DOCUMENT RESUME

ED 205 964 CS 206 440

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TITLE Cable's Impact on Media Use: A Preliminary Report from Columbus.
PUB DATE Aug 81
NOTE 38p.; Paper presented at the Annual Meeting of the Association for Education in Journalism (64th, East Lansing, MI, August 8-11, 1981).

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Adults; *Cable Television; Commercial Television; *Media Research; Newspapers; Radio; Television Research; *Television Viewing; *Use Studies
IDENTIFIERS *Media Use

ABSTRACT

A study examined the use of cable television in the context of general patterns of media use and habits of media users. Data came from telephone interviews with approximately 600 household heads, a third of whom did not subscribe to cable television. Information gathered included respondents' use of newspapers, television, and radio. Cable subscribers were asked their reasons for subscribing to cable television, the programs they watched on cable, their satisfaction with those programs, and the impact of cable television on their normal media use habits. Results showed that cable television subscribers were drawn disproportionately from home owners, married viewers, and those with children at home. Movies were most often viewed by those who rented their homes, single viewers, and the young. Sports programs were more popular with renters than with home owners, the young, and the male audience members. Religious programs were more popular with the stable, older members of the audience, and with those who had less formal education than with audience members who were more highly educated. In terms of the effect of cable television on the use of other media, the findings were inconclusive. There was, however, a suggestion that use of radio for news and weather information was adversely affected by cable use. (FL)

Theory & Methodology Division

Cable's Impact on Media Use: A Preliminary Report from Columbus

By

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Presented to the Theory & Methodology Division, Association for Education in Journalism, annual convention, East Lansing, Michigan, August 1981.

Data in this report were gathered as part of a study funded by Scripps-Howard Newspapers. Sharon Dunwoody was coprincipal investigator for that project.

Cable's Impact on Media Use:
A Preliminary Report from Columbus

The existing research on cable television has at least two striking deficiencies. First, it does not examine the uses audience members make of the content of cable in relationship to the use of the content of other media. The result is that little is known about the effects of cable television on previously established media use habits. Second, the potential effects of cable on diverse aspects of non-media social behavior have not been examined. This second deficiency exists despite the fact that there is much speculation that the informational and entertainment content of the new and expanding cable systems have the potential to replace or radically alter existing patterns of social interaction and leisure behavior with which the media compete for time.

The study reported here provides some preliminary evidence regarding an answer to the first of these questions about the impact of cable. Using data from that segment of the Columbus, Ohio, market served by the Warner Amex interactive cable system known as QUBE, the report examines use of this experimental cable system in the context of more general patterns and habits of media use.

Existing Literature on Use of Cable

The economic impact of cable on existing broadcast television outlets has been of considerable concern to such agencies as the Federal Communications Commisssion, which over the

years has commissioned and received research speaking to that question. For the most part, however, these reports have dealt only indirectly with the impact of cable on audience use habits.

In research unrelated to the FCC effort Jeffres (1978) attempted to examine the impact of cable through a study conducted prior to and after introduction of a system in a small Minnesota community. Contrary to expectation, actual television use decreased among sample members, all of whom had subscribed to the system. The decrease in television use, however, probably resulted from usual seasonal fluctuations in television viewing, and the lack of a control group of nonsubscribers made it impossible to determine what mitigating influence cable might have had.

Sparkes (1978) demonstrated that repeat scheduling of programs on a Toronto cable system led to increased viewing of specific programs, suggesting that cable can alter usual habits by its flexibility in scheduling. Significantly, the audiences of the more serious types of programs, such as those of public broadcasting, were more likely to gain from this repeat exposure than the standard entertainment shows.

Kaplan (1978) in a study of 204 cable users in a top 100 market found evidence that independent television stations imported from outside the local area compete with the local network television and movie theaters and that automated information channels, which are common on cable systems, compete with radio news. The study was limited, however, by two factors. First, the cable system studied did not provide extensive alternative programming. Second, all estimates of change in

media habits were based on self-report by those included in the sample.

Becker (1980), using data from a probability sample of household heads in Columbus, Ohio, showed that subscription to one of the four cable systems operating in that community was predicted by the same need for entertainment which was associated with use of other entertainment media, such as radio. A need for information, which predicted newspaper readership and viewing of television news, in contrast, was unrelated to subscription to cable.

Finally, Cosner (1980), using national and market specific data gathered by Nielsen, has shown that cable homes use more television than nonsubscribing homes and that cable viewers are less likely to watch local broadcast television stations than the noncable subscribers. The effects of cable on use of local stations is greatest in the markets served by only a few local stations, indicating that cable subscribers are seeking variety from the system. Cable also has been found to help offset seasonal trends in that the audiences shift to alternative programs on cable when summer reruns begin. Cable households were found to be younger, larger, and higher in socio-economic status than noncable households.

A Media Use Model

The expectation that use of cable might well disrupt normal media use habits is based on a rather simple model of media use behavior. The model, elaborated upon elsewhere (McLeod and Becker, 1981), stems from the assumption that audience members

should be viewed as active rather than passive receivers of media messages. Media use behaviors, as a result, can most productively be viewed as motivated behaviors.

Figure I is a graphic representation of this media use model, the components of which are similar in essential respects to those posed explicitly or implicitly by numerous others (Katz, Gurevitch and Haas, 1973; Katz, Blumler and Gurevitch, 1973-4; Blumler, 1979; Frank and Greenberg, 1980; and Kippax and Murray, 1980). Motives are seen as originating from the audience member's basic needs, his or her social background, and the current social situation within which he or she resides. These motives--or secondary needs--direct [illegible] behavior, but the behavior--at least in the mature individual [illegible] informed by an assessment of the satisfying potential of the various means by which the needs can be satisfied. The result of these directed assessments of the means of satisfying the secondary need is selection of a behavioral option. The selection, of course, is restricted by the availability of the options themselves.

An important component of this model is the realization that the mass media do not provide the only means of satisfying motives. This is perhaps most obvious where the entertainment need is concerned. Many leisure activities, such as participation in sporting events either as a spectator or player, are means of relaxing and being entertained. As such, they are competitive with the media-generated means of satisfying the need for entertainment. Another significant aspect of the model is the assumption that the media compete with each other in that they

provide alternative means of satisfying needs. Thus the introduction of a new medium into an existing system has the potential of altering the relationships between needs and media use.

Empirical evidence to support this model is not available in simple form, though numerous studies have shown support for various elements. For example, Blumler (1979) and Becker, Fruit and Collins (1979) have provided evidence that needs have their origin in the social situation, while Dimmick, McCain and Bolton (1979) have summarized the data on life-span changes in media use patterns in a way consistent with this position. Studies linking needs and media use have been even more common, with the work of Levy (1978), Frank and Greenberg (1980), and Kippax and Murray (1980) but recent examples. Less clear, however, are the means by which availability affects assessments of the means for satisfying needs as well as how past experience alters this assessment. Recent work by McLeod, Bybee and Durall (1980) and Palmgreen, Wenner and Rayburn (1980), however, has begun to address at least this second question.

Specific Expectations

The mass media compete with each other and with other activities on two important fronts. They compete for financial resources, which, for most people, have some real limitations. And they compete for time, which is limited for all mortals.

When an individual adopts a new media use habit, that habit has three possible consequences. First, it can claim for its own time and financial resources previously allocated by the

individual to other media activities. Second, it can take these same resources from other nonmedia activities, such as sleeping, working, or participating in leisure. Finally, the new medium can produce alteration in the ways previous behaviors were practiced resulting in a doubling up of activities so as to "expand" the 24-hour day. An example of this final solution to the competition would be the reading of newspapers and listening to radio at the same time, resulting in the use of both media in roughly the same amount of time as each requires independently.

The existing data on media competition and substitutions provide examples of each of these solutions. McCombs (1972) and McCombs and Eyal (1980), for example, have provided economic data suggesting that the money allocated to the media in the U.S. has remained relatively constant in the modern period and new media have altered the allocation system but not the size of the pool of resources. Weiss (1969), following a review of the literature on the effects of the introduction of television, concluded that the evidence suggests that adding television reduced the amount of time spent with the other media and resulted in a coordination of viewing and other household routines which allowed for an expansion of free time. Similarly, Robinson (1981) has interpreted the increase in television's share of the available leisure time during the 1965 to 1975 period as occurring at the expense of some media behaviors, such as radio, and nonmedia behaviors such as social visiting. But Robinson found some evidence as well that media use activities during this period

began to overlap more, suggesting that audience members were finding ways to use more media in the same or somewhat expanded amounts of time.

These findings, interpreted in the context of the media use model presented above, suggest that cable ought to have impact on other media use activities if for no other reason than that it provides content similar to what the other media are providing. In fact, the cable technology has the capability to provide almost all of the content now being provided by the other media individually. The impact of cable ought to be strongest, as Himmelweit, Oppenhiem and Vince (1958) suggested was true for television itself, on those media providing similar services. The effects would be least noticeable on those media providing services not being offered by the cable system.

Study Design

Data providing for a preliminary examination of the impact of cable on other media were gathered as part of a study conducted in Columbus, Ohio, and its suburbs in February and March of 1980. Telephone interviews were conducted with probability samples of household heads in homes with and without cable television. A total of 633 interviews were conducted, about one third of them with nonsubscribers to cable and the remainder with cable subscribers.

While Columbus and surrounding Franklin County are served by four cable companies, interviews were conducted only in those geographic areas served by the Warner Amex Qube system, the first interactive system in full commercial operation in the U.S.

While Qube is best known because it allows audience members to talk back to the television set via a home console, its more significant feature is that it provides extensive pay-per-view options to subscribers. Included in the package of offerings at the time of the study were numerous movie channels, including one for "adult" movies, sports channels, a religious channel, a children's channel, a channel providing news and weather via teletext, and locally produced public affairs and "magazine" programs. First run movies were provided either on a package or a per view basis, while old movies were available as a result of the importation of outside independent stations, including the superstations. In the year since the study was fielded, this package of offerings has expanded considerably, though the effects of these increased services can only be hinted at here.

Included in the survey instrument were measures of use of newspapers, television, and radio. For the Qube subscribers, questions were asked about the reason for subscription, programs watched, and satisfaction with the product. In addition subscribers also were asked to report on the impact of the subscription on their normal media use habits. Various demographic questions were posed to both subscribers and nonsubscribers.

Information on the effects of Qube on its audience can be gained indirectly from an examination of the uses being made of the cable system, the reasons for that subscription, and the demographic predictions of use and subscription. More direct evidence can be gained by a comparison of subscribers and nonsubscribers, examination of the patterns of media use of the subscribers, and reports of those subscribers on the effects of cable on their prior media habits.

Results

Table 1 provides a summary of the responses to an open-ended question posed to those in the survey who subscribed to Qube. Multiple responses were solicited and coded, so the responses here sum to more than 100%. These responses provide rather dramatic evidence that the most prominent motivations for subscription were for more television programming variety, either of a general sort or in terms of added movies and specials or sports. Only 7.4% of the 434 subscribers surveyed said they decided to purchase Qube service because of the novelty, a category which included responses suggesting the interactive nature of Qube was an attraction. Reception of a better signal also is not a significant motivating factor for these respondents. In summary, the data suggest the motivation for subscribing to Qube was to increase the offering of the media, or increase the number of options competing for a limited amount of time.

Table 2 provides data giving at least a rough indication of what people actually watch on the Qube cable system. While the items are not fully comparable because of basic differences in the nature of the programs, these data show that subscribers use Qube in ways consistent with the motivation that led them to purchase the service. Premium movies and specials, for which the respondents pay an extra charge, as well as the free sports programs appear to be some of the most popular programs offered. Less popular are the interactive, locally produced programs and religious programs, though each has a significant following. The teletext news and weather channel seems to enjoy considerable

popularity, with nearly four of five respondents indicating they watch it at least a few minutes once per week. Viewing of this news and weather channel tends to be rather short, a subsequent question revealed. Only about one quarter of those with the Qube service indicated they watched this channel more than five minutes when they turned to it. The data in Table 2, in general, suggest that people are using cable to provide them with materials not available from standard television, that is, more first run movies, more sports, and up-to-the-minute news and weather reports.

Demographic correlates of subscription to Qube as well as levels of use of the various types of programs shown in Table 2 are presented in Table 3. Home owners are more likely to subscribe to Qube than apartment dwellers. Married persons are more likely to subscribe than single persons, and persons with children in the home are more likely to subscribe than persons without children in the home. Males responding to the survey were slightly more likely to be in the subscription group than in the nonsubscription group.

The demographic analysis of use of the services of Qube provides a somewhat different picture from that just presented of Qube subscribers. The heaviest movie viewers, for example, are the young, single, renters. Males and renters are more likely to watch the sports programs on Qube. The religious programs are most popular with the older residents who have remained at the current address over the years. The religious programs also draw their audience from the less well educated

segment of the audience. The news and weather channel is most popular with the renters, the single, the less well educated, and the males in the audience.

These demographic analyses suggest that Qube might well draw its audience from audiences aligned with other media. For example, the single, male, renters somewhat low in education who report higher levels of use of the news and weather channel would be expected to be the same type of person attracted to radio news under normal circumstances. Of course, Qube does not necessarily have to draw audiences away from the other media. Rather audience members may just add Qube to their existing media use habits, taking the time from other leisure activities.

The data in Table 4 provide a preliminary examination of this question of Qube influence on media habits by examining the relationships between subscription to and use of Qube and use of the other media. A negative correlation in this table suggests that Qube has replaced another media use habit; a positive correlation suggests additive behavior instead.

Subscription to Qube is correlated positively with two measures of television viewing time (on week days and on weekends) and with newspaper readership (here indexed by the number of local daily newspapers read per week). The correlations with time with television, of course, would be expected both if heavy viewers of television are the ones who subscribe to the service and if subscription to the service increases viewing time. The levels of viewing for subscribers and nonsubscribers are quite discrepant, with subscribers reporting an average of 3.6

hours of television viewing on the average weekday while nonsubscribers report an average of 3.1 hours. On Saturday and Sunday, subscribers report an average combined viewing time of 8.0 hours, compared with 5.7 hours for the nonsubscribers.

The correlation of subscription with newspaper readership is less ambiguous, suggesting that those persons who use that print medium are more likely to be subscribers than non newspaper readers. Viewing of local and national television news as well as use of radio for news and weather is not associated with subscription to Qube.

The correlations of the two measures of hours of television viewing and viewing of the various programs on Qube is consistent with the explanation that Qube increases viewing time. Only Qube subscribers are viewed here, of course, and among this group use of the various services is associated with higher levels of television use. No other strong patterns emerge in the data in Table 4, though use of various Qube programs is mildy associated with local television news viewing. Movie viewing seems to cut across all levels of standard media use, as contrasted with viewing of the interactive talk program, sports and religious programs, which is associated slightly with the standard use habits. Such a finding suggests these may be the added-on features of Qube leading to the increase in television time specifically and media time in general, while movies are more often used for substitution. But the general lack of strong negative correlations in Table 4 seems to indicate that Qube's impact may be more in terms of increasing media usage overall than

adversely affecting the already existing media habits of the audience members. Use of the news and weather channel shows only a very slight and insignificant correlation with the use of radio news, with which it would be expected to compete most seriously, and it is slightly positively correlated with use of local television news.

While self reports of change are obviously not a satisfactory substitute for real change data, they may be able to provide helpful guidance in examining effects of the sort of interest here. In that context, various questions were posed to Qube subscribers regarding their impressions of the effects of the cable system. The responses to those questions are presented in Table 5. Consistent with the data from Table 4, Qube subscribers report that they have increased their viewing of television both on the weekdays and weekends since they initiated the subscription. In each case, nearly half of the respondents indicated such an effect. The consistency of such a finding from the self-report data, of course, suggests some confidence in these kinds of data may be warranted. Relatively small number of respondents report Qube has had an impact on their other media habits, such as the watching of local television news, the watching of national television news, the use of radio for news and weather information, and readership of newspapers. The self-reported effects are greatest for radio, however, and it is that medium which might be least immune to such an adverse effect since it does offer some services which also are provided by Qube, such as the news and weather channel. Given the suspicion that

audience members may under-report the influence of the media on their lives in general and in this kind of a situation specifically, such a report of effects may deserve additional consideration.

This conclusion is bolstered to some extent by data shown in Table 6 drawn from the responses to two questions posed to Qube subscribers at the end of the survey instrument. Participants in the study were asked to indicate what happens to them when they find themselves short of time and what they would expect to do should they have to cut back on their financial expenditures for the mass media. In both cases, respondents overwhelmingly selected Qube for a reduction in commitment rather than newspapers, another rather demanding medium in terms of both time and money. But a rather large minority of approximately 25% of the respondents indicated that they would eliminate newspapers before they cut back on time and financial commitments to their cable television service. Given the fact that these media did not seem to overlap strongly in terms of types of content provided, this is a rather striking finding.

Table 7 presents correlation coefficients indexing the relationships between these reports of the effects of Qube and the two questions from Table 6 and various other measures. Included in this latter group are use of the programe of Qube, normal media use habits, and the demographic variables considered earlier.

Consistent with the earlier finding in Table 4, movie viewing is not strongly related to reports of increased viewing of

television in general. It is related to reports of decreased viewing of local and national news, but not to decreases in use of the other media or selection of newspapers as the medium to cut in a Qube/newspaper forced choice situation. Use of the interactive channel shows no relationship with the reports of change, while use of sports is correlated with increased viewing and decreased local news viewing. Use of the religious programs is slightly related to increased time with television, while use of the news and weather teletext services is associated slightly with increased time with television, reports of decreases in local and national news viewing, decreases in use of radio for news and weather, and the decision not to cut newspapers from one's habits of financial commitments to newspapers. This set of correlations (with use of the news and weather channel) provides perhaps the strongest evidence to date that a real substitution effect resulting from subscription to cable may be lurking just below the surface here. The severely restricted variances for the self-report measures, of course, makes the emergence of large correlations rather unlikely.

The pattern of relationships shown in the middle section of Table 7 for self-reported influence and hours spent with television is one which is repeated elsewhere in the table. Those who use television heavily report that Qube has increased that use, but that it hasn't decreased the use of the other media or the news programs of television. This is true where newspaper reading is examined as well, suggesting that heavy media users at least believe that they are able to add media services by adding

time, rather than decreasing their use of the other media. Regular newspaper readers, as would be expected, also are less likely than infrequent newspaper readers to report that they would cut back on time or financial commitment to that medium rather than on commitment to Qube. Where use of television and radio news is concerned, however, there is no evidence of a relationship between these habits and reports of Qube's influence.

The relationships between several of the demographic characteristics and self-reports of influence are quite comparable to those for newspaper readership and self-reports of influence. Such a finding isn't surprising, of course, since readership is associated with some of these same demographics. Home owners, married persons, and those with children in the home are more likely than their counterparts to report increased television time as a result of Qube but less likely to report any other signs of Qube's influence. Male respondents also are more likely to report this pattern of effects, perhaps reflecting a male tendency to underestimate environmental influences on behaviors.

In a final effort to tease from the available data evidence regarding the influence of Qube, correlations between length of subscription to Qube and various factors are reported in Table 8. Length of subscription, of course, may be a gross indicant of the stages subscribers go through as a result of subscription to cable and as such be related to influence.

Those having Qube in their homes the longest are somewhat less likely to report that the cable service has increased their use of television or decreased their use of local and national

television news than those who have had cable for shorter periods. These findings suggest, of course, that homes may return to something like normalcy after a certain period of increased use. Another explanation, however, is that those persons who continue use of Qube for longer periods are simply those least likey to be affected by the medium.

This second interpretation is a bit more consistent than the first with several other findings in Table 8. The more veteran subscribers watch fewer movies than the newer subscribers and watch more of the local interactive programming, less sports, and perhaps slightly more religious programs. They also are more likely to watch local and national television news, use radio news, and read newspapers. They have been at their address longer, are more likely to own their homes and to be married and have children in the home. They also are older than the new subscribers.

Qube had been in service for just over two years at the time the study was fielded, yet about a quarter of those responding to the survey had been on the system for less than one year. These and other data suggest that much of the expansion of the system has been into areas not previously wired, and that new sales in the previously wired areas are doing little more than keeping pace with cancellations. The data in Table 8, it is interesting to note, suggest that continued subscription to Qube is predicted by variables similar to those which predict subscription to newspapers. It is hard to keep the young, unmarried renters on the Qube system, it seems, and it is hard to

keep them as subscribers to newspapers. The content of these two media seem to differ, but they seem to have a similar problem in this regard. And they may very well find themselves in a competitive situation regarding these mobile audience members.

Conclusions

The data presented in this paper speak to two general questions. First, they provide some information about who subscribes to cable and who uses the programs it offers. Second, they offer preliminary evidence regarding the consequences of this usage.

On the first count the data are relatively clear. Subscribers are drawn disproportionately from the home owners, the married, and those with children in the home. In contrast one of the most highly promoted features of the cable system studied, movies, are viewed more often by the renters, the single, and the young who subscribe to the service. Sports programs provided by cable also are more popular with the renters than the home owners, the young, and the male audience members. One type of program offered by the cable system is more popular with the stable, older members of the audience: religious programs. These programs also are more popular with those with less formal education than with audience members high in education.

The data regarding the consequence of use of cable and its various programs types are less conclusive and more difficult to summarize. Perhaps most firmly established is the finding that subscription to cable is associated with increased time spent with television. There is some suggestion, as well, that

use of radio for news and weather information is adversely affected by use of cable. In general, however, the data seem to suggest that cable has been added onto the pattern of normal media use.

These findings must be treated as preliminary. They come from only one cable system, and even that system has undergone change in the year since the study was conducted. Second, the measures used here were designed to focus on the effects of cable on uses made of the news content of the media rather than on media use in general. Finally, the data are temporally bound, making it difficult to gauge change in the behaviors under question.

Data from a subsequent study of subscribers to the four cable systems operating in Columbus and Franklin County suggest that program preferences of Qube subscribes are not substantially different from those of subscribers to the other, more traditional systems. For example, the amount of viewing of movies, sports and religious programs is nearly the same across the four systems. The unique programming feature of Qube--interactive programming--the data in Table 1 and 2 show, was not an overly strong drawing feature for audience members studied here, reinforcing the notion that the habits of Qube viewers may not be very different from those of audiences of other cable systems.

Cable systems nationally have expanded considerably their programming fare in the last two years as satellite interconnect has increased the diversity of the materials available. The Qube system is no exception to this pattern, having added since

this study was conducted such services as Cable News Network, ESPN (sports), and WSFJ (religious programming). The result is that Qube today may present audiences members with alternatives to their existing media and leisure behaviors which were not present when this study was fielded.

The CNN network for the first time has made cable a serious alternative to the national networks and perhaps even the print media, suggesting that the findings here might well be slightly different today. What is perhaps more important is the possibility that, given the increased programming both in news and in other areas, cable's impact on use of the nonnews content of all media would be stronger than the existing data suggest. In that context, the present study's focus on news is too narrow.

The need for data which allow for an examination of change in audience behavior over time is rather obvious. Such a design is rather difficult to carry out, but inferences about change will remain rather tentative without it.

This study was guided by the general assumption that audience members choose those media which satisfy their needs. Such choices are guided by past experiences and expectations about the offering of new media systems. In that context, the data on length of subscription to Qube are illustrative, for they show, first of all, that turnover on the system is quite high. While responses to an open-ended question in the survey instrument suggest that satisfaction with Qube is quite high (34% of those surveyed could not even verbalize a complaint) and did not vary

among those who had been on the system differing amounts of time, clearly not all persons who purchase the system find it worth the temporal and financial investment. And when those who were not subscribers to Qube were asked why they did not subscribe, nearly 40% said because they did not want the additional programming being offered and 25% said because it was not worth the added expense. Presumably for these persons the existing media were meeting their needs quite nicely or Qube was judged incapable of meeting them.

Perhaps the strongest advice offered by these data is that subsequent research should keep open the possibility that audience members both replace prior media habits by use of cable services as well as use these new services to supplement those existing habits. Which of these effects is dominant is the obvious next question.

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FIGURE 1

MEDIA USE MODEL

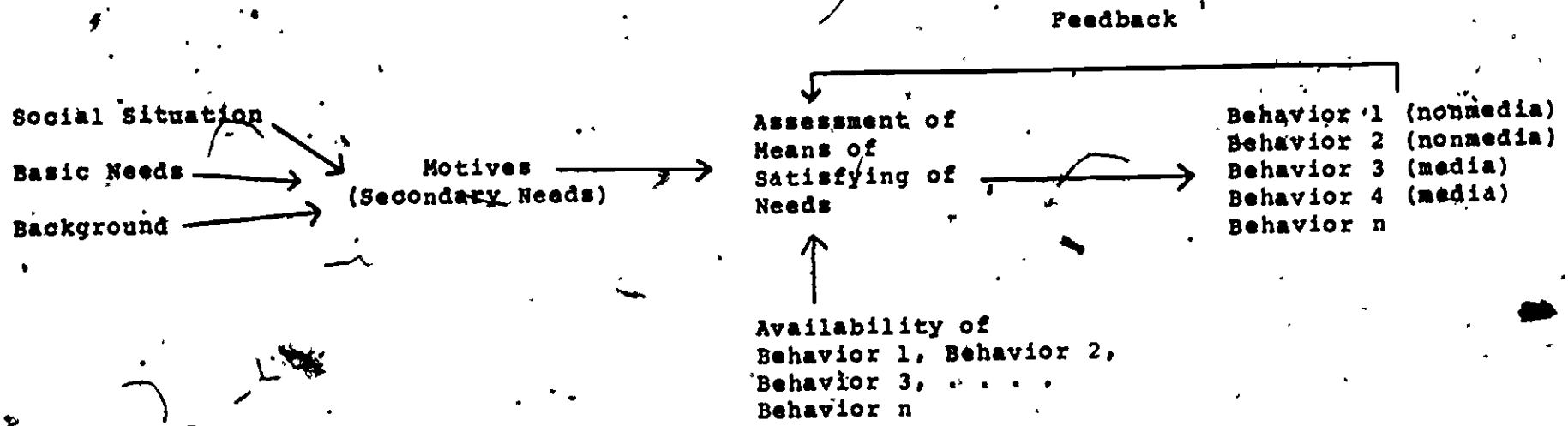

Table 1

Reasons for Subscribing to QUBE

Reason	Percentage of respondents giving listed reason
For more variety in television programming	50.2
For the premium movies and specials	23.0
For the added sports programming	20.3
Because of the novelty of QUBE	7.4
Because of the sales pitch made	7.4
To improve my television reception	5.3

N=434

Table 2

What Subscribers Say They Watch

Program	Percentage
Watch at least one premium movie per week	47.2
Watch Interactive talk show at least one day per week	35.0
Watch at least one free sports event per week	62.4
Watch 15 minutes of religious programs at least once per week	18.1
Watch a few minutes of news/weather channel at least once per week	77.9

N=434

Table 3

Demographic Correlates of Subscription, Use of Qube Programs
(Pearson's r)

	Yrs. at Address	Home Ownership	Marital Status [1]	No. of Children	Educ.	Age	Sex [2]
Subscription [3]	.00	.23	.17	.14	.06	.02	.09
Program Types [4]							
Movies	.07	-.16	-.17	-.01	-.01	-.21	.08
Interactive Talk	.05	-.02	.02	.06	-.07	.08	.04
Sports	-.03	-.14	-.03	-.03	-.04	-.09	.17
Religious	.19	.06	.08	-.03	-.19	.18	-.06
News/Weather	.01	-.11	-.08	-.03	-.10	-.03	.10

1. Coded to indicate married (2) or not married (1)
2. Coded to indicate male (2) or not male (1)
3. N=633. Correlations of .07 or greater are significant at the .05 level.
4. N=434. Correlations of .08 or greater are significant at the .05 level.

Table 4

Media Use Correlates of Subscription, Use of QUBE Programs
(Pearson's r)

	Hrs. TV Weekdays	Hrs. TV Weekends	TV local News Viewing	TV national News Viewing	Radio News Listening	Newspaper Readership
Subscription[1]	.11	.20	.02	-.01	.01	.17
Program Types[2]						
Movies	.11	.09	-.03	-.05	-.03	-.03
Interactive talk	.21	.16	.12	.12	-.00	.06
Sports	.17	.22	.10	.09	.04	.10
Religious	.10	.13	.13	.10	.03	.07
News/weather	.15	.22	.10	.04	-.04	.00

1. N=633. Correlations of .07 or greater are significant at the .05 level.
2. N=434. Correlations of .08 or greater are significant at the .05 level.

Table 5

Self Reports of Change

Since Subscribing to Qube...	Percentages
Watch TV on weekdays:	
Lot more	17.0
Little more	29.6
Same amount	48.3
Less	5.1
Watch TV on weekends:	
Lot more	20.9
Little more	29.8
Same amount	43.5
Less	5.8
Watch local TV news:	
Less	7.9
Same amount	86.8
More	5.3
Watch national TV news:	
Less	6.5
Same amount	84.0
More	9.5
Listen to radio for news and weather:	
Less	14.7
Same amount	81.8
More	3.5
Read newspapers:	
Less	5.1
Same amount	91.9
More	3.0

N = 434

Table 6

Media Priorities

Question	Percentages
1. Time constraints: Generally, what happens when you find yourself short of time and have to cut back on something? Are you more likely to cut back on the time you spend with the local newspapers of on the time you spend with QUBE and television in general?	
Spend less time with the papers	27.6
Spend less time with QUBE/TV	58.8
Doesn't buy paper now	2.8
Don't know	10.8
2. Financial Constraints: If you had to cut back on the money you spend on such things as newspapers and QUBE, would you stop buying newspapers before you stopped subscribing to QUBE, or would you stop subscribing to QUBE before you stopped buying local newspapers?	
Stop buying newspapers	26.5
Stop subscribing to QUBE	58.4
Doesn't buy paper now	3.0
Don't know	12.1

N = 434

Table 7

Correlates of Self-Reported Change[1]

	More Weekday TV	More Weekend TV	Less Local TV News	Less Natl. TV News	Less Radio News	Less Newsp. Read.	Cut Newsp. Time	Cut Newsp. Money
Qube Program Use:								
Movies	.06	.06	.14	.17	.04	.09	-.00	.04
Inter. Talk	.03	-.03	.02	.02	.03	.01	-.01	.09
Sports	.20	.16	.12	.05	.08	.03	-.10	.03
Religious	.10	.09	.06	.04	.08	.01	-.00	.10
News/Weath.	.09	.10	.13	.09	.17	.05	-.03	-.12
Normal Media Use:								
Hrs. TV Weekdays	.15	.12	-.10	-.10	-.07	-.08	-.08	-.07
Hrs. TV Weekends	.27	.28	-.19	-.19	-.16	-.19	-.18	-.16
TV Local News	.06	.03	-.05	-.03	-.00	-.02	-.03	-.03
TV Nat. News	.00	-.02	-.00	-.00	.02	.01	.01	.02
Radio News	.01	-.00	-.01	-.02	.06	-.01	-.01	-.01
Newsp. Reading	.16	.16	-.19	-.20	-.20	-.21	-.23	-.21
Demographics								
Yrs. at Address	-.02	-.03	-.00	.01	.01	.00	-.01	-.01
Home Ownership	.18	.19	-.23	-.24	-.23	-.23	-.23	-.23
Marital Status[2]	.15	.14	-.19	-.18	-.18	-.17	-.18	-.17
No. of Children	.14	.12	-.15	-.15	-.16	-.15	-.15	-.15
Education	.04	.03	-.05	-.06	-.10	-.07	-.08	-.07
Age	-.00	-.00	-.04	-.03	-.01	-.02	-.03	-.02
Sex[3]	.11	.11	-.08	-.10	-.09	-.09	-.11	-.09

1. N=434. Correlations of .08 or greater are significant at the .05 level.
2. Coded to indicate married (2) or not married (1).
3. Coded to indicate male (2) or not male (1).

Table 8

Correlates of Length of Subscription to QUBE

	Pearson r with Length of Subscription[1]
Self-Reported Change	
More Weekday TV	-.09
More Weekend TV	-.07
Less Local TV News	-.15
Less National TV News	-.11
Less Radio News	-.05
Less Newspaper Reading	-.02
Cut Time with Newspaper	.07
Cut Money for Newspaper	.03
QUBE Program Use	
Movies	-.08
Interactive Talk	.08
Sports	-.09
Religious	.07
News/Weather	-.06
Normal Media Use	
Hours TV Weekdays	.02
Hours TV Weekends	-.03
TV Local News	.08
TV National News	.10
Radio News	.09
Newspaper Reading	.19
Demographics	
Years at Address	.21
Home Ownership	.30
Marital Status[2]	.21
Number of Children	.13
Education	-.08
Age	.29
Sex[3]	-.06

Table 8 (Continued)

1. N=434. Correlations of .08 or greater are significant at the .05 level.

2. Coded to indicate married (2) or not married (1).

3. Coded to indicate male (1) or not male (2).