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Research Results of
2007–2015


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From Readers to Users and Creators. Migration of Printed Media Readers to the Internet: Research Results of 2007–2015

Nuo skaitytojų iki vartotojų ir kūrėjų: spausdintų žiniasklaidos šaltinių skaitytojų migravimas į internetą (2007–2015 m. tyrimų duomenys)

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Abstract

A decrease in the interest in traditional media and the choice of social network media as the main source of information come as the essential conclusions formulated after the research on the evolution of media usage. Such migratory behaviour presented by users of printed media and television can be defined as an integral element of media convergence.

The article aims at the presentation of the research results and the analysis of the research on changes in media consumption, with a particular consideration of printed media, carried out in Poland in the years 2007 – 2015.

The survey was cyclically carried out over the period of eight years. It involved a group of 720 respondents aged 20 – 21, who were students of three faculties at Gdansk University. The research suggests that traditional paper printed newspapers are less and less read, whereas there has been a significant increase in the number of the Internet editions of printed media readers.

The decreasing interest in traditional media does not proceed evenly. The decline in the interest in television appears to be much more noticeable than the decrease in the interest in reading daily printed media. The significance of weekly and monthly periodicals has been also decreased. The position of the radio, however, maintains at a stable level. The media platforms of the first choice are social networking websites and, to some lesser extent, information internet portals.

The research of printed media consumption indicates a slight decrease in the level of meeting newspaper readers' expectations. The group of people who have stopped buying newspapers has considerably increased.



The trends listed above come as the elements of a discussion concerning the relations between the new and the old media. Media users' migratory behaviour does not only apply to the reader market but to the advertisement market as well. Publishers and advertisers are facing the decline of their audience who has been one of the most attractive.

KEYWORDS: new media, internet, users, press.

Analysis of the scope and rate of changes in media users' behaviour and changes of their attitude in media consumption gains essential significance.

In this context the research problem is the migration of Printed Media Readers to the Internet.

The article aims at the presentation of the research results and the analysis of the research on changes in media consumption, with a particular consideration of printed media, which was carried out in Poland in the years 2007 – 2015. A questionnaire aimed at the reconstruction stating how the consumption of media platform has changed (printed media, television, information portals and social network media). Considering printed media, the attempt of analysing the level of satisfying the users' needs was also made.

The survey used a questionnaire including questions about users' media habits, printed media in particular, and tendencies to purchase printed media.

The research questions in the questionnaire defined the research problem in detail: specific migration of customers between media platforms.

The analysis of the collected research material was carried out in line with the overall concept of the study, and explanations depended on the following research hypotheses:

H1: Migrating users do not run evenly on various media platforms

H2: The various media platforms have a different trust of customers.

As suggested methodological RK Yin focuses on key variables while leaving other data (Yin, 1994)).

The questions about electronic editions of printed media were illustrated with infographics (using pdf), which allowed the respondents to differentiate among particular editions.

The survey was carried out in three cycles, every four years (in 2007, 2011 and 2015). The survey questionnaire from the year 2011 and 2015 included also 'social network sites' as the source of access to media contents.

The cyclic character of the survey (every four years) and the fact that it was carried out in the same environment (students of Gdańsk University) allowed the author to notice the changes in the attitudes presented by media users' coming from the same age group (20 -21 years) and from the same environment (students of Gdańsk University who studied at the same major courses) during a long period of time and to determine long-term trends.

The research on media users' behaviour was carried out with the use of questionnaires. There were samples of 240 respondents in each survey carried out every four years (the total number of respondents was 720) among the second and third year students who studied at three faculties of Gdańsk University at full-time courses (Faculty of Social Science, Faculty of Management and Faculty of Economics). Each time there were 80 students surveyed from these particular faculties.

The survey was carried out every four years. In the result 691 questionnaires were obtained (14 questionnaires were not returned and 15 were only partially completed). 63.8% of respondents were women and 36.2% respondents were men.

The structure of the article is as follows: general information (including the main problem connecting with migration of readers from press to internet, relation between new and old

Literature review

media and new position of readers), literature review, presentation of the research problem and hypothesis, the main results of the survey, discussion and conclusions.

Media are the key entities in social, cultural, economic and political life in many countries around the world (Bourdieu, 1998; Castells, 1996; Thompson 1995). Therefore, any changes in media consumption and their impact on the situation of particular media platforms, such as television, printed media, radio and the Internet, and on the market situation of media organisations become a subject of numerous scientific research and market analyses (Ahlers, 2006; Siles and Boczkowski, 2012; Tewksbury and Rittenberg, 2012).

The majority of the research is of fragmentary character as it concerns particular media organisations or the impact of changes on political and economic life (Mitchelstein and Boczkowski, 2010). Most of the research consists in individual analyses; however, there is no long-term research on the audience flow. Generally, the traditional printed media reading is analysed first of all (Gaskins and Jerit, 2012). There is no research on the relations between resigning from printed media and turning to the new media, and the level of satisfaction from traditional printed media publications. Most analyses focus on strategic challenges which are faced by media organisations. Due to the digitalization process and multimedia development, media systems – which have been securely set on the market behind the high entry barriers – have faced the decline of these barriers and the increase in competition (De Waal, Schoenbach and Lauf, 2005).

The migration of users who look for interesting contents among media platforms is defined as part of social convergence. It is possible through digitalization – due to this process various texts, images and graphics can be converted to different audio and video formats; they can be shared and distributed on various media platforms (Jenkinsm, 2006). The digital technology has made it easier to store and diffuse contents in media using various formats. Considering advantages which result from the scale economy, digital technology also allows us to provide users with a larger number of products with the use of the same communication infrastructure. Additionally, it allows service providers to offer new services – these connected with entertainment in particular (e.g. DVD and video games). It is possible to customise services and media products. Social convergence is followed by other analyses of changes in media usage, which are performed with the consideration of various aspects.

- _ Technological convergence – it is mainly connected with digitalisation of media contents;
- _ Economic convergence – it refers to horizontal integration which is also defined as 'merger integration';
- _ Cultural convergence – it uses new forms of creativity applied at the border of various media technologies, industries and media consumers.

From the users' point of view, the expansion of the Internet has involved more and more people into the contact with media. They have become not only the members of the audience but also media creators: they publish their own work and participate in citizen journalism, they create and place their films, records, recommendations, blogs, etc. in the Internet.

The above-mentioned experiences are commonly associated with new media. The characteristic element of new media is the users' possibility to access and download interesting contents from any place at any convenient time. Media contents have become available and offered 'always and everywhere', at least in theory.

It is possible to make a general assumption stating that new media are information tech-

nologies and their relations with the social context, with the consideration of (Lievrouw and Livingstone, 2003):

- _ Artefacts and methods providing and developing the means of communication
- _ Communication activities and practice which apply these means
- _ Social capabilities the operation of which is fostered by these means

A lot of contemporary research makes an assumption stating that technologies of new media shape and are shaped by their social, economic and cultural context. It is difficult to indicate a field which has not been affected by these technologies, however, such an observation is easily associated with technological determinism.

One may follow McQuail (2010) and note that new elements in new media are the following:

- _ Digitalisation of all the elements.
- _ Convergence of various media.
- _ Distinct character of the Internet which is different from mass communication
- _ Adaptation of the roles connected with publishing.
- _ Further internalisation of the audience.
- _ Fragmentation and blurring of the borders of 'a media institution'.
- _ Weakening of social control.

The new role of media users is connected with the primacy of usage which is immanent for new media, in opposition to the primacy of ownership, which is referred to as a concept of 'the century of access' in J. Rifkin's studies (Rifkin, 2000). In this concept ownership is less and less exchangeable. It is replaced by access in short-time dimension (admittance fees, membership, subscription and license). During this century bestsellers are not manufactured goods but experience, and the economy of the 21st century becomes the economy of cultural goods.

The consequence of this change of paradigms from ownership to access, and sale of experience is a common commercialisation of human activities. As Rifkin (2000) notes, 'in a new cybernetic economy the forces operating within the net launch all our free time into the commercial orbit and they make each institution and entity become the prisoners of pervasive commercialisation (...) The commercial nets are webs woven around human life and they reduce each experienced moment down to the status of goods for sale.' In such a reality human relations become controlled to the scale which has not been applied before by several media corporations and owners of transmission systems who decide together about the cultural contents.

The approval of changes results not only from the fact that more and more people experience the contact with media not as just audience members but also as media creators. The migration of users to new media is also accepted because the Internet users treat it as an autonomous form of communication which is particularly useful in the development of so called alternative media and reactivation of the discussion on their impact on the development of citizen society. The distinguishing feature of the observed change is media on-line functioning in the atmosphere of the revival of the citizen participation idea. New media are associated with an optimistic vision of freedom which is going to be their permanent feature. It is also going to become a characteristic factor of the social changes presenting new quality. Considering the context of the increasing role of new media, the notion of 'prod-user' is more accurate – the combination of two words: 'production' and 'user' is connected with another

term: 'produsage' which blurs the difference between active and passive roles. The prod-user 'is not involved in a traditional form of content production but in produsage – the cooperation and constant building and transmitting of the existing content for its further improvement' (Bruns, 2008). Therefore, participation is not production in its industrial sense.

New activities described in such a way allowed new notions to appear and to describe media architecture of participation, a network of co-production of media content and its exchange. It can be interpreted as participation in social networks which fosters faster and larger access to knowledge and information, better relations between enterprises and their customers, a decrease in promotion costs – these latter observations refer first of all to enterprises which operate on the market of new technologies. Internet websites come as a good example here: they are oriented towards the content created by media users. They allow users to share their experience and competence, to express their opinions and recommendations forming a valuable element which co-decides about brand images. Summing up, the appearance of Web 2.0 and the possibilities of exchanging texts, links, music with the use of social network sites, such as MySpace.com and Facebook.com based on Users Generating Content (Kaplan and Haenlein, 2010); also exchanging photographs – this is how websites such as Flickr operate – using hardware and software platforms, hosting photographs, where users create and publish their pictures in accordance with social classification, with a system of comments and an application for picture management, and a system for sharing pictures for commercial purposes.

New media users' activities mean leaving traditional media where content is edited for the recipients' requirements in such a way as to transmit it to as large as possible social groups. Converged media offer contents which appear in a parallel way and are independent from each other. They are directed at people who have various needs. The essence of the consequences of activities is the need to formulate 'spreadable media' which could be spread by users who modify, copy and disseminate them independently in the media space. Memes and fun pages come as an example of such viral media. They are created in cooperation of media organisations and their users, who mutually instruct each other.

These changes have also an additional dimension as current mass media users (of printed media, television, radio) migrate not only towards new media (the Internet in particular), but they also migrate from the market space towards the space of free or very cheap media contents. The consequences of this phenomenon are of fundamental significance for financing media organisations. The migration of current users into the space of utilitarian values (that is the ability of satisfying the recipients' needs concerning information and entertainment) can be observed in the non-market aspect. Users' media needs are met without any market transactions, for example by the exchange of music and text files. Apart from convenient access and enormous size of resources (the catalogue capacity), this non-market aspect of media functioning, the lack of any direct charges for the access to media contents comes as the most important factor affecting migration of users to new media.

Users migrating to new media can be perceived as purchasing power outside the media sector. These customers migrate as service purchasers towards the telecommunication sector, people who pay bills for Internet providing services.

From the perspective of traditional media (printed media, radio, television), migration of their users towards new media and new media expansion is a threat which means new entities entering the media market with their new and also foreign products which are often offered for free. On the other hand, the Internet allows traditional media enterprises, television, radio

and printed media in particular, to reach new target groups and to follow the migrating young users towards new media.

Perceiving the role of media as a 'conveyor belt' which allows advertisers to reach their audience, makes it possible to state that the expansion of new media, the Internet in particular, comes as a threat for traditional media. The threat enables new media entities to enter the market and offer their new products, including foreign ones and those offered for free – the fact which appears particularly significant.

On the other hand, the Internet allows traditional media enterprises, such as television, radio and printed media, to reach new target groups and to follow their younger recipients migrating towards new media (Negroponte, 1995; Lehman – Wilzig, Cohen – Avigdor, 2004).

The relations between traditional and new media can take the following forms (Stempel, Hargrove and Bernt, 2000):

- _ symmetrical – they describe the increase/decrease in the audience of traditional and new media;
- _ complementary (increase-increase);
- _ functional equivalent or similarity.

The idea of replacing one medium with another (symmetrical relations) is based on the rhetoric of technological revolution suggesting that each new medium replaces the old one. The supporters of this idea state that the Internet will cause atrophy of traditional media, disappearance of printed media and traditional television.

Symmetrical relations are included in the hypothesis of relative stability based on the analyses of revenues coming from advertising and consumption expenditures. The hypothesis assumes that consumers' expenditures on media correspond to the increase in their income and are constant in time, and new techniques thrive at the price of the traditional ones. This is a long-term concept, however, there might be some short-term deviations (Son and McCombs, 1993). If expenses in a group of media increase, then they must decrease in another group of media, and their total amount depends on the general condition of economy. When economy thrives, the expenses on media increase whereas during the recession time or a crisis these expenses become limited.

The research indicates, however, that although there are some symmetrical relations between the existing media and the newcomers to the media market, they find various empirical confirmation at different media platforms (Kayany and Yelsma 2000).

The relations between the motives and choices of media are included in the selective exposure theory. It assumes that recipients pay attention to specific elements of media environment: for instance, car fans shall read their morning newspapers focusing on car news, they shall watch niche television programmes, and they shall visit car websites on the Internet during their lunch break (Finn, 1997). Therefore, using various media results from a conscious choice. The selective exposure theory is defined as a part of social psychology. It suggests that predisposition to make choices comes as a version of an interaction which in turn defines particular activities on the media market. Thus, complementarity or convergence refers to the whole media offer, and particular users' loyalty refers first of all to a specific subject and not to titles, for example.

The research also indicates increasing interest in the influence of demographic phenomena on the on-line media use. When looking for information, users with higher education and higher income use the Internet more often than people with less educational background

The main results of the survey

and lower income (Stempel and Hargrove, 1996). Young people use the Internet considerably more often, however the data collected in highly developed countries suggest that disparities in the access to information and telecommunication devices resulting from age difference shall decrease with the growing availability of the Internet for the whole society.

Based on the obtained answers (Table 1), it is possible to draw the following conclusions:

- _ In the years 2007 – 2015 migration of young users of traditional media towards digital media was observed.
- _ There was a decrease in the significance of printed media and television as the sources of satisfying media needs.
- _ Social network sites which appeared on the market changed the way of using media. They became the media of the first choice, the main source of media content. They were chosen over four times more often than daily printed media.
- _ The media of the second choice are news portals. Portals were indicated as the source of information over twice more often than traditional printed paper media. Its Internet editions were indicated as the source of information over twice more often than the television.
- _ Reading of traditional daily printed media decreased as follows: newspapers (from 36% to 21%), weekly and monthly periodicals.
- _ Reading of Internet newspaper editions increased (from 28% to 38%).
- _ The significance of television as the source of required content decreased (from 48% to 28%).
- _ The position taken by radio remained stable.

Table 1

Sources in which I look for the required content (you can choose one than more answer; data presented in %)

Source	Years		
	2007	2011	2015
Daily printed media ¹	36	28	21
Internet newspaper edition	28	32	38
Other types of printed media (weekly and monthly periodicals, etc.)	29	26	21
Internet news portals	74	80	71
Television	48	41	28
Radio	22	20	19
Social network sites	-	78	91

The obtained answers to the question concerning the frequency of newspaper reading (Table 2) indicate the following:

- _ There was an increase in the group of people who do not read newspapers at all (from 3% to 17%).
- _ Reading newspapers once a week was a predominating tendency
- _ There was a decrease in the group of regular newspaper readers

¹ In the questionnaire the term 'newspapers' was not limited to chargeable printed media but it also included printed media free of charge

- _ There was a decrease in the group of people who read newspapers every day (from 14% to 5%).
- _ There was a decrease in the group of people who read newspapers at least once a week, about a third of the surveyed respondents.

Frequency	Years		
	2007	2011	2015
I do not read at all	3	6	17
Less than once a month	8	12	26
Once a week	35	34	28
More than once a week	24	22	24
Every day	14	8	5

Note: the respondents marked a single answer.

The decrease in printed media reading is connected with a decrease in printed media purchasing. The expansion of new media has weakened readers' willingness to obtain media content from newspapers. The sources of obtaining information and entertainment has been radically changed (Table 3).

Years	I do not buy at all	Less than once a month	Twice a month	Once a week	More than once a week	Every day
2007	30	13	12	21	18	6
2011	36	15	13	18	15	3
2015	48	26	8	10	7	1

Note: the author's own study; the respondents marked only one answer.

Years	Satisfaction level				
	1	2	3	4	5
2007	4	12	35	41	8
2011	5	14	36	39	6
2015	6	13	37	38	6

Note: the respondents marked a single answer.

The group of people who do not buy newspapers at all increased from 30% to 48%. Most people who buy newspapers purchase them once a week. As the results of the survey on daily printed media reading indicate, readers usually buy a magazine with a TV guide.

There was a considerable increase in the group of respondents who buy newspapers more than once a week.

In 2007 a quarter of the respondents used to buy newspapers less than once a week (column 2 and 3); in 2011 this result slightly increased (up to 28%) and in 2015 it reached the level of 34%.

The habit of buying printed media every day is fading out. The group of people who buy newspapers every day gradually decreased from 6% to 1%. Every tenth respondent buys a newspaper once a week – it is usually a magazine with a TV guide for a week. Only 1% of respondents buy printed media every day.

Table 2

Newspaper reading (you can choose only one answer; data presented in %)

Table 3

How often do you buy a newspaper (data presented in %)

Table 4

The satisfaction level in which the newspaper read most often by the respondents meets their expectations (in the scale 1 – lack of satisfaction, to 5 – full (high) satisfaction, data presented in %).

Discussion and conclusions

The respondents from the group of people who read daily printed media assessed their level of satisfaction in which the newspapers meet their readers' needs as medium and good (3 and 4 on the scale 1 –5).

Altogether, these assessments come as over ¾ of all the answers. The share of readers who were dissatisfied with the obtained product increased from 16% to 19%.

The article aims at the presentation of the research results and the analysis of the research on changes in media consumption, with the particular consideration of printed media, which was carried out in Poland in the years 2007 – 2015.

The research suggests that traditional paper printed newspapers are less and less read, whereas there has been a significant increase in the number of the Internet editions of printed media readers. But the decreasing interest in traditional media does not proceed evenly. For example, the decline in the interest in television appears to be much more noticeable than the decrease in the interest in reading daily printed media; the position taken by radio remains stable.

The decreasing interest in television as a source of satisfying media needs is particularly striking. As a source of media content, this medium has been losing its significance faster than printed media. Such a conclusion may result from the high and constant level of readers' satisfaction from meeting their needs by printed media.

The increasing significance of Internet editions of traditional newspapers, which is indicated by the research, contributes to the general increase of printed media reading. As other surveys suggest, it may be interpreted as an attempt of traditional media (printed media publishers in particular) to reach the most attractive target groups and advertisers, and to follow younger users who migrate towards new media.

However, the decrease in the interest in traditional printed media is not followed by a fall in the satisfaction level from the obtained products, namely: newspapers. It allows us to think that newspaper readers may become a group of loyal readers of Internet editions of newspapers.

The analysis of a broader research context also requires further development. The context refers to so called 'children of the Internet' who consider it to be the most important source of information and entertainment and contents coming from a non-formal, second circulation. For them the Internet has become an alternative source of accessing culture, next to mass media such as television and radio.

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Jan Kreft. Nuo skaitytojų iki vartotojų ir kūrėjų: spausdintų žiniasklaidos šaltinių skaitytojų migravimas į internetą (2007-2015 m. tyrimų duomenys)

Iki šiol dominavusios masinės informacijos priemonės nustojo būti svarbiausiomis. Tai taikoma ne tik spausdintoms žiniasklaidos priemonėms, bet, visų pirma, televizijai. Ateityje televizijai gali tekti susidurti su rimtais iššūkiais, siekiant toliau atlikti savo pagrindines funkcijas, susijusias su informacijos skleidimu ir pramogomis.

Pirmasis tyrimas buvo atliktas tada, kai socialiniai tinklai dar nebuvo populiarūs žiniasklaidos aplinkoje. Facebook, Twitter, Instagram, Pinterest ir kiti socialiniai tinklai Lenkijos rinkoje dar neegzistavo.

Gauti rezultatai atspindi bendrą tendenciją, būdingą daugeliui pasaulio išsivysčiusių nacionalinių rinkų. Galima įvardinti šias tendencijas apraiškas:

- _ tradicinių žiniasklaidos priemonių (spausdintų, televizijos) vartotojų migravimas link naujų medijų; radijo užimama pozicija lieka stabili;
- _ mažėja vienkryptės komunikacijos priemonių (pranešimo gavėjas – siuntėjas) svarba; svarbės nėmis tampa priemonės, kuriamos bendradarbiaujant su vartotojais (socialiniai tinklai) arba priemonės, kurios gali pasiūlyti tokio bendradarbiavimo galimybę;
- _ išaugo svarba tų priemonių, kuriomis galima naudotis mobiliųjų įrenginių pagalba;
- _ pokyčiai kiekvienoje tradicinių priemonių platformoje vyksta skirtingu greičiu.

Lenkijos atveju 19-49 metų amžiaus žemesnių komercinių interesų grupės atstovų susidomėjimo televizija mažėjimą yra užregistravęs Lenkijos žiniasklaidos rinką kontroliuojantis subjektas – Nacionalinė transliavimo taryba (KRRiT). Tarybos ataskaitoje teigiama, kad Lenkijoje televizijai pirmenybę teikia vyresnio amžiaus, pradinį išsilavinimą turintys kaimo vietovių ir mažesnių miestelių gyventojai (KRRiT).

Išsamus spausdintos žiniasklaidos priemonių naudojimo tyrimas leido formuluoti šias išvadas:

- _ spausdintos žiniasklaidos priemonių skaitymas mažėja; laikraščiai skaitomi rečiau;
- _ išnyko įprotis kasdien pirkti spaudą;
- _ padidėjo grupė žmonių, visiškai neskaitančių laikraščių; juos skaitantys tai daro kartą per savaitę – šis modelis šiuo metu yra dominuojantis.

Tačiau aukštas pasitenkinimo lygis įsigytais laikraščiais leidžia manyti, kad ištikimi laikraščių skaitytojai gali tapti ir elektroninių formatų skaitytojais. Toks lojalumas gali būti indikacija, kad tam tikri skaitytojai/ vartotojai gauna individualų pasitenkinimą.

Hipotetiškai galima teigti, kad aukštas spausdintos žiniasklaidos skaitytojų poreikių patenkinimas gali turėti įtakos ilgalaikei tradicinių ir naujų medijų koegzistencijai.

REIKŠMINIAI ŽODŽIAI: naujosios medijos, internetas, vartotojai, spauda.

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