Consumption of news as Democratic Resource – A Cross Cultural Research Project

Findings From The Israeli Case Study

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The Israeli Sample

Gender		Education		Age		Locality	
F	-18	15+	- 12	18-34	- 13	C	- 12
M	-18	12-15	- 12	35-60	-11	M	- 12
		-12	- 12	61+	-12	P	-12
Total	36		36		36		36

Collecting the Data – The Interviews

- The interviews were conducted by two devoted research assistants (Graduate students), Sagit Dinar and Tom Divon under the supervision of the PIs and took place from January until April 2015. The location of the interviews was in Tel Aviv, Herzelya and Haifa.

- The interviews took place in a convenient environment at the IDC Herzliya or at the informant's homes. The places settled in discussion with the informants and agreed upon as for providing friendly atmosphere for the conversation.

- Interviewers and qualitative researchers carried out the interviews. At each talk, two people were present - the interviewer and the informant. The interviews were recorded, and the grids of the Q-cards were photographed. Each conversation lasted from 1.5 to 2 hours, on average. The interview followed a scenario – intro following the Conversation Guide, followed by the first part on the daily media consumption took about 20 minutes, and the second one was associated with the laying of the grid in the "media world" and lasted approx. 40-50 minutes. After the interview, the informants were asked to complete a questionnaire on their own. Each informant was paid for taking part in the interview. The compensation amounted to 50 NIS. (About 10 Euros).

Analyzing the data

- <u>First stage of FA</u> (Factor Analysis): we computed 5 Factors which explained total of 69.787% of variance related to all the participants in the Israeli study.

- <u>Second stage of FA</u>: we made a short list for each factor including both top 5 and top 6-10 cards and the number of respondents for each factor.

- <u>Third stage of FA</u>: Based on that list we suggested an interpretative description and a label for each factor in terms of news' consumption repertoires.

Analyzing the data - 2

- <u>Forth Stage:</u> Survey data computed according to Kim's suggestions and added to the groups' repertoires.

- <u>Fifth Stage</u> : Demographic background added to each Group

- <u>Sixth Stage</u>: Interview example citations added to better understand the group

Repertoire Group 1 :mainstream, Hands on the Blood Pulse

16 Participants: 1, 2, 3, 4, 5, 6, 7, 9, 10, 35, 29, 11, 28, 27, 26, 24

Top 5 – news media

- (2) Watching national television news program on Channel 2 or 10 (commercial channels) (live or recorded)

- (9) Listen to Israeli public radio news station \ IDF radio - *Galei Tzahal*

- (11) Radio current affairs programs, listening to radio channels General (*IDF Radio, Reshet Bet*, 99) and news broadcast channels 7 \ 24 (local radio, national or international)

- (12) National daily quality newspaper printed (*Ha'aretz, Globes*)

- (18) Reads National quality newspaper online (via PC or mobile device)

RG 1Survey & Demographics

Q-1(News Sharing via different channels): Mainly F2F,

Email and SMS

- Q-2 (Opinion – Online deliberative activities): L

- Q-3 (Cultural Activities): M

- Q-4 (Political Engagement): L

- Q-5 (Media Resources used for conversation): H

F-9, M-7; Edu. 15+ 7, 12+ 3, 11- 12; Age 18-34- 3,

35+ 7, 61+ 6; Local C-7,M-5,P-4

RG 1 Interview Quotes

- Features: consumption of current events through newspapers, including online; Consumption of all kinds of content - current affairs, news heavy, professional news, international; Even TV and radio; Not through social networks; There is a tendency to heavy news. Quotes:

- - I have become pervasive from Ynet, and I often look

- - Through Ynet I try to follow even after political and economic news as well as entertainment and gossip

- - When there is an economic issue that I'm not really familiar with it, I'll probably read in *TheMarker* and *Globes*

- - Every time I open TV

Repertoire Group 2 :Conservative mainstream old media exclusively

- 7 Participants 18, 36, 33, 34, 13, 8, 30

- Top 5 news media:

- (1) watching national public television news program on Channel One (live or recorded)

- (9) listen to Israeli public radio news station \IDF radio *Galei Tzahal*

- (13) Read National daily popular newspaper print, pay (Yedioth Aharonoth, Ma'ariv)

- (14) Read Free Daily Print Newspaper (*Israel Today, The Post, Israel Post and Makor Rishon)*

- (15) Read National news magazines weekly, bi-weekly or monthly

RG 2 Survey & Demographics

Q-1(News Sharing via different channels): Mainly F2F + rate or recommend

- Q-2 (Opinion – Online deliberative activities): L

- Q-3 (Cultural Activities): M

- Q-4 (Political Engagement): L

- Q-5 (Media Resources used for conversation): H

F-1, M-6; Edu. 15+ 3, 12+ 1, 11- 3; Age 18-34 34- 1,

35+ 2, 61+ 4; Local C-2,M-2,P-3

RG 2 Interview Quotes

- Features: consumers of traditional media; Print and a lot of television, newspapers, popular, quality newspapers, and free papers, also radio (news program). Quotes:

- - I read a newspaper while in fitness center, as well as breakfast. Mainly headlines, not really delves into unless it is something special

- - I have no Facebook, no Twitter. I get occasional e-mail links, I rarely enters.

- - In the car to the office I'm listening to the radio, usually Razi Barkai on IDF Radio

- - I read *Israel Today*, all news pages. Frequently also read *Yedioth Aharonoth.*

- - I love the Orly and Guy, the impression is that they are good people trying to do good. (Morning program on TV)

- - In the morning when I get up, so before I get out of bed I immediately turn on the radio to hear headlines..

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Repertoire Group 3: Omnivore news consumers

- 6 participants 16, 21, 31, 19, 14, 23

- Top 5 news media:

- (2) Watching television news program on Channel 2 or 10 (live or recorded)

- (14) Read free print newspapers (*Israel Today, The Post, Israel Post and Makor Rishon)*

- (19) Reads news on online popular newspaper (via PC or mobile phone) (NRG, Ynet)

- (27) News on Facebook (computer, cell phone or any other portable media (eg IPAD) (SHARE or link)

- (35) News from born on-line news sites independent news sites (Huffington Post, etc.)

RG 3 Survey & Demographics

Q-1(News Sharing via different channels): Mainly F2F + rate or recommend

- Q-2 (Opinion – Online deliberative activities): L

- Q-3 (Cultural Activities): M

- Q-4 (Political Engagement): L

- Q-5 (Media Resources used for conversation): H

F- 4, M-2; Edu. 15+ 0, 12+ 4, 11- 2; Age 18-34- 3,

35+ 1, 61+ 2 ; Local C-1,M-3,P-2

RG 3 Interview Quotes

Profile 3 – Omnivore news consumers

- Features: Diverse news consumption from different media; Combinations of Internet TV; Radio with social networks; Like all kinds of platforms; Do not use radio at all. Quotes:

- - My day dynamic new terms. I can also look at Ynet and watch Kushmaro.

- - I have no choice but to keep up reading newspaper and on Facebook. I'm curious to see how this affects the other.

- - In our Facebook page new media set the news. I watch television and see the news revealed in Facebook. So consumes from here and from there.

- - My house is like a news studio. I cook on the background radio IDF Radio, in the living room , London and Kirschenbaum, my cell phone every half an hour regular testing of "Nana 10", and at night flick through the news headlines. It is an extreme but that's what I'm used to

Repertoire Group 4 :New media news consumers

- 5 participants 25, 22, 15, 12, 32

- Top 5 news media:

- (18) Reads news online quality newspaper (via PC or mobile phone)

- (27) News on Facebook (computer, cell phone or any other portable media (eg IPAD) (SHARE or link)

- (30) News shared through the new video sharing (YouTube, Vimeo, etc.)

- (31) Blogs with news (Seventh Eye, etc.) on a computer, cell phone or any other portable media (eg IPAD)

- (32) New via email, application "and WhatApp" or a text message

RG 4 Survey & Demographics

Q-1(News Sharing via different channels): Mainly F2F + rate or recommend

- Q-2 (Opinion – Online deliberative activities): L

- Q-3 (Cultural Activities): M

- Q-4 (Political Engagement): M

- Q-5 (Media Resources used for conversation): H

F- 2, M-3 ; Edu. 15+1 , 12+ 3, 11-1 ; Age18- 34- 4,

35+ 1, 61+ 0 ; Local C-2,M-1,P-2

RG 4 Interview Quotes

Features: Social media lovers; Looks for unique news through all kinds of social networks and social platforms; Old media only 6-10, Watch some news on television and news sites; Print and radio almost none Quotes:

- - I have almost no time during the day to TV or news sites, I like Facebook and fine the news, and things on the agenda.

- - Updated current affairs blogs like The Seventh Eye. Love to be balanced.

- - Likes to keep track of all kinds of profiles on Facebook and Twitter commentators and reporters. Amit Segal, Raviv Drucker, Keren Neubach. This is my way to be informed and have a thorough and accurate picture of the situation

- - I do not have this habit to return home and open a newspaper or news broadcast. I prefer to catch up on everything through Facebook on the laptop

Repertoire Group 5:Digital media news consumers – No TV news

- 2 participants, 17, 20

- Top 5 news media consumption

- (10) Listening to the news on local radio stations \ 99 FM

- (18) Reads news on online quality newspaper (via PC or mobile phone)

- (19) Reads news on online popular newspaper (via PC or mobile phone) (NRG, Ynet)

- (25) Online news reader of commercial broadcasting outlets (Mako, Nana 10)

- (27)News on Facebook of content produced by the media), computer, cell phone or any other portable media (eg IPAD) (SHARE or link)

RG 5 Survey & Demographics

Q-1(News Sharing via different channels): F2F + e-mail + social networks

- Q-2 (Opinion – Online deliberative activities): L

- Q-3 (Cultural Activities): M

- Q-4 (Political Engagement): M

- Q-5 (Media Resources used for conversation): H

F- 2, M-0 ; Edu. 15+1 , 12+ 31 11-0 ; Age 18-34- 2,

35+ 0, 61+ 0 ; Local C-2,M-1,P-2

RG 5 Interview Quotes

Features: consumers of digital news particularly news sites; Some news on Facebook; Consuming on a low-level popular preprint newspapers; Listening to the radio some on major events. Quotes:

- - I surf the news sites once or twice a day at work and at night before sleeping.

- - On the way to work and back I listen to the radio current affairs programs.

- - The main times when I need to travel by car are new on the radio, and Ynet \ "Walla" while dinner.

- - Because I work with a laptop I'm most comfortable using the laptop to catch up on the news when I enter the sites to read headlines.

- - I very much on Facebook so naturally I am updated news through things that are published there.

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Preliminary Conclusions

- Apart from one (profile 5) that does not watch TV news at all, all the other watch and for three of them TV news are first whether on Commercial of public service TV channels.

- The demographics is the best explication for the different repertoires

- The only difference in the survey activities is between 1,2,3, and 4,5 that are M on Q4, surprisingly maybe more politically engaged.

- Explanations need a more deep qualitative analysis of the interviews.

Thank You for Your Attention!