



UNIVERSITY OF TARTU

Audiences and Facebook

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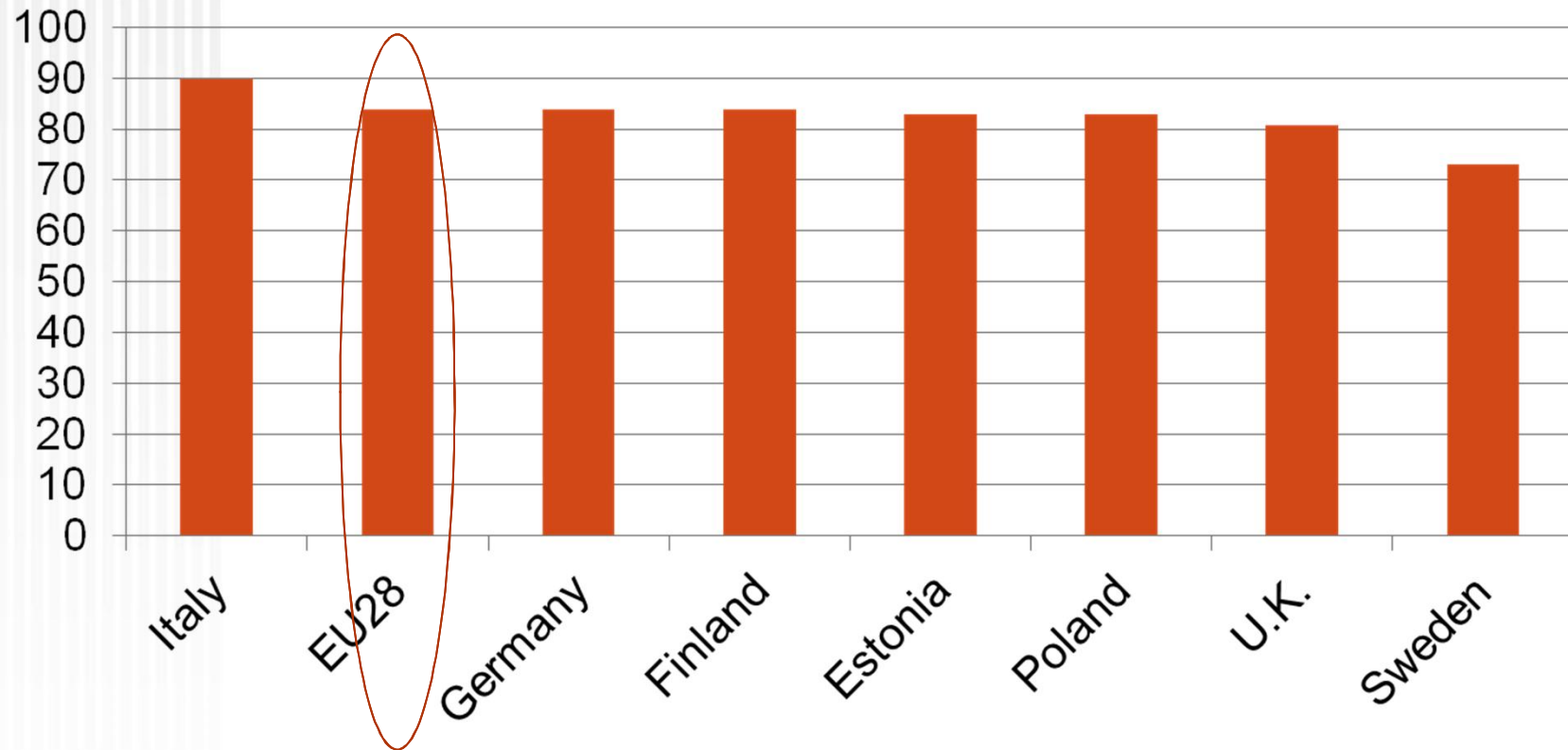
What motivates today's audience to search for contact with traditional media outlets via FB?

- Individual media repertoires
- Rationales behind news consumption on FB

Study carried out in Estonia among different age groups



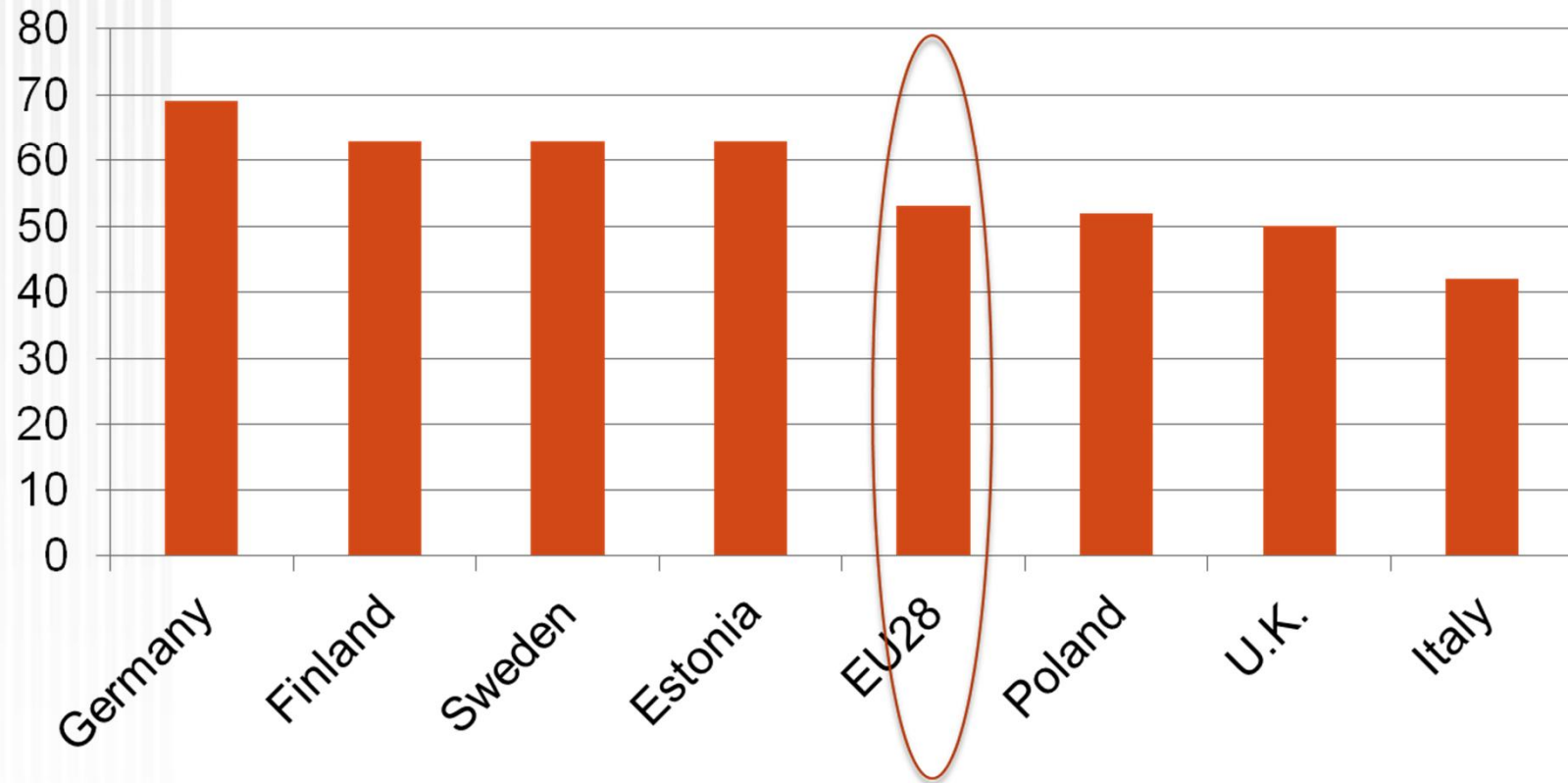
Figure 1 Watch TV everyday/ almost everyday on a TV set (%)



Standard Eurobarometer, Autumn 2014



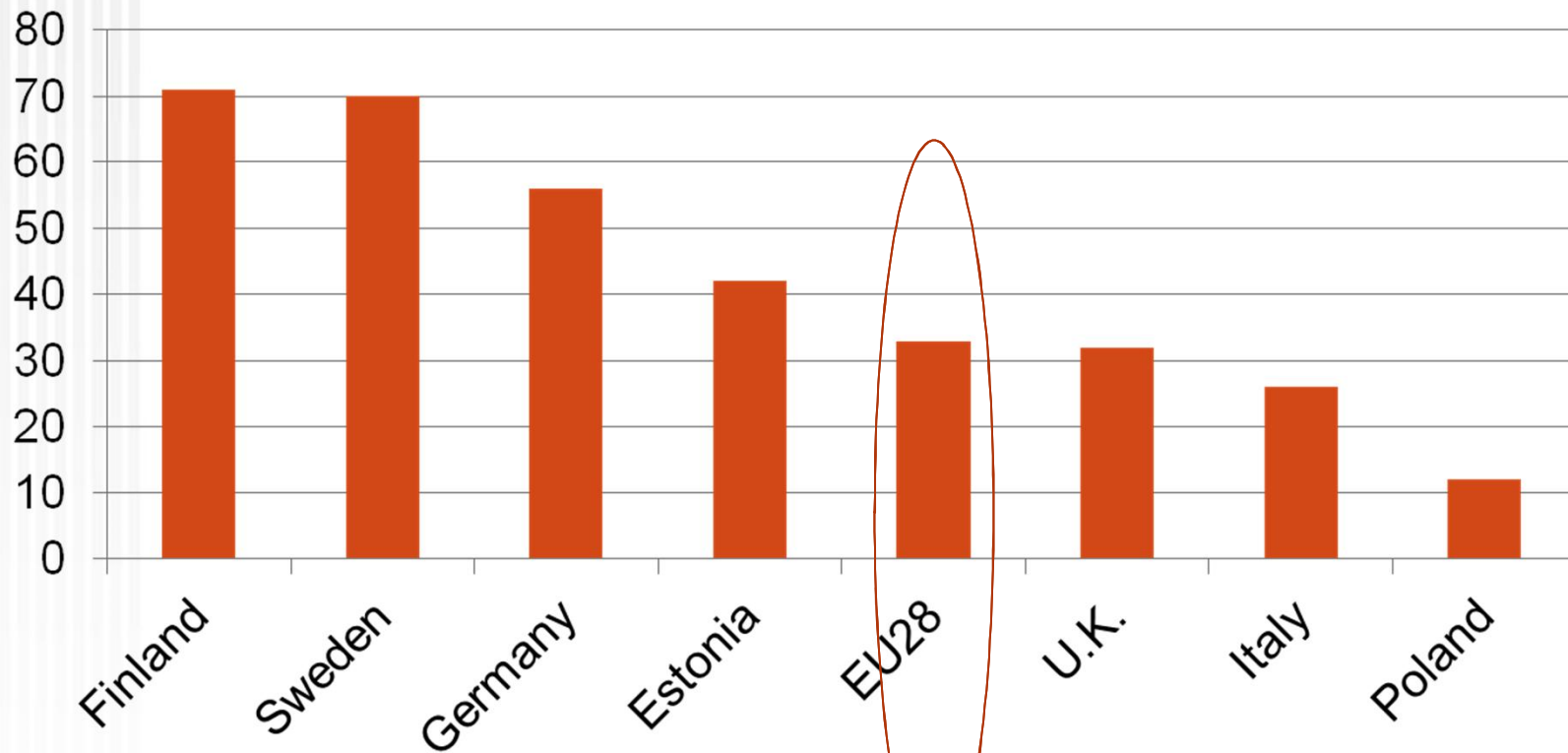
Figure 2 Listen to the radio everyday/ almost everyday (%)



Standard Eurobarometer, Autumn 2014



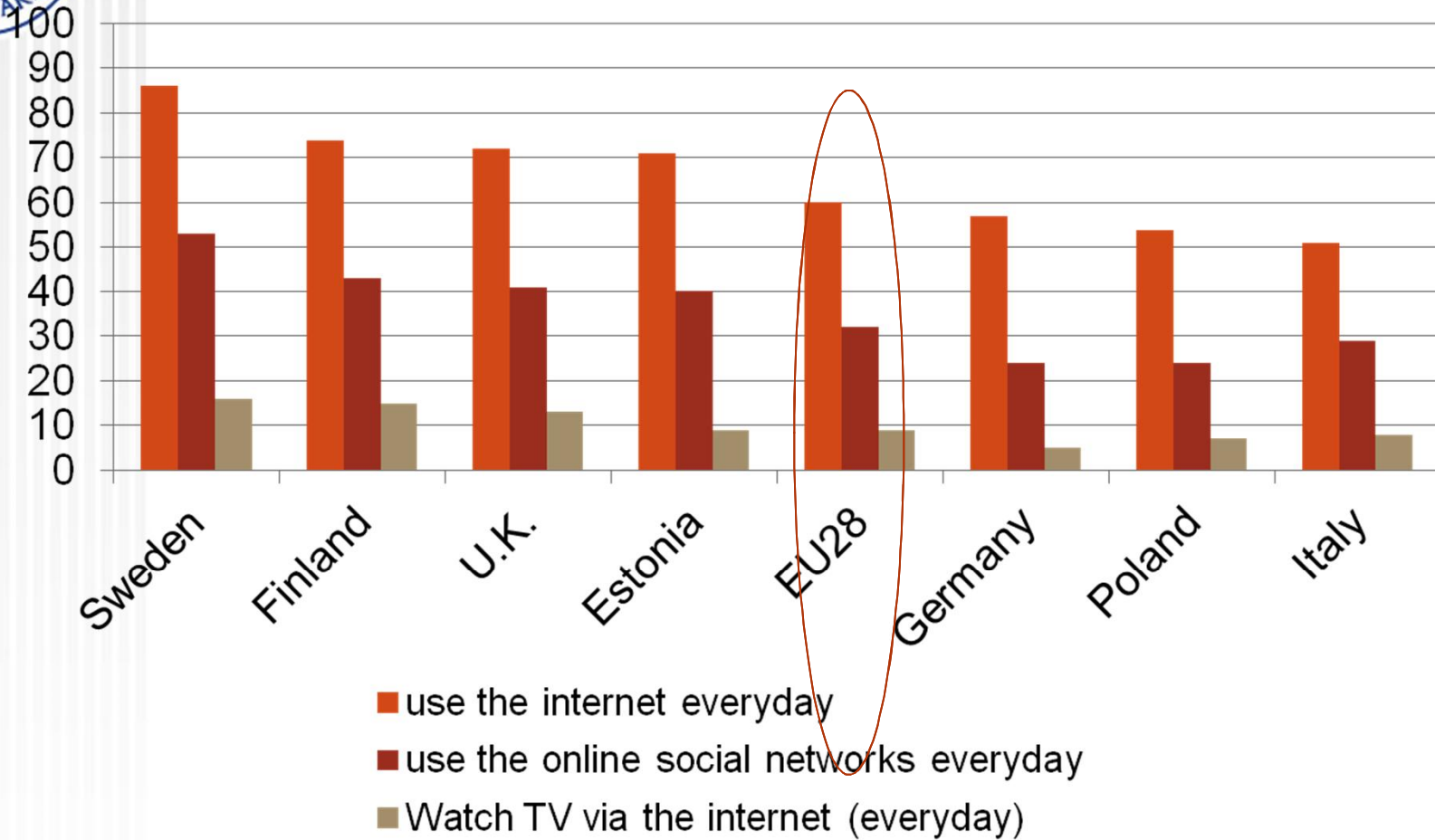
Figure 3 Read the written press everyday/ almost everyday (%)



Standard Eurobarometer, Autumn 2014

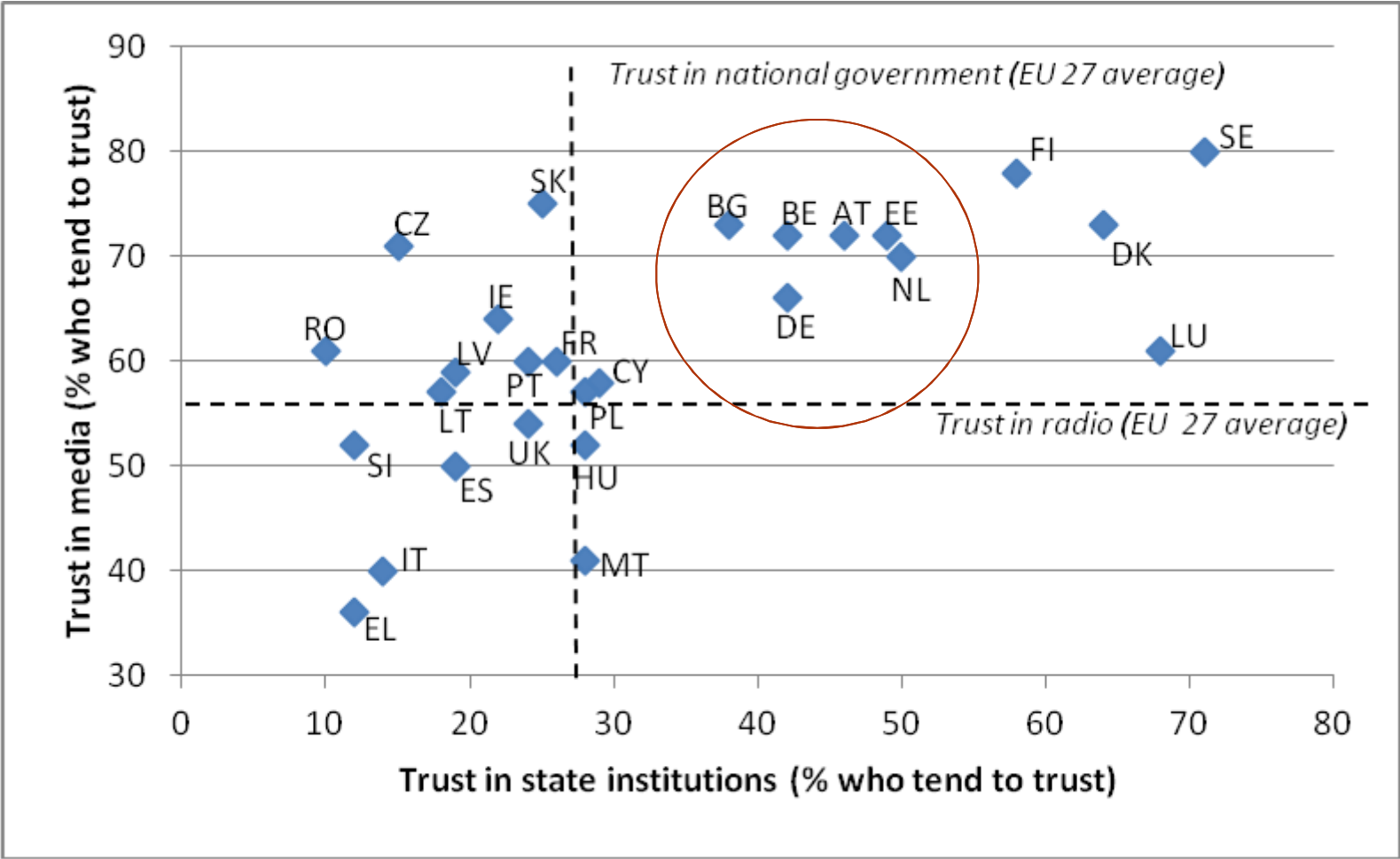


Figure 4 Internet use in selected countries (%)



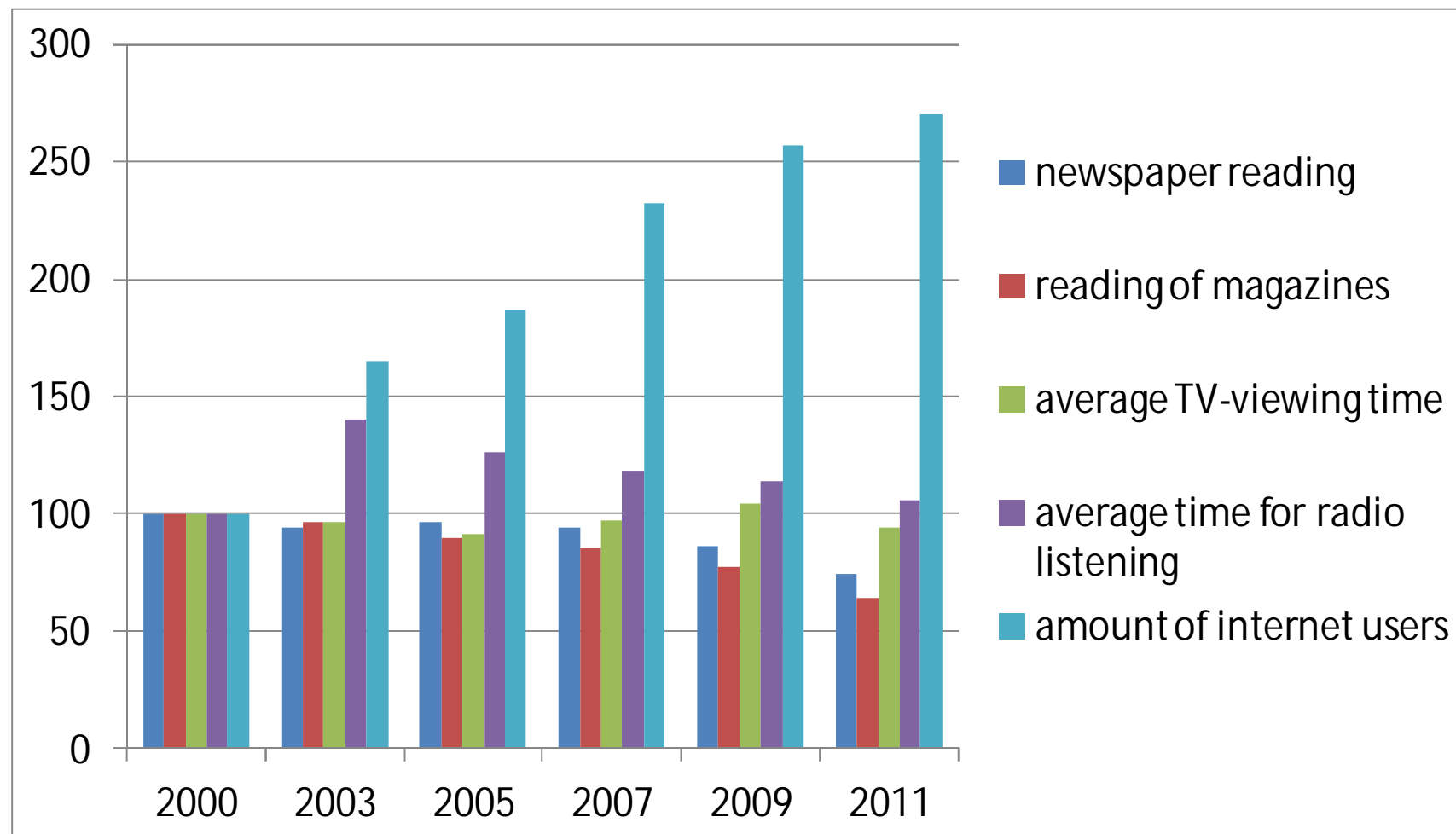
Standard Eurobarometer, Autumn 2014

Figure 5 Trust in state institutions and in media in European countries



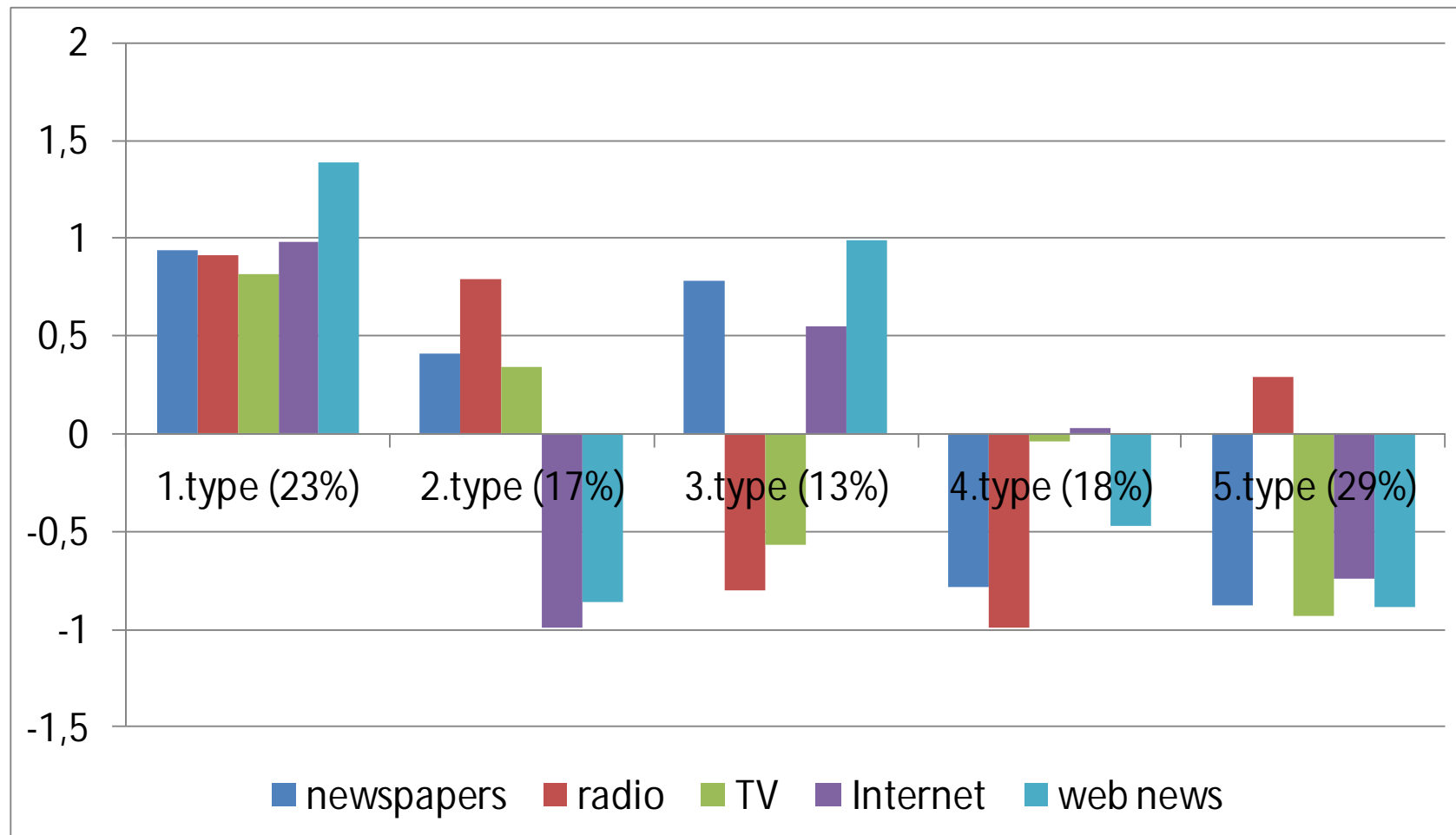
Eurobarometer, Autumn 2011

Figure 6 Media use tendencies among Estonian audiences (comparison based on the year 2000 = 100)



Source: Vihalemm, Lauristin, Kõuts 2012: 23

Figure 7 'Media menus' of Estonian inhabitants (in comparison to average usage, representative survey, N=1510, K-Means clusters)



Source: Kõuts, Vihalemm, Lauristin 2013: 23



Estonian media landscape

Diversity of media channels

- 11 daily newspapers
- 42 non-daily newspapers
- 35 radio programs
- 9 TV programs in Estonian language
- The main news portals: *delfi.ee* (only online); *postimees.ee* (online and print)

Per **1 313 271** inhabitants (Statistics Estonia, 01.01.2015)



Estonian traditional media brands in FB
 (Source: MA-Thesis, Velsker 2014)



How actively is journalistic content consumed and shared via FB?

Media repertoires (Hasebrink/ Domeyer 2012)

Combining qualitative and quantitative research methodologies

72 semi-structured interviews

52 adolescents (16-19 years)

20 adults (average age 39 years)

+ 40 interviews in the age group 20-34 years



Results:

All groups live and act in similar
technological and media environment

printed newspaper delivered to homes; TV-set and
broadband internet connection; mobile device for
personal use

Their preferences to use the content are
clearly different



In Facebook:

- Liked at least one media brand in FB:
 - Below 20 years – 77% (more different brands)
 - Over 20 years – 40% (rather one-two brands)
- Mainly the print media brands
 - Reading the print media delivered to the home does not relate to liking the same brand in FB

A group with highly selective media repertoire oriented to the transnational content (e.g. *BBC*, *CNN*, *The Guardian*) –
Integration into the Estonian society?



Motivations of liking:

The rapid acquisition of information

Keeping up to date

Geographical proximity

Psychological closeness

Obligation

Interest in the topic

Entertainment and gossip

Social utility

Media habits and brand trust

Being a fan

Need for a reminder

Impact of marketing and advertisements



Main conclusions:

FB is not a primary news source (yet?)

Media consumption via FB is greatly affected by friend network – closure!

‘Traditional media menu’ and ‘FB media menu’ does not match (but: traditional brand delivers the trustworthiness to the FB brand)

FB is the place where media outlets can increase their audience

New providers have few possibilities to take up a position in audience’s media menus

There is a growing group who avoid journalistic content completely



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