Interaction in the digital age: How Alabama newspaper readers connect with their local

newspaper through alternate delivery

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News consumers now have the opportunity to choose and decide for themselves how they are going to interact with their news. While the paper once was delivered once a day, and people would set aside time to pick up the print newspaper, the days of people having only one way to interact with their local newspaper is over. Many community newspapers, who still deliver daily or weekly in the print form, now interact with their readers through the World Wide Web and an increasing array of other digital delivery options – mediums that can be updated and accessed at any time. Consumers can chose how they receive their local news in most markets, rather than being limited to the news content only in only one medium. The old mindset that readers are only passive consumers also is challenged now in their ability to access and keep up with the news on their own terms (Chyi 2009b). Amidst the vast opportunities for newspapers to interact with their audiences comes the task of keeping up with a more demanding audience and the rapidly changing world of digital media.

Alabama's newspaper industry, which has a long and storied history, has been serving up news on the World Wide Web for more than 15 years. In the past decade, a variety of new delivery forms have emerged as well, including e-mail alerts, RSS feeds, social media outlets such as Twitter and Facebook, and most recently, mobile delivery of news. A recent study by the Knight Community Journalism Program at the University of Alabama found that of 123 member papers of the Alabama Press Association, 97 had active Web sites as of February 2010. Of those 97, about half (48.5%) had RSS feeds,

29.9% had e-mail alerts, 28.9% had Twitter pages, 26.8% had some news on a Facebook page, and 15.5% offered text and mobile alert options for delivery.

This study examines how frequently Alabama newspaper readers are accessing their local newspaper in the various delivery forms. Is print still the most frequent way to get news from the local newspaper or has it been overtaken by the Web or another delivery form? What is the preferred method of connecting with Alabama's newspapers? And how strong of a desire is there for Alabama's newspaper to offer a mobile application. Through a survey of more than 1,000 Alabama newspaper readers, this study seeks to answer these questions.

Literature Review

To explore how users are interacting with their Alabama newspapers through online/alternate/mobile delivery, we first must look at previous studies that shed light on how newspapers are seeking to deliver the news through alternate methods and how audiences connect with their newspaper. This literature review examines several areas of research including the traditional use of the print newspaper, the use of newspaper Web sites, the use of digital delivery tools such as RSS feeds, mobile applications, and e-mail, and, finally, the use of social media for news.

Traditional print use

A report by the National Newspaper Association (NNA) found that 86% of adults (18 years old and up) read a print newspaper every week, with 75% of those readers reading most or all of their paper. Not only did this 2008 survey yield a high percentage of newspaper readers, but the percentage is getting higher each year. This same survey,

conducted in 2005 reported that 81% of adults read their newspaper every week, and in 2007 the number jumped to 83%. In the 2008 study, the NNA also found that readers spent an average of 45 minutes reading their community paper, compared to 42 minutes from the 2007 survey, and 38 minutes from the 2005 survey. So while frequency of use was increasing each year, so was time spent with the newspaper.

It should be noted that NNA represents community newspapers, typically defined as those with circulations of 50,000 and lower, so these findings likely apply to smaller community newspapers, not large metro dailies. In Alabama, all but three newspapers fall into the 50,000 and under category, making the NNA findings especially pertinent for this study. Some indicators have suggested declining circulation and readership among the metro dailies' print editions.

But according to a study done a few years ago by NAA (2004) the top five newspaper markets for adult readership included Hartford/New Haven, Conn. (62.7%), Cleveland (62.4%), New York (61.7%), Pittsburgh (61.7%), Boston (61.4 percent), and Philadelphia (61.2%). NAA President and CEO John F. Sturm said that these numbers reflected the significant value newspapers still bring to advertisers. Newspapers have that key access to a larger focus of audiences in local markets spread across the country (NAA, 2004).

Local papers in small U.S. communities are receiving high responses to women in households with high income, suggesting that not only do these papers have a "viable" purpose in the small community, but "they also offer meaningful implications to the business model of local newspapers" being that women, older adults, and households with high income are usually the target for local and national advertisers (Fleming &

Steffens, 2009, p. 16).

According to a Pew Research study (2009a), when survey participants were asked how they got most of their local news (the categories being television, newspapers, radio, the Internet, or "Other"), about 41% said they got it from their newspaper, and about 17% said they got it from the Internet. With a 24% gap between the two mediums, studies are showing the community paper leading the way in local news coverage.

However when it comes to national and international studies, more users are likely to reach out for the Internet (42%) instead of a newspaper (33%) (Pew 2009b). Although the gap (9%) still shows a strong dependency on print, the lack of national and international news content in the print product is crippling the traditional newspaper's audience by not providing them significant information about the world around them. And even though newspapers desperately seek out younger audiences to revive the industry by fulfilling its need for young readership, this demographic of educated young people has the fewest average number of newspaper readers (Armstrong & Collins 2009). The old ways of looking at traditional print news are officially dying out with a generation. Armstrong and Collins (2009, p. 98) note, "In other words, it is time scholars move beyond measuring newspaper readership—or lack thereof—and begin focusing on attitudes that may explain readership patterns."

Even with the good news of print's strong preference, the Internet does pose potential threats, like being the source for much of the national and international news audiences want, as mentioned above. Starr (2009) indicates that this threat is not so much about "destroying the financial base of reporting." Instead, the Internet has also been "dismembering the public that the press has long had" (Starr, 2009, p. 53).

Newspaper web sites and print news

Chung (2009) said "The exponential growth of online newspapers in the last decade may be considered a function of the Internet's potential for interactivity, a key quality of new media." It becomes clear that these interactive qualities of the Internet end up providing newspapers the advantage engaging their audience with this new media by providing "increased control, multimedia storytelling experiences, and interpersonal communication opportunities" (Chung, 2009, p. 72).

Stovall (2004) argued that "the most profound change the Web offers to journalism is its quality of interactivity and possibility of changing the relationship between the journalist and the audience" (p. 1). He makes a note of how television viewers and radio listeners have the opportunity to be interactive to some extent whether they are turning on their television sets of tuning in to their favorite radio station, however offer no opportunity for the audience to interact. Stovall also notes how the "choices" on the Web can be built into the actual articles and Web pages using hyperlinks, and allowing readers to "veer off" within that particular story to find more information, thusly giving the reader more control over what they see and read.

Giles (2006) helps describes the methods and practices that have been in place to ensure the longevity of community newspaper. These methods include the strengthening of a connection between the newspaper and the community in the age of digital communication. And notes how "feet-on-the-street journalism" is just as important now in this age of digital communication as it has been before.

"Compared to traditional journalism, interactivity is a characteristic of online journalism," said Zeng and Li (2006). "The Internet offers the newspapers a competitive

advantage with its interactive features" (p.139). Zeng and Li (2006) describe interactivity is as a "hybrid construct" (p. 140). This construct is then broken down throughout the chapter through an explanation of "Interpersonal Interactivity" where the devices that are used by Internet newspapers that also help add to interpersonal activity include e-mail and discussion forums (Zeng & Li, 2006, p. 142). Zeng and Li (2006) write that interactivity is the main component of the Web site, and further breaks down the concept of interactivity while discussing the difficulties in defining the term interactivity and all that it is comprised of. Interactivity is described as a "hybrid construct" (Zeng & Li, 2006, p. 140). This construct is then broken down throughout the chapter through an explanation of Interpersonal Interactivity. "The devices used by Internet newspapers that contribute to interpersonal activity include e-mail and discussion forums" (Zeng & Li, 2006, p. 142).

The e-mail device serves as a speedy, "asynchronous" way of interpersonal communication between both the users/audience and the communicators/producers. The e-mail link also allows newspapers to expand information gathering by reporters and to solicit reader feedback. The online forum is said in this book to be a powerful interactive tool that helps to bring people together. These online forums provide a place for readers to share their opinions with others, ask questions, and discuss various topics that they find important.

Chyi (2009b) found in a study that explored the change in readership of U.S. papers in the digital age, that "hybrid readers, perhaps because they are older, less educated, and less Internet savvy, and perhaps because they are more attached to the newspaper as a go-to brand through its daily delivery to their door, find greater utility

(and thus greater satisfaction) in their local newspaper's Web site. They use it not only for news, but (they) also to hunt for everyday information for shopping and other purposes" (Chyi, 2009b, p. 24).

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Alternate delivery

Over the last few decades, alternate methods of delivery have spread around the world like a contagious cold. Whether it is through social media, mobile application, or e-mail and RSS feeds, community newspapers are paying attention to the migration of readers becoming more adept to other methods of news delivery. Mobile usage proves to be one method of delivery making the migration more definitive.

Smith (2010) reported that the use of the Internet on cell phones and laptops has grown in the past year. By mid 2010, about 40% of adults where using the Internet, e-mail, or instant messaging on their mobile phones. This percentage was a significant increase from the 32% of Americans who interacted this way in April of 2009. With the increase of "non-voice data applications" on cell phones within the last year, Smith also found that in comparison with 2009, these cell phone owners were more likely to use their mobile phones to take pictures (76%), send or receive text messages (72%), access the Internet (38%), play games (34%), send or receive e-mail (34%), record a video (34%), play music (33%), and send or receive instant messages (30%) (Smith, 2010).

With this information it becomes clearer to see the ways in which users are interacting with their devices, and could possibly be interacting with their community

paper. With the increase in mobile usage, and the ability to access information at the touch of a button, the power is put into the users' hands—or rather thumbs. By the click of a button they are able to filter out excess information and tailor their device to receive only the information they wish to see.

Chyi (2009a) discusses the "information surplus" (p. 93); users have the option of choosing what kind of information they want to consume through the "information surplus," also known as the oversupply of information available on the Internet. The devices they use to interact serve as filters of this information. The author states, "Today, with all kinds of information readily accessible online or offline, users get to pick what to consume" (p. 94). The fact that users have a choice in what and how much they consume is well noted by this author. Users now more than ever have the option of choosing what kind of information they want to consume through the "information surplus," also known as the oversupply of information available on the Internet. The fact that users have a choice in what and how much they consume is cause for acknowledgement in the Fellows study. With the "information surplus" out in the broad world of the Internet, this information give light to the very foundation for user interaction by explaining the devices they use to consume information, and the levels in which they consume it.

Harper and Hammill (2005) link the success of mobile phones to the ability for the devices to allow "new levels of micromanagement in an age of fraught and tight deadlines" and to allow communities to create and keep their own language networks (p. 61). However, they argue that loss of interest in participation of social events could be brought on by high levels of mobile usage, resulting in a sense of isolation and loss of community involvement. Tee (2005) interviewed mobile Internet users and producers to

examine the "underlying causes" that have shaped and are shaping the development of mobile Internet services in both Japan and Europe. In the midst of this evolution taking place, Tee outlines three types of initiatives for producing methods of alternate delivery: protocol, service, and platform-based approaches. The Smartphone is identified as an example of a platform-based initiative based on a Microsoft operating system. Rather than it being a phone with Internet capabilities, the Smartphone can also be conceptualized as a small computer with phone capabilities. Microsoft and other operators are offering ways in which the mobile Internet can be implemented on Mobile devices (2005).

One on hand a trend exists among the users on the receiver end of user interaction, and on the other hand we have the contributor side of user interaction.

In Chung's (2009) study of an online community newspaper's audience it was found that the audience highly favored civic engagement with their online newspaper. They not only felt as if it was necessary to be involved in what was going on in the community, but also felt it necessary to be a part of the news delivery. Explains readers and online users' expectations of their online community newspapers, and identifies a pattern or common thread for these expectations. Robinson and Robinson (2006) approach the contributor side of interaction through the concept of citizen journalism. They consider the role citizen journalism plays in the way users get news through mobile and digital communication devices by using examples from the 9/11 attacks and the tsunami disaster of December 2004. They are similarly concerned with the post-9/11 citizen journalism effort and other disaster eyewitnesses who take news reporting into their own hands through the use of mobile and wireless devices.

Research Questions

The questions in this study center on how Alabama newspaper readers are interacting with their print newspapers through the different formats. To get a better understanding of how users were interacting digitally with their print newspapers, several questions were asked:

RQ 1: How frequently are readers accessing their preferred local newspaper through each method of delivery?

RQ 2: Of the various formats available to readers, which is the preferred method of interaction with their local newspaper?

RQ 3: How strong is the desire for mobile delivery of news?

RQ 1 and R2 can help Alabama newspapers find out which format is being used most frequently and which format readers prefer. This will help newspapers determine the level of investment they want to make in those particular formats to attract more readers. RQ 3 will help Alabama newspapers see if mobile applications are necessary to engage online users.

Method

The answers to the questions above will be provided from data gathered by an online survey of a convenience sample of Alabama newspaper readers. By surveying readers and asking them to identify their use of news in various forms, we can provide a current snapshot of reader/consumer attitudes and preferences. The snapshot is important because digital media changes so quickly and the online survey was also the quickest and

easiest way to get responses from a wide group of Alabama readers. Survey readers were sought out by participating news organizations and other forms of digital delivery, no matter the geographic location (northern, southern, eastern, and western Alabama), Online surveys generally are an inexpensive way to reach large numbers of respondents across wide geographic areas with minimal time commitment (Wimmer & Dominick, 2006).

Although the survey method posed study several advantages, there were several disadvantages and limitations to keep in mind. A descriptive survey using a convenience sample obviously will have limited generalizability. For example, we are asking about print newspaper use but reaching readers in an online environment, which would not be the true population of interest. The demographic reached through the sampling method (see below) was an online community, therefore, online and digital delivery use may be skewed. Also, recruiting people through Facebook obviously would reach people who frequently use social media tools (Luther, 2009).

Internet surveys also foster ambiguity for both respondents and researchers, because it is never guaranteed that the targeted audience of our survey (i.e. 19 years and older) was reached. In fact, after stating clearly that respondents had to be 19 years and older, some participants that participated in the survey still indicated that they were younger than 19 years old. However the Internet served as a great method for surveying participants in a cost efficient manor.

Population and sample

The theoretical population for the study was all Alabama newspaper readers. However, because no list of that population is available, we sought a convenience sample

of adult readers of Alabama newspapers. Therefore, readers were sought through online channels. Advertising of the survey was done on Facebook and the Web sites of about 20 online newspapers in the state to direct people to the online survey. The survey's target population was readers 19 years or older who spoke English and had access to a computer, because it was an Internet survey. In an effort to gain more participants, researchers contacted people through an Alabama network on Facebook, e-mail lists and contacts, and through personal blogs. In addition, using snowball-sampling techniques, participants that had taken the survey were allowed to refer their Facebook friends and e-mail contacts to the survey as well.

To reach people through online newspaper Web sites, a list of Alabama newspapers was compiled from the Alabama Press Association's website. Of the 123 member newspapers, 97 had active Web sites at the time. Publishers and editors of papers with active Web sites were contacted through mail and e-mail. These letters detailed the purpose of the survey, and included information about how the survey could be helpful by providing information about the online and digital use and desires of their audience. In addition to this information, a link to the survey was included and editors were provided with a graphic to post on their site that would direct readers to the survey.

The survey

The survey consisted of a mix of open-ended and close-ended questions. For example, open-ended questions, asked respondents to identify the Alabama newspaper they read most regularly, their profession, and other ethnicities not listed. By offering an "Other" category and allowing for more than one answer to be selected in multiple questions, participants were not confined to one answer, and in turn researchers were able

to see if there was another way they had not included and probably missed while listing the answers.

However, the majority of the questions asked during the survey were close-ended questions, including multiple-choice items and rating scales. Multiple-choice questions were used to gauge all possible responses. Scales, for example, ranged from "Not applicable," and "Not at all likely," (1) to "Very likely" (5). Other scales measured frequency of use, importance and the like.

Questionnaire design and question order were crucial to this survey, from the first question to the very last. The first question asked participants to identify their Alabama newspapers, and the following questions ask participants to answer while keeping their Alabama newspaper in mind. Questions regarding economic status, race, and level of education where asked last. Participants usually shy away from questions regarding income and education, because they are personal questions that participants may feel uneasy about answering, especially online.

Variables and operalization of constructs

When dealing with the construct of user interaction with Alabama newspapers through online/alternate/mobile delivery, several concepts needed to be addressed and broken down. One group of questions, which answers RQ1, asked participants to indicate how often they got news from their community newspaper in a specific format. These formats included the printed newspaper, the newspaper's Web site, e-mail alerts, mobile devices, Twitter, Facebook, or RSS feeds. From the information gathered from this question's responses, it was easy to assess how frequently the surveyed population used each of the formats. Responses were measured on a rating scale where 1 = never or

not applicable (meaning the paper didn't offer that tool) and 5 = multiple times a day.

The next question on the survey, which answers RQ2, asked of the delivery formats mentioned in the previous question, which was their preferred way of getting news from their community paper. From participant's responses, the most popular ways of getting news were identified and it was easier to see how audiences were interacting with those specific formats.

The final question used in this study, which answers RQ 3, asked hypothetically if Alabama community newspaper they identified had a mobile application, how likely they would be to download it and use it. On a scale of 1 to 5, with 1 = not at all likely and 5 = very likely, participants were asked to rate their likelihood of adopting mobile delivery of local news.

Procedure

The study was constructed and the survey was submitted to the University of Alabama's Institutional Review Board (IRB) to ensure protection of human subjects. Participants were told about the procedures and their rights before taking the survey, with a page informing them of the study's purpose, age requirement, and contact information in case participants had any questions about the study. It was also important as an IRB requirement that participants understand they will not be receiving any monetary compensation by taking the survey and that their participation in the survey is completely voluntary. After subjects agreed to the terms of participation, they were taken to the first page of the survey, which was hosted on the SurveyMonkey Web site.

While designing the questionnaire and determining the sequence of questions, it was important to make the survey as accessible and painless as possible. Being that it

was administered online, there were many distractions that could have either caused participants to not finish, or not even notice the survey on the Web site. In order to get as high of a response rate as possible, the graphic (or link) had to be eye-catching and stand out from the many features of the community newspaper's website

The researchers took the survey themselves to test the length, the clarity of its questions, and its overall completeness and effectiveness. In addition to clarifying questions and fixing typos, one adjustment that was made to help people complete the survey was a bar on the top of each page that showed participants the percentage of survey that was completed. Next, researchers pre-tested the survey on a group of college-age students to get feedback and to see if any problems arose. Because there were no major problems, the responses of these 88 students were included in the final sample, increasing the number of responses from that age group.

Special care was taken to ensure the survey was as short and convenient as possible, which helps completion rate. All questions pertained directly to the data for this purpose. The fact that the survey was short and took little time to complete (about 5 minutes) worked in the study's favor, in that participants did not feel it was too much time to take away from their online agenda. After pre-testing, the survey went live on March 18, 2010, and was open for one month. The length did not pose a problem, as evidenced by the fact that 91% of the people who started taking the survey completed it.

Results

Demographics of the sample

In total 1,046 respondents completed enough of the survey to be used for the

study before the closing date of April 18, 2010. The sample population was limited to online newspaper users. Advertising was done on Facebook, a social media site, therefore a high rate of online users were surveyed. The survey's target population was 19+ year olds who spoke English and had access to a computer, because it was an Internet survey.

Not every respondent filled out all demographic questions, so the following percentages represent the demographics of the sample and are based on the valid answers of each question, which is below the 1,046 total surveys that were taken. 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 rest (135 or 14.2%) were between 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 provide a complete picture of Alabama as a whole, they are likely to be similar to the demographics of Alabama's newspaper readers, especially those who can be reached online through a 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.

Tests of the research questions

RQ1: How frequently are readers accessing their preferred local newspaper through each method of delivery?

To answer this question, means were run on the six items asking people how often they connected with their primary local Alabama newspaper in various formats. The responses were measured so that 1 = never use/not applicable and 5 = use the paper in this format several times a day. Therefore, higher means translate to more frequent use of the newspaper in that format. In addition, we examined which formats people were using daily or more and which format people reported never using. As Table 1 shows, those in the sample reported the most frequent use of the newspaper's Web sites, which is not surprising given that we reached them through these sites. Also, about half of those in the

sample reported using the Web site at least daily or more. Again, the sample does not reflect all newspaper readers in that we didn't include the survey in the print edition of the paper.

Table 1:

Use of delivery format for readers' primary paper from most to least frequent use

Delivery format	Ave. frequency score	% of readers who use tool daily or more	% of readers who never use this format	% of readers who prefer this format
Web	3.38	49.1%	27.4%	43.6%
Print	2.74	34.2%	17.1%	43.6%
RSS	1.78	15.5%	68.7%	2.9%
Email	1.71	15.4%	70.3%	3.1%
Facebook	1.70	13.5%	71.3%	1.3%
Mobile	1.60	10.6%	73.4%	3.5%
Twitter	1.45	9.0%	82.4%	2.0%

Table 1 also shows that print is not far behind the Web, and given how the questions were asked, it is not surprising that the traditional print paper would come in second to the Web edition of the paper. The scale on which this was measured treated 5 as multiple times a day and 4 as daily. As the print newspaper is produced only once a day and is typically read in one sitting, few people would have chosen a 5 for that format. Twitter, RSS, e-mail, Web, mobile/text alerts, and Facebook all can be updated at any

time, and are designed for newspapers to be able to deliver breaking news. Therefore, the numbers in Table 1 show fairly frequent use of the print version. Also an indicator of print's strength is the fact that only 17.1% of the respondents reported never using the paper in this format, far lower than any other way of connecting with the local newspaper.

For the "alternate delivery" formats (RSS, e-mail, text/mobile, Twitter and Facebook), Table 1 shows that each has a small but loyal following. However, the vast majority of people never use these tools at all as a way to connect with their local newspaper. This could be for two reasons: 1) readers have no interest in connecting in this way, or 2) readers do not have access to these forms of delivery from their local newspaper because the paper doesn't deliver in this way. In a separate study, the research team found that very few of the weekly newspapers offer multiple alternate delivery formats beyond a Web site. While daily papers fared better, many of them didn't have e-mail or text alerts, for example.

RQ2: Of the various formats available to readers, which is the preferred method of interaction with their local newspaper?

For this question, we analyzed responses to a single question on the survey asking readers to pick one preferred method of getting local news from their preferred Alabama newspaper. Again, readers could chose from seven formats. As the last column of Table 1 shows, few respondents preferred alternate methods of delivery such as Facebook, Twitter, RSS feeds, Mobile devices, and E-mail alerts. For each of those formats, only a handful of respondents (fewer than 4% in each case) marked it as their preferred method

of connecting. The surprise was that both print newspapers and newspaper websites were neck-and-neck in participants' preferred way of getting news. Both the printed newspaper and the newspaper's website each were preferred by 449 respondents (43.6%). It is not surprising that these are the two preferred methods of delivery, as respondents would have a long connection with the print version (available in many cases for more than 100 years) and the Web version (available to them for about a decade or more). What was so surprising is that support for the print medium was so strong by a group that was reached online through online newspapers, social media tools such as Facebook, and e-mail. Given that the readers were reached all through online methods, the researchers expected a bias for the Web newspaper. But obviously just under half of the people reached in this format still prefer the print version, even though they clearly have access to the Web and to other delivery formats.

RQ3: How strong is the desire for mobile delivery of news?

To answer this question, participants were asked a single question about how likely they would be to download a mobile application from their preferred newspaper, in an effort to access that newspaper on their phone. The question was measured on a 1 to 5 scale with 1 = Not at all likely to download and 5 = Very likely to download. The average across the 1029 respondents who answered the question was 2.54 (sd = 1.51), indicating that the sample as a whole was on the "not likely" end of the five –point response format.

Participants (as seen in *Table 2)* were split into three categories: Adopters, Unsure, and Non-adopters. Of the 1,029 who answered this question, 163 participants (15.8%) responded as Very likely and 167 (16.2%) responded as Likely to adopt a mobile

application. These two groups, once combined, made up the Adopters group. The Unsure group was made up of the 120 participants (11.7%) who responded as Unsure. Finally, the Non-adopters group consisted of those 191 participants (18.6%) who responded as Not Likely and the 388 participants (37.7%) who responded as Not at all likely/N/A. These two groups, once combined, made up the Non-adopters group.

Table 2:

Desire for download of a mobile application from preferred newspaper

	Frequency	Percent
Adopters	330	32%
Unsure	120	11.7%
Non-adopters	579	56.3%

It was found that participants in the Non-adopters group outnumbered those in the Adopters and Unsure group, being that they were 56% of the sample. What Table 2 shows is a split between adapters, who make up a third of the sample, and non-adopters, who make up more than half. Newspapers clearly have to balance the desire for a strong minority of readers to be connected in a mobile environment with the majority not interested in this method of delivery at this time. Again, this number is somewhat surprising given that the sample was reached in an online environment, and those who are connecting in some way online likely should be those who would be more technologically savvy and prefer new delivery methods.

Conclusion

This study suggests that there is still life in print news. About 43% of the newspaper readers surveyed preferred to get their local news from their print newspaper and an equal amount preferred to receive their news from their newspaper's Web site. The fact that this survey was administered online and yet a significant amount of users still positively responded to their print edition of their newspaper shows that the printed paper still has a strong following and a vital place in bringing news to the community.

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