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Does Preference for how Alabama Newspaper Readers Get Their News Affect What  
They Want in a Mobile Environment?

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## Does Preference for how Alabama Newspaper Readers Get Their News Affect What They Want in a Mobile Environment?

Media users of 2010 are very different from those of 10 or even five years ago. Demographically, online and mobile device users are stretching the age limits, with many over the age of 70 checking news online or even on a smart phone. The landscape of print and online news must change with its users. Is there a gap in what they're getting from their local newspaper and what they reach out to on a more national level for other news through online and mobile delivery? This study seeks to determine what users want today from their local newspaper and in which formats. Will readers of only traditional news prefer certain content, whereas online users prefer an entirely different type of news? Newspapers can benefit from the knowledge of how and what users want from their news media, whether it is traditional printed newspapers, online news updates, or mobile delivery of information. Additionally, a small, but growing population of news grazers is getting their news accidentally and through social networking sites. With the advent of mobile technology, up-to-the second news is on demand from newspapers. Are Alabama newspapers taking advantage of mobile technology to deliver news to best serve their audience? By analyzing what users want through a statewide survey of newspaper readers, this study aims to help Alabama's newspapers answer that question

### **Literature Review**

#### **Classification of Newspaper Reader Groups**

This study looks to classify which different types of newspaper readers are present in Alabama and to determine if each group is interested in different types of

news. These following groups were used by the Pew Center for Research (Pew Center 2008b). The first group is the traditional print newspaper readers, who prefer to get their news from the print newspaper. The second group, called Integrators, prefers to read their news online. The third group, the Net-Newsters, consume their news multiple times a day through many formats and are most likely to adopt alternate forms of delivery (2008b). Online and mobile sources such as social media sites are being used for convenient, quick headlines and summaries of breaking news stories, while printed newspapers offer more in-depth stories. Readers are spending less time (32 minutes on average) each session online, than they typically spend with the newspaper, radio or television format of news (Pew Center 2006). This study looks to compare the wants of different groups of newspaper readers and determine the potential Alabama newspapers have to give each group of readers what they want.

### **Print Newspaper Readers**

The oldest and largest group (46%) is the traditionalists, who rarely get news from the Internet, and rely on traditional television news (Pew Center 2008b). Demographically, they are more likely to be unemployed or without a high school education. This group also keeps to a traditional schedule as opposed to viewing news many times throughout the day. Based on a TV news format, they consume news during the morning, dinnertime, or late at night (2008b).

Local newspapers still draw a large readership; with nine-in-ten who at least read the paper sometimes, getting news about their city, town or region, from their newspaper. This trend has remained stable since the mid-1980s and shows that local news specific to an audience is what readers want from a printed newspaper (Pew Center 2006). “The

local newspaper remains to be the format that is the most accessible to most people” (Chyi & Lasorsa 1999, p. 11). One reason readers turn to local newspapers is that it gives them a strong sense of community.

A study on the psychological sense of community and its association with local newspaper readership found that users with a higher sense of community will not only read the local paper more frequently, but more in-depth. Davidson and Cotter (1997) contend that information provided in local newspapers “deepens the knowledge of people, events, and circumstances that are sometimes important in community affairs. (p. 664). These users have developed personal and interpersonal connections within the community, and use the newspaper to stay connected. Although the Davidson and Cotter study was conducted more than 10 years ago, the information presented may still be verified. Recent studies have found that local news drives print readership (Pew Center 2006).

### **Online Newspaper Readers**

The Integrators are at the intersection of traditional vs. online news debate and spend the most time with news on any given day (Pew Center, 2008b). This group is typically highly educated and affluent, and comprises 23% of the population. Demographically, the Integrators are middle-aged, and almost half log onto the Internet for work purposes. The Pew Center (2008b) found that these media users enjoy keeping up with the news, especially national news, politics and sports.

During the first years of online news, news sites were clunky and unreadable, to say the least. Internet connections were slow and there was little opportunity for extra technologies like video and podcasts that are present today. In 1995, online editions of

newspapers were described as “limited to only technically advanced readers” (Mueller & Kamerer, 1995, 3). At this time, it was hard for scholars to conceptualize this young, awkward platform as the embedded part of culture it has become today. The convenience and accessibility for the larger majority was not present (Mueller & Kamerer, 1995), nor was the ability to see the online news as a replacement to the print edition, which threatens papers today. Also, online newspapers were merely content from the printed version “shoveled” online. This is another reason why online news editions were slow to take off.

Online news has flourished with users seeking more national and international news through Internet sites. “For national papers, the electronic edition is more accessible and less expensive [than the print edition]. National newspapers seem to take more advantage of the Web as a delivery channel to overcome geographic constraints and to generate new audiences (Chyi & Lasorsa, 1999, p. 11).

In 2008, the Internet surpassed all other media except television as an outlet for national and international news (Pew Center, 2008a). In just one year, newspaper readers getting their news online jumped from 24% to 40% from 2007 to 2008. Harris polls conducted in 2004 found national and international news were the second and third most read topics of online news, just after weather (Harris, 2004). While the Internet may be a supplement for national and international news from traditional sources, some users turn specifically to news sites online for the majority of this content, and remain true to newspapers in print for their local region.

Chyi and Lasora (1999) conclude that online and print versions of the same paper are not in competition with each other, but can be seen as a complementary tool. In the

last 10 years, this view may slowly be changing, especially in a system where online papers cannot stand alone economically. Large metropolitan newspapers may be losing print subscribers in their immediate region, but are gaining national online users because of the convenience and accessibility the Internet offers. Also, this group engages in news more than once a day, which fits the capabilities of online news websites that are constantly updated.

### **Alternate Delivery Newspaper Readers**

The third group of consumers is the Net-Newsters, a typically younger group (median age: 35) than Integrators, which turns to the web primarily for their news and is using new technologies and other new media (Pew Center, 2008b). This group is a much more educated segment of the population (80%) and on average, reads an online newspaper twice as much as the printed paper. The interesting thing to note is that most Net-Newsters consume online media throughout the day and will seek out occasional traditional media like television, during late night. Although this is the smallest of the classifications, this is the group making strides in technological advances, seeking out video, blogs, and social media and who are paving the way for a larger new-media audience (2008b).

Mobile news communication has revolutionized the way newspaper readers, or consumers, get exactly what they want from a news outlet. Ten years ago, only about half of Americans had a cell phone. In 2008, that figure is greater than 80%. While only 15% of the population surveyed had a smart phone or similar device, almost 40% of those users accessed the news from their devices (Pew Center 2008b). This number will continue to grow as networks become faster and the use of smart phone increases over all

age groups. Mobile communication provides access to the 24-hour news cycle at all times. Users can find not only what they want, but now they can get it no matter where they are in the country. These users have become entrenched in their use of mobile access to the Internet, whether it is to check and share news, update social media sites or look up the answer to a question, it is clear that the Internet, through mobile devices, is embedded in society's daily routine.

The differences between what users want in terms of print, online and alternate news delivery is not only an issue of content, but of convenience and accessibility. It is not only what the users want, but when they can access it. The local newspaper will only, at most, be produced two times a day, while online and mobile news is in a state of constant transformation. These newspaper readers are currently seeking up-to-the-minute information through their phone and through sites like Facebook, Twitter and national news sites that use mobile updates. Klinenberg (2005) describes the current newsroom climate:

The regular news cycle has spun into an erratic and unending pattern that I characterize as a news cyclone. The advent of 24-hour television news and the rapid emergence of instant Internet news sites have eliminated the temporal borders in the news day, creating an informational environment in which there is always breaking news to produce, consume and react against (p. 54).

Not only are readers able to access this information at any time, it is important to note the advances the Internet in making online news available to mobile and alternate users, causing it to grow exponentially.

Print newspaper readers have very little control over what is in their newspapers. They may send in a story or submit photos or other content, but there is no guarantee that it will be published. With mobile formats, media users have much greater choice in what

they want and will choose to read, and also a greater ability to contribute to the news. In tracking what American readers want, Tewksbury (2003) found that “the wealth of information available on the Internet and the hyperlink and menu structure of the Web-based news sites provide users with extraordinary levels of control over the news consumption process” (p. 696). He continues to posit that because of this control, users select different things in online and mobile news formats than they would in the offline version; basically, they have different wants depending on the platform.

One of the biggest pulls for alternate delivery is the capacity for interactivity, including commenting, posting content, and getting feedback from other readers. “With the multidimensional flow of messages, the audience can now actively choose the information they want and even participate in the production of information” (Chung & Yoo, 2008, p. 376). Because users are accessing news multiple times a day and through a mobile device, this interactivity is key in determining what types of content these users want. “The use of interactive features allows for immediacy of information, increased communication with and among readers, personalized journalism that is tailored to one’s liking, and nonlinearity of information” (Rich, 2003, as cited in Chung & Yoo, 2008, p. 376).

A new concept that may produce crossover of users is the “news grazer” category of users. This activity may typically include younger users because of their time online with social networking sites. Ten years ago, only 54% of users would come across news inadvertently, or by grazing, while in 2008, Pew found that almost three-quarters of Americans see news after logging on for another purpose (Pew Center 2008b). Many researchers believe this is due to the fact that online users often look for a variety of news

content in a short amount of time, but they rarely read the entire story (Pew Center, 2006).

### **Research Questions**

Previous research has found that different groups of newspaper readers interact with their news in various formats. This study is designed to investigate the wants of these readers, at least in Alabama, in terms of different news formats (print, online and alternate forms such as mobile or text delivery). Further, this aims to assess how well Alabama newspapers are meeting the wants of their readers in various formats.

This study is guided by the following research questions.

RQ1: Do readers who prefer to connect with their local paper in the traditional format (print) differ from those who prefer to get local news online (the paper's web site) and those who prefer alternative delivery (E-mail, mobile, RSS, Twitter, Facebook) in what they want from their local newspaper in an online/mobile format?

RQ2: How does frequency of use of Alabama newspapers through various forms (print, Web, Twitter, etc.) compare with frequency of use of all news outlets in the same forms?

### **Method**

These questions will be answered through an online survey of Alabama newspaper readers. The survey format was chosen for multiple reasons. First, a survey is a good way to get at the attitudes of a defined population. This study is designed to explore the attitudes about news use and mobile or alternative delivery of news among a convenience sample of newspaper readers in Alabama. This would be classified as an

analytical survey, which looks to describe relationships between variables rather than a descriptive survey, which seeks to describe a population. “Through an analytical survey, efforts are made to decipher what types of factors might serve as explanations or predictors of certain viewpoints or a particular phenomenon” (Luther, 2009, p. 145).

Another advantage of a survey, in general, is that a large amount of data can be collected from newspaper readers across the state. It is also an inexpensive way to get a lot of data in a short amount of time (Wimmer & Dominick, 2006, p. 179).

There are, however, some disadvantages to surveys. Because the researcher can’t control the independent variable, the analytical survey only serves to examine relationships between variables (Wimmer & Dominick, 2006, p. 179). Causation, however, cannot be established through analytical surveys. Also, surveys are very susceptible to leading or biased questions. A survey must be carefully constructed so that every question asks what it is supposed to ask.

One limitation of the survey method is that you can’t be sure that people are answering questions truthfully, whether intentionally or unintentionally. Although the survey is the best method for this type of study, a focus group or individual interviews would be helpful to get detailed information from each person. However, these methods tend to take more time and depend heavily on the individual researcher to direct the groups. For this survey, the goal was to reach more than 1,000 people who read newspapers somewhere in the state of Alabama.

### **Population and Sample**

The theoretical population for this study is all newspaper readers in the state of Alabama who read an Alabama newspaper in any form at least periodically. Because

there is no comprehensive list of every person who reads an Alabama newspaper, especially those who are not active subscribers, reaching this population is difficult. Subscriber lists only reach those who have the print newspaper delivered, and few papers in the state have registration systems for access to online news. Therefore, the theoretical population was unreachable, leaving researchers to define an available population largely based on how we could reach the widest sample of newspaper readers available in the state. Therefore, a convenience sampling technique was used to reach the population of interest.

Because this was an online survey, the available population of this study is newspaper readers reachable in an online setting – either through a local newspaper’s website, e-mail, or through social media pages such as Facebook and Twitter. The strengths of online survey collection include a higher response rate, quicker transition between results, and the ability to attract large numbers (Colorado State University, 2010). The available population includes newspaper readers able to read English and are at least 19 years of age, the age of consent to participate in a research study in Alabama. The results of this study should be interpreted with the knowledge that the convenience sample of newspaper readers is skewed because they were reached through an online capacity. These participants likely access their newspaper online more than the general population and are more comfortable using online tools. This leaves out a portion of the population of interest that reads the print newspaper and does not access the newspaper’s website or use the Internet at all.

This study used a mixed sampling technique, which includes a convenience sample and also a snowball sampling. These techniques are both examples of non-

probability sampling. This presents limitations because this type of sample may not be representative of the whole population (Wimmer & Dominick, 2006, p. 91). The survey was sent to every newspaper in Alabama that had a working website with advertisements. Each newspaper received a letter explaining the survey and asking them to encourage their readers to participate. The researchers sent banner ads that could be posted to the newspaper websites, wording for e-mail blasts, and posts for social media outlets as ways the papers could reach their readers. The convenience sample was based on the newspapers that agreed to participate in our study by posting the survey on their newspaper's website. About 90 papers were contacted to put this survey on their website. One newspaper wrote an editorial on the survey that also generated a spike in responses. In total, about 25 papers participated in the study, although newspaper readers from other papers were reached through our second sampling technique, the snowball sampling method.

The snowball sampling consisted of e-mail blasts, social media posts and blogging techniques by the 10-member research team working on the project. Each member of the research team was asked to e-mail Alabama newspaper readers to encourage taking our survey, and passing it along to their contacts. The snowball sample works by each person sending it to their friends, who in turn, are asked to send it to their friends, and so on. "The pool of participants, in essence, grows like a snowball; and the sample size depends on the number of people who can be introduced and reached" (Luther, 2009, p. 148). Social media was used in multiple ways. First, the research team created a Facebook fan page for the survey and also bought Facebook advertisements to promote the survey. Members posted this page and the survey on their individual pages.

Also, each newspaper with a Facebook page was asked to put the link up throughout the survey time. Similarly, newspapers that use Twitter were asked to send out a message to their followers to participate in the study. Finally, members of the class posted the link to the survey on their individual blogs. The survey was able to reach more than 1,000 self-identified newspaper readers in the state of Alabama during the March and April 2010 collection period.

### **Operationalization of Constructs**

#### *Use*

It is important to understand how newspaper readers in Alabama are getting and using various news outlets now before looking to what they might use in the future. The participants of this study were asked a variety of questions about how they interact with their news. First, they were asked to choose from a drop down list of all Alabama newspapers, or fill in an open space, to determine the newspaper they read the most in any format. Next, they were asked to describe how often they interact with that newspaper in different formats: the printed newspaper, the online newspaper, by e-mail alert, by a mobile device/text or application, through an RSS feed, Twitter, or Facebook. This question was set up in a matrix form and the participants answered multiple times a day, every day, a few times a week, less often, never, and not applicable for each of the above formats. These use responses were later recoded so that a score of 1 = never or not applicable and 5 = used multiple times a day. This was done so that a score could be created for frequency of use in each format with larger numbers indicating more frequent use.

The participants also were asked to pick one preferred way of getting their news from the above formats.

Next, they were asked on a seven-point scale from very likely (7) to very unlikely (1), if their newspaper created a mobile application, whether they would download it or not. Finally, newspaper readers were asked to check all the ways that describe how they connect to the Internet (at home, at work, on their mobile phone, etc.).

### *Wants*

Next, the survey looked to determine what Alabama newspaper readers want from their news outlets, especially in terms of mobile delivery. The participants were given a list of types of news that they may see on a regular basis. Again, this question was set up in the matrix form and for each answer, respondents were asked to choose on a five-point response format. The question asked if their local newspaper were to deliver unlimited information through an online or mobile application, how important each type of new content was to them, with one (1) being not at all important to me to five (5) representing very important. The types of news items they were asked to rank included breaking local news, interactive mapping tools, traffic updates, local sport scores/breaking sports news, weather updates, blogs from columnists/editors/reporters, in-depth local news, timely special offers from local business, and classified ads from local individuals and companies. This section was designed to measure if there are differences in what newspaper readers want, depending on the ways they connect with their local newspaper.

### *Demographics*

Each participant was asked to fill out demographic information at the end of the survey. This section included questions on age, gender, race, location (county in Alabama

and type of area), level of education, profession, and household economic status. The first question asked the age of the participant. The participants were notified at the beginning of the survey that they had to be at least 19 years of age, because of Alabama age of consent laws. “Individuals who have not attained the age of majority are termed minors. Under Alabama law, a minor is a person younger than 19 years old, unless such a person has been emancipated” (AAHRPP #40, n.d.). The categories for the age question were taken from a survey done by the Pew Research Center for the People and the Press (Pew Research, 2008b). The categories included 19-24, 25-29, 30-34, 35-39, 50-64 and 65 and older. The survey next asked the participant’s gender, male or female. Next, the participants were asked to check all races that applied. The choices were African-American, Asian-American, Hispanic, Latino, Native-American, Pacific Islander, White (Caucasian), or Other and were asked to specify. These categories were based off of the U.S. Census categories (<http://www.census.gov/>).

The location of the participant was asked in two different ways. First, they were asked to choose from a list of 67 counties in Alabama. Next, they were asked the term that BEST describes the community they live in. The choices were rural area, small community, mid-sized community, and large urban area. Next, they were asked to describe their level of education, ranging from some high school degree to an advanced degree. Next, they were left a blank response area to indicate their current profession. Finally, they were asked to identify the economic bracket in which they fall, including lower, lower-middle income, middle income, upper-middle income or upper income.

## **Procedure**

The survey was conducted by the University of Alabama Knight Fellows in March and April 2010. The survey was created on Survey Monkey, a survey building service that helps companies, researchers and individuals set up online surveys. The research team collaborated on types of questions describing the uses and attitudes of Alabama newspaper readers. The survey was reviewed by multiple professors and was pre-tested for accuracy and clarity of the questions by the members of the survey team and by an undergraduate communications class. The survey was also pre-tested for time need to complete, so participants were told that it would take about five minutes to finish the survey.

Before being opened to the public, the survey was also sent to the Institutional Review Board for approval because it involved human subjects. The first page of the survey serves as an informed consent and guarantees confidentiality of answers. By clicking through to the first questions, the participants are agreeing to take the survey. None of the questions were mandatory, however, and because this is a voluntary sample, participants could leave the survey at any time.

Letters to each newspaper were sent out asking to publish the link to our survey on their website and through their social media tools. The survey was live from late March through late April 2010. The newspapers that linked to our survey received more responses from their readers than those who did not.

Each participant who entered our survey first came to a welcome page. This first page described our goals for this survey and what their participation entailed. The format

of this survey was designed to be easy to understand and complete in about five minutes. Of the people who entered the survey, 91% completed it.

## **Results**

### *Demographics of the sample*

In total 1,046 respondents completed enough of the survey to be used for meaningful data analysis as of the survey closing date of April 18, 2010. Not every respondent filled out all demographic questions, so the percentages below representing the demographics of the sample are based on the valid answers for each question, which in every case is below the 1,046 total surveys.

Of the 952 respondents who reported their age, most were either in the age ranges of 35-49 (N = 251, 26.4% of the valid responses) or 50-64 (N = 269, 28.3%). Because we recruited some college students, the next largest age category was 19-24 (M = 191, 20.1%), followed by those 65 and older (N = 105, 11.0%). The remaining 135 (14.2%) were between ages 25 and 34. Respondents were evenly split by gender, with 446 men (51.0% of those who indicated a gender) and 429 women (49.0%). For ethnicity, respondents could check all that applied, meaning the percentages add up to more than 100%. The vast majority of the sample indicated that they were White (91.4%), while only a few identified as African American (7.0%), Native American (1.9%), Hispanic or Latino (1.5%), Asian-American (1.2%), and Pacific Islander (0.3%).

Most reported living in mid-sized communities (49.5%), followed by small communities (20.2%), large urban areas (17.0%) and rural areas (13.3%). In terms of economic status, the majority identified themselves as middle class (45.7%), while a third reported being upper middle class or upper class (33.3%) and a fifth reported being lower

middle class or lower class (21.0%). Finally, two thirds of the sample had an undergraduate degree or higher. Of the 962 who indicated an education level, 30.4% had earned an undergraduate degree, 9.4% had done additional graduate work but not earned an advanced degree, and 24.0% had an advanced degree. Another 29.8% had done college undergraduate work but not completed a degree. This number likely was influenced by the college student recruits in the sample. Only 6.4% said they had not at least attended college. Overall, the sample had relatively high levels of education.

While these demographics do not mirror those of Alabama as a whole, they likely are similar to the demographics of Alabama's newspaper readers, especially those who can be reached through an online mail survey. Still, caution should be exercised in trying to generalize descriptive data in the survey to all Alabama newspaper readers. Further, the relational analyses done below should be viewed in light of the demographics of this convenience sample.

*RQ1: Do readers who prefer to connect with their local paper in the traditional format (print) differ from those who prefer to get local news online (the paper's web site) and those who prefer alternative delivery (E-mail, mobile, RSS, Twitter, Facebook) in what they want from their local newspaper in an online/mobile format?*

First, we divided the newspaper readers into three groups by how they preferred to get their news. The first group, who preferred to get their news by the printed newspaper, consisted of almost 44% (449 responses). The second group, who preferred to get their news through the newspaper's website, also consisted of 44% (449 responses). The final group was comprised of newspaper readers who preferred to get their news in an alternate format, including E-mail alerts, mobile, RSS feeds, Twitter and Facebook.

This group made up about 13% of the sample (132 responses). This grouping allowed us to run a one-way ANOVA comparing means for variables describing how important each of several items were for newspaper readers who preferred to access their newspaper in different formats. The answers were scored on a response format with one (1) being not at all important to five (5) very important. The higher scores indicate more desire for the news item.

Table 1 shows that all want variables show a significant relationship with the newspaper reader groupings except for the importance ratings of digital traffic updates and timely local offers from area business (local advertising deals). For all other categories of news and information, those who preferred to connect with their local newspaper in alternate ways (mobile/text/e-mail/RSS/social media) tended to rate the importance of these delivered in a digital format as more important than the traditional print readers. The readers who preferred to get the news through the online version of the newspaper were more like the alternate readers in that they rated the importance of these items as slightly or significantly more important than the print readers. For the most part, all groups ranked the items in the same order, with breaking local news, weather, and in-depth local news as the most important items, and advertising as the least important item for newspapers to deliver online or in mobile forms.

*Table 1:*

*Comparison of readers who prefer to interface with their local newspaper in different formats on their desires for different types of news delivered in a digital (mobile/online) environment*

Wants	Print readers	Web readers	Alternate delivery readers	F value
Breaking Local news	3.81	4.27	4.33	19.39***
Weather Updates	3.65	3.83	3.89	3.07*
In-Depth Local News	3.10	3.51	3.51	11.90***
Traffic Updates	2.75	2.94	2.98	2.37
Local Sports	2.67	3.00	3.07	6.74**
Local Business Offers	2.45	2.52	2.74	2.44
Interpretive Maps	2.35	2.52	2.72	4.40*
Blogs	2.09	2.42	2.76	17.688***
Advertising	2.04	2.22	2.33	3.61*

\*  $p < .05$ ; \*\*  $p < .01$ ; \*\*\*  $p < .001$

*RQ2: How does frequency of use of Alabama newspapers through various forms (print, Web, Twitter, etc.) compare with frequency of use of all news outlets in the same forms?*

To test whether people were using all news outlets more than their Alabama local newspaper for news information in various forms, paired sample t-tests were run on local use versus all use for each delivery format. For example, we asked how frequently people read their local Alabama print newspaper and asked them to respond on a 1 = never to 5 = multiple times a day scale. The question was then repeated on the same scale for all print newspapers using the same scale. Means were compared by individual respondent for the two print variables (Alabama vs. all). These tests were repeated for all delivery

formats (Web, RSS, Mobile, E-mail, Twitter, Facebook). Table 2 shows how frequently users reported connecting with the news in each format for their Alabama newspaper and for all news media.

Table 2 shows that Alabama newspaper readers are using all media significantly more than they are using just their local newspaper. Although this is expected, the results indicate that there is a higher demand for alternate delivery forms. Further, the results show that there is untapped potential for Alabama newspapers to begin to take advantage of alternate delivery because the demand is there. Results were tested for the average case for each delivery format.

*Table 2:*

*Means for frequency of use for Alabama papers vs. all media outlets in various delivery formats*

Delivery format	Alabama papers	All news outlets	Mean difference (t)	Correlation between two variables (r)
Website	3.36	3.66	10.70	.76
Print	2.77	2.98	8.78***	.78***
Facebook	1.69	3.35	21.58***	-.67***
E-mail	1.71	2.10	9.11***	.54***
Mobile	1.60	1.85	6.74***	.63***
RSS	1.74	1.63	2.79*	.53***
Twitter	1.45	1.61	5.99***	.78***

\*p < .05, \*\* p < .01, \*\*\* p < .001

Unexpectedly, the data shows that Alabama newspapers readers are using RSS feeds significantly more for their local newspaper than for all media. This may be because this is an easy way to send out a large amount of information to large amounts of people. Also, the results found an interesting difference with Facebook use. The results show a significant and negative correlation ( $r = -.67$ ) between Alabama newspaper reader use with their local newspaper and with all media. This means that if they are likely to use Facebook for all media (national news), they are less likely to use Facebook for their local newspaper, or vice versa. Finally, the lack of difference for website versions of news indicates that Alabama newspapers are attracting readers to their websites at about the same frequency as all online news outlets – namely once a day. This indicates that the growth potential for Alabama newspapers likely is through alternate delivery tools.

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