



Cross Media

The term "Cross-Media" is often explained as something that includes the distribution of content (e.g. music, text, pictures, video etc.) amongst different media.



User created content

-refers to a wide variety of content created by the users of services or software that specifically solicit this kind of user participation.

...o-based materials
...properties of printed materials
Q methodology

"A day with the news media, 2014"

(Kirsten Hansen: early retired nursery school teacher)

- Morning
 - Browse email, then *Facebook* (no read, no reply)
 - *dr.dk*: read key news stories
 - Email + *Facebook*: serious read-reply
 - *Facebook*: shared links to news sites: *denkorteavis.dk*, *avisen.dk*, *ekstrabladet.dk*, *information.dk*, *YouTube*.
 - gets agitated: responds
 - "led astray": reads other news stories
- Daytime: (iterative) email, Facebook, dr.dk
- Evening:
 - Primetime TV news (DR or TV2)
 - TV Current affairs/debate
- "Google is my friend!" – leads to Wikipedia, news sites

Kirsten Jensen is....

- Not representative, not atypical
- Her Top-5 of news media:
 - Public service online news
 - Facebook
 - Public service TV
 - Public service TV current affairs/debate
 - Google
- Highest-ranked print newspaper: No. 16
- Social media sites have a dual function:
 - News media in their own right
 - Links to other online news media

Project frame: How do people use the news media – as a democratic and everyday resource?

- Cross-media research focus - beyond 'silo' research:
 - How do people navigate in today's mediatized news landscape?
 - How do people make sense of "the supermarket of news"?
- Descriptive research purpose:
 - building an empirical fact base that maps news media as everyday and democratic resources

Related international news research

- Survey cross-national: The Reuters Digital News Survey 2013-2015
- Survey cross-national: The media landscapes of European audiences (Jensen et al. 2015)
- 'Fortified' qualitative cross-national 2014-2015:
 - What do the news media mean to people?
 - How do people build news repertoires from the 'media manifold' (Couldry, Hepp)

Why do we use news? What does news do for us?

Audience 'logics' as 'worthwhileness': News media must be perceived by audience members as *worthwhile!*

7 worthwhileness factors: A news medium must:

- be worth the time spent
- maintain public connection to networks, through relevant content
 - *democratic worthwhileness*
 - *everyday worthwhileness*
- undergo normative negotiation with significant others
- have participatory potential (cf. 'user-created content')
- be affordable (price)
- have technological appeal (mobil/smart phone, text-TV/remote control)
- have situational fit (living-room, train/car commuter)

The worthless 'equation': - an aggregate 'score' determining what news media become part of our news diet

Beyond surveys? Adding a qualitative perspective

Research landscape dominated by “hard evidence”:

“The audience formations (...) are all based on measures of behavior. (...) people’s self-reports are especially prone to error. (This book is) based on meters or server-generated data.” (Webster 2014)

This project’s research interest:

- How do people make sense of their news media preferences?
- How are people’s choices from the ‘media manifold’ interrelated?
- How can cross-media news repertoires be discovered with a qualitative approach?
- How is news use a contextualized part of daily life?
- How do news repertoires interrelate with forms of democratic engagement and participation?
- How can such national profiles of news use be compared across cultures?

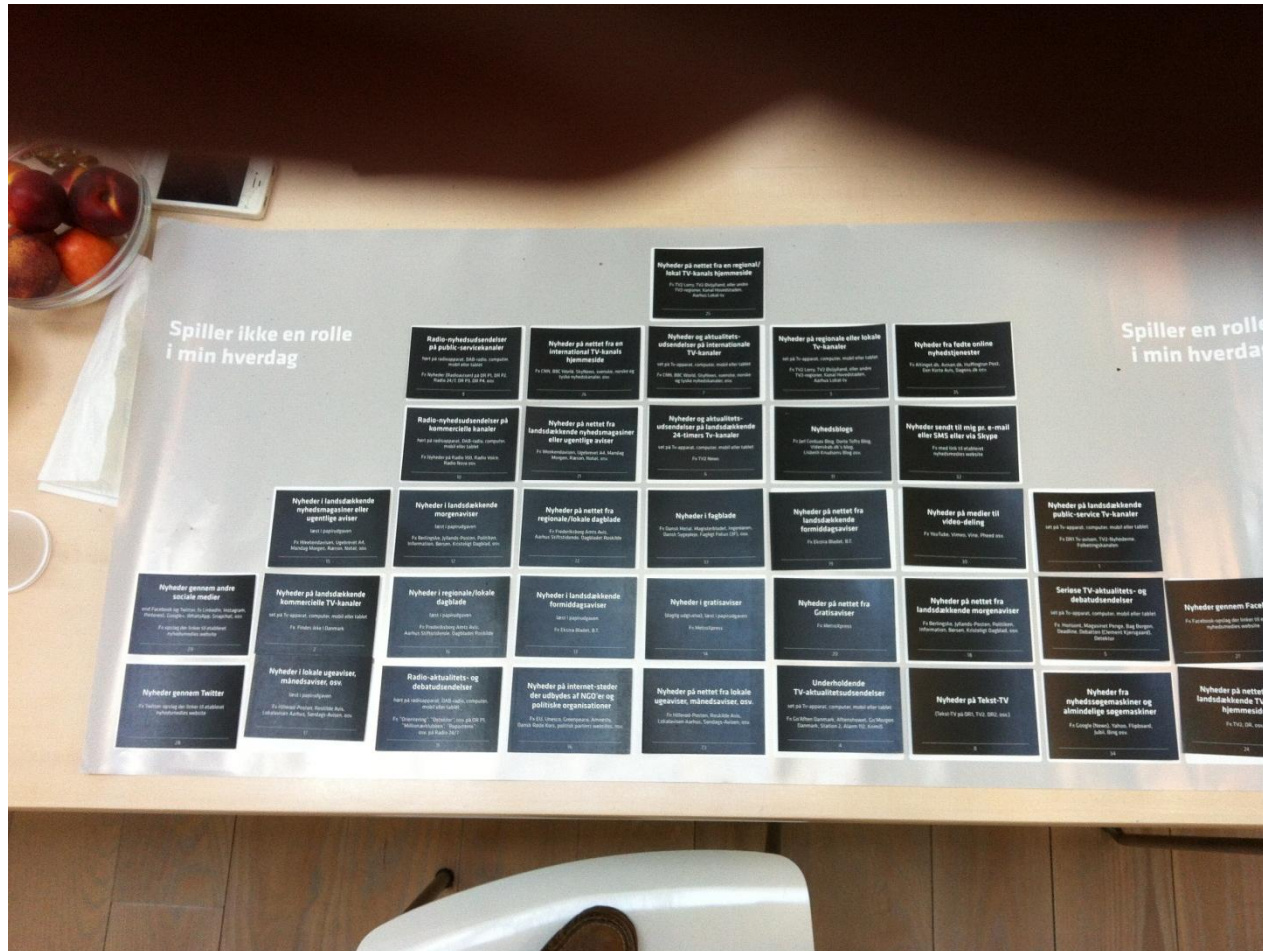
“The consumption of news media as democratic resources”
A cross-cultural research project

- Our solution: A qualitative methodology integrated with a reliable quantitative generalization capability (Q methodology)
- A spin-off from the COST Action *Transforming Audiences, Transforming Societies* (2010-2014), initiative of Hillel Nossek & Hanna Adoni
- 12 participating countries
 - Germany, Belgium (Flanders), Belgium (French), Netherlands, Poland, Denmark, Croatia, Portugal, Spain, Israel, New Zealand, Canada
- Replicates Schrøder’s original research design (Denmark 2009) and cross-national study with Flanders (2011)
 - Courtois, Schrøder & Kobbernagel 2014
- Fieldwork with 36 informants, 36 news media types

How to integrate the qualitative and the quantitative?

- **Qualitative inspiration:**
 - Depth-interview: A day in the life with the news media
 - Think-aloud when doing card puzzle game
- **Quantitative inspiration:**
 - Q-sorts (factor analysis) finds typologies in small samples
 - Short questionnaire: political engagement/participation
- **Motivation for integrating:**
 - the interpretive procedures of qualitative analytical generalization are opaque (Schrøder 2012)

The qualitative-to-quantitative translation device Kirsten's puzzle game



36 news media categories on Q cards

- TV news or current affairs (on a TV set or any other device)
 - 8 news formats/types)
- Radio news or current affairs (on a radio set or any other device)
 - 3 news formats/types)
- Newspapers print
 - 6 types
- Newspapers and broadcasters' online text multimodal news (on a computer or any mobile device)
 - 9 types
- News on social media (on a computer or any mobile device)
 - 5 types
- Other news media
 - 5 types

Challenges of the 2014 cross-cultural fieldwork

- 2014 news media landscape differs substantially from 2009: different focus for the cards' news media types:
 - from technology/device orientation to media institutions/formats orientation, irrespective of device
 - 'social media' must be differentiated
- The media systems are moderately different: countries struggle for maximum 'fit' with their national media system:
 - how fine-grained should social media be differentiated?
 - regional TV and newspapers in Germany?
 - text-TV in Denmark?
 - how to handle 'non-existent' media?
- Informants are differentially familiar with different media technologies and softwares within and across countries: How to handle 'unknown' media types?

The Danish factor solution: 6 factors

The F3 scores as example (Top 10 media)

• Tabloid online	2,59994	F3 informants:
• 24-hour TV news	1,87336	
• National PSB TV	1,67307	No.26
• Facebook	1,33503	No.22
• Text-TV	1,30634	No.5
• TV current affairs light	0,98101	No.7
• Tabloid print	0,88672	No.14
• National quality, online	0,69325	No.31
• TV current aff. Serious	0,64234	No.13
• Free daily online	0,58804	
• Etc.		

Interpreting the pattern of a factor score: distribution of prominent news media types

Things we look for:

- News media in the Top 5
- Highest-ranked print newspaper
- National public service TV, or 24-hour news
- Text-TV
- Highest-ranked radio news
- Highest-ranked newspaper online
- Highest-ranked PSB national broadcaster online
- Highest-ranked social media (Facebook or Twitter)
- News aggregators
- Highest-ranked international news provider

The nexus of news repertoires and political engagement

Short questionnaire

Do those constituting a news repertoire also substantially share digital and deliberative practices:

- mediating news to and discussing news with others
- engagement in cultural practices
- political deliberation and participation online and offline

The nexus of news repertoires and political engagement

Short questionnaire: questions

5 questions:

1. How do you share or participate in news coverage?
 - 12 options: yes/no
2. Importance to you of media-related activities
 - 7 options, scale from 1 to 5
3. Role played by social and cultural activities in your life
 - 9 options, scale from 1 to 5
4. Role played by political activities last month
 - 4 options, scale from 1 to 5
5. Relevance of news as sources for conversation
 - 5 options, scale 1 to 5

Now a world premiere!

The 6 country repertoires 2014!

Denmark: Preliminary inventory of repertoires

Labels encapsulate the groups' news use

- F1: Online quality omnivore
- F2: Hybrid PSM lover
- F3: '(Light) News Snacker'
- F4: Mainstream Networker
- F5: The intellectual/professional networker
- F6: Print addict

F1 Online quality omnivore

- Top 2: Online news media
 - *National quality newspaper online; Born-online news sites*
- Top3-5: Online news media
 - *PSB online; YouTube; International news provider online*

Profile: Prefers online news from both legacy and born-online news providers. Except for free print newspaper, the Top-10 is online only and includes legacy online, social media, aggregators, email alerts and blogs. TV and radio news are given low priority, approaching non-use. International outlook. Tend towards quality-conscious: National quality newspaper online no.1); PBS online no.3; International online no.5.

Political engagement/participation:

- Online/social media participation: *High*
- Political deliberation/engagement: *High, NGO-oriented*
- Everyday conversational resources: *Online/social media*

F2 Hybrid PSB lover

- Top 2: *Radio PSB; Online PSB news*
- Top 3-5: *National quality online; National PSB TV; PSB Text-TV*

Profile: 7 news media in the Top-10 are PSB institutional origin, 6 of them broadcast, 1 online, penchant for radio (no. 1). All of Top-10 are legacy news media. Social media are outside the staple news diet. Not at all averse to 'familiar' online news sources. Tend towards quality-conscious – PSB online+broadcast; national quality newspaper online; Current affairs TV + Radio.

Political engagement/participation:

- Online/social media participation: *Non-existent*
- Political delib./engage.: *Low deliberation, some NGO engagement*
- Conversational resources: *Legacy news media off- and online (incl. radio)*

F3 (Light) News Snacker

- Top 2: *Tabloid online; 24-hour TV news*
- Top 3-5: *National PSB TV; Facebook; Text-TV*

Profile: Goes for frequent news updates in the brief and light genres, on a versatile range of technological platforms. TV formats dominate. Print platforms play a minor role, print media are at the bottom of the ranks. But newspapers online play an important role (no.1). A fairly salient taste for depth of information (TV current affairs as no. 6 and 9). PSB TV formats are nos. 3, 5, 6, 8. Newspapers across platforms are nos. 1, 7, 8

Political engagement/participation:

- Online/social media participation: *High lean-back and lean-forward*
- Political delib./engag.: *Online delib. high; pol. engagements low*
- Everyday conversational resources: *Online news, TV news, and social media are near-equal, print sources dispreferred*

F4 Mainstream Networker

- Top 2: *National quality daily print; Other social media*
- Top 3-5: *International TV news; National PSB TV; Facebook*

Profile: Another versatile repertoire (cf. F1), with several news consumption strategies: One finding news through one's networks; another searching for news through mainstream national and international news providers, incl. lean-forward news aggregators (no.10) that supplement a variety of lean-back quality suppliers (national print daily quality (no.1), national PSB TV news (no.4). Conspicuous absence of legacy media online.

Political engagement/participation:

- Online/social media participation: *Moderate Lean-back*
- Political delib./engagement: *Delib. low; pol. engagement very low*
- Everyday conversational resources: *TV news and online news media near-equal, print sources playing a modest role*

F5 The intellectual/professional networker

- Top 2: *Facebook; Radio current affairs*
- Top 3-5: *Professional magazines; TV current affairs serious; News on Twitter*

Profile: Shares with F4 key strategy to find news through social media networks. Unusual in a Danish context is the prominence of Twitter. The difference from F4 lies mainly in the prominence of two kinds of current affairs programs (radio, TV serious) - radio current affairs signals 'niche intellectual community'. High ranking of professional/party-political magazines is unusual. Mainstream news media come in a second tier of importance.

Political engagement/participation:

- Online/social media participation: Lean-back dominates
- Political delib./engage.: *online pol. delib. Moderate LOW???*; *pol. engagem. strong*
- Conversational resources: *Online news, TV news, print news near-equal*

F6 Print addict

- Top 2: *Free daily print; National quality newspaper print*
- Top 3-5: *Local weekly print; Local daily print; National PSB TV*

Profile: Dominated by printed national + local newspapers, incl. paid + free newspapers. Supplemented with PSB TV news, followed by diverse supplementary sources incl. 2 sources of TV news (Regional, TV current aff.) and two online-based services (Email alerts; Aggreg.). Apart from these two differently personalized online news providers, online news media are conspicuous by their 'absence', both legacy media online news and social media.

Political engagement/participation:

- Online/social media participation: *None*
- Political delib./engagem.: Low social media delib.; moderate pol.engagem.
- Convers.res.: TV news + print news, online+social news all but absent.

News repertoires and political engagement: General insight

- Cultural activities: no differences
 - seeing family and friends is given maximum priority by all repertoires;
 - groups differ in terms of which particular cultural activity is most valued (cinema, exhibitions, concerts, etc.)
- Political engagement: membership of a political party is rated low or non-existent.
- There is no direct relationship between high levels of communicative deliberation (Q2) and political engagement (Q4):
 - F3 showing high Q2 (online delib.) and low Q4 (pol. engagem.)
 - F5 showing low Q2 (online delib.) and high Q4 (pol. engagem.)
 - F6 showing low Q2 (online delib.) and considerable Q4 (pol.engagem).

What next: deeper interpretation of national repertoire

The news media mixes of the six repertoires:

Orientation towards traditional and new platforms:

Uniformity vs. versatility:

- R1: uniform online (almost)
- R2: very hybrid re media platforms; uniform re PSM
- R3: versatile platforms
- R4: strongly versatile platforms
- R5: versatile niche orientation
- R6: uniform print orientation

What next: interpreting the national repertoires?

Coupling the repertoires with

- 'Thick' informant discourses – back to the qualitative:
 - interview transcripts for fine-tuning of the repertoires' news consumption profiles
 - Depth understanding of political engagement-and-participation profiles
- Demographic profiles: age, gender, education, geography
- Further generalization of the repertoires: indexing the ranks of media categories?

'Index' of news sources in Denmark?

Creating index table 1) for each repertoire, 2) for the country

- calculated as an average rank for selected categories of news media

Suggested media category indexes:

- Newspaper print index: ranks of 2 top print newspapers
- Newspaper online index: ranks of 2 top online newspapers
- TV index: ranks of 2 top TV news sources
- Radio index: ranks of 2 radio news sources
- TV online index: rank of 1 media (DK)
- Social media index: ranks of 2 media (Facebook, YouTube or Twitter, whichever is highest)

- Index - a heuristic lens for cross-national comparison?

Danish news index

(the lower average, the better)

	Newsp. Print	Newsp. online	TV news	Radio news	Broadc. online	Social media
Denmark Profile: role of the media types (average ranking across reps.)	3,3	3,3	2,3	4,7	4,2	3,3
Denmark profile: No. of times ranked 1 or 2 in the 6 reps.	1	2	5	0	2	2

- Television news dominates
- Three runners-up: printed newspapers, Online newspapers, Social media
- Broadcasters online and Radio trailing considerably
- F2, F3 F4, F5 are hybrid across traditional and new media
-
- F1 and F6 have an either-or pattern

What next: cross-national comparison of repertoires?

- The full picture: nation-by-nation ensembles – similarities and differences of the national repertoire systems
- Cross-national spotlight on selected news media categories:
 - Role of public service media across nations
 - Role of social media across nations
- Cross-national spotlight on urgent issues:
 - ‘Common ground’ versus “Echo chambers”?
 - Nexus of news media/political engagement
- Cross-national spotlight on different media systems (Perusko et al. 2014; Brüggemann et al. 2014)

Going translocal with Q? Beyond territorial comparison?

- Transnational Q analysis of total data set: towards transnational news repertoires
- “Without the data first being aggregated on a national-territorial basis (...), one can obtain a system of categories that describes not simply national differences, but more general common factors and differences in cultural patterns.” (Hepp 2013: 140f.)
- Building a new typology with transcultural membership: Multinational news consumption repertoires?

Thank you!