1.202	3	1.188	2.83	1.112	3.52	1.239

Table 10 explores that the consumers of media products (print, electronic and new media) show a more familiarity and more suitability of media products for Pakistani media with respective to the independent variables. This is because of the target area of study in the country as most of the consumers were well familiar with local media products characteristics. Beside Pakistan if the variables be analyzed by country wise it can be conclude that the China's media products wins the trust of consumers as compare to America and India. Regarding, media products language awareness to consumers, proper supplying of the media products services and providing better content quality of media product; American media beat China and India. For providing better visual quality American and China's media are equal, likewise, regarding the ideological issues and media services each of the media of America, China and India are equal. Finally, after Pakistan, China's mediaproducts are cheaper in the market as compare to America and India.

Descriptive analysis for usage behavior of media products of America, China, India and Pakistan

Table 11:Consumption behavior of Print, Electronic and New Media

Country	America		China		India		Pakistan	
Media	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Electronic Media (Television)	2.15	1.049	1.69	1.02	2.75	1.169	3.79	1.141
Print Media (Newspaper)	1.72	0.944	1.34	0.787	1.62	1.008	3.58	1.242
New Media (Social Media)	2.62	1.401	1.72	1.103	2.12	1.206	3.39	1.352

Table 11 presents descriptive statistics of consumers for dependent variables (usage behavior of electronic, print and new media). Regarding consumption of media products majority of the respondents responded to consume the media products of Pakistan as compare to America, China and India. The major consumption of media products of Pakistan is due to the familiarity of media products of Pakistan for consumers. If the media products consumption behavior of America, China and India will be compare; Table 11 shows that majority of the consumers like to watch Indian television and like to read and use American newspaper and social media respectively.

APPLYING USES AND GRATIFICATIONS THEORY

As discussed in first section the U&G theory was proposed to know the consumption behavior of the consumers for media products. As Gallion stated U$G theory is best fit for comparative study about media products(Gallion, 2010), here in this study the comparative consumption behavior of media products (print, electronic and new media) was checked for America, China, India and Pakistan. In previous studies the usage and implementation of U&G was found very limited as to know the consumption behaviors of media consumers for a single products [15]. Here this theory was extend to more than one product and checked the consumption behavior of the consumers for different media products comparatively. The literature also lacks to incorporate the media products consumption study in a comparative way (Quan-Haase& Young, 2010). By comparing the media products of America, China, India and Pakistan, this lack was filled and also formulated a new way of analysis to take decisions for media products consumption behavior for different media products at a time. According to the founders of the U&G theory the consumers are always try to find that media source which fulfill their needs (Blumler and Katz, 1974); the same situation of the consumers can be seen in the results of Table 10, where, the consumers switched the media source from one country to another to fulfill their needs. Additionally, as the U&G theory was categorized with two parts by different researchers (Choi etl., 2009) consumers demographic and media characteristics; in this study the same approach was incorporated and divided the factors in to two parts; consumers characterized factors and media characterized factors.

CONCLUSIONS AND FURTHER RESEARCH

The focused countries in this study were America, China, India and Pakistan and these countries were supposed to be the representative countries for Capitalism, Socialism, mixed Ideology and Islamism respectively. However, there are many other countries as well, which are also representing these ideologies. For further studies; other countries may take as sample study for more in-depth results.

The media products selected for study were television, newspaper and social media and these products were considered as the representation of electronic, print and new media respectively. There are also many other media products which are representing the electronic, print and new media. Future studies may focus some other media products for more insights.

The target area of study was only one country (Pakistan). For further more generalization; the data may be collected from more than one country.

Summing up the study and under considering of the U$G theory of media communication, it was found that the media consumers are very quick and conscious for choosing and using media products for their sustainable consumption. The study concludes that consumer characterized factors; age, income and educational level and media products characterized factors; trust, language awareness, supply, contents, visual quality, ideology, and price were found highly associated to affect media products (print, electronic and new media) diet, except for print media of China and social media of Pakistan. Consumers showed a high engrossment to switch the media according to their need and proved the U$G theory of media communication practically.

Finally, if the media products consumption behavior of America, China and India will be compared; Table 11 shows that majority of the consumers liked to watch Indian television and like to read and use American newspaper and social media respectively.

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