



# Will Wikis Substitute Newspapers and YouTube Replace TV?

## Social Web Applications as Functional Alternatives for Traditional Media

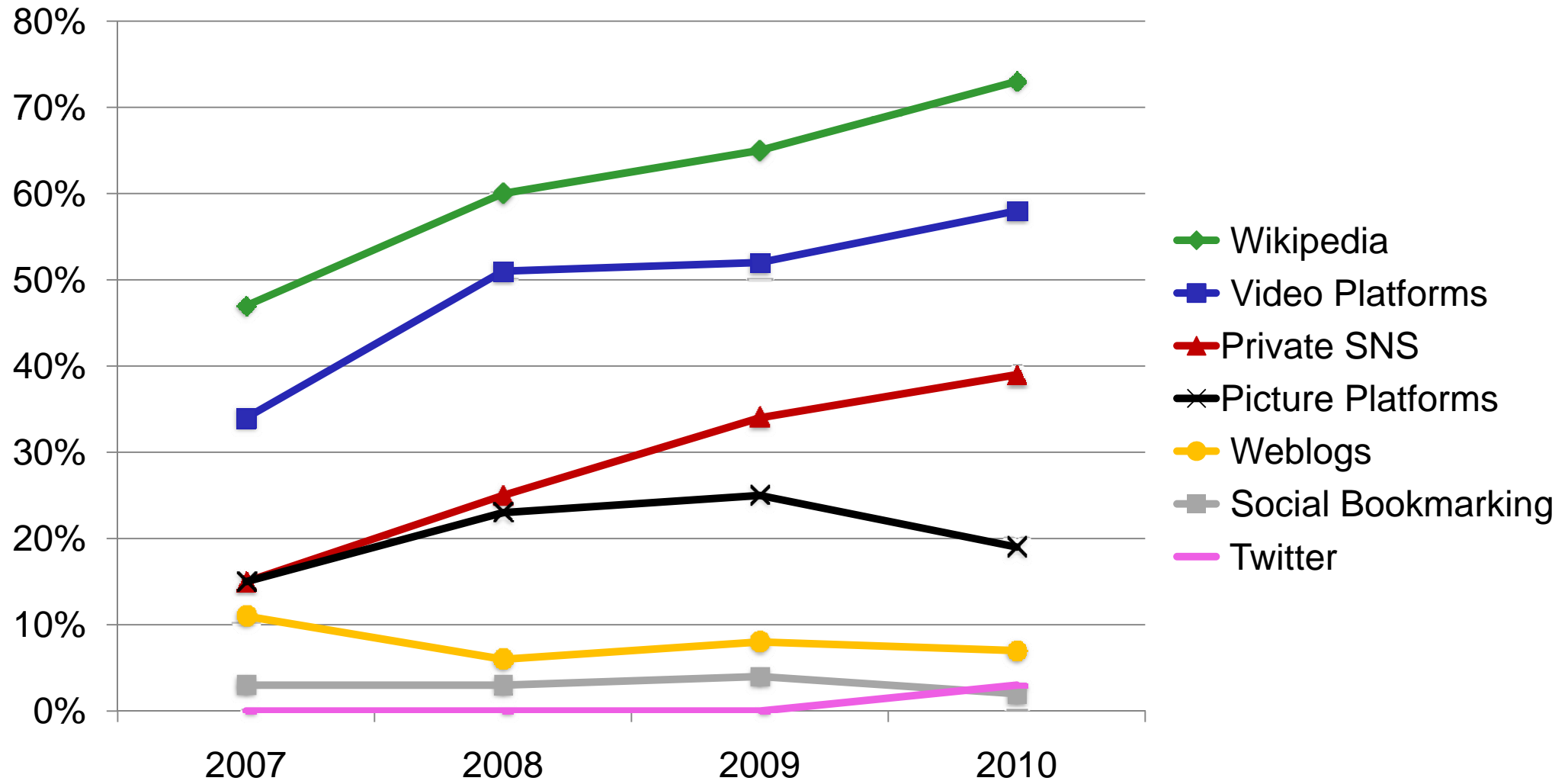
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**GOR 11**

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# Background: Ongoing Diffusion of the Social Web





## Theoretical Background: Media as Functional Alternatives

- **Basis: Uses and Gratifications Approach** (Rubin 2009)
  - **Media compete with other forms of communication and with each other – as functional alternatives – to gratify people’s needs**
- **Several studies dealt with the potential of the Internet as a functional alternative for traditional media:**
  - **End of the 1990s** (Papacharissi/Rubin 2000; Flanagin/Metzger 2001; Ferguson/Perse 2000)
    - **Internet serves for information and entertainment, similar to newspapers and TV**
    - **Internet can partly be an alternative for interpersonal communication with applications like e-mail and chat**
    - **TV outplays the Internet in relaxation/escape**
  - **Since 2000: Internet is seen as a functional alternative for information and orientation and partly even substitutes TV** (Scherer/Schlütz 2004; Dimmick et al. 2004)



## Research Questions & Hypotheses

- **RQ1: Which functions do Social Web Applications serve in contrast to traditional media and face-to-face communication?**
  - **H1a: Wikis, Blogs, and Forums are especially used for information purposes similar to newspapers.** (Lee 2006; Nov 2007; Rafaeli et al. 2005)
  - **H1b: Video Platforms and Picture Platforms are used for entertainment predominantly and resemble TV and Radio.** (Haridakis/Hanson 2009)
  - **H1c: SNS are especially used for interaction and communication similar to face-to-face communication.** (Boyd/Ellison 2008; Ancu/Cozma 2009)
- **RQ2: How is the use of Social Web Applications and traditional media connected? Is there a substitutonal or a complementary relation?**



## Method & Data

- **DFG-Project “The diffusion of the media innovation Web 2.0: Determinants and effects from a users´ perspective“ (Head: Prof. Dr. Michael Schenk)**
- **Internet representative Web Survey with 3.030 German Internet Users via Panelbiz in June 2009**
- **Operationalization of Functions as Outcome Expectations with an adopted scale of the Internet Outcome Expectation Scale by LaRose / Eastin 2004**
  - **Social Web Functions:**
    - Wikis, Blogs, SNS, Video Platforms, Picture Platforms, Forums
  - **Other Media: TV, Radio, Newspaper, Interpersonal Communication**
- **Asking for the frequency of use for Mass Media and Social Media on a 7-point scale from 1 „never“ to 7 „several times a day“**



## Outcome Expectation Scale

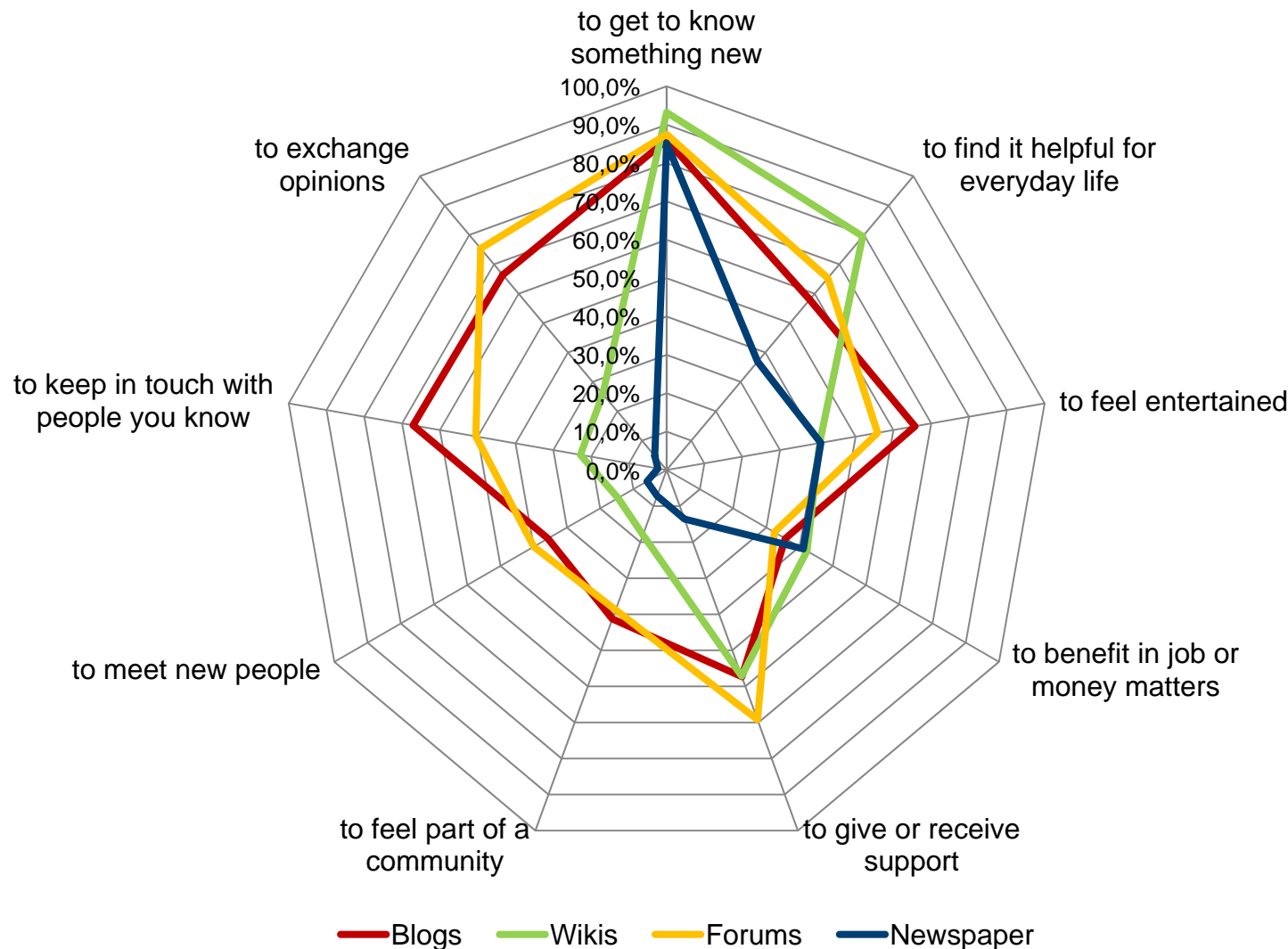
„Using [Social Web Application], how likely are you to ...“

„Which of the following media are qualified to ...“

<i>Dimension</i>	<i>Items</i>
Information & Orientation	to get to know something new to find it helpful for everyday life
Entertainment	to feel entertained
Status & Support	to benefit in job or money matters to give or receive support
Interaction & Communication	to feel part of a community to meet new people to keep in touch with people you know to exchange opinions



# Results H1a: Wikis, Blogs, Forums, and Newspapers are used for information purposes



All Applications and Newspapers have a focus on information and status outcomes.

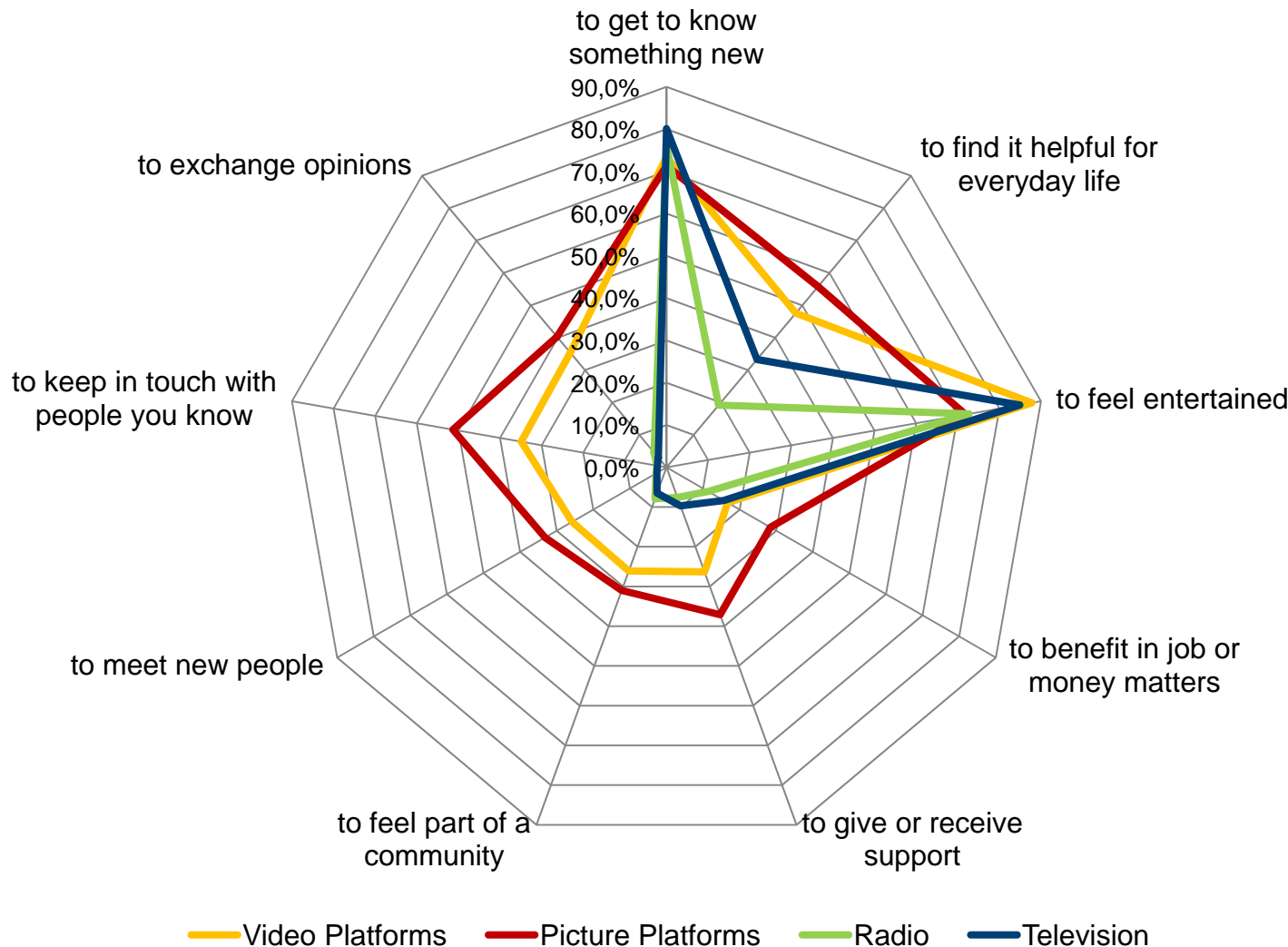
Blogs and Forums are additionally used for entertainment and interaction.

All Social Web Applications are used for orientation.

Hypotheses partly confirmed.



# Results H1b: Video Platforms, Picture Platforms, TV, and Radio are used for entertainment predominantly



Video Platforms and Picture Platforms are similar in their functions to TV and Radio

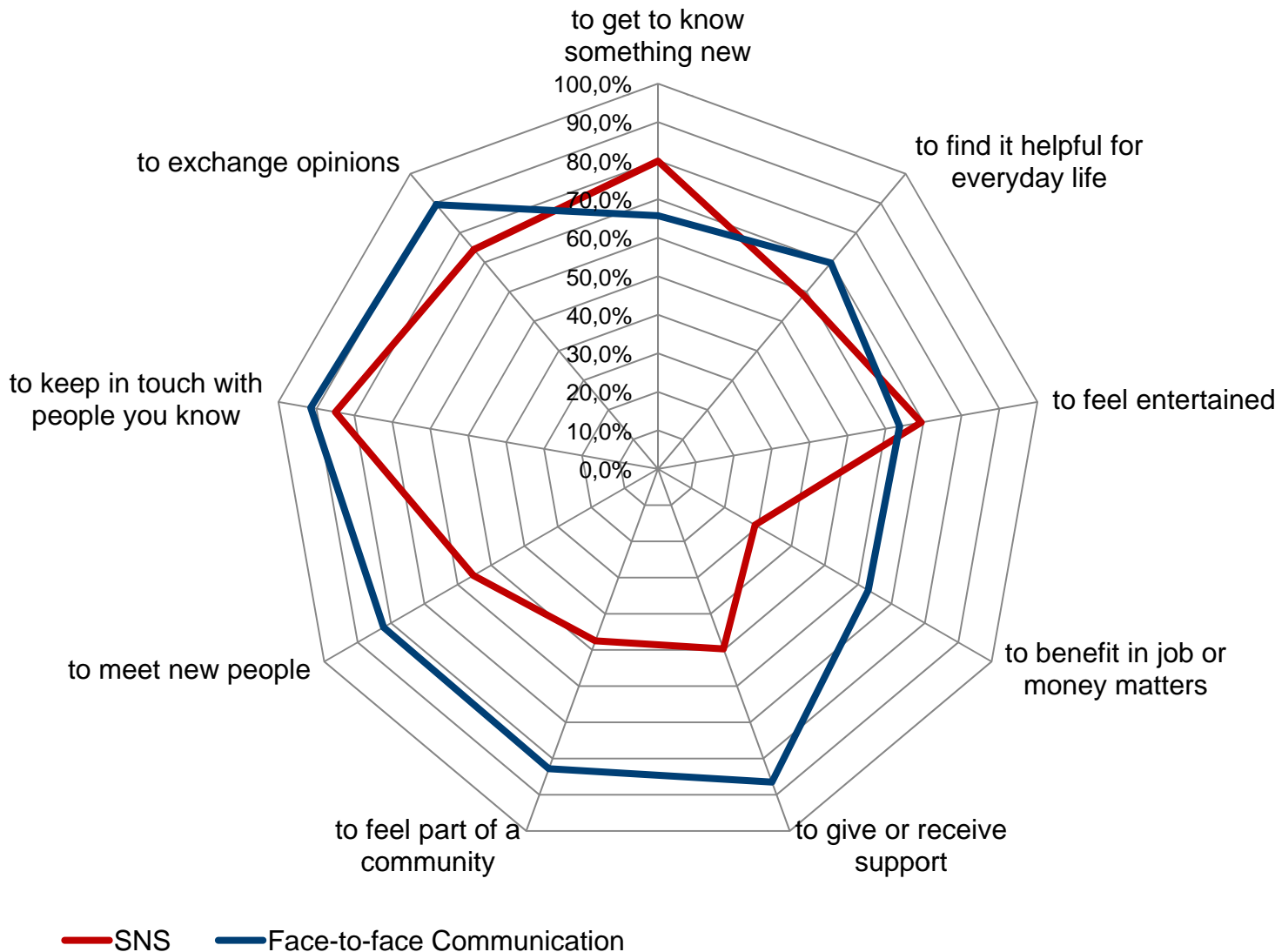
Additionally to information and entertainment VP and PP give orientation, support and are a means for interaction

Hypotheses partly confirmed





# Results H1c: SNS and Face-to-face communication are used for interaction and communication



SNS and Interpersonal Communication have a focus on Interaction and Communication.

For Face-to-face communication status and support are additionally important.

For SNS information and entertainment are important.

Hypotheses partly confirmed.



## Results RQ2: Use Patterns of Traditional Media and Social Media

### Results of an exploratory factor analysis

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.  
Total Variance Explained: 56,5%

	<b>Factor 1: Social Media Use</b>	<b>Factor 2: Mass Media Use</b>
Social Networking Sites	,690	-,035
Video Platforms	,809	-,003
Picture Platforms	,799	,068
Blogs	,788	,059
Wikis	,763	-,003
Internet Forums	,748	,035
Radio	-,029	,790
TV	-,021	,718
Newspapers	,089	,623



## Results RQ2: Influence of Social Web Use on the Use of Traditional Mass Media

### T-Tests with independent samples

Independent variables: use of each Social Web Application (binary yes/no),

Dependent variables: frequency of use of Radio, TV, and Newspapers (7-point scale)

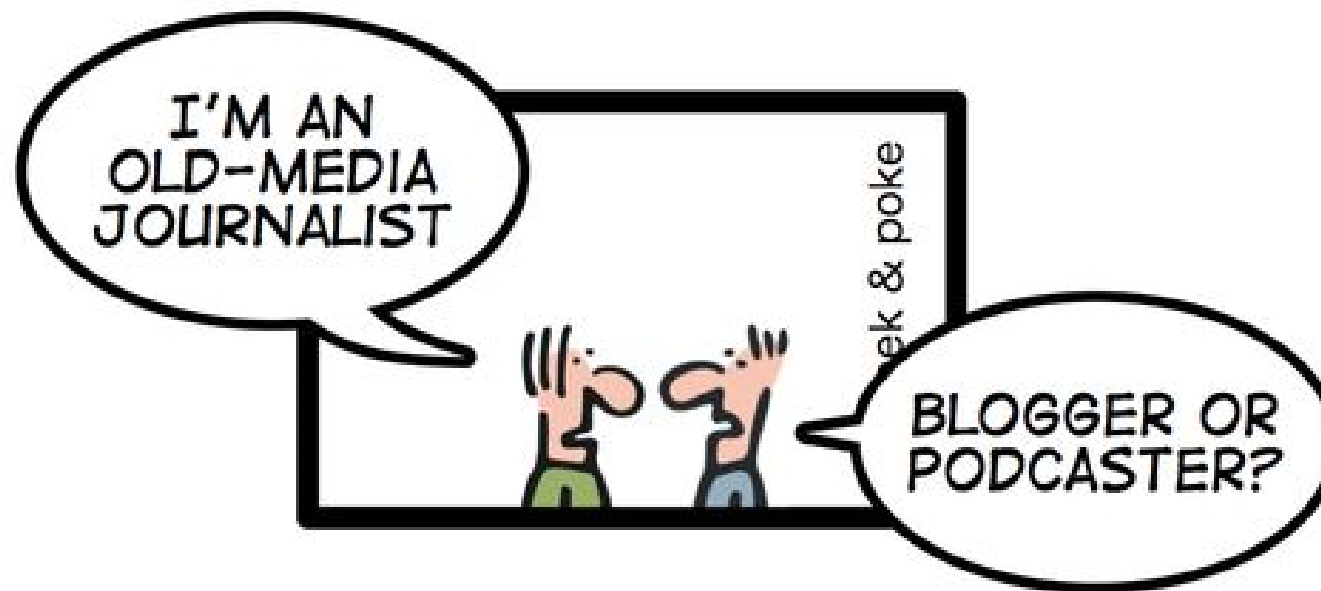
	TV Use		Radio Use		Newspaper Use	
	User	Non-User	User	Non-User	User	Non-User
SNS	5,7	5,7	5,5	5,6	4,6	4,6
Video Platforms	5,7	5,7	5,5	5,6	4,6	4,5
Picture Platforms	5,8	5,7	5,6	5,5	4,8	4,4
Blogs	5,7	5,7	5,6	5,5	4,9	4,5
Wikis	5,7	5,7	5,5	5,5	4,6	4,5
Forums	5,7	5,7	5,6	5,5	4,8	4,4



## Summary

- **RQ1: Functions of Social Media, Mass Media, and Face-to-face Communication**
  - Video Platforms and Picture Platforms are similar to Radio and TV with a focus on entertainment and information
  - Wikis, Blogs, and Forums are partly similar to newspapers with a focus on information. But the Social Web applications additionally offer support and interaction
  - Social Networking Sites and Face-to-face Communication have a strong focus on interaction. Whereas SNS additionally offer entertainment and information, Face-to-face Communication serves for status and support.
- **RQ2: Relationship between the use of Mass Media and Social Media**
  - Social Web Use and Mass Media Use seem to be mostly independent
  - There can be no substitution effects found for any mass medium by Social Media
  - In contrast, people who use blogs, forums or picture platforms tend to read newspapers even more often than non-users

■ Thank you for your attention!



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