

CAN THE INTERNET HELP PRESERVE JOURNALISM?
SENSE OF COMMUNITY DIFFERENCES
AMONG PRINT AND ONLINE LOCAL NEWS CONSUMERS

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ABSTRACT

RACHEL DAVIS MERSEY: Can the Internet Help Preserve Journalism?
Sense of Community Differences among Print and Online Local News Consumers
(Under the direction of Philip Meyer and Rhonda Gibson)

This dissertation, a survey of a random sample of 1,171 adults living in Maricopa County, Ariz., seeks insight into the changing relationship between news and geographically defined communities by focusing on two local news products, *The Arizona Republic* and *azcentral.com*. It is rooted in the widely held belief that there is a virtuous cycle linking print newspaper readership to sense of community in a manner that enhances social capital and attempts to determine the nature of this relationship in light of online media advancements including hyperlocal news and Web logs. To measure this community connection, this work draws together concepts from social identity theory and psychological sense of community research, suggesting empirical tools for measuring both geographical and online sense of community. With these measures, analysis focuses first on the nature of the news-community relationships and then compares them based on the media preferences of respondents. Results suggest that the Internet may not be as powerful a geographic community builder as the print product and that geographic community connections are stronger than those online regardless of respondents' usage habits. Based on these findings, directions for future scholarly research and actionable information for the newspaper industry are presented.

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CHAPTER 1

INTRODUCTION

The local newspaper, as its name implies, is designed to focus on local news, that which is close to home. This quality differentiates local newspapers from their national counterparts, which traditionally attend to broader content such as national defense, politics, and entertainment. Local is about proximity, which involves news related to local schools, taxes, commerce, roads, development, and government. As such, local newspapers are connectors, acquainting new citizens to communities and informing all citizens about the communities' daily doings. These newspapers connect citizens with one another in both formal and informal ways, maintaining social, economic, and political public spheres through classified advertisements, personal news of weddings and deaths, and details about public meetings and initiatives. In doing so, local newspapers foster public life in their communities. According to Michael Zielenziger, former Tokyo bureau chief for Knight Ridder and publisher of *The Philadelphia Inquirer* and *The San Jose Mercury News*,

When enough people congregate in a defined geographic space, a community finds its larger, formal voice, traditionally around a newspaper--a weekly or daily journal that encapsulates the life of the society in its pages. Dating from Thomas Jefferson's time, newspapers have been the watchdogs of a democratic society, and were able to make money as well. Not only did they embody the first draft of a community's history, but also by foraging community where perhaps none had previously existed, they created identity, social capital, and a sense of belonging.¹

¹ Michael Zielenziger, "Newspapers in Retreat," *California* 117, no. 2 (March/April 2006).

Local newspapers are informers and watchdogs, roles that have been long held as crucial to community vigor.

Recent attention has focused on the detrimental community impact when newspapers decline in quality.² Scholars argue that civic and social engagement suffer the most significant blows. There are two primary trends damaging newspapers' ability to fulfill their community-building function. First, declines in circulation are limiting newspapers' reach, and this limitation is causing a decline in advertising revenue, which means smaller profit margins and therefore less investment in the news product. Simply put, the fewer readers newspapers can sell to advertisers, the less money newspapers can make. At the same time, bad competitors, defined as suppliers willing to provide equal or better service for less return, are entering the advertising market. Craigslist, a community-moderated free classifieds Web site, is the salient example. Meanwhile, more individuals are going online for news, a movement enhanced by the spread of high-speed Internet in the home. The Pew Internet & American Life Project has measured this trend. When asked in 2005 where they got their news yesterday, 23 percent of all respondents named the Internet, compared to 38 percent citing the local newspaper.³ However, among high-speed broadband users, 43 percent said

² See, for example, Davis Merritt, *Knightfall: Knight Ridder and How the Erosion of Newspaper Journalism Is Putting Democracy at Risk* (New York: AMACOM, 2005). Robert G. Picard, "Money, Media, and the Public Interest," in *The Press*, ed. Geneva Overholser and Kathleen Hall Jamieson (Oxford: Oxford University Press, 2005). Philip Meyer, *The Vanishing Newspaper: Saving Journalism in the Information Age* (Columbia, MO: University of Missouri Press, 2004). Jay Rosen, *What Are Journalists For?* (New Haven, CT: Yale University Press, 1999).

³ John B. Horrigan, "Online News: For Many Home Broadband Users, the Internet is a Primary News Source," http://www.pewinternet.org/pdfs/PIP_News.and.Broadband.pdf (accessed Sept. 25, 2006). The data for this research was gathered via telephone interviews conducted by Princeton Survey Research Associates between Nov. 29 and Dec. 31, 2005, among a sample of 3,011 adults. This particular question permitted response in more than one category. The results for all respondents were as follows: local television, 59 percent; national television, 47 percent; radio, 44 percent; local paper, 38 percent; Internet, 23 percent; and national paper, 12 percent. The results for broadband users: local television, 57 percent; national television, 49 percent; radio, 49 percent; local paper, 38 percent; Internet, 43 percent; and national paper, 17 percent.

they got their news yesterday from the Internet as compared to the same 38 percent for the local newspaper.

This dissertation, a survey of a random sample of adults living in Maricopa County, Ariz., seeks insight into the changing relationship between news and geographically defined communities. It is rooted in the basic idea that there is a virtuous cycle linking newspaper readership to sense of community in a manner that enhances social capital, the interwoven fabric of social connections that results in cooperation, trustworthiness, and civic participation. However, the news industry is in flux, threatened by Wall Street profit demands and new sources of news. The relationship between news and sense of community is imperiled. Professor and media economist Robert Picard notes, “The economic changes and financial pressures on media have significant implications for citizens’ understanding of the world, for public discourse, and for the development and maintenance of social communities.”⁴ This project investigates the relationship between the news media and communities by looking for correlations between individuals’ sense of community and their print and online news consumption.

One of the best ways to understand the role of newspapers in relation to sense of community and social capital is via the influence model of journalism, which was proposed by Hal Jurgensmeyer, a Knight Ridder executive in the 1970s. The influence model prizes the societal influence of newspapers as a journalistic output that is not for sale, and holds that societal influence, which compels social trust and community involvement, underlies the broader construct of social capital. An important extension of this model is that it also

⁴ Robert G. Picard, “Money, Media, and the Public Interest,” in *The Press*, ed. Geneva Overholser and Kathleen Hall Jamieson (Oxford: Oxford University Press, 2005), 346.

provides business justification for quality journalism. “If the model works,” explains Knight Chair in Journalism at the University of North Carolina at Chapel Hill Philip Meyer, “an influential newspaper will have readers who trust it, and therefore it will be worth more to advertisers.”⁵

This survey is designed to begin to address the question: “Can the Internet wield the level of community influence once commanded by print newspapers?” Although causation--readership begetting community connection--cannot be established with this method, this dissertation aims to shed light on the complex relationships between news and community by examining a snapshot of people living in Maricopa County, Ariz.

The Arizona Republic, a Gannett newspaper in Phoenix, Ariz., offers a natural environment for investigating this question. In 1995, *The Arizona Republic* launched azcentral.com as its online counterpart. The Web site has continued to expand, incorporating KPNX-TV, the Gannett-owned Phoenix NBC affiliate, and *La Voz*, the area’s Spanish-language newspaper. By 2006, azcentral.com also offered 14 local city or area subsites in addition to one Spanish-language portal. By including Spanish-language and neighborhood news on the Web site, azcentral.com is highly differentiated from the print product, which cannot accommodate these foci. These neighborhood sites, which vary in sophistication, may include Web logs, city guides, neighborhood resources, school information, crime reports, access to real-time police and fire scanners, traffic, and event news. With this, azcentral.com commands about 6 percent unduplicated reach.⁶ Rich Gordon, former director of *The Miami*

⁵ Philip Meyer, *The Vanishing Newspaper: Saving Journalism in the Information Age* (Columbia, MO: University of Missouri Press, 2004), 7.

⁶ Jeff Lemberg, “The Whole Story: The Newspaper Industry Embarks on Ambitious Audience Initiative,” in *Presstime* (October 2005), <http://www.naa.org/Home/PressTime/2005/October/PressTimeContent/Presstime-October-2005-The-Whole-Story.aspx>. The unduplicated reach measures being used in the industry today can be

Herald's new media division and currently a professor at Northwestern University's Medill School of Journalism, recognizes this accomplishment: "What they can show is that with an array of products they have a significantly larger audience aggregate than any one of their products has. That's the model for success." Although Gordon is referencing the wide body of products including direct mail and magazines, the point is clear--more products mean more consumers, an audience-aggregation strategy in action. But how does this "more is better" approach vis-à-vis online news affect communities?

By focusing the survey on Maricopa County, the home county of *The Arizona Republic* and azcentral.com, this dissertation intends to take an initial step toward comparing sense of community differences between individuals based on their levels of local print and online news consumption. It is clear that the news business is changing and that these changes are manifesting themselves in the news products, both print and online. What remains unclear is the relationship to community impact.

Transitions in the newspaper industry

Declines in circulation penetration and advertising revenues at local U.S. newspapers were plaguing the industry before the Internet, but the online medium has borne the brunt of criticism for changing the contour of the business while also serving as the industry's beacon of hope for gaining readership. "The old business model is defunct," said former *Los Angeles*

misleading. For example, to calculate unduplicated reach, the Newspaper Association of America relies on Scarborough Research data. Circulation data for print newspapers is based on readership over the past week. Related data for newspaper Web sites, however, is based on use over the past month. Read more about the NAA's process and view 2006 reach data, <http://www.naa.org/advertiser/netreachdata.html> (accessed March 13, 2007). The difference between the time periods--7 days versus 30 days--used by the NAA clearly exaggerates the reach of the Web; and the 6 percent unduplicated reach figures used by *The Arizona Republic* reflects this biased calculation. According the NAA and Scarborough Research, *The Arizona Republic's* total print 7-day reach is 55 percent or 1,828,441. The total 7-day print reach plus the 30-day online reach is 61 percent or 2,013,278.

Times editor John Carroll, 2006-2007 Knight visiting lecturer at the Shorenstein Center at Harvard University's John F. Kennedy School of Government, when he spoke at the April 2006 convention of the American Society of Newspaper Editors in Seattle, Wash. "With the advent of the Web, the rotary presses are looking more and more like the last steam engine."

Online news sites are becoming common for traditional print newspapers. According to Newslink, an index of online media, more than 4,000 U.S. newspapers hosted online sites in 2006.⁷ While models vary, most are designed with deference to the parent print news product. Many news producers see print and online products as competitors, where an investment in a newspaper's Web site is likely to cannibalize the print newspaper. The simplest Web sites are the most common and recycle the news from the daily newspaper; the more advanced Web sites offer enhanced content in the forms of constantly updated news, searchable databases, or Web logs.⁸ News-industry analysts and academics continue to deal with this tension between print and online products.⁹

However, despite these conversations about the commercial value of newspaper Web sites, little attention is paid to how this new medium could be influencing the loftier aims of newspapers to act as community protectors or watchdogs. Instead, the focus is on confirming

⁷ Newslink, <http://newslink.org/news.html> (accessed Sept. 25, 2006).

⁸ See, for more about electronic editions, Kevin G. Barnhurst, "News Geography and Monopoly: The Form of Reports on U.S. Newspaper Internet Sites," *Journalism Studies* 3, no. 4 (Nov. 2002), 477-489.

⁹ See, for example, Horrigan, 2006. The Pew Research Center for the People & the Press, "Online Newspaper Readership Countering Print Losses: Public More Critical of Press, but Goodwill Persists," <http://people-press.org/reports/pdf/248.pdf> (accessed Sept. 25, 2006). Lori Robertson, "Adding a Price Tag," *American Journalism Review* 27, no. 6 (Dec. 2005/Jan. 2006), 52-57. Mike Shields, "Screening the News," *MediaWeek* 15, no. 42 (Nov. 21, 2005), 8. David Carlson, "The News Media's 30-Year Hibernation," *Nieman Reports* 59, no. 3 (Fall 2005), 68-71. The Pew Research Center for the People & the Press, "Online News Audience Larger, More Diverse: News Audiences Increasingly Politicized," <http://people-press.org/reports/pdf/215.pdf> (accessed Sept. 25, 2006). John Dimmick, Yan Chen, and Zhan Li, "Competition between the Internet and Traditional News Media: The Gratification-Opportunities Niche Dimension," *The Journal of Media Economics* 17, no. 1 (2004), 19-33.

the value of the newspaper product.¹⁰ Evidence suggests that what differentiates newspapers from other media is the historical willingness to spend on quality journalism. “No other new media spends anywhere near as much,” said John Greenman, Carter Professor of Journalism at the University of Georgia, when he spoke at the Nov. 2005 Southern Newspaper Publishers Association convention in Palm Beach, Fla. A printing press costs more than a broadcast transmitter or an Internet server. However, the business model and therefore journalism itself are at risk due to declining readership and loss of advertising dollars. “Now be sure the newspaper business model has been under pressure before,” said Greenman. “It has proven to be remarkably adaptive. It has adapted for example to economic changes such as lower barriers to entry and heightened competition. It has adapted to demographic changes such as the entry of women into the workforce and the movement of families to suburbs and exurbs. And it has adapted to technological changes such as the shift from hot to cold type, from analog to digital competition, from printers to pagination.”

In fact, technological changes powerful enough to be felt throughout the newspaper industry date back to the invention of the printing press, which made it possible to provide printed materials to mass audiences but still left the tedious task of hand composition. The technology of printing evolved slowly over the next couple hundred years until Ottmar Mergenthaler’s Linotype machine “broke the composition bottleneck.”¹¹ The machine streamlined the typesetting using brass characters, which were then used as a mold for hot lead. This letterpress process eventually became common practice at large and small

¹⁰ Merritt, 2005. Meyer, 2004. Maria Henson, “Experiencing the Meaning of Journalism,” *Nieman Reports* 58, no. 4 (Winter 2004), 58. Rosen, 1999. Fred S. Siebert, Theodore Peterson, and Wilbur Schramm, *Four Theories of the Press: The Authoritarian, Libertarian, Social Responsibility and Soviet Communist Concepts of What the Press Should Be and Do* (Urbana, IL: University of Chicago Press, 1963).

¹¹ Corban Goble, “Newspaper Technology,” *History of the Mass Media in the United States: An Encyclopedia*, ed. Margaret A. Blanchard (Chicago: Fitzroy Dearborn, 1998), 460.

newspapers until the late 1970s when the less expensive alternative of offset printing using cold type became routine at major U.S. dailies.¹² Technology impacted newspaper printing again with the emergence of computer typesetting in 1990s and eventually the direct computer-to-plate process allowed newspapers to bypass the work room altogether and copy editors to directly paginate stories.¹³ Each of these steps served to cut production costs at newspapers, which were throughout the same time period struggling against new competitors.

The realization of the power of broadcast radio, its expansion to FM radio, the diffusion of television and then cable television all marked challenges to the newspaper advertising market.¹⁴ “The number of radio stations in the United States almost doubled between 1970 and 1996, and the number of television stations increased from 872 in 1970 to 1,576 in 1998.”¹⁵ Over just part of this period, from 1986 to 1996, newspaper advertising revenue declined by nearly 4 percentage points.¹⁶ In fact, even the technological advances that helped the newspaper industry, such as offset printing, also meant more competition. Offset printing made direct-mail advertising inexpensive and easy. Because new technology brought this steady stream of competitors to the newspaper industry, newspapers began to consolidate to survive. In 1931, New York City boasted 27 daily newspapers, according to the *Editor & Publisher Yearbook*. That figure plummeted to 7 by 1971, and fell again by

¹² Ibid.

¹³ Ibid., 462.

¹⁴ See, for more, Stephen Lacy, “The Effect of Growth of Radio on Newspaper Competition, 1929-1948,” *Journalism Quarterly* 64, no. 4 (Winter 1987), 775-781. Mary Alice Shaver and Stephen Lacy, “The Impact of Intermedia and Newspaper Competition on Advertising Linage in Daily Newspapers,” *Journalism & Mass Communication Quarterly* 76, no. 4 (Winter 1999), 729-744.

¹⁵ Shaver and Lacy, 1999, 729.

¹⁶ Ibid.

2001 when there were only 5 dailies. Other cities saw similar consolidation moves. Chicago had 10 dailies in 1931, 7 in 1971, and only 2 in 2001. Washington, D.C., a smaller newspaper market with only 6 dailies in 1931, had only 3 by 1971, and 2 in 2001. These efforts toward consolidation and the aforementioned technological efficiencies in production, however, have not been able to prevent the downward spiral of newspaper circulation. Sociologist Leo Bogart point us to this evidence: “In 1970, total U.S. daily newspaper circulation fell below the number of households for the first time in recent history, and the gap between circulation and household has continued to widen.”¹⁷ Newspapers continue to lose readers as they face another technological advancement, the Internet. The present challenge is to adapt the newspaper business model, which prizes good journalism rooted in a geographic community, to the technological environment created by the Internet and the new type of consumer who accompanies this change.

It is a challenge that comes in opposition to what many scholars see as an undeniable change in the concept of communities, which can now not only be geographic but virtual. Virtual communities often mean the absence of face-to-face communication, which is seen as one of the pillars of geographic communities. Virtual communities instead favor computer-mediated messaging through the Web and other emerging technologies. In a Nov. 16, 1988, *Wall Street Journal* article, Cambridge Technology Partners futurist Thornton May cited the power of these communicative technologies as so strong that he claimed, “Geography is dead.” He predicted that “by the year 2008, technology will have trivialized the concept of ‘place.’”¹⁸

¹⁷ Leo Bogart, *Press and Public: Who Reads What, When, Where, and Why in American Newspapers*, 2nd ed. (Hillsdale, NJ: Lawrence Erlbaum Associates, 1989), 15.

¹⁸ *Wall Street Journal*, Nov. 16, 1988.

We already know that the Internet has made news about nearly everything and everywhere, well-researched or ill-informed, accessible and free. Readers are going to other sources--even non-news sources such as Web logs, magazines, and entertainment television--for their “news.” In the March/April 2006 issue of *Columbia Journalism Review*, which deals with the changing news quality at *The Philadelphia Inquirer*, an editorial notes that the news media environment has changed.

Newspapers are in competition with *everything* now, and they have fewer troops to deploy. Editors know this. But it’s not yet clear at some papers that they know it deeply enough to try to lift those troops to levels of creativity that this loss of a news monopoly requires, to help time-pressed reporters make sharper choices, and to remind them over and over that they have qualities that few bloggers or radio jabbermouths or cable talkers come close to supplying: a visceral knowledge of the turf and an ability to report deeply and write with both voice *and* authority, given time and a little encouragement.¹⁹

As noted here, this new environment does not negate the value of well-reported news.

According to W. Davis Merritt, former editor of the *Wichita Eagle*, “Given the inexorability and pace of technology, we may not need newspapers in our media mix at some point in the future--perhaps sooner than later. But we will need newspaper journalism, because democracy can thrive without newspapers, but it cannot thrive without the sort of journalism that newspapers uniquely provide.”²⁰

In thinking then about moving newspaper journalism to the Web, there must first be evidence that there are potential readers online. Simply, are enough people willing to read news online? The quick answer is yes. There is no doubt that there is an audience for online news, and trends suggest that it is growing. In Nov. 2005, more than 55 million people visited newspaper Web sites, according to the Newspaper Association of America’s report by

¹⁹ “All That Glitters,” *Columbia Journalism Review* 44, no. 6 (March/April 2006), 5.

²⁰ Merritt, 2005, 1.

Nielsen/Net Ratings.²¹ This is a 30-percent increase, up from 42.5 million, from the same time the previous year. In percentage terms, that is 35 percent of the population 16 and older who visited the Web at least once in an average 30-day period, up from 28 percent the previous year. The Pew Internet & American Life Project credits this growth to the proliferation of broadband Internet in U.S. households.²² According to its research, which more broadly measures the use of Internet for news and not just online newspapers, 50 million Americans rely on the Internet for news everyday.²³ Broadband users are the most consistent users.

Coupled with this increase in the number of users is the amount of time users are spending on the Web daily. In recent research, the Project for Excellence in Journalism determined that the frequency of Internet use is increasing. In fact, “rather than something more people were discovering, the Internet was becoming more a part of their daily life.”²⁴ The Newspaper Association of America has determined that the time Internet users spend on newspaper Web sites is continuing to rise, averaging 42 minutes a *month* during the last quarter of 2005 compared to 36 minutes a *year* earlier.²⁵ In contrast, the readership trend for

²¹ Newspaper Association of America, “Online Newspaper Viewership Reaches New High in November ’05: More Than 55 Million Visitors Represent More Than 36 Percent of All Active Internet Users,” <http://www.naa.org/global/presscenter/2006/online-newspaper-viewership-reaches-new-high-in-november-05.aspx?lg=naaorg> (Feb. 2, 2006) (accessed March 15, 2006).

²² Pew Internet & American Life Project, “Online News: For Many Home Broadband Users, the Internet Is a Primary News Source,” http://www.pewinternet.org/PPF/r/178/report_display.asp (March 22, 2006) (accessed March 23, 2006).

²³ *Ibid.*, 2.

²⁴ Project for Excellence in Journalism, “The State of News Media 2006: An Annual Report on American Journalism,” http://www.stateofthenewsmedia.org/2006/narrative_online_intro.asp?media=4 (accessed Oct. 9, 2006).

²⁵ Newspaper Association of America, “Interactive Media: Extending the Franchise,” <http://www.naa.org/theforce/23.asp> (accessed Oct. 9, 2006).

newspapers has been shown to be declining. “Newspaper reading accounted for 62 percent of all reading in 1965, but by 1985 it was down to 34 percent,” according to time-use experts John Robinson and Geoffrey Godbey.²⁶ That equates to a drop from more than two hours per week to less than one.

However, as home broadband adoption and attention to Internet news has increased, the opportunity for online news has also grown. Even with the assurance that online readers exist, online news is still mainly dependent on print newspapers for its content. For the news business to maintain its focus on and commitment to community, an authentic form of news must be migrated from the print product to the Web. That authenticity stems from attention to the tenets of journalism, which were succinctly outlined by former Curator of the Nieman Foundation for Journalism at Harvard University Bill Kovach and Director of the Project for Excellence in Journalism Tom Rosenstiel in their 2001 book, *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*.²⁷ According to Kovach and Rosenstiel, journalism is differentiated from other media on the basis of nine points:²⁸

- (1) Journalism’s first obligation is to tell the truth.
- (2) Journalism’s first loyalty is to citizens.
- (3) The essence of journalism is a discipline of verification.
- (4) Journalists must maintain an independence from those they cover.
- (5) Journalists must serve as an independent monitor of power.
- (6) Journalism must provide a forum for public criticism and comment.
- (7) Journalists must make the significant interesting and relevant.
- (8) Journalists should keep the news in proportion and make it comprehensive.
- (9) Journalists have an obligation to personal conscience.

²⁶ John P. Robinson and Geoffrey Godbey, *Time for Life: The Surprising Ways Americans Use Their Time* (University Park, Penn.: The Pennsylvania State University Press, 1997), 149.

²⁷ Bill Kovach and Tom Rosenstiel, *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (New York: Three Rivers Press, 2001).

²⁸ *Ibid.*, 12-13.

There is anecdotal evidence to suggest that the transmission process does nothing to degrade the innate value associated with the best journalism. Consider, for example, the days following Hurricane Katrina's destruction of the Gulf coast area. The Pulitzer Prize winning (New Orleans, LA) *Times-Picayune* took to the Web with PDF news editions, ongoing Web logs from reporters and editors, and reader posts. If this is an early example, it is an encouraging one that news journalism can transcend its medium to reach audiences effectively.

Despite this example, as of yet there is no empirical evidence to support the idea that journalism is being shifted to the Web in a way that maintains its community benefit. There is an opportunity, then, to investigate whether the Internet can maintain the level of influence once wielded by print newspapers by ensuring or improving users' community connection. This survey sets out to begin to answer that.

Role of the press in a democracy

As the post-Katrina efforts evidence, the value of newspapers is clear and well documented in the academic and trade literature.²⁹ The documentation dates back to the 1920s and John Dewey's exclamation for a "Great Community," which he defined as

a society in which the ever-expanding and intricately ramifying consequences of associated activities shall be known in the full sense of that word, so that an organized, articulate Public comes into being. The highest and most difficult kind of inquiry and a subtle, delicate, vivid and responsive art of communication must take possession of the physical machinery of transmission and circulation and breathe life into it. When the machine age has thus perfected its machinery it will be a means of

²⁹ C. Edwin Baker, *Media, Markets, and Democracy* (Cambridge, Cambridge University Press, 2002); John Dewey, *The Public and Its Problems* (Athens, OH: Ohio University Press, 1927); Herbert J. Gans, *Democracy and the News* (Oxford: Oxford University Press, 2003); Walter Lippmann, *Liberty and the News* (New York: Harcourt, Brace, and Howe, 1920); Merritt, 2005; Rosen, 1999; Michael Schudson, *The Good Citizen: A History of American Civic Life* (Cambridge, Mass.: Harvard University Press, 1998); Siebert, Peterson, and Schramm, 1963.

life and not its despotic master. Democracy will come into its own, for democracy is a name for a life of free and enriching communion.³⁰

For more than 400 years, newspapers have had “possession of the physical machinery of transmission and circulation,” and breathing life into it has taken the form of journalism. In 1993, journalism professor and scholar Jay Rosen extended this line of thinking to relate the necessary actions of a free press--doing good journalism--to a healthy democracy, a relationship he called “community connectedness.”

If journalism can be described as a purposeful activity, then its ultimate purpose is to enhance democracy.

Thus, democracy not only protects a free press, it demands a public-minded press.

What democracy also demands is an active, engaged citizenry, willing to join in public debate and participate in civic affairs.

No democracy--and thus, no journalist--can afford to be indifferent to the trends in public (or private) life that either draw citizens toward the public sphere or repel them from it.

Part of journalism’s purpose, then, is to encourage civic participation, improve public debate, and enhance public life, without, of course, sacrificing the independence that a free press demands and deserves.³¹

Newspapers or more accurately, the journalism they supply has a unique task.

Research conducted in 2002 by the John S. and James L. Knight Foundation that focused on orchestras--yes, orchestras--offers us some telling parallels.³² “The mere existence of an orchestra in a community does not contribute to its vitality,” explained

³⁰ Dewey, 1927, 184.

³¹ Jay Rosen, “Community Connectedness Passwords for Public Journalism,” *The Poynter Papers*: No. 3 (St. Petersburg, Fla.: The Poynter Institute for Media Studies, 1993), 3.

³² The Classical Music Consumer Segmentation Study highlighted here was part of the Foundation’s decade-long, \$10 million Magic of Music initiative. The study, conducted by Audience Insight LLC of Southport, Conn., was done in partnership with 15 American orchestras and consisted of more than 25,000 interviews. Access reports from the study online at <http://www.knightfdn.org/default.asp?story=music/consumersegmentation/index.html> (accessed Feb. 5, 2007). The data are archived in full at the University of North Carolina at Chapel Hill’s Odum Institute, <http://www.irss.unc.edu/odum/jsp/home.jsp>.

Penelope McPhee, formerly the Foundation’s vice president and chief program officer, in the first of the Knight reports. “Communities need vibrant, *relevant* orchestras that give meaning to people’s weary, humdrum lives.”³³ The newspaper analogy is all too clear. Communities rely not on the existence of a newspaper but have the potential to thrive with a newspaper that embodies the democratic values of the Fourth Estate. Extending the orchestra-to-newspaper analogy, McPhee goes on to detail an important distinction between content and delivery in the businesses of classical music and news. “But newspaper journalists, decrying diminishing subscribers, worry that the democracy is at risk because people aren’t getting the news--from them.”³⁴ Orchestra musicians and supporters have come to believe a similar thing, that the broad cultural impact of classical music is being compromised because fewer people attend the live performances. According to McPhee, newspapers and orchestras are “confusing the content with the delivery system.”³⁵ In fact, 60 percent of adults express at least some interest in classical music, and one-third of them listen to classical music regularly at home and in their cars but less than 5 percent are regular orchestra patrons.³⁶ Similarly, McPhee points out, “people are getting much more news, much more quickly, than ever before. The difference is that the content is coming from many different places, and newspapers no longer own the franchise.”³⁷ This is true. Evidence from the Pew Internet &

³³ Penelope McFee, *Bridging the Gap: Orchestra and Community*, Issue Brief 1 (Miami: John S. and James L. Knight Foundation, 2002), 3.

³⁴ *Ibid.*, 4.

³⁵ *Ibid.*

³⁶ *Ibid.*, 3.

³⁷ *Ibid.*, 4.

American Life Project confirms it.³⁸ But this research is designed to determine if the medium does matter.

Understanding the definitive and necessary role of journalists as protectors of democracy does not dictate the necessity of the newspaper itself, but it does demand the same level of community building to come from somewhere else. There is the sense that the print news product is valued in today's business simply because it came first and has historically made publishers and media companies very wealthy. That equation is now changing in our communities.

Conceptualization and operationalization of community

To begin an investigation of Internet news' ability to foster a sense of community among its readers, it is first necessary to define community. Professor George Hillery Jr. made the most substantive attempt at pinpointing a definition of community in his early research.³⁹ Hillery reviewed 94 definitions of community from the literature and identified 16 underlying concepts with only one unifier, people. He concluded then that "one of the more certain aids to clarity ... is to employ hyphenated words: nation-community, village-community, household-community, etc."⁴⁰ The limitation of Hillery's work was that it remained geographically bound. In contrast, professors David Chavis and J. R. Newbrough wrote in their introduction to a special issue of *The Journal of Community Psychology* focused on sense of community, "A community should be defined as any set of social

³⁸ Horrigan, 2006.

³⁹ George A. Hillery, "Definitions of Community: Areas of Agreement," *Rural Sociology* 20 (1955), 111-123.

⁴⁰ Ibid.

relations that are bound together by a sense of community.”⁴¹ This definition allows for communities that are part of an emerging online culture.

Recent attention to the theory of emergence and the concept of self-organizing communities are giving scholars another lens to look at these early ideas. In his 2001 book *Emergence*, popular author Steven Johnson detailed the impetus behind and implications of emergence theory, the idea that there is a higher-level pattern resulting from a variety of self-organizing interactions between smaller, less important elements.⁴² It is, essentially, the theory of the whole being greater than the sum of its parts. According to Johnson, the geographic community is really a self-organizing entity.

Cities are blessed with an opposing force that keeps the drift and tumult of history at bay: a kind of self-organizing stickiness that allows the silk weavers to stay huddled together along the same road for a thousand years, while the rest of the world reinvents itself again and again. These clusters are like magnets planted in the city’s fabric, keeping like minds together, even as the forces of history try to break them apart.⁴³

From this perspective, Johnson argued that the Internet is increasing individuals’ interconnectedness in the same self-organizing manner.

The Internet is the fastest, most efficient way to reach the masses. This means the “virtual” end to isolation. Networking expert Albert-László Barabási offered in his 2002 book, *Linked*, a comparison to the well-known six degrees of separation, which first appeared in the literature as early as the 1920s.⁴⁴ Harvard professor Stanley Milgram revisited the

⁴¹ David M. Chavis and J. R. Newbrough, “The Meaning of ‘Community’ in Community Psychology,” *Journal of Community Psychology* 14, no. 4 (Oct. 1986), 335-340.

⁴² Steven Johnson, *Emergence* (New York: Scribner, 2001).

⁴³ *Ibid.*, 106-107.

⁴⁴ Albert-László Barabási, *Linked: How Everything Is Connected to Everything Else and What It Means for Business Science, and Everyday Life* (New York: Plume, 2002).

concept in his 1967 experimental research, an academic take on the modern chain letter designed to determine the distance between any two people in the United States.⁴⁵ Milgram focused on individuals living in the Midwest and their connection to two target individuals in Massachusetts. Milgram began the chain by sending letters to the Midwest batch of people asking if they knew one of the two target individuals. If they did not, they were asked to send the letter on to a person they think most likely to know the target or at least be a step closer to knowing them. Milgram found the median number of individuals separating a random citizen in the Midwest from one of the two targets to be 5.5; thus, the well-known six degrees of separation.

Barabási reworked Milgram's study to examine the interconnectedness of the Web for a modern interpersonal comparison and found there are only 19 degrees separating any one Web page from any other Web page. Individuals are now 19 clicks away from anything on the Web, and only one click away from their friends and family. According to Barabási, the world is shrinking because the number of social links is increasing. Those social links are creating online communities, "set[s] of social relations that are bound together by a sense of community."⁴⁶

Despite this literature that stretches the understanding of community, using the context of a U.S. local daily newspaper for this survey still requires clear identification of a geographic community. A number of standard definitions are possible, including Area of Dominant Influence, which is broadcast-based; Primary Market Area and Designated Market Area, which are newspaper-based; home city; and home county. This investigation uses the

⁴⁵ Stanley Milgram, "The Small-World Problem," *Psychology Today* 1, no. 1 (1967), 60-67.

⁴⁶ David M. Chavis and J. R. Newbrough, "The Meaning of 'Community' in Community Psychology," *Journal of Community Psychology* 14, no. 4 (Oct. 1986), 335-340.

latter, following the example of Philip Meyer in his 2004 book, *The Vanishing Newspaper*.⁴⁷ Meyer was attempting to make apples-to-apples comparisons between the circulation success of different size newspapers. He suggested a measure of circulation divided by the number of households in the market, a standard measure of market penetration. Still, “that leaves yet another problem, how to define the market,” Meyer noted.⁴⁸ He chose home county because “I know of no important newspaper that is ambivalent about circulation in its home county.”⁴⁹ This research will follow this lead and use home county as the population for this study. For *The Arizona Republic*, this is Maricopa County, the most highly populated county in Arizona (see Appendix A for map). Based on the July 1, 2005 population estimates from the U.S. Census Bureau, the total population of Maricopa County is 3,635,528, which is more than 60 percent of the statewide population of 5,939,292.⁵⁰ The proximity to the Mexico border and the inclusion of Spanish-language news online at azcentral.com suggest a large local Spanish-speaking population, which is confirmed by the Census data. Of the Maricopa County population 5 years old and older, 22 percent speak Spanish at home, and of those, 52 percent speak English less than “very well.”⁵¹ This diverse community is an ideal location for this project.

⁴⁷ Meyer, 2005.

⁴⁸ Ibid., 22.

⁴⁹ Ibid.

⁵⁰ U.S. Census Bureau, 2005 Population Estimates, http://factfinder.census.gov/servlet/GCTTable?_bm=y&-geo_id=04000US04&-_box_head_nbr=GCT-T1&-ds_name=PEP_2005_EST&-_lang=en&-redoLog=false&-format=ST-2&-mt_name=PEP_2005_EST_GCTT1_ST2&-_sse=on (accessed Sept. 27, 2006). Population estimates are based on the 2000 Census, which pinpoints the Maricopa County population at 3,072,149 and the state population at 5,130,632.

⁵¹ U.S. Census Bureau, 2005 American Community Survey Data Profile Highlights: Maricopa County, http://factfinder.census.gov/servlet/ACSSAFFacts?_event=&geo_id=05000US04013&-_geoContext=01000US%7C04000US04%7C05000US04013&-_street=&-_county=Maricopa+County&-_cityTown=Maricopa+County&-_state=04000US04&-_zip=&-_lang=en&-_sse=on&-ActiveGeoDiv=&-_useEV=&-pctxt

Theoretical framework for studying news relationship to community

Theoretical guidance for this dissertation, which focuses on the *relationships* individuals have with their communities, is found in the psychology literature. Specifically, social identity theory (SIT) details the biological needs of individuals to maintain positive social identities. According to SIT, these social identities are secured through satisfying group memberships. Mass communication scholars have since employed SIT to explain individuals' relationships with media from two perspectives. First, there is evidence to suggest that individuals use media to help identify and define their group memberships. Second, research also indicates that individuals choose media to confirm their positive social identities within these groups and in comparison to other groups. Until this point, scholars have assumed either one approach (media as a precursor to group membership) or the other (media as a part of social identity management). However, this dissertation suggests a cyclical relationship in which local news consumption encourages community identification, and community identification encourages local news consumption.

This idea is derived from professor Keith Stamm's suggestion of a cyclical connection between community ties, defined as the links between individuals and elements of community, and print newspapers.⁵² According to Stamm, these links exist via place, process, or structure. For example, an individual may be tied to a place through employment, to process through voting, or to structure by being a political party member.⁵³ Stamm details

=fph&pgsl=050&_submenuId=factsheet_1&ds_name=null&_ci_nbr=null&q_r_name=null®=null%3Anull&_keyword=&_industry= (accessed Sept. 27, 2006). The population count of those 5 years old and older is 3,292,263.

⁵² Keith R. Stamm, *Newspaper Use and Community Ties: Toward a Dynamic Theory* (Norwood, NJ: Ablex Publishing Corporation, 1985).

⁵³ *Ibid.*, 20.

the literature, which previously existed in two camps: community ties as a result of newspaper readership, and newspaper readership as a determinant of community ties. His assertion is that “we can just as easily imagine a paradigm in which community ties both precede and follow from newspaper use.”⁵⁴ The same step can be taken within the context of SIT, viewing media use both as a determinant of group memberships and result of group memberships.

The limitation of SIT for this project is that it does not offer an instrument for measuring group membership. Psychological sense of community research, which shares many similarities with SIT, fills this gap. The sense of community framework focuses on the emotional connections individuals have with communities, geographic or psychographic. It defines these connections through four dimensions: (1) membership, (2) influence, (3) integration and fulfillment of needs, and (4) shared emotional connection. In addition, psychological sense of community has been detected with a 12-item measure confirmed across time and platforms. This empirical tool is well-suited for this research because it focuses on local ties by measuring individuals’ connections to their neighborhood blocks. This attention to localness is the same drive behind the development of azcentral.com’s subsites, which are designed to provide neighborhood news to users who cannot be accommodated in the print version of the newspaper.

Purpose and scope of the study

By focusing on the sense of community of users of azcentral.com and *The Arizona Republic*, this survey attempts to gather enough data to compare the community-building

⁵⁴ Ibid., 8.

effectiveness of the online and print products. This evaluation intends to answer questions related to the relationship of different news media on sense of community and social capital. In addition to advancing the scholarship related to social identity theory, sense of community, and news consumption, the answers to these questions will be instructive in preserving the influence model across platforms.

The clearest limitation on this research is its scope. By restricting the examination to one newspaper and its affiliated Web site, this dissertation is unable to offer generalizations about the state of the news industry today. Conclusions are limited to *The Arizona Republic*, azcentral.com, and the Maricopa County market. Despite this narrowness, this dissertation offers a first step toward understanding people's community connections in relationship to their readership, or lack of readership, of both their local daily newspaper and Web site. This project also expands measures used in psychology to multimedia platforms. Further, by establishing a baseline comparison between print and online news media usage and their relationship with sense of community, this research lays the groundwork for additional scholarship in the academy and the development of new online products in the industry.

Overview

The next chapter reviews the literature related to social identity theory and psychological sense of community as they are related to the issues at hand, and lays out specific research questions. The subsequent chapters detail the methodology of the survey, present the results, and discuss the findings with specific attention to industry implications.

CHAPTER 2

REVIEW OF THE LITERATURE

The task at hand is a practical one, understanding the relationship between the Internet and sense of community. Mastering this relationship allows us to know the medium's ability to fulfill the community-building function traditionally associated with print newspapers. By specifying the nature of connections individuals have to groups, social identity theory enhances understanding of the relationships between individuals and communities as mediated by the local news media. Although scholars have not applied SIT to the new-media environment, the usefulness of this theory across other platforms suggests it will be informative in this investigation.

Social identity theory

Social identity theory posits that people have both personal identities *and* social identities. European scholar Henri Tajfel, the seminal author in this area, states: "We shall understand social identity as that part of an individual's self-concept, which derives from his knowledge of his membership of a social group (or groups) together with the emotional significance attached to that membership."⁵⁵ According to Tajfel, people are driven to maintain positive and satisfying social identities, a drive that affects their

⁵⁵ Henri Tajfel, "Social Identity and Intergroup Behavior," *Social Science Information* 13, no. 2 (April 1974), 69.

willingness to either stay a member of a group, adjust their interpretation of the group to better serve their social identities, or ultimately change groups if they can.

The fundamental assumptions of SIT are that individuals are constantly striving to achieve positive social identities and that social identities are obtained primarily via group memberships.⁵⁶ The latter assumption rests first on the idea that the social world is comprised of groups. According to Tajfel, “A group becomes a group in the sense of being perceived as having common characteristics or a common fate only because other groups are present in the environment.”⁵⁷ Thus individuals define their social identities by being members of particular groups and also by not being members of other groups. In addition to this foundation, the theory as pursued by John Turner, a psychology professor, and others establishes that social identity influences individuals via three steps. First, individuals have a biological drive to order their environment based on group membership. Psychology professor Marilynn Brewer explains, “The human species is highly adapted to group living and not well-equipped to survive outside a group context.”⁵⁸ In fact, individuals not only identify themselves with different groups but identify others with different groups. Second,

⁵⁶ See also, from Tajfel, Henri Tajfel, M. G. Billig, R. P. Bundy, and Claude Flament, “Social Categorization and Intergroup Behaviour,” *European Journal of Social Psychology* 1, no. 2 (1971), 149-178. Henri Tajfel, ed. *Differentiation between Social Groups: Studies in the Social Psychology of Intergroup Relations*. (London, Academic Press, 1978). Henri Tajfel and John Turner, “An Integrative Theory of Intergroup Conflict,” in *The Social Psychology of Intergroup Relations*, eds. W.G. Austin and S. Worchel (Belmont, CA: Wadworth, Inc., 1979). Henri Tajfel, “Social Stereotypes and Social Groups,” in *Intergroup Behavior*, eds. John C. Turner and Howard Giles (Chicago: The University of Chicago Press, 1981), 144-167. Henri Tajfel, “Intergroup Relations, Social Myths and Social Justice in Social Psychology,” in *The Social Dimension*, vol. 2, ed. Henri Tajfel (Cambridge: Cambridge University Press, 1984), 695-715. Henri Tajfel and John Turner, “The Social Identity Theory of Intergroup Behavior,” in *The Social Psychology of Intergroup Relations*, eds. W.G. Austin and S. Worchel (Chicago: Nelson Hall, 1986), 7-24.

⁵⁷ Tajfel, 1974, 72.

⁵⁸ Marilynn B. Brewer, “The Social Self: On Being the Same and Different at the Same Time,” *Personality and Social Psychology Bulletin* 17, no. 5 (Oct. 1991), 475.

individuals learn norms and attitudes associated with these groups. Third, they adopt these behaviors, securing their social identity as part of that group. In this context, professor Jennifer Fortman notes that “most individuals have a large number of social group memberships based on a variety of factors such as culture, gender, age, and so forth, any of which may become more or less salient depending on the context.”⁵⁹ Although scholars have not estimated the number of social identities that an individual could maintain, research suggests that identities vary based on the constant changes in individuals’ social environment. Then once social identities are established, individuals’ foci turn toward maintaining those identities in a manner that is most satisfying to them. Within the aforementioned group-oriented environment, one means for individuals to secure satisfying and positive social identities is to judge their ingroups more favorably than the outgroups. This is commonly referred to as ingroup bias and has been examined extensively, including a 137-test meta-analysis.⁶⁰

Researchers also point to social comparison theory as further justification for this ingroup-outgroup notion. Social comparison theory suggests that individuals may judge

⁵⁹ Jennifer Fortman, “Adolescent Language and Communication from an Intergroup Perspective,” *Journal of Language and Social Psychology* 22, no. 1 (March 2003), 105.

⁶⁰ 137-test meta-analysis, Brian Mullen, Rupert Brown, and Colleen Smith, “Ingroup Bias as a Function of Salience, Relevance, and Status: An Integration,” *European Journal of Social Psychology* 22, no. 2 (March-April 1992), 103-122. See also, for example, Marilynn B. Brewer, “Ingroup Bias in the Minimal Intergroup Situation: A Cognitive-Motivational Analysis,” *Psychological Bulletin* 86, no. 2 (March 1979), 307-324. Linda A. Jackson, Linda A. Sullivan, Richard Harnish, and Carole N. Hodge, “Achieving Positive Social Identity: Social Mobility, Social Creativity, and Permeability of Group Boundaries,” *Journal of Personality and Social Psychology* 70, no. 2 (Feb. 1996), 241-254. Caroline Kelly, “Social Identity and Intergroup Perceptions in Minority-Majority Contexts,” *Human Relations* 43, no. 6 (June 1990), 583-599. Christine Steinman, Rohit Deshpandé, and John U. Farley, “Beyond Market Orientation: When Customers and Suppliers Disagree,” *Journal of the Academy of Marketing Science* 28, no. 1 (Winter 2000), 109-119.

people of lower status in a negative manner for the purpose of self-enhancement.⁶¹ Leon Festinger, a psychology scholar, introduced this approach on the primary tenet that individuals are biologically driven to evaluate themselves and compare themselves against others. According to Festinger, this need actually compels individuals to join groups. “To the extent that self evaluation can only be accomplished by means of comparison with other persons, the drive for self evaluation is a force action on persons to belong to a group, to associate with others,” Festinger explains.⁶² “How strong the drives and satisfactions stemming from these sources are compared to the other needs which people satisfy in groups is impossible to say, but it seems clear that the drive for self evaluation is an important factor contributing to making the human being ‘gregarious.’”⁶³ While social comparison theory offers an individual perspective, the SIT application is group-based and manifests in ingroup-outgroup comparisons.⁶⁴ To maintain positive social identities, individuals are likely to make evaluations that are beneficial to their ingroup.

This ingroup-outgroup framework established by SIT has been used in the field of mass communication to examine the effects of media content. Professors Gail Coover and Yuki Fujioka separately examine racial representation on television with particular attention

⁶¹ Srividya Ramasubramanian, “A Content Analysis of the Portals of India in Films Produced in the West,” *Howard Journal of Communications* 16, no. 4 (Oct. – Dec. 2005), 243-265. Steinman, Deshpandé, and Farley, 2000. Thomas Ashby Wills, “Downward Comparison as a Coping Mechanism,” in *Coping with Negative Life Events: Clinical and Social Psychological Perspectives*, eds. C. R. Snyder and Carol E. Ford (New York: Plenum Press, 1987), 243-268. Leon Festinger, “A Theory of Social Comparison Process,” *Human Relations* 7 (1954), 117-140.

⁶² Festinger, 1954, 135.

⁶³ *Ibid.*, 136.

⁶⁴ See, for example, Jackson, Sullivan, Harnish, and Hodge, 1996. Kelly, 1990.

to majority-minority roles.⁶⁵ Fujioka concludes “that people process and evaluate self-referencing information differently than they process nonself-referencing information.”⁶⁶ If this is true, then it is reasonable to expect that racial identity--or any other social identity for that matter--could affect not only how individuals view media but also which media they choose in the first place.

Directly related to the area of media choice, which is relevant for this research, is the work of several scholars.⁶⁷ The umbrella that covers this body of work seems to be a merging of SIT and a uses and gratification framework, which suggests that individuals seek out media for the purpose of satisfying specific tangible and intangible needs. Uses and gratifications, an explanatory model, has been traditionally used as a justification for individuals’ media choices⁶⁸ and is greatly enhanced by the union with SIT, which contributes theoretical strength to the argument. Relying on this intersection, professor Jake Harwood suggests that “social identity gratifications are one determinant of media

⁶⁵ Gail E. Coover, “Television and Social Identity: Race Representation as “White” Accommodation,” *Journal of Broadcasting & Electronic Media* 45, no. 3 (Summer 2001), 413-431. Yuki Fujioka, “Emotional TV Viewing and Minority Audience: How Mexican Americans Process and Evaluate TV News about In-Group Members,” *Communication Research* 32, no. 5 (Oct. 2005), 566-593.

⁶⁶ Fujioka, 2005, 566.

⁶⁷ See, for example, Jake Harwood, “Viewing Age: Lifespan Identity and Television Viewing Choices,” *Journal of Broadcasting & Electronic Media* 41 (Spring 1997), 203-213. Thomas E. Ruggiero and Kenneth Yang, “Latino Ethnic Identity, Linguistic Acculturation, and Spanish Language Media Preference,” International Communication Association Conference (New York, 2005).

⁶⁸ See, for example, Stephen Lacy and Hugh J. Martin, “Competition, Circulation and Advertising,” *Newspaper Research Journal* 25, no. 1 (2004), 18-39. Richard C. Vincent and Michael D. Basil, “College Students’ News Gratifications, Media Use, and Current Events Knowledge,” *Journal of Broadcasting & Electronic Media* 41, no. 3 (1997), 380-392. David J. Atkin, “Newspaper Readership among College Students in the Information Age,” *Journal of the Association for Communication Administration* 56, no. 2 (1994), 3-10. Kevin G. Barnhurst and Ellen Wartella, “Newspapers and Citizenship: Young Adults’ Subjective Experience of Newspapers,” *Critical Studies in Mass Communication* 8 (1991), 195-209. Ernest F. Larkin and Gerald L. Grotta, “The Newspaper as a Source of Consumer Information for Young Adults,” *Journal of Advertising* 6, no. 4 (1977), 5-10. Bernard Berelson, “What ‘Missing the Newspaper’ means,” in *Communications Research*, ed. Paul F. Lazarsfeld and Frank N. Stanton (New York: Harper & Brothers, 1949), 111-129.

choices.”⁶⁹ Specifically, individuals choose media that suit their social identities and avoid media that are an ill fit. Researchers have since explored this concept through a variety of different social identities, including ethnic identity⁷⁰ and age identity.⁷¹

Consider now some of these SIT-informed findings that are of particular interest for this research. Through an examination of ethnic identity, professors Thomas Ruggiero and Kenneth Yang addressed one of the elements central to this work, Spanish-language media preference.⁷² In their survey of more than 200 undergraduates at a U.S./Mexico-border university, Ruggiero and Yang measured ethnic identity, linguistic acculturation and language preference of media. Finding a correlation between ethnic identity and Spanish language media use, Ruggiero and Yang confirmed SIT as a means toward understanding the impact of ethnic identity on media choice.

Age identity is also an essential concept underlying this research, which addresses the bridge between print media, traditionally read by older Americans, and online media, the domain of young adults. Age-based research, however, has not always focused on print versus online. Harwood’s quantitative and experimental work focuses on identity associated with age and television viewing choices.⁷³ He determines that television viewing choices are influenced, at least in part, by individuals choosing shows that feature characters in their age

⁶⁹ Harwood, 1997, 204.

⁷⁰ Fujioka, 2005. Ruggiero & Yang, 2005.

⁷¹ Harwood, 1997.

⁷² Ruggiero & Yang, 2005.

⁷³ Jake Harwood, “Age Identification, Social Identity Gratifications, and Television Viewing,” *Journal of Broadcasting & Electronic Media* 43, no. 1 (Winter 1999), 123-136. Harwood, 1997.

group, and further that viewing of shows featuring characters in their age group leads to increased age-group identification.

In addition, a focus on adolescents and this concept of identification commands the attention of scholars examining the social impact of music choice. According to professors Sotirios Bakagiannis and Mark Tarrant, “musical preference makes an important contribution to the formation and maintenance of social identity by providing individuals with a basis for social comparison and self-evaluation.”⁷⁴ In their experimental study, Bakagiannis and Tarrant find that adolescents judge groups that share their musical preferences more favorably than those groups that do not. These findings extend earlier findings that adolescents use their judgments of musical preferences to differentiate between social groups.

While establishing the likelihood of forming social connections via ethnic and age identity, SIT research has lent minimal attention to social connections via place. Professors Michael Callow and Leon Schiffman make a related advance with their attention to the interpretation of print advertisements in the United States, Spain, and the Philippines.⁷⁵ It stands to reason that differences between diverse cultures such as these would manifest themselves in social-identity distinctions among individuals and subsequently related individual preferences. Callow and Schiffman, however, rely on a definition of social identity slightly different from that posited by SIT. They recall the work of psychology professor Marilynn Brewer, which shares many similarities with SIT, but highlights the concept of

⁷⁴ Sotirios Bakagiannis and Mark Tarrant, “Can Music Bring People Together? Effects of Shared Musical Preference on Intergroup Bias in Adolescence,” *Scandinavian Journal of Psychology* 47 (2006), 129.

⁷⁵ Michael Callow and Leon G. Schiffman, “Sociocultural Meanings in Visually Standardized Print Ads,” *European Journal of Marketing* 38, no. 9/10 (2004), 1113-1128.

optimal distinctiveness. Brewer's "position is that social identity derives from a fundamental tension between human needs for validation and similarity to others (on the one hand) and a countervailing need for uniqueness and individuation (on the other)."⁷⁶ Callow and Schiffman tested participants' levels of individualism and collectivism, noting differences between those from the United States (highly individualistic), Spain (individualistic), and the Philippines (collectivist), determining that the overall interpretation of visuals in advertisements is related to social identity. Professor Nancy Rivenburgh also looked at three countries--Argentina, United States, and Denmark--but through the work of content analysis of three national newspapers uncovers the construct of national identity as an enduring news value.⁷⁷ Even considering these works, the area of geographical attachment as a branch of SIT remains largely unexplored. Although it stands to reason that if individuals' attachment to organizations and items can be instrumental in social identity, geography--whether it be current location or birthplace--would also have powerful impact. The research at hand will make an initial attempt to fill this gap.

While there is the oft-employed assumption that social identities lead to ingroup-outgroup judgment and ultimately media choice, the literature presents another approach that assumes that media are influential in individual identity development. Although this area is less researched, it is no less applicable to this dissertation. The idea that exposure to different forms of communication can impact individuals' formation of identity has been explored by

⁷⁶ Marilynn B. Brewer, "The Social Self: On Being the Same and Different at the Same Time," *Personality and Social Psychology Bulletin* 17, no. 5 (Oct. 1991), 477.

⁷⁷ Nancy K. Rivenburgh, "Social Identity Theory and News Portrayals of Citizens Involved in International Affairs," *Media Psychology* 2 (2000), 303-329.

researchers.⁷⁸ For example, professor Vincent Price pinpoints the media's tendency to cover conflict as one group versus another as an "opportunity" for individuals to respond as group members rather than as isolated selves.⁷⁹ "In short, mass media messages reporting group conflicts of opinion may trigger social categorization, inducing people to think of themselves and others in relation to the issue as group members."⁸⁰ Further, according to Price, within the subtext of the message, the media communicate the normative responses of the groups involved, meeting the second step of identity formation put forth by Turner. Finally in the third step, individuals adopt the opinions and behaviors of the group.

To offer validity to the assumption that media beget identity formation, some scholars have relied on a union with cultivation theory, which provides a basis for stereotyping. According to cultivation theory, long-term exposure to particular media messages influences receivers' social perceptions to be more closely aligned with the messages. In their examination of Latino representation in primetime television, professor Dana Mastro and Ph.D. student Elizabeth Behm-Morawitz propose the merging of cultivation theory and SIT to explain how media messages affect cross-racial social interactions.⁸¹ According to Mastro

⁷⁸ Dana E. Mastro, "A Social Identity Approach to Understanding the Impact of Television Messages," *Communication Monographs* 70, no. 2 (June 2003), 98-113. Jake Harwood and Lisa Sparks, "Social Identity and Health: An Intergroup Communication Approach to Cancer," *Health Communication* 15, no. 2 (2003), 145-159. Coover, 2001. Thomas A. Morton and Julie M. Duck, "Social Identity and Media Dependency in the Gay Community: The Prediction of Safe Sex Attitudes," *Communication Research* 27, no. 4 (Aug. 2000), 438-460. Harwood, 1999, 1997. J. Gerard Power, Shelia T. Murphy and Gail Coover, "Priming Prejudice: How Stereotypes and Counter-Stereotypes Influence Attribution of Responsibility and Credibility among Ingroups and Outgroups," *Human Communication Research* 23, no. 1 (Sept. 1996), 36-58. Vincent Price, "Social Identification and Public Opinion: Effects of Communicating Group Conflict," *Public Opinion Quarterly* 53 (1989), 197-224.

⁷⁹ Price, 1989, 200.

⁸⁰ *Ibid.*, 201.

⁸¹ Dana E. Mastro and Elizabeth Behm-Morawitz, "Latino Representation on Primetime Television," *Journalism & Mass Communication Quarterly* 82, no. 1 (Spring 2005), 110-130.

and Behm-Morawitz, “media messages ... become part of the ongoing negotiation of identity and social standing in relation to others by creating and supporting group-based characteristics which might be used in real-world social comparisons.”⁸² In essence, as cultivation theory suggests, media breed stereotypes that are used to form and justify social identities, which are at the foundation of SIT.

Based on the literature aggregated here, it is reasonable to suggest that general media choices may be a part of social identity construction and maintenance in two ways. First, individuals may choose media that reinforce their positive social identities. These social identities may be formed via ethnicity, age, memberships, purchasing decisions, geography, and/or other factors. Second, those media choices help define individuals’ social identities.

Despite the depth and quality of the concepts related to SIT and their application to this research, SIT does not offer any measures easily used in quantitative survey research. In contrast, the psychological sense of community research, which will be subsequently examined, includes a 12-item scale that has been empirically validated across time and platforms. Further, SIT and psychological sense of community share important parallels. Sense of community consists of four dimensions: (1) membership, (2) influence, (3) integration and fulfillment of needs, and (4) shared emotional connection. SIT addresses all the same concepts through the ideas of group membership, ingroup-outgroup comparison, and the associated emotions. The additional step SIT takes is to establish the impetus behind these constructs, the biological needs to form group memberships and the innate drive to maintain positive social identities within the context of those memberships. For the purposes

⁸² Ibid., 132.

of this research, SIT provides an important theoretical framework, which is related directly to the empirical measures of sense of community, which will be employed in this study.

Sense of community

The sense of community framework was also born in psychology. The genesis of the sense of community concept and its subsequent development will be examined here with attention to empirical measures most suited to this work. First, to understand it broadly, sense of community is most essentially a human emotion. It is neither a construct of place nor of relations, rather a specific attempt to capture the feelings evoked by a community. It is as the word “sense” suggests, a thought or impression created collectively by an individual’s physical environment, emotional relationships, and concept of self. The complexity of the concept of sense of community was born in tandem with the articulation of the idea itself. Psychology scholar and professor Seymour Sarason, in his much-cited seminal work, highlights sense of community as the “overarching value” of community psychology and simultaneously offers limitations in studying the concept:

It is a phrase which is associated in the minds of many psychologists with a kind of maudlin togetherness, a tear-soaked emotional drappiness that misguided do-gooders seek to experience. *And yet there is no psychologist who has any doubt whatsoever about when he is experiencing the presence or absence of the psychological sense of community.* ... You know when you have it and when you don’t. It is not without conflict or changes in its strength. ... Sense of community is not a mystery to the person who experiences it. It is a mystery to those who do not experience it but hunger for it.⁸³

Researchers have since articulated more refined definitions for sense of community that are appropriate for the purpose of this study. The first of these was in an unpublished manuscript by professor David McMillan and later in the work of McMillan and David Chavis: “Sense

⁸³ Seymour B. Sarason, *The Psychological Sense of Community: Prospects for Community Psychology* (San Francisco: Jossey-Bass Publications, 1974), 156-157.

of community is a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together."⁸⁴ This definition, according to McMillan and Chavis, consists of four dimensions: (1) membership, (2) influence, (3) integration and fulfillment of needs, and (4) shared emotional connection. Examining them separately permits attention to the real concepts underlying the broad idea of sense of community.

Membership directly addresses feelings of belongingness within sociological boundaries, which may be defined via language, dress, or behavior, to name a few. That is, individuals often know if they fit--and similarly if others fit--within a group because they share common traits, make similar choices, or engage in the same rituals. According to McMillan and Chavis, "The boundaries provide members with the emotional safety necessary for needs and feelings to be exposed and for intimacy to develop."⁸⁵ Within those boundaries, McMillan and Chavis see emotional safety, a sense of acceptance, personal investment, and a shared symbol system as integral elements of an individual's feelings of membership.⁸⁶ McMillan and Chavis' connection of feelings of membership to sense of community establishes an important emphasis on the idea that membership is qualified by an individual's emotions or thoughts, and not necessarily the group's perception of that individual's belongingness. Membership, similar to the greater concept of sense of community, is based on self-reflection and -perception.

⁸⁴ David W. McMillan and David M. Chavis, "Sense of Community: A Definition and Theory," *Journal of Community Psychology* 14 (Jan. 1986), 9.

⁸⁵ Ibid.

⁸⁶ Ibid., 9-14.

Influence, in contrast, requires responsiveness from the group. According to McMillan and Chavis, influence is a “bidirectional concept” between the individual and the whole.⁸⁷ For one part, individuals must have a sense of ownership, a sense that they have the power to influence the group. For the other part, the group must have the ability to influence its members, a trait that McMillan and Chavis call cohesion.

McMillan and Chavis’ next concept, integration and fulfillment of needs, extends attention to the individual-group relationship through the idea of reinforcement. At the root of integration and fulfillment of needs is “that for any group to maintain a positive sense of togetherness, the individual-group association must be rewarding for its members.”⁸⁸ McMillan and Chavis take this a step further to identify three primary reinforcers: status, competence, and shared values. Status, generally recognized as social positioning, includes both the heightened social perception of being a member and the impact of collective success on increased togetherness. Competence, according to McMillan and Chavis, addresses the concept of attractiveness, where “people seem to gravitate toward people and groups that offer the most rewards.”⁸⁹ Then expanding on the shared values reinforcer, McMillan and Chavis draw the following causation:

When people who share values come together, they find that they have similar needs, priorities, and goals, thus fostering the belief that in joining together they might be better able to satisfy these needs and obtain the reinforcement they seek.⁹⁰

⁸⁷ Ibid., 11.

⁸⁸ Ibid., 12.

⁸⁹ McMillan and Chavis, 1986, 13.

⁹⁰ Ibid.

Collectively status, competence, and shared values suggest that individuals pursue communities or groups as avenues to feelings of success. The overarching assumption being that in communities, individuals feel more powerful and more capable.

The strength of community emerges again in McMillan and Chavis' final of the four concepts, shared emotional connection. According to the team, shared emotional connection is "the definitive element for true community" and is defined as a link to a common history, although they are careful to distinguish that the history itself may not be shared, rather the sense of or identification with a shared past or similar backgrounds.⁹¹ At the most basic level, this form of social unity constitutes group or community bonding around mutual histories leading to a shared present, which is also essential to sense of community.

Taken together, these four constructs reaffirm the emotional nature of sense of community and parse out particular elements that are essential to individuals' feelings of attachment through membership, influence, integration and fulfillment of needs, and shared emotional connections. These constructs are proven to be present in a variety of different communities, those that are geographically bound, such as the neighborhood or the workplace, and those that are geographically unbound, such as blogs, e-mail groups, or Web sites. Take, for example, the latter, entirely mediated communities with no physical connection. An e-mail support group as focused as providing emotional and education support for adults with cerebral palsy appears to function clearly within the confines of community as defined by McMillan and Chavis' original sense of community definition. According to professor Bobby Greer, who examines the group of more than 200 participants, "Just as most nuclear families afford an individual a safe environment to vent and try out new

⁹¹ Ibid., 14.

ideas, this list affords its members the opportunity to get feedback from persons the participants trust and feel have similar views and experiences.”⁹² Elements of membership, influence, integration and fulfillment of needs, and shared emotional connections in action. Interestingly, these elements are neither easily measured (from a scholar’s perspective) nor easily created (from a community-building perspective). However, subsequent research builds in both of these important areas.

Development of an empirical measure. As a definition for sense of community surfaced, researchers began to realize that the lack of an empirical measure for sense of community was limiting the scientific examination of the concept. In response, professors David Chavis, James Hogge, David McMillan, and Abraham Wandersman looked toward building a measure of sense of community using Egon Brunswik’s theory of probabilistic functionalism, which suggests that the characteristics of a phenomenon that is not easily measured can be inferred from a set of judge’s responses to variables associated with that phenomenon.⁹³ With this approach, Chavis, Hogge, McMillan, and Wandersman develop a list of 23 predictors of sense of community that confirm the four original dimensions put forth by McMillan and Chavis as shown in Table 1.

⁹² Bobby G. Greer, “Psychological and Support Functions of an E-mail Mailing List for Persons with Cerebral Palsy,” *CyberPsychology & Behavior* 3, no. 2 (2000), 233.

⁹³ David M. Chavis, James H. Hogge, David W. McMillan, and Abraham Wandersman, “Sense of Community Through Brunswik’s Lens: A First Look,” *Journal of Community Psychology* 14 (Jan. 1986), 24-40. For theory of probabilistic functionalism, see Egon Brunswik, *Systematic and Representative Design of Psychological Experiments: With Results in Physical and Social Perception* (Berkeley, CA: University of California Press, 1947).

Table 1
Sense of community dimensions ^a and predictors ^b

Dimensions	Predictors
Membership	Mean level of neighbor interaction Involvement in church group Involvement in business or civic group Involvement in PTA Involvement in youth groups Involvement in community centers Involvement in charity or welfare organizations Involvement in neighborhood organizations
Influence	Perception of blocks' ability to solve problems Influence person feels he or she has on improving block Involvement in political clubs or organizations Involvement in issue- or action-oriented groups Level of political efficacy Sense of civic duty
Integration and fulfillment of needs	Perception of block attributes Satisfaction with block Importance of what block is like Degree to which block meet needs and values
Shared emotional connection	Whether own or rent home Length of residency Involvement in social or card-playing groups Mean of close neighborly contacts Planned length of residency

^a Dimensions from McMillan and Chavis, 1986

^b Predictors from Chavis, Hogge, McMillan and Wandersman, 1986

Citing this work, Chavis, Hogge, McMillan, and Wandersman are often credited with developing the sense of community index (SCI). However, their work only lays the foundations for its creation, which was published by Douglas Perkins, Paul Florin, Richard Rich, Abraham Wandersman, and David Chavis.⁹⁴ This team offers a 12-item measure based on the definition put forth by McMillan and Chavis. The items are designed for true/false responses, and in the 1990 research have a Cronbach's alpha of 0.80 with an *n* of 720:

⁹⁴ Douglas D. Perkins, Paul Florin, Richard C. Roth, Abraham Wandersman, David M. Chavis, "Participation and the Social and Physical Environment of Residential Blocks: Crime and Community Context," *American Journal of Community Psychology* 18, no. 1 (1990), 83-115.

- (1) I think my block is a good place for me to live.
- (2) People on this block do not share the same values.
- (3) My neighbors and I want the same things from the block.
- (4) I can recognize most people who live on my block.
- (5) I feel at home on this block.
- (6) Very few of my neighbors know me.
- (7) I care about what my neighbors think of my actions.
- (8) I have almost no influence over what this block is like.
- (9) If there is a problem on this block, people who live here can get it solved.
- (10) It is very important to me to live on this particular block.
- (11) People on this block generally don't get along with each other.
- (12) I expect to live on this block for a long time.

Offering subsequent evidence of the validity and reliability of the SCI, professors Heather Chipuer and Grace Pretty conducted multiple factor analyses across different communities.⁹⁵ Their conclusion: "Across communities and across populations, items on the SCI can provide a foundation for scale development that is couched within the McMillan and Chavis model."⁹⁶ In fact, even those researchers who have taken issue with the validity of the 12-item index, suggesting that the items be regrouped, admit that McMillan and Chavis' underlying four dimensions are reliable and are empirically proven.⁹⁷ While other measures for sense of community have been published,⁹⁸ the SCI proves to be the most reliable and valid measure of sense of community in the literature. As designed, however, the SCI only

⁹⁵ Heather M. Chipuer and Grace M. H. Pretty, "A Review of the Sense of Community Index: Current Uses, Factor Structure, Reliability, and Further Development," *Journal of Community Psychology* 27, no. 6 (1999), 643-658.

⁹⁶ *Ibid.*, 653.

⁹⁷ See, for example, Patricia L. Obst and Katherine M. White, "Revisiting the Sense of Community Index: A Confirmatory Factor Analysis," *Journal of Community Psychology* 32, no. 6 (2004), 691-705.

⁹⁸ See, for example, Daniel L. C. DeNeui, "An Investigation of First-Year College Students' Psychological Sense of Community on Campus," *College Student Journal* 37, no. 2 (June 2003), 224-234. Jack L. Nasar and David A. Julian, "The Psychological Sense of Community in the Neighborhood," *Journal of the American Planning Association* 61, no. 2 (Spring 1995), 178-184. Thomas J. Glynn, "Neighborhood and Sense of Community," *Journal of Community Psychology* 14 (Oct. 1986), 341-352. Thomas J. Glynn, "Psychological Sense of Community: Measurement and Application," *Human Relations* 34, no. 7 (Sept. 1981), 789-818.

focuses on the block-level attachment, which can be construed as a metropolitan characteristic. In light of the diversity of communities in Maricopa County, the measures will be expanded in this research to include “block/street.”

While the SCI has been used to examine the mass media, scholars have failed to establish the direction of causation between media use and sense of community. Researchers either approach with the assumption that sense of community is a result of interaction through mass communication, or sense of community is a motivator of local media usage. Regardless, the relationship between sense of community and media usage is proven constructive on both sides.

Attention to the development of sense of community vis-à-vis the mass media appears to be driven by the commanding presence of the Internet and the emergence of online communities, which may be as broad as eBay⁹⁹ or as targeted as a Web site for wristwatch enthusiasts.¹⁰⁰ Sense of community is found by many researchers to be actively at play in these mediated environments. Other research, however, indicates that the online communities are still defining themselves. This is particularly true in the case of blogs, which are constructed around a central figure and therefore do not necessarily connect readers. Professor Anita Blanchard examines the Julie/Julia Project, a blog written by New York City-resident Julie Powell cooking her way through the well-known Julia Child’s cookbook *Mastering the Art of French Cooking*, calling it “entertaining, profane, informative, and very,

⁹⁹ Josh Boyd, “In Community We Trust: Online Security Communication at eBay,” *Journal of Computer-Mediated Communication* 7, no. 3 (April 2002), <http://jcmc.indiana.edu/vol7/issue3/boyd.html> (accessed Oct. 12, 2006).

¹⁰⁰ See, for background, Nancy K. Baym. “The Emergence of Community in Computer-Mediated Communication,” in *CyberSociety: Computer-Mediated Communication and Community*, ed. Steven G. Jones (Thousand Oaks, CA: Sage Publications Inc., 1995), 138-163.

very funny.”¹⁰¹ Using an adapted SCI, Blanchard measures sense of community on the blog--substituting “blog” for “block” in the survey questions. She finds only a moderate sense of community overall, distinguishing between those users who actively posted to the blog and felt a strong sense of community, versus those users who only read the blog and did not share the sense of community.

The other means by which media scholars have used the construct of sense of community is as a potential mediator of news media choice. This approach relies on two principles of sense of community research. First, the idea that individuals may have a strong attachment to their geographic community--block, town, city, state--suggests a potential interest in local newspapers and television. Second, sense of community research suggests that individuals who have a high sense of community also tend to share particular personal characteristics including a high need for affiliation and tendencies to vote, to be involved in political activities, to support local charities, and to be involved in civic organizations.¹⁰² It stands to reason then that these individuals would share an interest in the news.

With this background, professors William Davidson and Patrick Cotter extended the early work of journalism professor Gerald Stone by exploring the connection between sense of community and local newspaper readership in three counties in two states (Baxter County

¹⁰¹ Anita Blanchard, “Blogs as Virtual Communities: Identifying a Sense of Community in the Julie/Julia Project,” *Into the Blogosphere: Rhetoric, Community, and the Culture of Weblogs*, http://blog.lib.umn.edu/blogosphere/blogs_as_virtual.html (accessed Aug. 10, 2006).

¹⁰² William B. Davidson and Patrick R. Cotter, “Psychological Sense of Community and Support for Public School Taxes,” *American Journal of Community Psychology* 21, no. 1 (Feb. 1993), 59-66. William B. Davidson, Patrick R. Cotter, and James Glen Stovall, “Social Predispositions for the Development of Sense of Community,” *Psychological Reports* 68, no. 3 (June 1991), 817-818. David M. Chavis and Abraham Wandersman, “Sense of Community in the Urban Environment: A Catalyst for Participation and Community Development,” *American Journal of Community Psychology* 18, no. 1 (Feb. 1990), 55-81. William B. Davidson and Patrick R. Cotter, “Sense of Community and Political Participation,” *Journal of Community Psychology* 17, no. 2 (April 1989), 119-125.

in Arkansas, and Columbus County and Watauga County in North Carolina).¹⁰³ In this research, Davidson and Cotter relied on a shortened 5-question sense of community scale. In their telephone survey of 1,007 adults, Davidson and Cotter found that individuals with a high sense of community or a geographically strong sense of community reported a high interest in local and state news. Davidson and Cotter concluded, "Readership is greatest among people who have numerous strong connections to their community--older, educated, married people who own homes, who have resided there for a long period of time, and who have personal and interpersonal attachments."¹⁰⁴ Community connection in this case is entirely geographic.

Other community connections, including those that are psychographic, have also led researchers to examine individuals' media choices. Professor Rob Cover established young adults' attachment to lesbian and gay print media as providing a sense of belonging in the community but also as a precursor to desiring social interaction.¹⁰⁵ His suggestion is that these publications are only part of the community equation. It is this chicken-and-egg debate that remains unsettled as the pattern of causation between sense of community and media use has never been proven. For example, in the case of the local newspaper, does a strong sense of community cause people to read the newspaper? Or does reading the newspaper lead to a strong sense of community?

¹⁰³ William B. Davidson and Patrick R. Cotter, "Psychological Sense of Community and Newspaper Readership," *Psychological Reports* 80 (1997), 659-665. Gerald C. Stone, "Community Commitment: A Predictive Theory of Daily Newspaper Circulation," *Journalism Quarterly* 54 (Autumn 1977), 509-514.

¹⁰⁴ Davidson and Cotter, 1997, 664.

¹⁰⁵ Rob Cover, "Engaging Sexualities: Lesbian/Gay Print Journalism, Community Belonging, Social Space and Physical Place," *Pacific Journalism Review* 11, no. 1 (2005), 113-132.

Even early newspaper readership-sense of community research was confounded by this question. Sociologist Robert Park focused on the concept of community integration, the idea that readership leads to community connection.¹⁰⁶ The debate is so circular, however, that Park actually argued from both sides of the fence. In the publication where he hypothesized that readership habits precede community ties, Park also offered this alternative colloquial explanation of community ties determining newspaper choice: “The farmer, it seems, still gets his news from the same market in which he buys his groceries. The more mobile city man travels farther and has a wider horizon, a different focus of attention, and, characteristically, reads a metropolitan paper.”¹⁰⁷ Park’s ability to trace community connectedness through readership and from readership still had one important shortcoming. His sense of community was purely geographical. Scholar Robert Merton, however, expanded the concept to include interpersonal relationship and emotional ties.¹⁰⁸ Stamm cited the birth of this broader idea in scholar Ferdinand Toennies’ distinction between a local community, or *gemeinschaft*, and society, or *gesellschaft*. “The localite [or farmer] is embodiment of *gemeinschaft* and the cosmopolitan [or city man] of *gesellschaft*,” according to Stamm.¹⁰⁹ “The distinction between the two derives not from a single community tie, but from a complex of ties which are the product of a lifetime of socialization into a

¹⁰⁶ Robert E. Park, “Urbanization as Measured by Newspaper Circulation,” *American Journal of Sociology* 25 (1929), 60-79.

¹⁰⁷ *Ibid.*, 75.

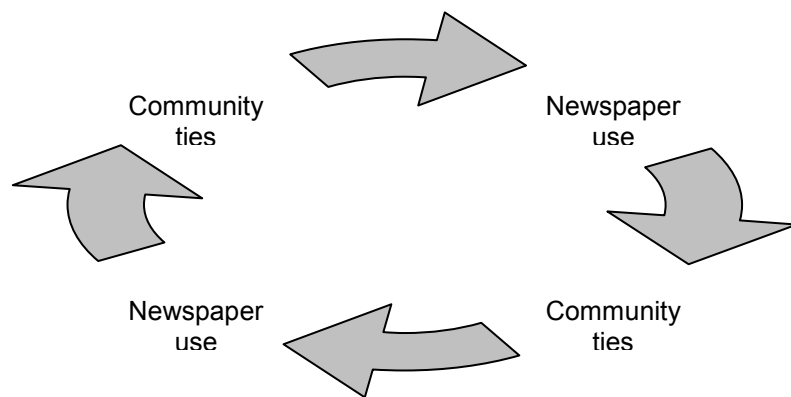
¹⁰⁸ Robert Merton, “Patterns of Influence: A Study of Interpersonal Influences and of Communications Behavior in a Local Community,” in *Communications Research*, eds. Paul F. Lazarsfeld and Frank N. Stanton (New York: Harper and Brothers, 1949), 180-215.

¹⁰⁹ Stamm, 1985, 6.

community.”¹¹⁰ Stamm’s suggestion was that by recognizing the complexities of community ties, researchers could advance the paradigm.¹¹¹

Stamm’s first step toward a stronger model of the relationship between newspaper readership and sense of community was fleshing out the existing theories postulated by Park and Merton. He visually represents these relationships in such a way to illustrate flow from newspaper use to community ties, and from community ties to newspaper use. “Why not a paradigm in which newspaper use both precedes and follows from community ties?” he asked.¹¹² Stamm represents this reciprocal relationship in Figure 1.

Figure 1
Proposed relationship between community ties and newspaper use



This conceptualization of the relationship between community ties and newspaper use illustrates the impact of newspapers on social capital. More recent research, such as that conducted in 2001 by communication professors Leo Jeffres, Jae-woo Lee, Kimberly

¹¹⁰ Ibid.

¹¹¹ Stamm and Lisa Fortini-Campbell explored the different types of community ties in earlier work. Keith R. Stamm and Lisa Fortini-Campbell, “The Relationship of Community Ties to Newspaper Use,” *Journalism Monographs* 84 (1983).

¹¹² Stamm, 1985, 8.

Neuendorf, and David Atkin, indicates that the relationship remains valid.¹¹³ Their work relied on a telephone survey of 305 adults living in a major Midwestern city, and used one-item measures of community attachment, participation in community activities, organizational ties, and community assessment to examine the relationship between newspaper readership and social capital. When controlling for intermediating social variables, the team found newspaper readership to be positively correlated with community involvement, attachment, activities, and assessment. The focus, however, remained on community ties as defined primarily by level of participation in local activities and groups.

Because previous research aimed at detecting the relationship between sense of community and newspaper readership has measured community ties either by level of community participation or by a shortened psychological sense of community measure, the depth of this connection remains unclear. Further, it is unknown if local news mediated by the Internet will have a similar relationship with sense of community or not. Based on the theoretical construct of social identity theory and its role in the relationship between sense of community and news consumption, it is reasonable to expect relationships to be present. The goal of understanding their extent and nature leads to the following research questions, which will guide this project:

RQ1: What is the relationship between individuals' sense of community and their levels of local print newspaper readership and local online news consumption?

RQ2: How does increased involvement with local online news through Web log participation correlate to individuals' sense of community?

¹¹³ Leo W. Jeffres, Jae-woo Lee, Kimberly Neuendorf, and David Atkin, "Newspaper Reading Supports Community Involvement," *Newspaper Research Journal* 28, no. 1 (Winter 2007), 6-23.

CHAPTER 3

METHOD

These research questions were addressed using a self-administered mail survey of 1,171 randomly selected adults living in Maricopa County, the home county of *The Arizona Republic*. The newspaper began circulation in 1890 as *The Arizona Republican* and was owned by territorial Governor Lewis Wolfley and Attorney General Clark Churchill.¹¹⁴ The newspaper saw early circulation growth and since 1915, it has been the largest circulation newspaper in Arizona. It was not until 1930 that the newspaper was renamed *The Arizona Republic*. In 1949, newspaper publisher Eugene Pulliam bought *The Republic* and its sister publications, an afternoon daily called *The Phoenix Gazette* and the *Arizona Weekly Gazette*, for \$4 million. Pulliam organized the three newspapers into Phoenix Newspapers, a subsidiary of Indiana-based Central Newspapers.¹¹⁵ Falling circulation and an ever-increasingly difficult environment for afternoon dailies cost Phoenix Newspapers *The Phoenix Gazette*, when the newspaper folded in 1997. Three years later, Gannett purchased *The Arizona Republic*--along with all the other Central Newspaper properties. Since the 2000 purchase, *The Arizona Republic* has been well-known for targeted news and lifestyle publications. According to Karen Crotchfeld, vice president of marketing and business development, the newspaper has undertaken an audience aggregation strategy based on

¹¹⁴ Earl Zarbin, *All the Time a Newspaper: The First 100 Years of The Arizona Republic* (Phoenix, Phoenix Newspapers, Inc., 1990), 6.

¹¹⁵ For more on the early history of *The Arizona Republic*, see, Zarbin, 1990.

providing “multiple products across multiple mediums with an insane focus on serving specific target audiences.”¹¹⁶ *The Arizona Republic* has launched 20 new products, some editorial some advertorial, in the past three years.¹¹⁷ Online at azcentral.com, targeting has taken shape with extensive neighborhood and Spanish-language news. According to azcentral.com, the Web site attracts more than four times the traffic of its nearest local competitor.¹¹⁸

Self-administered mail survey

In 1998, Don Dillman, professor and survey expert, predicted that self-administered surveys would become the “dominant method of surveying early in the 21st century.”¹¹⁹ This comes in opposition to telephone interviewing, which was the preferred method of surveying in the 1980s and 1990s. However, technological advances--answering machines, caller identification, and cellular phones--have limited the coverage and representativeness of this method.

Currently, about 20 percent of adults 18 to 29 years old, especially those who are unmarried without children, are maintaining cellular phones as their only contact numbers, eliminating their land lines completely, according to Scott Keeter of the Pew Research Center.¹²⁰ These adults are unreachable through traditional random-digit dialing, which

¹¹⁶ World Association of Newspapers, “Free Newspapers: A Failed Business Model?” (Mar. 2, 2006).

¹¹⁷ Ibid.

¹¹⁸ “About azcentral.com,” <http://azcentral.com/help/articles/info-sites.html> (accessed April 19, 2006).

¹¹⁹ Don A. Dillman, “Mail and Other Self-Administered Surveys in the 21st Century: The Beginning of a New Era,” <http://www.sesrc.wsu.edu/dillman/papers/svys21st.pdf#search=%22mail%20and%20other%20self-administered%20surveys%20dillman%22> (accessed Aug. 27, 2006).

¹²⁰ Scott Keeter, “The Impact of Cell Phone Noncoverage Bias on Polling in the 2004 Presidential Election,” *Public Opinion Quarterly* 70, no. 1 (Spring 2006), 88-98.

typically relies on targeting geographical areas through the use of pre-assigned three-digit phone number prefixes used by landline phone companies but not by cellular phone companies. Keeter highlighted this issue in reference to political polling in the 2004 presidential election. According to Keeter, concerns that telephone polling would underrepresent support for John Kerry, who was more popular than George Bush among the younger, cellular-phone carrying set, were abated by weighting for age. There are easily imagined surveys, though, that could be wrongly influenced by weighting for age, those cases where the opinions of cellular-phone only individuals are different than the others in their age cohort. Consider for example the research at hand, questions focused on the psychology of home ownership and community attachment as they relate to new media usage. Cellular-phone only individuals are more likely than land-line individuals to be renters and therefore can be expected to have a different psychological sense of community. Weighting for age would not account for this difference. A mail survey, in contrast, has a better chance of providing representative coverage of a population.

Selection of participants

To obtain a nearly comprehensive sampling pool of people living in Maricopa County, a mailing list was purchased from Acxiom, a commercial vendor. Acxiom relies on multiple sources for list aggregation: commercial Web site transaction data from catalog orders, the publishing and automobile industries, employers, lotteries, sweepstakes, and product registration; telephone companies' databases; and records from credit card companies. Nationwide, Acxiom's database includes 111 million households and 176 million adults.¹²¹ In Maricopa County, Acxiom covers 1,119,486 households and 2,075,917 adults.

¹²¹ See, for more, <http://www.acxiom.com/default.aspx?ID=1755&DisplayID=18/>.

Compare these numbers to the 2005 American Community Survey estimates from the U.S. Census Bureau: 1,326,522 households and 2,597,348 adults. In both cases, the Acxiom database offers at least 80 percent coverage. Those missing are likely to be living on the margins of the economy with fewer encounters that would lead to the recording of their names and addresses. We are assuming some risk of a slight upscale bias. It also seems likely that the missing people would be the least likely to be either Internet or newspaper readers.

Given that the Acxiom list appeared to be the best source available, the next task was to extract a representative sample from it. Acxiom randomly extracted 5,000 names and addresses, the minimum buy required by the company. To verify the random nature of this list, a comparison was run between the ZIP codes in the 5,000-count sample and the ZIP code data from the U.S. Census Bureau. The ZIP code proportions were within sampling error. A random sample of 1,250 respondents was then selected from the 5,000 to receive the self-administered questionnaire by choosing every fourth name off a list ordered by ZIP code and beginning from a random starting point. The remainder of the list was held in reserve.

The instrument

Previous psychology and journalism scholarship was instructive in the survey's development. As a measure of psychological sense of community, this survey uses the 12-item sense of community index developed by professors Douglas Perkins, Paul Florin, Richard Rich, Abraham Wandersman, and David Chavis and validated by many scholars since.¹²² The measures were enhanced slightly for this research, adding the geography of

¹²² Douglas D. Perkins, Paul Florin, Richard C. Rich, Abraham Wandersman, and David M. Chavis, "Participation and the Social and Physical Environment of Residential Blocks: Crime and Community Context," *American Journal of Community Psychology* 18, no. 1 (1990), 83-115. See, for validation of SCI, Colleen Loomis, Kathleen H. Dockett, and Anne E. Brodsky, "Change in Sense of Community: An Empirical Finding," *Journal of Community Psychology* 32, no. 1. (Jan. 2004), 1-8. Jonathan Zaff

“street” to the traditionally used “block” geography. For example, the first measure as written originally, “I think my block is a good place for me to live,” was revised, “I think my block/street is a good place for me to live.” This addition is intended to increase the inclusiveness of the survey.

In addition, to evaluate respondents’ perceptions of print and online news quality, credibility, and usefulness, measures from McGrath’s 1985 survey for the American Society of Newspaper Editors (ASNE) are used. While McGrath’s original measures focused only on the print product, it seems reasonable in this examination to extend the same principles to online news, as part of the question at hand is how journalism transfers to this new medium.

The questionnaire was printed on the front and back of two 11-inch by 17-inch sheets of white paper. Folded in half, it forms an eight-page 8.5-inch by 11-inch booklet.

Data collection

With a questionnaire and a sample in hand, the next move was to turn to Dillman’s tailored design method, which has proven to maximize response rates across a wide variety of fields.¹²³ On Aug. 2, 2006, a pre-notice letter in English and in Spanish explaining the importance of this project and the necessity of full participation was sent to all 1,250 respondents (see Appendixes D and E). Two weeks later, on Aug. 16, 2006, the first questionnaire packet was mailed to the 1,171 respondents remaining after bad addresses were excluded. This packet included a detailed cover letter in English and Spanish, an English-

and Ann Sloan Devlin, “Sense of Community in Housing for the Elderly,” *Journal of Community Psychology* 26, no. 4 (July 1998), 381-397. Grace M. H. Pretty and Mary McCarthy, “Exploring Psychological Sense of Community Among Women and Men of the Corporation,” *Journal of Community Psychology* 19, no. 4 (1991), 351-361.

¹²³ Don A. Dillman, *Mail and Internet Surveys: The Tailored Design Method*, 2nd ed. (New York: John Wiley & Sons, Inc., 2000).

language survey, a Spanish-language survey, a \$2 bill, and a First-Class stamped return envelope (see Appendixes B and C for surveys, see Appendixes F and G for cover letters). A follow-up reminder and thank-you postcard, the third contact, was sent to all 1,171 questionnaire recipients on Aug. 23, 2006. The postcard was designed in a two-column format with the English-language version on the left and the Spanish-language version on the right, separated by a rule line (see Appendixes H and I). Two replacement questionnaire packets to non-responders followed, one sent on Sept. 6, 2006, and the other on Oct. 4, 2006 (see Appendixes J and K for fourth contact cover letter, see Appendixes L and M for final contact cover letter).¹²⁴ English- and Spanish-language materials were included in both final mailings. All five contacts were personalized for the respondent and hand signed by the researcher. Each was accompanied by a letter whose tone increased in urgency with each mailing.¹²⁵

Response rate

The tailored design method developed by Dillman proved effective. The overall response rate was 43 percent after eliminating the 122 bad addresses (see Appendix O for response-rate breakdown by mailing). The second mailing, which consisted of the first questionnaire packet and cover letter, saw the largest response at 33 percent. The Spanish-language responses remained low despite the additional mailings: 9 completes with the second mailing, 6 with the fourth mailing, and only 1 with the final mailing.

¹²⁴ For the final mailing, 200 randomly selected packets were sent via Priority Mail.

¹²⁵ All contacts and procedures were approved by the University of North Carolina at Chapel Hill's Behavioral Institutional Review Board on June 13, 2006. See Appendix N for approval.

For the final mailing, 200 randomly selected packets of the 688 total were sent via Priority Mail. This experiment is designed to test Dillman's assertion that the "special delivery" has an impact on response rate. In fact, the Priority Mail contact saw a response rate of 11 percent as compared to only 5 percent for the First-Class mailing. Even at an increased cost, \$4.05 versus \$.87, the more than doubled response rate may make the additional cost of value in future research and confirms Dillman's assertion that a final, special contact can create a meaningful jump in overall response rate.

Data entry and analysis

Data entry was performed over a month-long period at the conclusion of the survey implementation. The data were entered by the researcher into Microsoft Excel 2003 and imported into SPSS 14.0; 5 percent of the data were then proofed for accuracy (see Appendix P for English-language marginal data).

With this data, understanding the relationships between sense of community and local news usage will expand researchers' understanding of the transition of journalism from print to online. Of course, this dissertation only focuses on one county, but it informs a larger question. It is expected that other locations, other newspapers and Web sites might yield different results. However, this initial step will inform both the theoretical relationships and practical implications.

CHAPTER 4

RESULTS

Before drawing the conclusions from this work to a larger county-wide population, we must first estimate the extent to which the sample is biased from either an individual sampling frame or nonresponse error. The former of these we have previously discussed. We know that the Acxiom list covers most of the Maricopa County population, although as mentioned, we do expect an upscale bias in the respondent population. To confirm the respondents' representativeness of the population, we can compare the demographics with the July 1, 2005 population estimates from the U.S. Census Bureau. As shown in Table 2, there are three areas of concern: (1) the respondents underrepresented the Hispanic population by about 17 percentage points; (2) the respondents underrepresented the female population by about 9 percentage points; and (3) the respondents underrepresented adults younger than 34 years old by about 14 percentage points. See Table 2 for a detailed breakdown of the population-to-respondent comparisons.

Table 2
Population-respondent comparison

	Population	Respondents	Weight variable inserted
Hispanic	29% ^a	11%	14%
Non-Hispanic	71% ^a	89%	86%
Male	50%	59%	49%
Female	50%	41%	51%
18 and 19 years old	not available ^b	less than 1%	Less than 1%
20 to 24 years old	10%	3%	4%
25 to 34 years old	22%	15%	21%
35 to 44 years old	21%	17%	25%
45 to 54 years old	18%	22%	17%
55 to 59 years old	7%	10%	8%
60 to 64 years old	6%	10%	7%
65 to 74 years old	9%	13%	11%
75 to 84 years old	6%	8%	7%
85 years and older	2%	2%	1%
American Indian	2% ^a	1%	1%
Black	4% ^a	4%	4%
Asian	3% ^a	3%	3%
White	90% ^a	93%	92%

^a These figures represent total population percentages and are therefore not exactly comparable to the respondent population, which is comprised of adults only.

^b The age categories are not broken down this finely by the Census Bureau.

To adjust the respondent population to better mirror the true population of Maricopa County, an age/gender weight variable was inserted. This weight variable was built by dividing the respondent population into 4 categories as shown in Table 3: (1) younger men, those 44 years old and younger; (2) younger women; (3) older men, those 45 years old and older; and (4) older women. As shown, the real population figures for these four categories were also calculated.

Table 3
Respondents divided by age and gender (percentage and count) as compared to the real population (percentage)^a

		Gender			
		Male		Female	
		Sample	Population	Sample	Population
Age	Younger	16.5% (77)	26%	18.2% (85)	24%
	Older	42.6% (199)	23%	22.7% (106)	27%

^a Total sample N=490, however, 23 respondents did not provide a valid response to both the gender and age questions.

Using cell weighting based on the 2000 age groups and sex data from the U.S. Census Bureau,¹²⁶ the weights detailed in Table 4 were developed.

Table 4
Age-gender weight variable

	Weight equation	Weight variable
Younger men	121.42/77	1.5769
Younger women	112.08/85	1.3186
Older men	107.41/199	0.5397
Older women	126.09/106	1.1895

The weight variables were inserted for all cases, and for those 23 cases where there are missing data, the weight variable was set to 1. The average weight is 1. No weight is greater than 2 nor less than 0.5; in other words, no case will be doubled, and none will be halved. Employing the weight variable as shown in Table 4 had the most noticeable impact on the gender comparison between the real population and the respondent population; see Table 2 for detailed results. The percentages of Hispanic and younger readers also increased slightly to more accurately represent the real population. Weighting the sample to mirror the real Hispanic population would have been ideal but required an unreasonably large weight variable of more than two. Instead, the specified weight variable, shown in Table 4, is used throughout subsequent analyses.

Sense of community

This dissertation set out to detect differences in sense of community affiliation based on the 12-item sense of community index (SCI) developed by Perkins, Florin, Rich,

¹²⁶ U.S. Census Bureau, Age Groups and Sex: 2000, http://factfinder.census.gov/servlet/QTTable?_bm=y&-context=qt&-qr_name=DEC_2000_SF1_U_DP1&-qr_name=DEC_2000_SF1_U_QTP1&-ds_name=DEC_2000_SF1_U&-CONTEXT=qt&-tree_id=4001&-redoLog=true&-all_geo_types=N&-currentselections=DEC_2000_SF1_U_QTP1&-geo_id=05000US04013&-search_results=01000US&-format=&-_lang=en (accessed Jan. 8, 2007). Of the Maricopa County population 20 to 44 years old, 52 percent are male. Of the Maricopa County population 45 years old and older, 46 percent are male.

Wandersman, and Chavis.¹²⁷ To create the SCI, items number two, six, eight and 11 were reverse-coded, where a higher score indicated an increased sense of community.

The means of all items on a 7-point scale, where 1 indicates the lowest sense of community and 7 the highest, are shown in Table 5.

Table 5
Means of geographic sense of community indicators

Item	Mean	N
(1) I think my block/street is a good place for me to live.	5.71	483
(2) People on this block/street share the same values. ^a	4.43	473
(3) My neighbors and I want the same things from the block/street.	4.97	461
(4) I can recognize most people who live on my block/street.	3.26	481
(5) I feel at home on this block/street.	5.49	481
(6) My neighbors know me. ^a	3.60	475
(7) I care about what my neighbors think of my actions.	4.92	480
(8) I have influence over what this block/street is like. ^a	4.41	481
(9) If there is a problem on this block/street, people here can get it solved.	4.59	480
(10) It is very important to me to live on this particular block/street.	4.48	478
(11) People on this block/street generally get along with each other. ^a	5.61	477
(12) I expect to live on this block/street for a long time.	4.81	477

^a These items were reverse coded. The original measures read, (2) People on this block do not share the same values; (6) Very few of my neighbors know me; (8) I have almost no influence over what this block is like; and (11) People on this block generally don't get along with each other.

To confirm the ability of these 12 items to measure a single underlying construct--in this case, geographic sense of community--we calculated Cronbach's alpha, a tool for testing the reliability of a potential scale.¹²⁸ Finding Cronbach's alpha value to be a strong 0.837, we can confidently combine the 12 items into one measure. To do so, a mean of all 12 items was calculated with the resulting SCI standing as a general measure of sense of community. Six cases were eliminated from the analysis at this point because of missing values on all 12 indicators, resulting in a remaining N of 484.¹²⁹ Among those cases remaining, the SCI had a

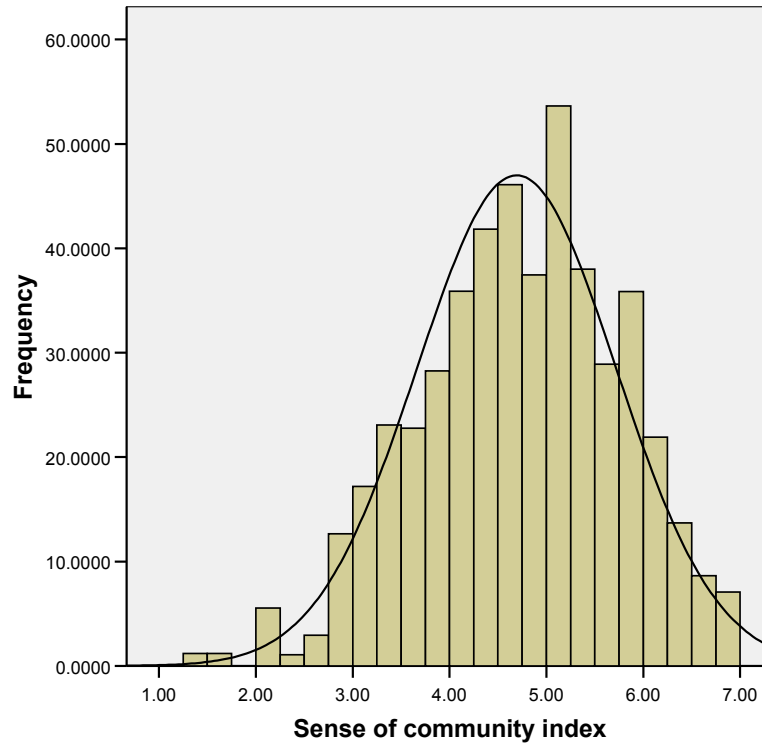
¹²⁷ Perkins, et al., 1990.

¹²⁸ Lee J. Cronbach, "Coefficient Alpha and the Internal Structure of Tests," *Psychometrika* 16 (1951), 297-334.

¹²⁹ Deleted case numbers: 1358, 1446, 1658, 1919, 2067, 2121

minimum value of 1.25, a maximum value of 7.00, and a mean of 4.69. The histogram shown in Figure 2 illustrates that the data roughly follow the normal curve.

Figure 2
Histogram of sense of community index



Description of the respondent population

With the remaining N, descriptive statistics for the respondent population were calculated. The respondents' education levels, employment status, and household income, shown in Tables 6, 7, and 8, appear to confirm the upscale bias of the sample. As further evidence, the mean and mode household income sit between \$60,000 and \$100,000.

Table 6
Respondents' highest level of education

Education	
7th grade	1%
8th grade	1%
9th grade (junior-high graduate)	1%
10th grade	1%
11th grade	2%
12th grade (high-school graduate)	17%
13th grade	8%
14th grade	13%
15th grade	5%
16th grade (college graduate)	28%
17th grade	5%
18th grade (advanced degree)	18%

Table 7
Respondents' employment status

Employment status	
Employed full-time	63%
Employed part-time	5%
Looking for work	2%
Homemaker	5%
Retired	20%
Student	1%
Disabled	1%
Other	3%

Table 8
Respondents' household income

Household income ^a	
Less than \$10,000	3%
\$10,000 to less than \$20,000	6%
\$20,000 to less than \$30,000	10%
\$30,000 to less than \$40,000	12%
\$40,000 to less than \$60,000	20%
\$60,000 to less than \$100,000	28%
\$100,000 to less than \$250,000	19%
\$250,000 or more	3%

^a Percentages do not add to 100 due to rounding error.

Other variables related to household composition and political participation and affiliation provide further insight into the respondent population.

Table 9
Respondents' marital status

Marital status	
Married	56%
Divorced or separated	19%
Single, never married	17%
Widowed	8%

Table 10
Respondents' household size

Number of adults in household ^a	
1	26%
2	62%
3	7%
4 or more	3%
Number of people in household	
1	20%
2	38%
3	16%
4 or more	26%

^a Percentages do not add to 100 due to rounding error.

Table 11
Respondents' home ownership

Home ownership	
Own	82%
Rent	18%

Table 12
Respondents' political participation and affiliation

Voter registration status	
Registered or plans to register	85%
Not registered and does not plan to register	15%
Likelihood of voting in November election	
Absolutely certain	58%
Very likely	19%
Somewhat likely	8%
Not likely at all	15%
Political views	
Very conservative	8%
Conservative	29%
Moderate	45%
Liberal	14%
Very liberal	4%

Hispanic respondents

Attention to the Hispanic population was deemed important from the outset of this research. However, they were severely underrepresented among respondents. Designing the survey to allow for Spanish-language responses yielded 17 additional respondents. Despite the inclusion of Spanish-language respondents, the overall underrepresentation of Hispanic respondents suggests that either the original sample did not include this portion of the

population or this portion of the population had a significant number of nonrespondents. Because of the inclusion of the Spanish-language version of the survey, it can be fairly assumed that the original sample underrepresented the members of the Hispanic population.

To determine how potentially meaningful this underrepresentation is to this work, we can examine the demographic differences between the Hispanic and non-Hispanic populations of Maricopa County. To gain a sense of what we are missing, we can use 2000 data from the U.S. Census Bureau to compare the Hispanic population to non-Hispanic population, shown in Table 13.¹³⁰

Table 13
Hispanic/non-Hispanic population comparison

Characteristic	Hispanic	Non-Hispanic
Total population	763,341	2,308,808
Male	401,312 (53%)	1,135,161 (49%)
Female	362,029 (47%)	1,173,647 (51%)
Median age	23	37
18 years old and older	466,312 (61%)	1,777,834 (77%)
65 years old and older	22,508 (3%)	336,471 (15%)
Average household size	4	2
Average family size	4	3
High school graduate or higher ^a	174,408 (49%)	1,421,958 (90%)
Bachelor's degree or higher ^a	28,718 (8%)	472,163 (30%)
Mean household income in 1999	\$34,130	\$48,027

^a Educational attainment data is gathered only for the population 25 years old and older--353,960 (Hispanic or Latino) and 1,580,997 (not Hispanic or Latino)--and the categories are not mutually exclusive.

The Hispanic or Latino population of Maricopa County is younger, has larger families, is less educated, and has a lower family income than non-Hispanics. From these differences, we can

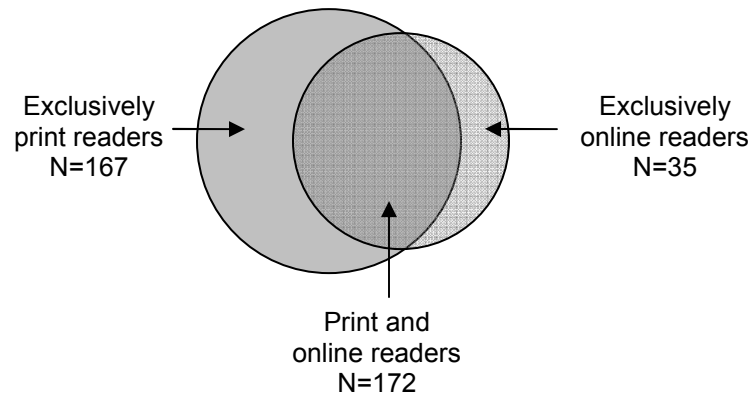
¹³⁰ U.S. Census Bureau, Census 2000 Demographic Profile Highlights , Selected Population Group: Not Hispanic or Latino, http://factfinder.census.gov/servlet/SAFFIteratedFacts?_event=&geo_id=05000US04013&_geoContext=01000US%7C04000US04%7C05000US04013&_street=&_county=Maricopa+County&_cityTown=Maricopa+County&_state=04000US04&_zip=&_lang=en&_sse=on&ActiveGeoDiv=&_useEV=&pctxt=fph&pgsl=050&_submenuId=factsheet_2&ds_name=DEC_2000_SAFF&_ci_nbr=450&qr_name=DEC_2000_SAFF_R1050®=DEC_2000_SAFF_R1050%3A450&_keyword=&_industry= (accessed Feb. 9, 2007). Note that this data varies from the 2005 data presented in Table 2, but the 2000 data is the most recent data provided by the Census Bureau with the essential demographic breakdowns shown here.

hypothesize that the Hispanic population was likely underrepresented in the original sample because of the commercial nature of the sampling list. In addition, underrepresenting the Hispanic population may be producing nonresponse error, where we would expect differences between Hispanic and non-Hispanic respondents who were in the original sample. We do not, however, have evidence of the real sense of community differences between the groups because the small N of self-identified Hispanics prevents valid comparisons between the Hispanics and non-Hispanics. Because of the assumed differences, the data from 54 self-identified Hispanics, including the 17 Spanish-language responses, are retained in the data set. With this added richness, the final data set, which is weighted and adjusted for missing data on the sense of community indicators (N=484), serves as a fairly representative sample of the Maricopa County newspaper-reading population. It is therefore reasonable to proceed with further analysis of the relationship between individuals' sense of community and their levels of local print newspaper readership and local online news consumption.

Relationship between sense of community and news consumption

Without any obvious means of determining the direction of causation, we shall be content to find correlations among our variables of interest: newspaper use, Internet use, geographic sense of community, and online sense of community. To set the framework to examine correlations, we should first understand the respondents' newspaper and Internet use, which we can represent visually in a Venn diagram, as shown in Figure 3.

Figure 3
Venn diagram of newspaper and online news use



Now, the correlation matrix presented in Table 14, expands attention to print and online news use by incorporating their relationship to sense of community, and indicates statistically significant correlations in two relationships of interest: (1) between the sense of community index and readership of *The Arizona Republic* and (2) between readership of *The Arizona Republic* and azcentral.com. There is no relationship between the SCI and readership of azcentral.com.

Table 14
Sense of community-readership correlation matrix

	SCI	<i>The Arizona Republic</i>	azcentral.com
Sense of community index	1.000	0.196 ^a	-0.004
How often do you read or look into <i>The Arizona Republic</i>?		1.000	0.153 ^a
How often do you read or look into azcentral.com?			1.000

^a p<0.01.

These correlations, however, do not take into account expected variations based on age. We know that age correlates with Internet use, where younger adults are more likely than older adults to go online.¹³¹ We also expect that age to be negatively associated with sense of

¹³¹ The Pew Research Center for the People & the Press, "Online News Audience Larger, More Diverse: News Audiences Increasingly Politicized," <http://people-press.org/reports/pdf/215.pdf> (accessed Sept. 25, 2006).

community--older adults are more likely to be attached to their neighbors and communities. Based on these suppositions, we should expect when controlling for age, the relationship between sense of community and reading *The Arizona Republic* to be weaker, and the relationship between reading the newspaper and the Web site to be stronger. To isolate the impact of age, let us reexamine the correlations between the SCI and local news consumption while holding constant for age. The results are shown in Table 15.

Table 15
Sense of community-readership correlation matrix holding constant for age

	SCI	<i>The Arizona Republic</i>	azcentral.com
Sense of community index	1.000	0.119 ^a	0.055
How often do you read or look into <i>The Arizona Republic</i>?		1.000	0.219 ^b
How often do you read or look into azcentral.com?			1.000

^a p=0.01.

^b p<0.01.

Partialing out the effect of age makes a noticeable, if not statistically significant, influence. As we predicted, the strength of the relationship between the sense of community index and *The Arizona Republic* lessened in magnitude but remained significant. Further, holding constant for age had the opposite impact on the relationship between *The Arizona Republic* and azcentral.com, which gained strength. Finally, the sign reverses on the relationship between sense of community and azcentral.com but remains statistically insignificant. Age matters. The real impact is something we can examine more closely.

First, notice that the relationships we are detecting in the correlations, although statistically significant, are actually quite weak. This is due at least in part to the limitations of the ordinal scale used to measure readership frequency. Thankfully, we have another statistical tool at our disposal, analysis of variance. ANOVA allows us to examine group

differences between sense of community index means to detect differences between groups based on their readership of *The Arizona Republic* and azcentral.com.

To begin, the crosstab shown in Table 16 divides readers into groups by regularity of reading the print and online version of the newspaper.¹³² To maximize the raw number of respondents in each cell, we can create three categories of readership for each medium: (1) those who never read; (2) those who read occasionally, defined as once a week or less; and (3) those who read regularly, more than once a week. Each of these groups presents a different conundrum to newspaper companies--converting readers to nonreaders, turning occasional readers into regular ones, and understanding the fundamental differences between regular print and online consumers.

Table 16
Frequency of readership of *The Arizona Republic* (print) and azcentral.com (online), percentage and count

		Online			Total
		Never	Occasionally	Regularly	
Print	Never	20% (94)	6% (26)	2% (9)	28% (129)
	Occasionally	15% (70)	9% (43)	6% (30)	31% (143)
	Regularly	21% (97)	10% (47)	11% (52)	42% (196)
	Total	56% (261)	25% (116)	19% (91)	

Within the context of these groups, let us first detail the mean sense of community of each.

Table 17
Frequency of readership and sense of community means

		Online		
		Never	Occasionally	Regularly
Print	Never	4.47	4.37	5.22
	Occasionally	4.59	4.66	4.10
	Regularly	4.93	5.03	4.87
	Total			

The high mean sense of community among those who never read *The Arizona Republic* but regularly read azcentral.com draws initial interest. Although the small cell count (N=9)

¹³² Only respondents who provided valid answers on both questions 16 (How often do you read or look into *The Arizona Republic*?) and 56 (How often do you read or look into azcentral.com?) were included in this part of the analysis. The remaining N=471. For these cases, the responses to Q16 and Q56 were first reverse coded so that a larger number indicated a greater frequency of readership.

prevents us from making any definitive conclusions about the nature of this group, there is an indication that there may be an interesting phenomenon among those online users unserved by the newspaper. In order to increase the cell counts and thereby extend attention to the differences between these groups, we can focus on each of the two media and uses an ANOVA. First, Table 18 illustrates the statistically significant relationship between sense of community and frequency of reading *The Arizona Republic*.

Table 18
Frequency of readership of *The Arizona Republic* and sense of community means

	SCI mean ^a
Never	4.50
Occasionally	4.51
Regularly	4.93

^a ANOVA between-groups test, $p \leq 0.001$

The monotonic relationship becomes immediately clear. As already seen in Table 14, regular newspaper readership and an increased sense of community are related. We can use the same test to determine if the same holds true online, see Table 19.

Table 19
Frequency of readership of azcentral.com and sense of community means

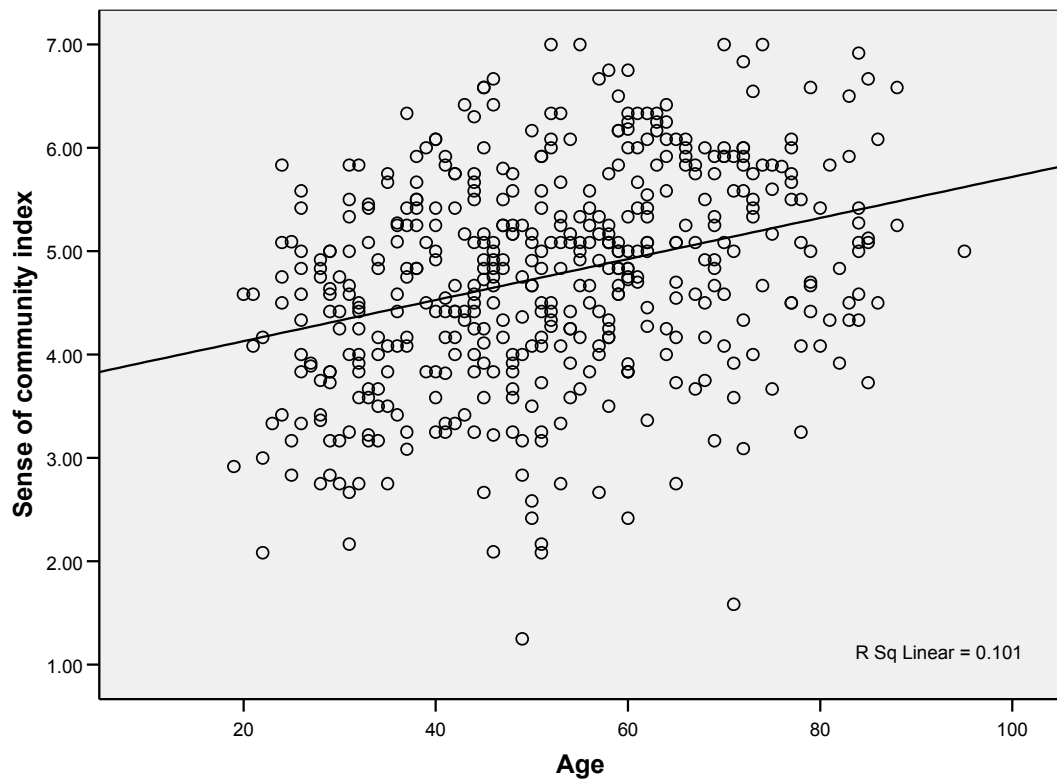
	SCI mean ^a
Never	4.67
Occasionally	4.76
Regularly	4.67

^a ANOVA between-groups test, $p = 0.671$

Unlike with *The Arizona Republic*, frequency of reading azcentral.com has no statistically significant relationship with sense of community.

Perhaps the influence of age, which we recognize as having a clear impact on the significant relationships, is actually accounting for both the presence and absence of these sense of community index-readership relationships. To begin understanding the influence of age specifically, we can visually represent the relationship between sense of community and age as shown in Figure 4.

Figure 4
SCI-age scatterplot



The scatterplot illustrates the positive relationship between sense of community and age, where age explains about 10 percent of the variance in the sense of community index.

Another way to see the influence of age is by exploring the mean age of respondents based on their readership of *The Arizona Republic* and/or azcentral.com, as shown in Table 20.

Table 20

Mean age of respondents based on their frequency of readership of *The Arizona Republic* (print) and www.azcentral.com (online)

		Online readership			Total
		Never	Occasionally	Regularly	
Print readership	Never	46 ^a	42 ^b	47 ^c	45
	Occasionally	45 ^d	37 ^e	40 ^f	42
	Regularly	58 ^g	51 ^h	46 ⁱ	53
Total		50	44	45	

^a Minimum value=19, maximum value=86

^b Minimum value=21, maximum value=66

^c Minimum value=28, maximum value=85

^d Minimum value=23, maximum value=81

^e Minimum value=22, maximum value=59

^f Minimum value=21, maximum value=69

^g Minimum value=24, maximum value=95

^h Minimum value=24, maximum value=86

ⁱ Minimum value=26, maximum value=84

Interestingly, although we might have expected the nonreaders to be the youngest respondents, the youngest group is composed of those who occasionally read *The Arizona Republic* and [azcentral.com](http://www.azcentral.com). Although these are not perfectly linear relationships, it is clear that respondents who regularly read *The Arizona Republic* are older than those who never do, and respondents who regularly read [azcentral.com](http://www.azcentral.com) are younger than those who never do.

We can account for this influence by creating a sense of community index adjusted for age, using the residual of each case plus the mean sense of community index. We would expect the effect of age to exaggerate the effect of newspapers on sense of community because older respondents are more likely to be newspaper readers and, by virtue of age and corresponding increased length of residency,¹³³ to have a stronger geographic attachment. Additionally, controlling for age would likely minimize the relationship between [azcentral.com](http://www.azcentral.com) and sense of community. As shown, readers of online news are likely to be younger, but we also expect them to have a weaker geographic attachment. Running the ANOVA tests with the age-adjusted sense of community index will tell us if our hypotheses

¹³³ Age and length of residency in Maricopa County correlate significantly, $p \leq 0.001$.

are correct. Introducing the control should weaken the newspaper effect and strengthen the online effect.

In fact, it does. However, as shown in Table 21, controlling for age, there remains a statistically significant monotonic relationship between sense of community and frequency of reading *The Arizona Republic*.

Table 21
Frequency of readership of *The Arizona Republic* and age-adjusted sense of community means

	SCI mean ^a
Never	4.54
Occasionally	4.64
Regularly	4.81

^a ANOVA between-groups test, $p \leq 0.05$

Although the relationship is not as strong as with the original SCI, the evidence continues to suggest that there is an important connection between readership of the newspaper and geographic sense of community regardless of age. Online the relationship becomes even more pronounced when controlling for age, as shown in Table 22.

Table 22
Frequency of readership of azcentral.com and age-adjusted sense of community means

	SCI mean ^a
Never	4.60
Occasionally	4.85
Regularly	4.74

^a ANOVA between-groups test, $p = 0.062$

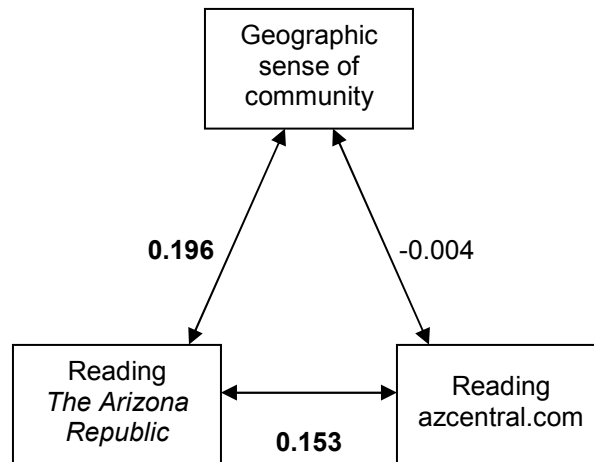
Regardless of age, there is a nonlinear relationship that approaches significance between sense of community and readership of azcentral.com.¹³⁴ There is initial evidence of a quadratic relationship in which occasional readers of azcentral.com have the strongest community attachment.

Determining the azcentral.com-community relationship to be more complex than the simple identified relationship between *The Arizona Republic* and sense of community, what

¹³⁴ Referring to the range $0.05 \leq p \leq 0.15$, John Tukey has said that the significance “leans in a positive direction.” See Tukey as discussed in Robert P. Abelson, *Statistics as Principled Argument* (Hillsdale, NJ: Lawrence Erlbaum Associates, 1995), 74-75.

does the connection between frequency of reading the print and online versions mean to the overall measure of sense of community? Let us first look at the relationships using the data from Table 14, as shown here in Figure 5.

Figure 5
Intercorrelations of sense of community, and frequency of reading *The Arizona Republic* and azcentral.com

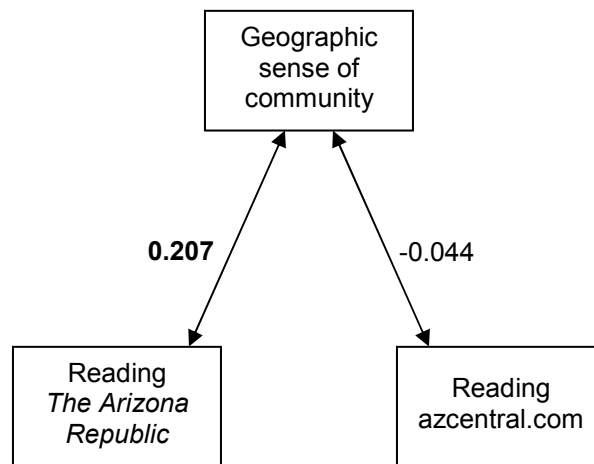


Remember that only two of the three relationships are statistically significant: (1) that between readership of *The Arizona Republic* and readership of azcentral.com, and (2) that between readership of *The Arizona Republic* and geographic sense of community. What we do not know is the influence of the relationship between reading the print and online products on the connections between readership and sense of community. We do know that the presence of a third variable may have one of three effects: (1) conceal a potential relationship or at least diminish its strength, (2) be the spurious cause of a relationship that is not really there, or (3) have no impact at all. Running a partial correlation will allow us to assess these possibilities. What is the relationship between reading *The Arizona Republic* and sense of community holding constant for reading azcentral.com and vice versa? Philip Meyer calls this “leveling the playing field”¹³⁵ and it is illustrated in Figure 6.

¹³⁵ Meyer, 2004, 29.

Figure 6

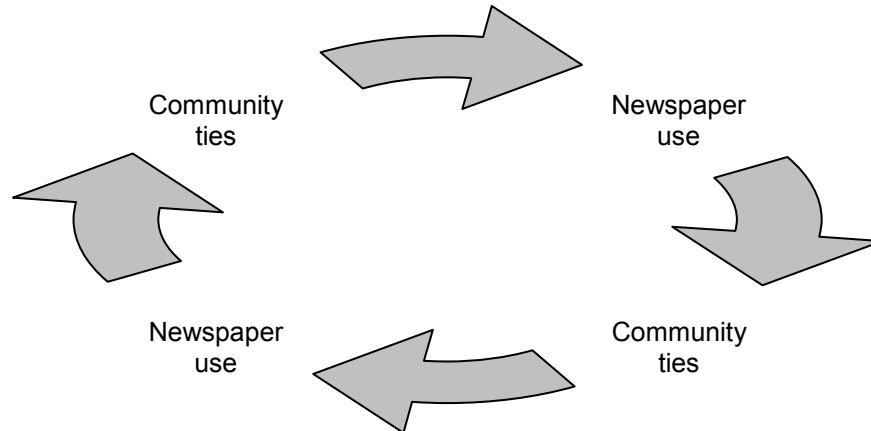
Path analysis of sense of community, and frequency of reading *The Arizona Republic* and azcentral.com using partial correlations



When frequency of reading azcentral.com is controlled, the relationship between reading *The Arizona Republic* and geographic sense of community remains positive and significant, and increases ever so slightly in magnitude.¹³⁶ With this, we know that reading the newspaper alone has a clear relationship with sense of community. However, when controlling for frequency of reading *The Arizona Republic*, the relationship between reading azcentral.com and geographic sense of community remains nonsignificant. In this analysis, there is no indication that online readership has adds value to geographic sense of community even as readership of azcentral.com is related to readership of *The Arizona Republic*. The important relationship is that between *The Arizona Republic* and sense of community. This suggests that the newspaper-community relationship proposed by Stamm in the 1980s, as shown in Figure 7, proves true today.

¹³⁶ $p \leq 0.001$

Figure 7
Stamm's 1985 model relating community ties and newspaper use.



Remember that although we are detecting statistically significant relationships between readership of *The Arizona Republic* and sense of community, and between readership of *The Arizona Republic* and readership of azcentral.com, the magnitudes of the correlations are small. We know that the ordinal nature of the readership frequency data may be causing this. There are variables at play, however, that extend our attention past frequency of readership. We can use the survey's product-related variables related to credibility and usefulness to create continuous measures and then use them to reexamine the correlations with sense of community.

Relationship between sense of community and opinion of local news media

Before we create these continuous measures, we must understand the data we are dealing with.

Credibility. Consider first respondents' credibility ratings of *The Arizona Republic* and azcentral.com as shown in Table 23.¹³⁷ These means represent the totality of the

¹³⁷ These ratings are based on a 7-point scale. Following the lead of Philip Meyer's work, the scale was reversed on necessary variables so that higher scores indicate more credible perceptions.

responses for those who read *The Arizona Republic* and/or azcentral.com less than once a week or more.

Table 23
Mean credibility ratings for *The Arizona Republic* and azcentral.com

Measure	<i>The Arizona Republic</i>	azcentral.com	Difference
Unfair...fair	4.35	4.45	-0.10
Biased...unbiased	3.71	4.07	-0.36
Doesn't tell the whole story...tells the whole story	4.03	4.08	-0.05
Inaccurate...accurate	4.40	4.33	0.07
Invades people's privacy...respects people's privacy	4.12	4.23	-0.11
Does not care about what the reader thinks...cares about what the reader thinks	4.46	4.30	0.16
Does not watch out after your interests...watches out after your interests	4.05	4.18	-0.13
Not concerned about the community's well-being...is concerned about the community's well-being	4.65	4.50	0.15
Mixes together fact and opinion...separates facts from opinions	3.95	3.97	-0.02
Cannot be trusted...can be trusted	4.24	4.24	0
Sensationalizes...does not sensationalize	3.82	3.79	0.03
Immoral...moral	4.52	4.31	0.21
Unpatriotic...patriotic	4.72	4.57	0.15
Concerned mainly about making profits...is concerned mainly about the public interest	4.18	4.18	0
Opinionated...factual	4.21	4.29	-0.08
Reporters are poorly trained...are well trained	4.45	4.32	0.13

For perspective, we have some reference points for six of these measures, which were used in Meyer's research for *The Vanishing Newspaper*.¹³⁸ The comparisons, seen in Table 24, suggest that although the measures of *The Arizona Republic* and azcentral.com are quite similar, they are significantly less than the means from Meyer's sample of 26 newspapers.

¹³⁸ Meyer, 2004.

Table 24
Mean credibility comparison

Measure	<i>The Arizona Republic</i>	azcentral.com	Meyer's sample
Unfair...fair	4.4	4.5	5.5
Mixes together fact and opinion...separates facts from opinions	4.0	4.0	5.1
Biased...unbiased	3.7	4.1	5.1
Can not be trusted...can be trusted	4.2	4.2	5.0
Mixes together fact and opinion...separates facts from opinions	4.0	4.0	4.9
Sensationalizes...does not sensationalize	3.8	3.8	4.7

On every dimension, *The Arizona Republic* and azcentral.com are less trusted than those newspapers Meyer examined.

Still in this research the 16 items related to the credibility of *The Arizona Republic* have a Cronbach's alpha value of 0.940, suggesting that the variables are all measuring a single unidimensional construct and can be combined into an index. The result is a print credibility index with a mean of 4.24, a minimum of 1.06, and a maximum of 7. The 16 items related to the credibility of azcentral.com have an equally strong Cronbach's alpha value of 0.923. The resulting online credibility index has a mean of 4.24, a minimum of 1.38, and a maximum of 6.63.

We can now use these credibility scales to examine the potential relationship between respondents' ratings of credibility and their sense of community, as shown in Table 25. Does a perception of credibility in *The Arizona Republic* or azcentral.com correlate with sense of community?

Table 25
Sense of community-credibility correlation matrix

	Sense of community index	<i>The Arizona Republic</i> credibility index	azcentral.com credibility index
Sense of community index	1.000	0.087	-0.032
<i>The Arizona Republic</i> credibility index		1.000	0.669 ^a
azcentral.com credibility index			1.000

^a p<0.001

Evidence suggests there is no relationship, although respondents who find the newspaper credible are also likely to judge the Web site as such. Further investigation also reveals that there is not a significant correlation between credibility and readership for *The Arizona Republic*¹³⁹ or azcentral.com.¹⁴⁰ Assessment of credibility is not a meaningful factor in the relationship between news use and geographic sense of community.

Usefulness. As an element of this research, we also have the uses and gratification framework, which suggests that individuals seek out media for the purpose of satisfying specific tangible and intangible needs. Perhaps usefulness will matter to the relationship between news use and sense of community. To test this possibility, the survey instrument included a number of questions regarding the reasons individuals choose to read either *The Arizona Republic* and/or azcentral.com. For the rankings, see Table 26.¹⁴¹ These means represent data collected from all respondents who read *The Arizona Republic* and/or azcentral.com less than once a week or more.

¹³⁹ p=0.294

¹⁴⁰ p=0.607

¹⁴¹ Respondents were asked to rank the importance of each trait on a scale of 1, doesn't matter, to 7, matters a lot.

Table 26

Mean usefulness ratings for *The Arizona Republic* and azcentral.com

Measure	<i>The Arizona Republic</i>	azcentral.com	Difference
Helps me decide how to vote	2.87	2.30	0.57
Gives insight into people's lives	3.71	3.07	0.64
Helps me in day-to-day living	3.31	3.19	0.12
I agree with its editorial views	2.81	2.69	0.12
Provides good conversation topics	4.12	3.87	0.25
Presents news in an entertaining way	3.91	3.78	0.13
Provides news with depth and detail	4.50	3.92	0.58
Helps me feel closer to my community	3.95	3.61	0.34
The people who give you the news are trustworthy	4.31	4.04	0.27
News stories don't contain too much opinion	4.34	4.19	0.15
Has up-to-date news	5.38	5.10	0.28
Presents all sides of issues	4.77	4.39	0.38
Gets the facts right	5.22	4.72	0.50
It's an easy way to get the news	5.01	5.15	-0.14
Helps me decide what to buy	3.36	2.77	0.59
Presents news that I can believe	4.71	4.37	0.34

The Cronbach's alpha values of *The Arizona Republic's* usefulness measures, 0.907, and azcentral.com's usefulness measures, 0.938, permit us to index them as well. *The Arizona Republic* usefulness index has a mean of 4.14, a minimum of 1, and a maximum of 7; the azcentral.com usefulness index has a mean of 3.80, a minimum of 1, and a maximum of 6.94.

We can use the resulting usefulness scales to examine the potential correlation between respondents' ratings of usefulness and their sense of community, as shown in Table 27.

Table 27

Sense of community-usefulness correlation matrix

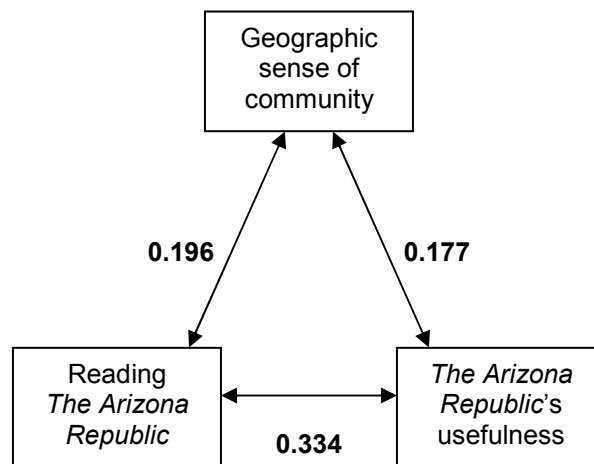
	Sense of community index	<i>The Arizona Republic</i> usefulness index	azcentral.com usefulness index
Sense of community index	1.000	0.177 ^a	0.068
<i>The Arizona Republic</i> usefulness index		1.000	0.533 ^a
azcentral.com usefulness index			1.000

^a p≤0.001

The expected relationship between finding usefulness in *The Arizona Republic* and in azcentral.com holds true. People who judge the newspaper as useful are more likely to judge the Web site as such. There is also a statistically significant relationship between sense of community and assessments of usefulness of *The Arizona Republic*. Of course, because the uses and gratifications framework suggests to us that people who find a product more useful are more likely to use it, and because we have already seen a relationship between readership of *The Arizona Republic* and sense of community, we are dealing with a triangulation of variables that demands further attention.

We can again rely on correlation and path analyses to reveal the nature of the relationships as they interact with one another. Figure 8 details the correlations visually.

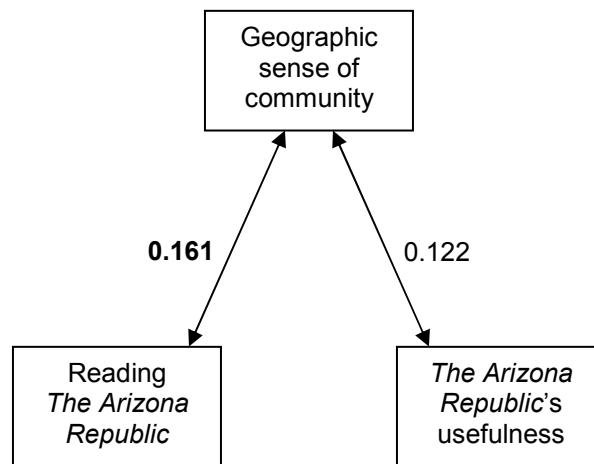
Figure 8
Intercorrelations of sense of community, and frequency of reading *The Arizona Republic*, and assessments of *The Arizona Republic's* usefulness



All three of the relationships are statistically significant. Controlling for the relationship between reading *The Arizona Republic* and assessments of usefulness of *The Arizona Republic* will reveal the presence or absence of direct relationships between these two variables and geographic sense of community as illustrated in Figure 9.

Figure 9

Path analysis of sense of community, and frequency of reading *The Arizona Republic*, and assessments of *The Arizona Republic's* usefulness using partial correlations



When assessment of usefulness is controlled, the relationship between reading *The Arizona Republic* and geographic sense of community remains positive and significant at the 0.01 level, again confirming the strength of this connection. Controlling for reading *The Arizona Republic*, however, decreases the strength of the relationship between assessment of usefulness and sense of community to $p=0.024$, statistically significant at the 0.05 level.

Based on this analysis, while there is a direct connection between the assessment of usefulness and sense of community, the real meaningful value of increased usefulness is what influence it brings to increasing readership frequency.

Product differentiation

Despite the fact that there is no evidence of direct effects of credibility and usefulness on sense of community, additional attention to these variables can inform our discussion of the differences between the two media. That is, do respondents distinguish *The Arizona Republic* from azcentral.com in meaningful ways? Remember that these credibility and usefulness means we looked at previously, in Tables 23 and 26, are calculated by evaluating responses from all the respondents who read each medium. To examine the real differences,

regardless of distinctions that might exist between those respondents who read only the newspaper or use only the Internet, we must look at the differences among respondents who answered both sets of questions, meaning they read *The Arizona Republic* and azcentral.com at least once a week or more. The valid listwise credibility responses (N=168 to 172, depending on the item), shown in Table 28, can now be evaluated using paired-samples t-tests to determine if any of the differences are statistically significant.

Table 28
Mean credibility ratings for *The Arizona Republic* and azcentral.com

Measure	<i>The Arizona Republic</i>	azcentral.com	Difference
Unfair...fair	4.36	4.48	-0.12 ^a
Biased...unbiased	3.66	4.11	-0.45 ^b
Doesn't tell the whole story...tells the whole story	3.98	4.11	-0.13 ^c
Inaccurate...accurate	4.50	4.34	0.16 ^d
Invades people's privacy...respects people's privacy	4.09	4.24	-0.15 ^e
Does not care about what the reader thinks...cares about what the reader thinks	4.47	4.29	0.18 ^f
Does not watch out after your interests...watches out after your interests	3.97	4.19	-0.22 ^g
Not concerned about the community's well-being...is concerned about the community's well-being	4.61	4.57	0.04 ^h
Mixes together fact and opinion...separates facts from opinions	3.87	4.01	-0.14 ⁱ
Cannot be trusted...can be trusted	4.22	4.27	-0.05 ^j
Sensationalizes...does not sensationalize	3.81	3.83	-0.02 ^k
Immoral...moral	4.46	4.39	0.07 ^l
Unpatriotic...patriotic	4.67	4.65	0.02 ^m
Concerned mainly about making profits...is concerned mainly about the public interest	4.17	4.26	-0.09 ⁿ
Opinionated...factual	4.23	4.36	-0.13 ^o
Reporters are poorly trained...are well trained	4.52	4.34	0.18 ^p
Total mean	4.24	4.24	

^a Paired samples t-test, $p=0.165$

^b **$p \leq 0.001$**

^c $p=0.210$

^d $p=0.134$

^e $p=0.145$

^f $p=0.094$

^g **$p=0.048$**

^h $p=0.753$

ⁱ $p=0.187$

^j $p=0.684$

^k $p=0.893$

^l $p=0.385$

^m $p=0.814$

ⁿ $p=0.292$

^o $p=0.206$

^p **$p=0.041$**

While the total means for *The Arizona Republic* and azcentral.com are the same, respondents who read both the newspaper and the Web site at least once a week rated azcentral.com as significantly more unbiased than the newspaper and more likely to watch out for their interests, but rated *The Arizona Republic* reporters as better trained than the online reporters. Exploring the differences between why respondents use or do not use *The Arizona Republic* and azcentral.com may provide even more insight. Again, these differences, detailed in Table 29 (N=172 to 179, depending on the item), are only for respondents who answered both sets of questions, meaning they read *The Arizona Republic* and azcentral.com at least once a week or more.

Table 29

Mean usefulness ratings for *The Arizona Republic* and azcentral.com

Measure	<i>The Arizona Republic</i>	azcentral.com	Difference
Helps me decide how to vote	2.84	2.37	0.47^a
Gives insight into people's lives	3.49	3.04	0.45^b
Helps me in day-to-day living	3.25	3.25	0 ^c
I agree with its editorial views	2.76	2.73	0.03 ^d
Provides good conversation topics	4.03	3.94	0.09 ^e
Presents news in an entertaining way	3.73	3.84	-0.11 ^f
Provides news with depth and detail	4.39	3.93	0.46^g
Helps me feel closer to my community	3.96	3.64	0.32^h
The people who give you the news are trustworthy	4.15	3.97	0.18 ⁱ
News stories don't contain too much opinion	4.31	4.13	0.18 ^j
Has up-to-date news	5.33	5.05	0.28^k
Presents all sides of issues	4.72	4.46	0.26^l
Gets the facts right	5.18	4.70	0.48^m
It's an easy way to get the news	4.99	5.08	-0.09 ⁿ
Helps me decide what to buy	3.18	2.86	0.32^o
Presents news that I can believe	4.62	4.42	0.2 ^p
Total mean	4.14	3.80	

^a Paired samples t-test, $p \leq 0.001$ ^b $p = 0.001$ ^c $p = 0.973$ ^d $p = 0.785$ ^e $p = 0.493$ ^f $p = 0.383$ ^g $p \leq 0.001$ ^h $p = 0.011$ ⁱ $p = 0.141$ ^j $p = 0.205$ ^k $p = 0.022$ ^l $p = 0.052$ ^m $p \leq 0.001$ ⁿ $p = 0.543$ ^o $p = 0.008$ ^p $p = 0.114$

The total means are significantly different between the media.¹⁴² So what are the influential variables in determining use of *The Arizona Republic*? Seven pairs stand out as statistically different from each other, another as approaching significance. All eight variables highlight a usefulness advantage of the newspaper as opposed to the Web site. *The Arizona Republic* (1)

¹⁴² T-test, $p \leq 0.001$.

helps them decide how to vote, (2) gives them insight into people's lives, (3) provides the news with depth and detail, (4) helps them feel closer to their community, (5) has up-to-date news, (6) presents all sides of issues, (7) gets the facts right, and (8) helps them decide what to buy.

In addition to these indications of credibility and usefulness, which tend to favor the newspaper, we also have one-item measures of reliability, quality of reporting, and coverage of controversial issues for each medium. With these, respondents consistently rated *The Arizona Republic* better than azcentral.com, but none of the pairs differed at a statistically significant level.¹⁴³ The totality of these differences between the print and online versions of the newspaper--where the Web site stands out only in terms of lack of perceived bias and perception of having readers' interests at heart--may be contributing to the relationship between sense of community and *The Arizona Republic*, but failing to make the geographic sense of community connection with azcentral.com.

Online news and sense of community

Consider then additional original traits of the online newspaper. The medium itself creates an opportunity for a new kind of community not based on geography, a virtual community. The emergence of virtual communities has sparked debate over how powerful the Internet can be in daily life. Remember Thornton May's 1988 assertion in *The Wall Street* that "geography is dead." He predicted then that "by the year 2008, technology will have

¹⁴³ The paired samples t-test was conducted only among respondents who answered the three questions for both the newspaper and the Web site. The means are as follows: Reliability--4.82 (*The Arizona Republic*) and 4.83 (azcentral.com); Quality of reporting--4.68 (*The Arizona Republic*) and 4.63 (azcentral.com); and Coverage of controversial issues--4.42 (*The Arizona Republic*) and 4.48 (azcentral.com).

trivialized the concept of ‘place.’”¹⁴⁴ It is 2007; has it? If so, the hypothesis that geography is irrelevant negates the necessity of a local newspaper and local news altogether.

For evidence, we can explore an element of the larger concept of geographic versus online community attachment by comparing the geographic sense of community means for those 55 respondents who answered the online measures and those who did not.¹⁴⁵ With this comparison, we find no meaningful difference. Those who answered the online sense of community measures had a mean geographic sense of community of 4.79 as opposed to 4.80 among those who did not. The Internet is not enhancing geographic sense of community. As a follow-up step, we can compare the geographic and online sense of community means for those 55 respondents that answered the online measures, as compiled in Table 30. These respondents are those that indicated they read at least one of azcentral.com’s Web logs less than once a month or more. In comparison to those respondents that only read *news* online, we might consider these users to be the most involved with azcentral.com.

¹⁴⁴ *Wall Street Journal*, Nov. 16, 1988.

¹⁴⁵ All respondents answered the geographic sense of community measures.

Table 30

Mean geographic and online sense of community measures for azcentral.com Web log readers

Geographic item and mean		Online item and mean	
I think my block/street is a good place for me to live.	5.47 ^a	I think the blog is a good place for me to visit.	3.80 ^a
People on this block/street share the same values.	4.35 ^b	People on the blog share the same values.	4.01 ^b
My neighbors and I want the same things from the block/street.	4.83 ^c	My neighbors and I want the same things from the blog.	3.66 ^c
I can recognize most people who live on my block/street.	3.45 ^d	I can recognize most people who comment on the blog.	2.86 ^d
I feel at home on this block/street.	5.24 ^e	I feel at home on the blog.	3.39 ^e
My neighbors know me.	3.68 ^f	The blog readers know me.	3.24 ^f
I care about what my neighbors think of my actions.	5.35 ^g	I care about what other blog readers think of my actions.	3.49 ^g
I have influence over what this block/street is like.	4.14 ^h	I have influence over what the blog is like.	3.89 ^h
If there is a problem on this block/street, people here can get it solved.	4.55 ⁱ	If there is a problem on the blog, people who read it can get it solved.	3.48 ⁱ
It is very important to me to live on this particular block/street.	4.62 ^j	It is very important to me to read this particular blog.	2.88 ^j
People on this block/street generally get along with each other.	5.61 ^k	People who read the blog generally get along with each other.	4.37 ^k
I expect to live on this block/street for a long time.	4.89 ^l	I expect to read the blog for a long time.	3.29 ^l
Total mean	4.69	Total mean	3.53

^a Paired samples t-test, $p \leq 0.001$ ^b $p = 0.195$ ^c $p \leq 0.001$ ^d $p = 0.052$ ^e $p \leq 0.001$ ^f $p = 0.195$ ^g $p \leq 0.001$ ^h $p = 0.393$ ⁱ $p \leq 0.001$ ^j $p \leq 0.001$ ^k $p \leq 0.001$ ^l $p \leq 0.001$

The total means differ significantly¹⁴⁶ and across all 12 variables, the geographic sense of community means indicate a stronger attachment than the same measures for online. In fact, eight measures differ at a statistically significant level and another measure approaches significance. This evidence suggests that geography is very much alive, and that May's prediction will likely be wrong. Respondents who read azcentral.com Web logs feel more attached to their geographic communities than their online communities in terms of

¹⁴⁶ T-test, $p \leq 0.001$

feeling that their block or street is a good place to live, that they feel at home there, that it is important for them to live there, and that they expect to live there for a long time; additionally, they want the same things as their neighbors, generally get along with each other, can get problems solved together, can recognize their neighbors' names, and care about what their neighbors think of their actions. This result marks an essential market for the local newspaper, the geographic community.

We already have evidence in this dissertation that the use of online news does not contribute to geographic sense of community, which has a strong relationship with the print newspaper. We now have an opportunity to explore the converse: Does the use of online news contribute to a new kind of sense of community online in a manner that is unmatched by the print newspaper? The idea of these online communities has been presented as a new opportunity for media and is certainly worthy of our attention.

Just as we did with geographic sense of community, we have three measures with which to explore this online sense of community: (1) the ordinal measure of frequency of use of azcentral.com, and the continuous measures of (2) its credibility, and (3) its usefulness. First, because statistics confirmed our intuition about the positive relationship between geographic sense of community and age,¹⁴⁷ we should explore the related influence of age on online sense of community.¹⁴⁸ It turns out, however, that age explains less than 2 percent of the variance in the online sense of community index. Unlike with the geographic measure, there is no need to account for the influence of age in these relationships.

¹⁴⁷ See Figure 3. Age explains about 10 percent of the variance in the geographic sense of community index.

¹⁴⁸ The online sense of community questions were asked only of those respondents who indicated they read one or more of the Web logs on azcentral.com.

We can look first then at the relationships between readership of *The Arizona Republic* and azcentral.com, and online sense of community, as shown in Table 31.

Table 31
Online sense of community-readership correlation matrix

	Online SCI	azcentral.com	<i>The Arizona Republic</i>
Online sense of community index	1.000	0.102	0.019
How often do you read or look into azcentral.com?		1.000	0.153 ^a
How often do you read or look into <i>The Arizona Republic</i>?			1.000

^a p<0.01

Although we can confirm the relationship between frequency of reading the newspaper and the Web site, this correlation suggests no other significant relationships. We know, however, that being an ordinal measure in this research, frequency of use may not be the best way to examine the potential relationships. The continuous measures of credibility, see Table 32, and usefulness, see Table 33, may give us a better lens.

Table 32
Online sense of community-credibility correlation matrix

	Online SCI	azcentral.com credibility index	<i>The Arizona Republic</i> credibility index
Online sense of community index	1.000	0.228 ^b	-0.109
azcentral.com credibility index		1.000	0.669 ^a
<i>The Arizona Republic</i> credibility index			1.000

^a p<0.001

^a p=0.114

Table 33
Online sense of community-usefulness correlation matrix

	Online SCI	azcentral.com usefulness index	<i>The Arizona Republic</i> usefulness index
Online sense of community index	1.000	0.108	0.109
azcentral.com usefulness index		1.000	0.553 ^a
<i>The Arizona Republic</i> usefulness index			1.000

^a p<0.001

As we saw with the geographic sense of community-credibility relationships, the only one to prove statistically significant is the relationship between assessing credibility in *The Arizona Republic* and in azcentral.com. As for the usefulness ratings, again the only relationship of significance is that between finding usefulness in *The Arizona Republic* and in azcentral.com, which we have seen previously. On the basis of these three measures, Stamm's model relating community ties to newspaper use, as shown in Figure 7, does not appear to apply to online news use and online sense of community.

Despite the fact that in this research there is evidence to suggest that the nature of online communities is different than geographic communities, we also realize online communities are present and worthy of examination. Specifically, the second research question asks, how does increased involvement with local online news correlate with individuals' sense of community? The survey instrument contains two sections of particular interest in reference to this question. First, respondents who said they read or looked into azcentral.com less than once a week or more were asked if they used any of the geographically defined subsites on azcentral.com. Table 34 details their responses.

Table 34
Respondents' use of azcentral.com subsites

	Never	Less than once a month	Once a month	Several times a month	Once a day or more
Scottsdale	57% (119)	15% (32)	10% (21)	14% (29)	4% (9)
Phoenix	43% (89)	13% (27)	16% (32)	25% (52)	4% (8)
Mesa	68% (140)	14% (28)	6% (12)	10% (20)	2% (5)
Southwest Valley	80% (164)	11% (23)	2% (4)	5% (11)	2% (4)
Tempe	65% (136)	14% (30)	9% (20)	9% (19)	2% (3)
Northwest Valley	68% (141)	15% (31)	6% (13)	10% (21)	1% (2)
iExtra!	71% (148)	10% (21)	8% (16)	10% (21)	1% (2)
Chandler	72% (150)	9% (19)	9% (19)	9% (18)	1% (2)
Gilbert	82% (169)	9% (19)	5% (10)	4% (8)	1% (2)
Peoria	72% (149)	14% (29)	4% (8)	10% (20)	1% (1)
Glendale	71% (149)	12% (25)	9% (18)	8% (16)	1% (1)
Ahwatukee	89% (182)	4% (9)	4% (9)	3% (6)	0% (0)
Pinal County	90% (185)	7% (15)	1% (3)	1% (3)	0% (0)

We can evaluate differences between these communities by first aggregating the cells to delineate nonusers, occasional users, and regular users as we have done previously. Ranking the geographic communities by frequency of use, as shown in Table 35, highlights those subsites that garner the most regular attention.¹⁴⁹

Table 35
Respondents' use of azcentral.com local subsites by category

	Never	Occasionally	Regularly
Phoenix	43% (89)	28% (59)	29% (60)
Chandler	72% (150)	18% (38)	20% (10)
Scottsdale	57% (119)	25% (53)	18% (37)
Mesa	68% (140)	20% (40)	12% (25)
Northwest Valley	68% (141)	21% (44)	11% (23)
Tempe	65% (136)	24% (49)	11% (22)
Peoria	72% (149)	18% (36)	10% (21)
Glendale	71% (149)	21% (43)	8% (17)
Southwest Valley	80% (164)	13% (28)	7% (14)
Gilbert	82% (169)	14% (29)	5% (10)
Ahwatukee	89% (182)	9% (18)	3% (6)
Pinal County	90% (185)	8% (17)	2% (3)

¹⁴⁹ Because the frequency of invalid responses is having a clear impact on the valid percentages, the raw count of respondents will be used for ranking geographic communities by the number of regular users of their subsites.

With the data collected, it is impossible to assess those areas that have the largest percentage of residents who use the local subsites.¹⁵⁰ Therefore, as you might expect, those areas with the largest populations tend to have the largest number of regular users. Still, the important questions are what are the relationships between use of the local subsites and other online behaviors, such as blogging, and between use of the local subsites and sense of community.

The survey instrument included two related questions targeted at pinpointing respondents' level of involvement with Web logs on azcentral.com: (1) How often do you read any one of the blogs at azcentral.com? and (2) Have you ever contributed or posted a comment to a blog at azcentral.com? Of those respondents who said they read azcentral.com at least once a week or more, less than one-quarter read one of the Web site's blogs less than once a month or more. We have already determined that those areas with the largest populations tend to have the largest number of regular subsite users. Does the power of population hold true when it comes to blogging? To determine this, we can first create a crosstab of frequency of reading Web logs by geographic area to pinpoint those zones that are rife with Web log users. To do this we would ideally follow the divisions we used previously--never, occasionally, and regularly--yet, these still do not provide a high enough cell count for analysis. Let us instead make the cuts between those who use and do not use the subsites, and those who read and do not read the Web logs. Table 36 shows those respondents who use a specific geographic subsite and whether or not they read any of the azcentral.com Web logs. Remember that respondents may be users of one of more geographic subsite(s).

¹⁵⁰ Because all respondents who used azcentral.com were asked how often they read each of these subsites and because the subsites do not correspond with postal delineations, we can only rank frequency of use among all respondents.

Table 36

Respondents' readership of azcentral.com Web logs by local subsites use

	Read Web logs	Do not read Web logs
Pinal County	70% (14)	30% (6)
Ahwatukee	44% (10)	57% (13)
Southwest Valley	43% (18)	57% (24)
Chandler	42% (25)	57% (34)
Gilbert	39% (15)	62% (24)
Tempe	38% (27)	63% (45)
Scottsdale	37% (33)	63% (57)
Northwest Valley	35% (23)	65% (43)
Peoria	33% (19)	67% (38)
Phoenix	32% (38)	68% (82)
Glendale	31% (19)	69% (42)
Mesa	29% (19)	71% (46)

Although the Ns for those who read Web logs are small, we can note an interesting trend emerging. To see it, we rank the readers of the geographic subsites by their use of azcentral.com's Web logs, as shown in Table 37. For example, readers of the Pinal County subsite are the most likely to also read any one of the Web site's Web logs. The Pinal County subsite, however, has the smallest number of regular readers.

Table 37

Respondents' readership of azcentral.com Web logs by local subsites and related geographic sense of community means

	Percent of users who read azcentral.com Web logs	Rank by number of regular readers of the subsite	Geographic sense of community among users
Pinal County	70%	12	4.59
Ahwatukee	44%	11	4.83
Southwest Valley	43%	8	4.59
Chandler	42%	9	4.85
Gilbert	39%	10	4.78
Tempe	38%	5	4.73
Scottsdale	37%	2	4.69
Northwest Valley	35%	4	4.69
Peoria	33%	6	4.73
Phoenix	32%	1	4.73
Glendale	31%	7	4.62
Mesa	29%	3	4.87

The trend is marked. The five subsites with the smallest number of regular readers have the five largest percentages of readers who read azcentral.com's Web logs, as shown in Table 37. What could this be telling us? For a clue, let us now look to see if sense of community varies

in any meaningful way between these groups, as shown in Table 36. While more than 0.25 separate the group with the highest sense of community--readers of the Mesa subsite--from those with the lowest sense of community--Southwest Valley--there is no indication of a linear trend.

We have noticed previously that population size may be playing a role in these relationships. Perhaps then size of the community, or more specifically the amount each community gets covered in the print product, may be influencing people's use of azcentral.com's Web logs, the hypothesis being that communities that are covered less in the newspaper get more attention online as measured through increased use of Web logs. For the purpose of this analysis, we have a rudimentary way to test the amount of community coverage. Using *The Arizona Republic's* archive search feature, we can determine the number of articles over a three-month period that mention each geographic area. This mechanism relies, of course, on the newspaper's use of its own neighborhood distinctions as stated at azcentral.com, which may not be entirely reliable but at least gives us data for comparison, as shown in Table 38.

Table 38

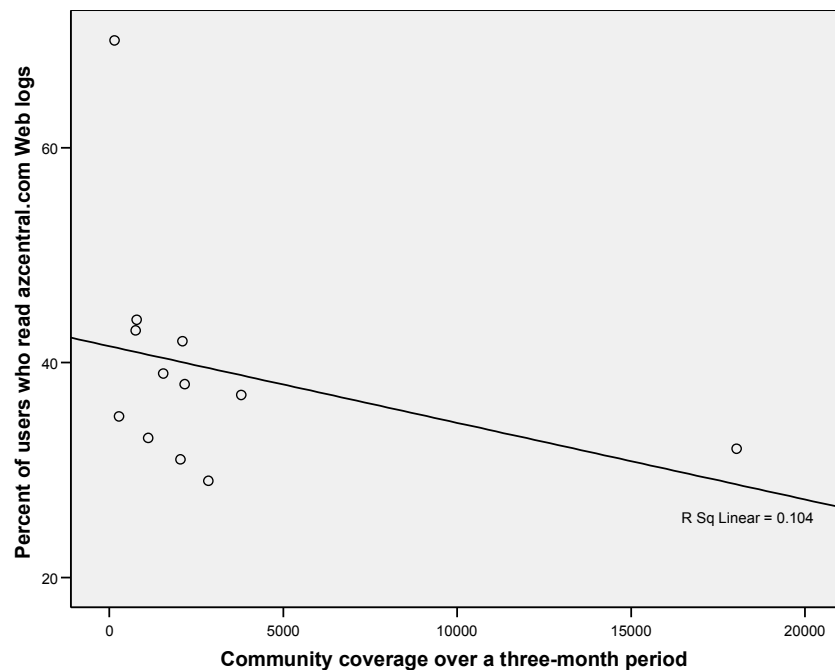
Respondents' readership of azcentral.com Web logs and the newspapers' coverage of geographic areas

	Percent of users who read azcentral.com Web logs	Community coverage over a 3- month period ending Feb. 11, 2007
Pinal County	70%	144
Ahwatukee	44%	786
Southwest Valley	43%	753
Chandler	42%	2,102
Gilbert	39%	1,548
Tempe	38%	2,166
Scottsdale	37%	3,789
Northwest Valley	35%	272
Peoria	33%	1,117
Phoenix	32%	18,030
Glendale	31%	2,039
Mesa	29%	2,846

Now look at these relationships visually, as show in Figure 10.

Figure 10

Web log usage-newspaper coverage by community scatterplot



Amount of community coverage in the newspaper, in fact, has a weak but noticeable negative relationship with the percentage of geographic subsite users who also read azcentral.com Web logs, explaining about 10 percent of the variance. The less attention that is paid by the newspaper to a geographic area, the more likely people interested in that area are to use the

Web site's blogs. Communities that get less attention in *The Arizona Republic* may be driving increased involvement online to feed community news needs.

So what does this involvement mean to geographic sense of community, which remains central to this research? Do the respondents who use these geographically focused Web sites and azcentral.com's Web logs have a heightened geographic sense of community as opposed to those who do not? We have evidence from the literature that those who post to Web logs have a higher sense of community than those who simply read them.¹⁵¹ To determine this, we can divide respondents into 4 distinct groups: (1) those who do not read azcentral.com (N=266); (2) those who read azcentral.com, but do not read or post to its Web logs (N=167); (3) those who read azcentral.com and its Web logs (N=40); and (4) those who read azcentral.com, and read and post to its Web logs (N=4). Unfortunately, the small N of group four prevents us from making any statistical conclusions about its differences or characteristics; therefore for the purposes of this analysis, we will combine groups three and four, as shown in Table 39.

Table 39
Sense of community comparisons between groups based on level of Web usage

	Geographic SCI ^a	Online SCI ^b	Difference
Do not read azcentral.com	4.67	---	---
Read azcentral.com, do not read its Web logs	4.72	3.57	1.15
Read azcentral.com and its Web logs	4.74	3.51	1.23

^a Between groups ANOVA, p-value=0.835

^b Between groups ANOVA, p-value=0.854

With this, we find no statistically significant differences between groups with regard to geographic or online sense of community. However, respondents in each group reported a stronger geographic sense of community attachment as compared to that for online regardless of their level of participation online. Organizing the output by groups and running a paired

¹⁵¹ Blanchard, "Blogs as Virtual Communities."

samples t-test reveals that the difference between geographic sense of community for the second group--those who read azcentral.com but do not read its Web logs--approaches significance.¹⁵² The difference between geographic and online sense of community becomes statistically significant for the third group--those who read azcentral.com and its Web logs.¹⁵³ This indicates that even with increased Web involvement, respondents' geographic sense of community does not appear to be suffering. Geographic attachment retains the strongest community bond.

So what else can we learn about community attachment from this group, those who at least occasionally use one geographic subsite? Perhaps breadth of involvement with local news, as measured by using more than one geographic subsite, has a powerful relationship with sense of community. To determine this, we can create three groups: (1) people who use one subsite, (2) people who use more than one, and (3) for a baseline comparison, people who use none, and then measure the sense of community differences among them, as shown in Table 40.

Table 40
Sense of community comparisons between groups based on depth of geographic subsite usage

	Geographic SCI^a
Do not use subsites	4.51
Use one subsite	4.90
Use more than one subsite	4.78

^a Between groups ANOVA, p-value=0.286

We find that breadth of involvement does not have a significant relationship with geographic sense of community. Users of only one subsite demonstrate the highest sense of community,

¹⁵² p=0.069

¹⁵³ p≤0.001

perhaps because they are showing a significant commitment to that one location to which they are attached.¹⁵⁴ Focus appears to reign over breadth.

¹⁵⁴ Online SCI for these groups exhibit the same trend: for those who do not use subsites, mean online SCI=3.24; for those who use one subsite, mean online SCI=3.68; and for those who use more than one subsite, mean online SCI=3.41. Between groups ANOVA, p-value=0.397.

CHAPTER 5

DISCUSSION

This dissertation set out to examine the community-building role of online and print news. Results suggest that the Internet may not be as powerful a geographic community builder as the print product and that geographic community connections are stronger than those online regardless of respondents' usage habits. May's 1988 "geography is dead" hypothesis is not supported by this research.¹⁵⁵

The most fundamental element of this analysis, the assessment of the relationships between sense of community and print and online news readership, tells us two primary things. First, there is a correlation between sense of community and reading *The Arizona Republic*, in which we can expect individuals with a heightened sense of community to be regular print newspaper readers and vice versa. Newspapers still have a stronger hold than the Web over geographic communities.

Second, there is a relationship between frequency of reading *The Arizona Republic* and frequency of reading azcentral.com. An infrequent reader of one is likely to be an infrequent reader of the other; the inverse holds true with increased use. However, this relationship between media offers no value to the fundamental geographic sense of community equation.

¹⁵⁵ *Wall Street Journal*, Nov. 16, 1988.

In light of the literature, neither of these findings is surprising. To the former, remember that Keith Stamm suggested back in 1985 that there is likely a “paradigm in which newspaper use both precedes and follows from community ties.”¹⁵⁶ The correlation between print newspaper readership and sense of community confirms that initial supposition. What is surprising is that we now have the evidence that online news has emerged as complementary to the traditional print product but does not, as of yet, have the same strength of relationship with sense of community. Further, online sense of community has not displaced the construct geographic sense of community. The idea that geographic sense of community remains central in the minds of respondents is key to the implementation of our democracy, which is geographically constructed. What is disconcerting is that there is currently no evidence that online news plays a role in respondents’ geographic community connection.

Although from this research we cannot determine exactly why the online newspaper’s effect on geographic sense of community relationship does not parallel that of the print newspaper, we can make some suppositions from the data. Notably there is initial evidence of a nonlinear relationship between online news and sense of community, where occasional azcentral.com users have the highest sense of community, and non- and frequent-users have a lower sense of community. We can attempt to explain this quadratic relationship. Regular azcentral.com users, those who log on to the newspaper’s Web site a few times a week or more, are possibly Internet “junkies” who might be less geographically socialized.

¹⁵⁶ Stamm, 8.

Occasional readers, on the other hand, may be offline enough to be connected to their geographic community and therefore reap the benefits of a sense of community relationship. If this conjecture holds true, it marks a clear departure from the newspaper-sense of community relationship, which increases in intensity with increased frequency of readership.

In addition to frequency, we have the factors of credibility, usefulness, reliability, quality of reporting, and coverage of controversial issues through which to examine the differences between print and online media. First, we have the framework of the influence model of journalism, which was proposed in internal discussions by Knight Ridder executive Hal Jurgensmeyer in the 1970s. The model suggests that the best newspapers are influential because they have readers who trust them. How compelling is trust in the relationships we are examining here? In actuality, respondents showed minimal differences between credibility of *The Arizona Republic* and azcentral.com in general. On two factors, they rated the Web site more favorably, and on one factor they rated the newspaper better. The influence model of journalism may not have explanatory power in the relationship between news consumption and sense of community in this single cross-sectional survey. It may be that the concept of journalistic trust is in transition as individuals' relationships are changing with the news media. Only future research will be able to confirm or deny this supposition on a larger scale.

From this research, we know that respondents who read both the newspaper and the Web at least once a week or more saw azcentral.com as more unbiased than the newspaper and were more likely to watch out for their interests, but judged *The Arizona Republic*

reporters as better trained than the online reporters. The preference for the Web may be a holdover from the newspaper's conservative reputation rooted in its history as *The Arizona Republican*. Perhaps azcentral.com is sufficiently branded as separate from the newspaper to avoid the burden of *The Arizona Republic*'s past. Of course, the distinction cuts both ways. The newspaper reaps the benefit of standing out in terms of having well-trained reporters, presenting all sides of issues, getting the facts right, providing news with depth and detail, having up-to-date news, and helping readers decide how to vote, get insight into people's lives, feel closer to their community, and decide what to buy. It is possible that these differences, which favor the newspaper, are strengthening the relationship between sense of community and *The Arizona Republic*, and preventing the same relationship from developing between sense of community and azcentral.com.

Of note here is the application of social identity theory, which suggests that there are two links between media choice and social identity: construction and maintenance. One, individuals choose media that reinforce their positive social identities, and two, those media choices help define individuals' social identities. Consider the presence of these concepts in some of the significant usefulness factors highlighted previously. The ideas that *The Arizona Republic* gives individuals insight into people's lives and that it helps them feel closer to their community both fit with the first link between social identity and media. Individuals can read the newspaper to learn about the lives of others, finding positive identity reinforcement through ingroup-outgroup comparisons. Individuals also find social identity definition, the second link between social identity and media, in *The Arizona Republic*. Specifically, respondents indicate that the paper helps them decide how to vote and helps them decide

what to buy. With this, *The Arizona Republic* is a factor in individuals' self-definition. Information from the paper aids people in understanding others and in making their own behavioral decisions, both of which may be influential in identity construction and maintenance.

Finally, the four remaining factors--providing news with depth and detail, getting the facts right, having up-to-date news, and presenting all sides of issues--add validity to the pro-newspaper journalism argument being made in the industry today. An aforementioned *CJR* editorial noted that newspapers "have qualities that few bloggers or radio jabbermouths or cable talkers come close to supplying: a visceral knowledge of the turf and an ability to report deeply and write with both voice *and* authority."¹⁵⁷ For these reasons, newspapers are still something different than their online counterparts. In fact, we do have evidence to suggest that the psychological attachment individuals have with their geographic communities is still something very different than the same attachment to online communities. Across all 12 measures of the sense of community index, the geographic measure is stronger than the online measure. Respondents are clearly more attached to their geographic communities, reinforcing the importance of studying--and covering--geography in the first place.

The remaining question is whether Internet news will ever close the gap. It is a question that cannot be answered entirely with this data. There is evidence from minimal effects theory that there is no magic bullet, but rather that online news may need a generation or two to develop to the mature stage that print news is currently. Therefore, future research

¹⁵⁷ "All That Glitters," *Columbia Journalism Review* 44, no. 6 (March/April 2006), 5.

can follow this changing information market as the online medium matures, and the online-preferring public ages and develops community ties. Meanwhile, however, we can answer the question posed at the outset of this research: How does increased involvement with local online news through Web log participation correlate to individuals' sense of community? Evidence suggests that increased online participation has no relationship to sense of community. The Web may not be as powerful of a community builder as the industry may think it is. This research does suggest that the Web may be filling a void in newspapers' coverage. The less attention *The Arizona Republic* pays to a geographic area, the more likely people interested in that area are to use the Web site's blogs. Here, with nearly limitless space constraints, the Web can provide expansive coverage of even smaller-population areas.

Industry lessons

Beyond supporting the role of social identity theory in media choice, this research presents actionable information for the newspaper industry. Whether these findings are generalizable beyond the Maricopa County population, we cannot say.¹⁵⁸

Audience aggregation. Northwestern University's Rich Gordon pinpoints *The Arizona Republic* as "the model for success" in its audience aggregation approach, the idea of building a larger audience with many different products and their associated smaller audiences. While this research focuses on the primary print and online products only, it provides limited insight on the brand's real success. What role does the Internet play then? The Newspaper Association of America makes some newspapers' online "circulation" data available. This data, however, is based on the 30-day reach of the newspapers' Web sites as

¹⁵⁸ The slight upscale bias is less of concern when generalizing to the potential newspaper audience, which also tends to be slightly upscale.

compared to the 7-day reach of the print newspapers.¹⁵⁹ We can access azcentral.com's success from an added-value perspective with the measures used in this research, where use is indicated by respondents reading the newspaper or the Web site less than once a week or more. While these measures are not as refined as the NAA's 7-day measure of print readership, they do allow for an apples-to-apples comparison, which the NAA lacks.

In this research, the total print reach is 72 percent or 339, and the total print and online reach is 80 percent or 374. Based on these measures, among the respondent population, azcentral.com adds about 8 percent unduplicated reach. Perhaps this difference is a consequence of the sample's upscale bias. The online version is an important component of the overall news brand. For struggling newspapers, this suggests that they should consider building and targeting their online brands to target non-newspaper consumers, which can be particularly attractive to advertisers. There is clearly a market, at least some 8 percent of the population in Maricopa County, that does not use the print product but reads azcentral.com. Newspapers should not be trying to convert these non-users into newspaper readers but instead focus on bringing these consumers into the fold with attention to the assets of the online version: customizable features, such as RSS feeds and high-school mascot "postcards" readers can send to friends; news updated in real time and enhanced with additional information by the hyperlinking; and added-value content, including Web logs and interactive databases.

Attention to enhancing the online newspaper might focus on the eight usefulness factors that respondents cited as less valuable than the print product: (1) helping them decide

¹⁵⁹ Based on these biased measures, the NAA puts azcentral.com's unduplicated reach at 6 percent, <http://www.naa.org/advertiser/netreachdata.html>. See, for more detail, footnote 6.

how to vote, (2) giving them insight into people's lives, (3) providing the news with depth and detail, (4) helping them feel closer to their community, (5) giving up-to-date news, (6) presenting all sides of issues, (7) getting the facts right, and (8) helping them decide what to buy. With its limitless space, the online product could compete with the print product on all fronts. Newspaper Web sites could consider adding in-depth voter guides that compile news from across sections of the newspaper--features, local, business, editorial, and the front page. Print stories could be enhanced online with additional personal details and pictures of characters. Links to other stories and other sites could provide added value and detail. Well-structured shopping guides could be maintained by reporters and citizens. An effort to brand the online product as married to the print product could improve the former's image for accuracy. Finally, recognizing that consumers may be using the Web to seek out content they cannot find in the newspaper suggests even further expansion possibilities for newspapers. Neighborhood reporters and citizen Web logs offer opportunities for low-cost localized content that does not merit attention in the printed product.

Realization of the advantages of the Web presents a final, but important, note. As technology has taken hold of the newspaper industry, pushing print circulation numbers smaller and smaller, there has been little time to put the innovations, especially those of the Internet, in perspective. Print, we know, is burdened with the high variable costs of printing and distribution. Online journalism is free from these expenses. A newspaper willing to look far enough into the future might consider this alternative: Reject looking at the Web as a competing technology; start looking at it as a benefiting technology. Avoid the costs of printing and distribution, and move the product exclusively online. Take the dollars saved and invest them in the real product, which is good reporting and journalism. We have a hint

of the potential success of this online-only model from this dissertation. In areas where the newspaper is not providing as much information, citizens are going online for their news. These people benefit from using the Web. Newspapers can, too.

Hispanic respondents and news. This research did not allow us to explore the differences between Hispanic and non-Hispanic respondents. Hispanic respondents comprised only 12 percent of the respondent population, underrepresenting the true population and providing an N of only 53. Using the U.S. Census data, we noted key differences that might prove important in future research and product development. Hispanics are younger, less educated, and have larger families and lower household incomes than non-Hispanics. Perhaps these differences mean that the virtuous cycle linking newspaper readership to sense of community discussed previously is fundamentally different for this audience.

Limitations and future research

The failure of this research to capture enough Hispanic respondents to make conclusions about their sense of community connection is a major limitation of this work. It, however, marks a clear opportunity for future research in that there is enough evidence to suggest that there are marked differences between Hispanic and non-Hispanic respondents. Future research should examine differences among a variety of disenfranchised newspaper audiences--Hispanics, rural residents, blacks, immigrants--with attention to the usefulness of the newspaper to these audiences and their sense of community relationships. The shortcoming of this research in capturing the Hispanic audience despite the inclusion of Spanish-language correspondence with each contact indicates that either more targeted mailing lists or alternative methods of surveying may be necessary. Spanish-language

newspapers' subscriber galleys may be a source for developing targeted mailing lists, although they would provide a biased subset of Spanish-speakers, favoring active news consumers. Face-to-face interviewing in the form of door-to-door contacts or random sampling at community festivals would likely ensure higher Hispanic participation rates but would also undermine the value of random sampling. Researchers should weigh the pros and cons of these alternatives based on the nature of the specific community or communities under investigation.

In fact, the nature of this work as a one-time survey snapshot of one community is the other clear limitation of this dissertation. The results are only generalizable to Maricopa County and do not provide the advantage of time-series analysis. Future research could grow then in multiple ways.

With specific attention to the potential of online news, scholars could expand the number of communities and online strategies under examination. Opportunities might include communities that have lost their print newspapers and launched online alternatives, communities with news sites run by non-newspaper companies or individuals, or communities with geographic isolation. This future research could compare the results to gain insight on the effectiveness of the Internet as a community building tool, and pinpoint the technologies and strategies that are having the most impact. This stream of research should, in particular, lend attention to young adults and the concept of depth of online involvement. We know from the results of this work that age has a positive relationship with sense of community and newspaper use, but a negative relationship with online use. Underepresenting young adults in this research may be masking findings of a potential connection between geographic sense of community and online use. For example, we have

initial evidence from the aforementioned Julie/Julia Project that those who post to Web logs have a higher sense of community than those who only read them. Determining if this is true with online news sites could prove essential to developing online products that serve to build or strengthen geographic community connections.

Further, to examine the nature of the geographic sense of community-news media use relationship, scholars could employ time-series analysis in Maricopa County using the sample at hand. This related investigation would offer evidence of which exactly came first, sense of community or newspaper readership. Isolating the direction of this influence could shape the future of community-newspaper research.

In addition to examining the nature and extent of the relationships based on the sense of community measures employed in this dissertation, researchers may consider expanding and/or adapting the sense of community measure. Because of the proven validity of the sense of community index, expansion seems to be the logical first turn. As such, adding survey items related to involvement in community groups and activities would add richness to the data and ultimate conclusions. Attention to these behaviors--shared actions, face-to-face meetings, and civic participation--is important as additional measures of community connection.

Subsequent adaptation, on the other hand, might focus specifically on the online sense of community measures. Currently, the measures focus exclusively on Web log participation. We have evidence from this research that the majority of online news consumers are not active Web log readers. Measures designed to measure this audience's online community connection could advance our understanding of the Web as a community-based tool. As an initial step towards adaptation, scholars should consider qualitative methods such as focus

groups or in-depth interviewing as means to begin to understand the nature of online communities as perhaps wholly different than what we already understand about geographic communities. This line of inquisition should focus in particular on what heavy users of the Web and online news see as the unique aspects of virtual communities.¹⁶⁰ In this dissertation, we have a hint of the potential power of these aspects from finding that the small group of respondents who never read *The Arizona Republic* but regularly use azcentral.com (N=9) has the highest geographic sense of community mean as compared to the other groups. Understanding virtual communities may provide the tools to extend academic and professional attention to the role of these new online communities in a geographically oriented democracy.

Conclusion

Newspaper circulation is no doubt in peril. Its decline should concern communities because this research suggests that newspapers have a proven relationship with geographic communities. Online versions have not gotten there yet. The orchestra analogy from the Knight Foundation may serve as our guide: “[O]rchestras are struggling to remain relevant in a rapidly evolving cultural landscape. They need to find ways to respond competitively to marketing challenges and social pressure” explained Alan Brown, Audience Insight

¹⁶⁰ For research related to heavy online users, see, Robin Roger, “Creating Community and Gaining Readers through Newspaper Blogs” (Master’s thesis, University of North Carolina at Chapel Hill, 2006). In her exploratory research, which focused on the Web logs associated with the (Greensboro, N.C.) *News & Record*, Roger found that Web logs have a positive relationship with geographic sense of community. Roger’s sampling method prevents us from making more than tentative conclusions about the nature of the relationship but also confirms the need for future research.

president, and John Bare, then director of planning and evaluation for the Foundation, in a follow-up report.¹⁶¹ According to Brown and Bare:

A willingness to engage fans of the music in various settings and multiple styles is a starting point. This need not mean compromising artistic standards, at least from the audience's perspective. But it does mean taking risks--financial and artistic--on both sides of the stage. ... The only certainty is change. New generations and larger-scale immigration are putting a new face on culture, and classical music--no matter how well preserved--cannot escape these forces."¹⁶²

And neither can newspapers.

¹⁶¹ Alan S. Brown and John Bare, *Bridging the Gap: Orchestras and Classical Music Listeners*, Issue Brief 2 (Miami: John S. and James L. Knight Foundation, June 2003), 6.

¹⁶² Ibid.

Appendix A
Map of Maricopa County, Ariz.



Appendix B

English-language survey

MEDIA IN YOUR COMMUNITY

TELL US WHAT YOU THINK

Please help us understand the impact of media on communities by answering these questions.

Thank you for taking the time to complete this questionnaire. Your assistance in providing this information is very much appreciated. Completion is interpreted as your consent to participate in this study.

First, here are some basic questions about the community in which you live.

These statements ask you to think about your neighborhood block or street. For each one, please indicate whether you agree or disagree on a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree.

	Strongly disagree				Strongly agree		
1. I think this block/street is a good place to live.	1	2	3	4	5	6	7
2. People on this block/street do not share the same values.	1	2	3	4	5	6	7
3. My neighbors and I want the same things from the block/street.	1	2	3	4	5	6	7
4. I can recognize the names of most of the people who live on this block/street.	1	2	3	4	5	6	7
5. I feel at home on this block/street.	1	2	3	4	5	6	7
6. Very few of my neighbors know me.	1	2	3	4	5	6	7
7. I care about what other people who live on this block/street think of my actions.	1	2	3	4	5	6	7
8. I have no influence over what this block/street is like.	1	2	3	4	5	6	7
9. If there is a problem on this block/street, people who live here can get it solved.	1	2	3	4	5	6	7
10. It is very important to me to live on this block/street.	1	2	3	4	5	6	7
11. People who live on this block/street generally don't get along with each other.	1	2	3	4	5	6	7
12. I expect to live on this block/street for a long time.	1	2	3	4	5	6	7

13. How many years have you lived on your block/street?

1. 1 year or less
2. 2-5 years
3. 6-10 years
4. More than 10 years

Now, here are a couple of questions intended to get an idea of general media use.

14. How many hours per day do you spend watching television?

_____ hours

15. How many hours per day do you spend listening to the radio?

_____ hours

The questions in this section are designed to get your sense of your major local daily newspaper, *The Arizona Republic*.



16. How often do you read or look into *The Arizona Republic*?

1. Every day
2. A few times a week
3. Once a week
4. Less than once a week
5. Never (SKIP TO Page 4, Q. 56)

Please rate how much the following reasons apply to you personally in deciding to read *The Arizona Republic* on a scale from 1 to 7, where 1 means doesn't matter to you at all and 7 means matters a lot to you.

	Doesn't matter						Matters a lot	
	1	2	3	4	5	6	7	
17. Helps me decide how to vote								
18. Gives insight into people's lives								
19. Helps me in day-to-day living								
20. I agree with its editorial views								
21. Provides good conversation topics								
22. Presents news in an entertaining way								
23. Provides news with depth and detail								
24. Helps me feel closer to my community								
25. The people who give you the news are trustworthy								
26. News stories don't contain too much opinion								
27. Has up-to-date news								
28. Presents all sides of issues								
29. Gets the facts right								
30. It's an easy way to get the news								
31. Helps me decide what to buy								
32. Presents news that I can believe								

Here are some pairs of words and phrases with opposite meanings. Please circle the number in between each pair that best represents how you feel about *The Arizona Republic*. For example, the first set of words is "fair" and "unfair." If you think the newspaper is extremely fair, you would circle 1. If you think the newspaper is extremely unfair, you would circle 7. Or, you can circle any number in between.

33. Fair	1	2	3	4	5	6	7	Unfair
34. Unbiased	1	2	3	4	5	6	7	Biased
35. Tells the whole story	1	2	3	4	5	6	7	Doesn't tell the whole story
36. Accurate	1	2	3	4	5	6	7	Inaccurate
37. Respects people's privacy	1	2	3	4	5	6	7	Invades people's privacy
38. Cares about what the reader thinks	1	2	3	4	5	6	7	Does not care about what the reader thinks
39. Watches out after your interests	1	2	3	4	5	6	7	Does not watch out after your interests
40. Concerned about the community's well-being	1	2	3	4	5	6	7	Not concerned about the community's well-being
41. Separates facts from opinions	1	2	3	4	5	6	7	Mixes together fact and opinion
42. Can be trusted	1	2	3	4	5	6	7	Can not be trusted

43. Sensationalizes	1	2	3	4	5	6	7	Does not sensationalize
44. Moral	1	2	3	4	5	6	7	Immoral
45. Patriotic	1	2	3	4	5	6	7	Unpatriotic
46. Concerned mainly about the public interest	1	2	3	4	5	6	7	Concerned mainly about making profits
47. Factual	1	2	3	4	5	6	7	Opinionated
48. Reporters are well trained	1	2	3	4	5	6	7	Reporters are poorly trained

49. Overall, how would you rate the reliability of *The Arizona Republic*? Please use a scale of 1 to 7, where 1 means not at all reliable and 7 means very reliable.

Not reliable at all 1 2 3 4 5 6 7 Very reliable

50. Overall, how would you rate the quality of reporting of *The Arizona Republic*? Please use a scale of 1 to 7, where 1 means very poor quality and 7 means very good quality.

Very poor quality 1 2 3 4 5 6 7 Very good quality

51. Overall, how would you rate the coverage of controversial issues by *The Arizona Republic*? Again, please use a scale of 1 to 7, where 1 is poor and 7 is excellent.

Poor 1 2 3 4 5 6 7 Excellent

52. If something that appeared in *The Arizona Republic* made you angry, do you think you might do something about it, or do you think you probably wouldn't bother?

1. Might do something
2. Probably wouldn't bother

53. Has something that appeared in *The Arizona Republic* ever made you angry enough so that you decided to do something about it?

1. Yes
IF YES, what did you do? (Please write in) _____
2. No

54. If you have a problem, complaint, or something you want to discuss with the newspaper, do you know whom to contact at *The Arizona Republic* about those things?

2. Yes
3. No

56. Is *The Arizona Republic* delivered to your home?

1. Daily and Sunday
2. Sunday only
3. Not delivered

The questions in this section are designed to get your sense of a major local news Web site, www.azcentral.com.



57. How often do you read or look into www.azcentral.com?

1. Every day
2. A few times a week
3. Once a week
4. Less than once a week
5. Never (SKIP TO Page 7, Q. 122)

Please rate how much the following reasons apply to you personally in deciding to read www.azcentral.com on a scale from 1 to 7, where 1 means doesn't matter to you at all and 7 means matters a lot to you.

	Doesn't matter					Matters a lot	
58. Helps me decide how to vote	1	2	3	4	5	6	7
59. Gives insight into people's lives	1	2	3	4	5	6	7
60. Helps me in day-to-day living	1	2	3	4	5	6	7
61. I agree with its editorial views	1	2	3	4	5	6	7
62. Provides good conversation topics	1	2	3	4	5	6	7
63. Presents news in an entertaining way	1	2	3	4	5	6	7
64. Provides news with depth and detail	1	2	3	4	5	6	7
65. Helps me feel closer to my community	1	2	3	4	5	6	7
66. The people who give you the news are trustworthy	1	2	3	4	5	6	7
67. News stories don't contain too much opinion	1	2	3	4	5	6	7
68. Has up-to-date news	1	2	3	4	5	6	7
69. Presents all sides of issues	1	2	3	4	5	6	7
70. Gets the facts right	1	2	3	4	5	6	7
71. It's an easy way to get the news	1	2	3	4	5	6	7
72. Helps me decide what to buy	1	2	3	4	5	6	7
73. Presents news that I can believe	1	2	3	4	5	6	7

Here are some pairs of words and phrases with opposite meanings. Please circle the number in between each pair that best represents how you feel about www.azcentral.com. For example, the first set of words is "fair" and "unfair." If you think the Web site is extremely fair, you would circle 1. If you think the Web site is extremely unfair, you would circle 7. Or, you can circle any number in between.

74. Fair	1	2	3	4	5	6	7	Unfair
75. Unbiased	1	2	3	4	5	6	7	Biased
76. Tells the whole story	1	2	3	4	5	6	7	Doesn't tell the whole story
77. Accurate	1	2	3	4	5	6	7	Inaccurate
78. Respects people's privacy	1	2	3	4	5	6	7	Invades people's privacy
79. Cares about what the reader thinks	1	2	3	4	5	6	7	Does not care about what the reader thinks
80. Watches out after your interests	1	2	3	4	5	6	7	Does not watch out after your interests
81. Concerned about the community's well-being	1	2	3	4	5	6	7	Not concerned about the community's well-being
82. Separates facts from opinions	1	2	3	4	5	6	7	Mixes together fact and opinion
83. Can be trusted	1	2	3	4	5	6	7	Can not be trusted
84. Sensationalizes	1	2	3	4	5	6	7	Does not sensationalize
85. Moral	1	2	3	4	5	6	7	Immoral
86. Patriotic	1	2	3	4	5	6	7	Unpatriotic

87. Concerned mainly about the public interest	1	2	3	4	5	6	7	Concerned mainly about making profits
88. Factual	1	2	3	4	5	6	7	Opinionated
89. Reporters are well trained	1	2	3	4	5	6	7	Reporters are poorly trained

90. Overall, how would you rate the reliability of *www.azcentral.com*? Please use a scale of 1 to 7, where 1 means not at all reliable and 7 means very reliable.

Not reliable at all 1 2 3 4 5 6 7 Very reliable

91. Overall, how would you rate the quality of reporting at *www.azcentral.com*? Please use a scale of 1 to 7, where 1 means very poor quality and 7 means very good quality.

Very poor quality 1 2 3 4 5 6 7 Very good quality

92. Overall, how would you rate the coverage of controversial issues by *www.azcentral.com*? Again, please use a scale of 1 to 7, where 1 is poor and 7 is excellent.

Poor 1 2 3 4 5 6 7 Excellent

93. If something that appeared on *www.azcentral.com* made you angry, do you think you might do something about it, or do you think you probably wouldn't bother?

1. Might do something
2. Probably wouldn't bother

94. Has something that appeared on *www.azcentral.com* ever made you angry enough so that you decided to do something about it?

1. Yes
IF YES, what did you do? (Please write in) _____
2. No

94. If you have a problem, complaint, or something you want to discuss with the Web site, do you know whom to contact at *www.azcentral.com* about those things?

1. Yes
2. No

On *www.azcentral.com* there are several local sub-sites. Please indicate how often you read or look into each of these sub-sites by circling one of the following options: once a day or more, several times a month, once a month, less than once a month, or never.

95. Ahwatukee	Once a day or more	Several times a month	Once a month	Less than once a month	Never
96. Chandler	Once a day or more	Several times a month	Once a month	Less than once a month	Never
97. Gilbert	Once a day or more	Several times a month	Once a month	Less than once a month	Never
98. Glendale	Once a day or more	Several times a month	Once a month	Less than once a month	Never
99. Mesa	Once a day or more	Several times a month	Once a month	Less than once a month	Never
100. NW Valley	Once a day or more	Several times a month	Once a month	Less than once a month	Never
101. Peoria	Once a day or more	Several times a month	Once a month	Less than once a month	Never
102. Pinal County	Once a day or more	Several times a month	Once a month	Less than once a month	Never
103. Phoenix	Once a day or more	Several times a month	Once a month	Less than once a month	Never
104. Scottsdale	Once a day or more	Several times a month	Once a month	Less than once a month	Never
105. SW Valley	Once a day or more	Several times a month	Once a month	Less than once a month	Never
106. Tempe	Once a day or more	Several times a month	Once a month	Less than once a month	Never
107. ¡Extra!	Once a day or more	Several times a month	Once a month	Less than once a month	Never

108. One of the features at *www.azcentral.com* is reporter- and citizen-written blogs, or Web logs, a type of online journal. How often do you read any one of the blogs at *www.azcentral.com*?

1. Once a day or more
2. Several times a month
3. Once a month
4. Less than once a month
5. Never (SKIP TO Page 7, Q.122)

109. Have you ever contributed or posted a comment to a blog at *www.azcentral.com*?

1. Yes
2. No

Here are some statements about the *www.azcentral.com* blog you read most often. For each, please indicate whether you agree or disagree on a scale from 1 to 7, where 1 is strongly disagree and 7 is strong agree.

	Strongly disagree					Strongly agree	
110. I think the blog is a good place for me to visit.	1	2	3	4	5	6	7
111. People on this blog do not share the same values.	1	2	3	4	5	6	7
112. Other readers and I want the same things from the blog.	1	2	3	4	5	6	7
113. I can recognize the names of most of the people who comment on the blog.	1	2	3	4	5	6	7
114. I feel at home on this blog.	1	2	3	4	5	6	7
115. Very few of the blog readers know me.	1	2	3	4	5	6	7
116. I care about what other blog readers think of my comments.	1	2	3	4	5	6	7
117. I have no influence over what this blog is like.	1	2	3	4	5	6	7
118. If there is a problem on this blog, people who read it can get it solved.	1	2	3	4	5	6	7
119. It is very important to me to read this particular blog.	1	2	3	4	5	6	7
120. People who read this blog generally don't get along with each other.	1	2	3	4	5	6	7
121. I expect to read this blog for a long time.	1	2	3	4	5	6	7

Finally, here are a few final questions so we can describe the people who took part in our study.

122. Are you:

1. Married
2. Divorced or separated
3. Single, never married
4. Widowed

123. Into which of the following employment groups do you fit?

1. Employed full-time
2. Employed part-time
3. Looking for work
4. Homemaker
5. Retired
6. Student
7. Disabled
8. Other

124. What is the highest grade of school you have completed?

1. 7th
2. 8th
3. 9th (Junior-high graduate)
4. 10th
5. 11th
6. 12th (High-school graduate)
7. 13th
8. 14th
9. 15th
10. 16th (College graduate)
11. 17th
12. 18th (Advanced degree)

125. In what year were you born?

19_____

126. Are you now, or do you plan to be, registered to vote in the fall elections?

1. Yes
2. No

127. How likely are you to vote in the congressional election next November?

1. Absolutely certain
2. Very likely
3. Somewhat likely
4. Not likely at all

128. In general, how would you describe your political views?

1. Very conservative
2. Conservative
3. Moderate
4. Liberal
5. Very liberal

129. Do you own your home or do you rent it?

1. Own
2. Rent

130. How many years have you lived in Maricopa County?

_____ years

131. Do you currently live in Maricopa County full-time or part-time?

1. Full-time (12 months a year excluding vacations)
2. Part-time (11 months a year or less)

132. Are you:

1. Hispanic
2. Non-Hispanic

133. What race do you consider yourself?

1. American Indian
2. Black
3. Asian
4. White

134. How many people are there in your household, including yourself?

1. One person
2. Two people
3. Three people
4. Four or more people

135. Are you:

1. Male
2. Female

136. Thinking about your total household income last year, was the total income:

1. Less than \$10,000
2. \$10,000 to less than \$20,000
3. \$20,000 to less than \$30,000
4. \$30,000 to less than \$40,000
5. \$40,000 to less than \$60,000
6. \$60,000 to less than \$100,000
7. \$100,000 to less than \$250,000
8. \$250,000 or more

137. How many people 18 or older, including yourself, live in your household?

_____ adults (18 years and older)

Thank you for your time!

Please return your completed questionnaire in the postage-paid envelope. Or mail to:

Ms. Rachel Mersey
UNC School of Journalism and
Mass Communication
P.O. Box 3767
Chapel Hill, NC 27515

Appendix C
Spanish-language survey

LOS MEDIOS EN SU COMUNIDAD
DIGANOS LO QUE OPINA

Al contestar las siguientes preguntas, usted nos ayudará a entender el impacto que tienen los medios de comunicación en las comunidades.

Muchas gracias por tomarse el tiempo de llenar este cuestionario. Les agradecemos enormemente su participación. Al terminar este cuestionario, usted estará participando voluntariamente en este estudio.

En la primera parte de este estudio, verá algunas preguntas básicas referentes a la comunidad en la que vive.

Los siguientes enunciados (cada renglón) le piden que piense en la cuadra de su colonia o en su calle. Para cada enunciado (cada renglón), por favor indique si está de acuerdo o si no está de acuerdo con lo que dice. La escala es del 1 al 7. El 1 quiere decir que no está nada de acuerdo con lo que dice el enunciado, y el 7 quiere decir que está muy de acuerdo con el enunciado.

	No estoy para nada de acuerdo				Estoy muy de acuerdo		
1. Creo que esta cuadra / calle es un buen lugar para vivir.	1	2	3	4	5	6	7
2. Las personas que viven en esta cuadra no comparten los mismos valores.	1	2	3	4	5	6	7
3. Mis vecinos y yo queremos las mismas cosas para esta cuadra / calle.	1	2	3	4	5	6	7
4. Reconozco la mayoría de los nombres de las personas que viven en esta cuadra/ calle.	1	2	3	4	5	6	7
5. Me siento bien (como en casa) en esta cuadra / calle.	1	2	3	4	5	6	7
6. Muy pocos de mis vecinos me conocen.	1	2	3	4	5	6	7
7. Me importa lo que piensan las otras personas que viven en esta cuadra / calle acerca de mi conducta.	1	2	3	4	5	6	7
8. No tengo ninguna influencia sobre como es esta cuadra / calle.	1	2	3	4	5	6	7
9. Si hay algún problema en esta cuadra / calle, las personas que viven aquí lo pueden resolver	1	2	3	4	5	6	7
10. Para mí es muy importante vivir en esta cuadra / calle.	1	2	3	4	5	6	7
11. Las personas que viven en esta cuadra / calle por lo general no se llevan bien entre ellos.	1	2	3	4	5	6	7
12. Tengo planes de vivir en esta cuadra / calle durante mucho tiempo.	1	2	3	4	5	6	7

13. ¿Cuántos años ha vivido en esta cuadra/ calle?

1. 1 año o menos
2. 2-5 años
3. 6-10 años
4. Más de 10 años

Abajo encontrará dos preguntas, para saber como utiliza usted a los medios de comunicación.

14. ¿Cuántas horas al día ve televisión? _____ horas

15. ¿Cuántas horas al día escucha el radio? _____ horas

Las preguntas en esta sección están diseñadas para entender que piensa con respecto a su principal periódico local, *The Arizona Republic*.



16. ¿Que tan frecuentemente ve u hojear el periódico *The Arizona Republic*?

1. Todos los días
2. Unas cuantas veces a la semana
3. Una vez a la semana
4. Menos de una vez a la semana
5. Nunca (PASE A LA PREGUNTA 56, página 3)

Por favor indique cuanto le afectan a usted personalmente los siguientes enunciados en su decisión de leer o no leer el periódico *The Arizona Republic*. La escala que usaremos es del 1 al 7. El 1 significa que el periódico no le ayuda para nada o que no está para nada de acuerdo, y el 7 significa que le ayuda mucho o que está muy de acuerdo.

	No me ayuda o no estoy para nada de acuerdo				Me ayuda mucho o estoy muy de acuerdo			
17. Me ayuda a decidir como votar	1	2	3	4	5	6	7	
18. Me da una idea de como viven otras personas	1	2	3	4	5	6	7	
19. Me ayuda en mi vida cotidiana	1	2	3	4	5	6	7	
20. Estoy de acuerdo con sus noticias editoriales	1	2	3	4	5	6	7	
21. Me proporciona buenos temas de conversación	1	2	3	4	5	6	7	
22. Presenta las noticias de una manera entretenida	1	2	3	4	5	6	7	
23. Presenta las noticias con profundidad y en detalle	1	2	3	4	5	6	7	
24. Me ayuda a sentirme mas unido(a) a mi comunidad	1	2	3	4	5	6	7	
25. Las personas que presentan las noticias son confiables	1	2	3	4	5	6	7	
26. Las noticias no dan demasiadas opiniones ni para un lado ni para el otro	1	2	3	4	5	6	7	
27. Tiene noticias de ultima hora	1	2	3	4	5	6	7	
28. Presenta todos los lados de la historia	1	2	3	4	5	6	7	
29. Publica los hechos verdaderos	1	2	3	4	5	6	7	
30. Es una forma fácil de obtener las noticias	1	2	3	4	5	6	7	
31. Me ayuda a decidir que comprar	1	2	3	4	5	6	7	
32. Presenta noticias que son creíbles para mí	1	2	3	4	5	6	7	

Abajo encontrará algunas palabras o frases con significados opuestos. De un lado de la grafica aparece una palabra o frase y del otro lado de la grafica aparece la palabra o frase opuesta. La grafica va del 1 al 7. Por favor circule el numero que representa como se siente usted con respecto al periódico *The Arizona Republic*. Por ejemplo las primeras palabras de la grafica son “justo” e “injusto”. Si usted piensa que el periódico es sumamente justo, circule el 1. Si piensa que el periódico es sumamente injusto, circule el 7. O puede circular cualquier número de en medio de la grafica que corresponda a su opinión.

33. Justo	1	2	3	4	5	6	7	Injusto
34. Imparcial	1	2	3	4	5	6	7	Tendencioso
35. Escriben la historia completa	1	2	3	4	5	6	7	Escriben solo parte de la historia
36. Es preciso	1	2	3	4	5	6	7	Es impreciso
37. Respeta la privacidad de las personas	1	2	3	4	5	6	7	Invade la privacidad de las personas
38. Le importa lo que piensa el lector	1	2	3	4	5	6	7	No le importa lo que piensa el lector
39. Cuida los intereses de usted, como lector	1	2	3	4	5	6	7	No cuida los intereses de usted, como lector
40. Le importa el bienestar de la comunidad	1	2	3	4	5	6	7	No le importa el bienestar de la comunidad
41. Separa los hechos de las opiniones	1	2	3	4	5	6	7	Mezcla los hechos con las opiniones
42. Se le puede tener confianza	1	2	3	4	5	6	7	No se le puede tener confianza
43. Es amarillista	1	2	3	4	5	6	7	No es amarillista
44. Es Moral	1	2	3	4	5	6	7	Es Inmoral
45. Es Patriótico	1	2	3	4	5	6	7	No es patriótico
46. Se preocupa primordialmente sobre el interés del publico	1	2	3	4	5	6	7	Se preocupa principalmente sobre como ganar más dinero
47. Publica los hechos	1	2	3	4	5	6	7	Publica opiniones
48. Los reporteros están bien entrenados o preparados	1	2	3	4	5	6	7	Los reporteros no están bien entrenados o preparados

49. ¿En general, como calificaría la confiabilidad de *The Arizona Republic*? Por favor utilice la escala del 1 al 7, el 1 significa que no es nada confiable y el 7 significa que es muy confiable.

No es nada confiable 1 2 3 4 5 6 7 Es muy confiable

50. ¿En general, como calificaría la calidad de los reportajes de *The Arizona Republic*? Por favor use la escala del 1 al 7. El 1 significa que son de muy mala calidad y el 7 significa que son de muy buena calidad.

Muy mala calidad 1 2 3 4 5 6 7 Muy buena calidad

51. ¿En general, como calificaría la cobertura de temas controversiales por *The Arizona Republic*? Nuevamente por favor utilice la escala del 1 al 7. El 1 significa Mal y el 7 significa Excelente.

Mal 1 2 3 4 5 6 7 Excelente

52. ¿Si algo que se publicara en *The Arizona Republic* lo hiciera enojar, cree que haría algo al respecto, o no se molestaría en tomar alguna acción?

1. Probablemente tomaría alguna acción
2. Probablemente no haría nada

53. ¿Se ha publicado algo en *The Arizona Republic* que lo ha hecho enojar tanto, que hizo algo al respecto?

1. Si
Si su respuesta es SI, ¿qué hizo? (Por favor escríbalo aquí) _____
2. No

54. ¿Si tiene algún problema, queja o algo que quiere discutir con el periódico, sabe a quien puede contactar en *The Arizona Republic* para tratar esas inquietudes?

1. Si
2. No

55. ¿Le entregan *The Arizona Republic* directamente a su casa?

1. Todos los días y los domingos
2. Únicamente los domingos
3. No me lo entregan

Las preguntas en la siguiente sección están diseñadas para ver como percibe usted una pagina de Internet de un importante noticiario de noticias locales, www.azcentral.com.



56. ¿Qué tan frecuentemente lee o ve la pagina de Internet www.azcentral.com?

1. Todos los días
2. Unas cuantas veces a la semana
3. Una vez a la semana
4. Menos de una vez a la semana
5. Nunca (PASE A LA PREGUNTA 122, página 7)

Por favor indique cuanto le afectan a usted personalmente los siguientes enunciados en su decisión de leer o no leer la pagina de Internet *www.azcentral.com*. El 1 significa que *www.azcentral.com* no le ayuda para nada o que no está para nada de acuerdo. El 7 significa que le ayuda mucho o que está muy de acuerdo.

	No me ayuda o no estoy para nada de acuerdo				Me ayuda mucho o estoy muy de acuerdo			
57. Me ayuda a decidir como votar	1	2	3	4	5	6	7	
58. Me da una idea de como viven otras personas	1	2	3	4	5	6	7	
59. Me ayuda en mi vida cotidiana	1	2	3	4	5	6	7	
60. Estoy de acuerdo con sus noticias editoriales	1	2	3	4	5	6	7	
61. Me proporciona buenos temas de conversación	1	2	3	4	5	6	7	
62. Presenta las noticias de una manera entretenida	1	2	3	4	5	6	7	
63. Presenta las noticias con profundidad y a detalle	1	2	3	4	5	6	7	
64. Me ayuda a sentirme mas unido(a) a mi comunidad	1	2	3	4	5	6	7	
65. Las personas que presentan las noticias son confiables	1	2	3	4	5	6	7	
66. Las noticias no dan demasiadas opiniones ni para un lado ni para el otro	1	2	3	4	5	6	7	
67. Tiene noticias de ultima hora	1	2	3	4	5	6	7	
68. Presenta todos los lados de la historia	1	2	3	4	5	6	7	
69. Publica los hechos verdaderos	1	2	3	4	5	6	7	
70. Es una forma fácil de obtener las noticias	1	2	3	4	5	6	7	
71. Me ayuda a decidir que comprar	1	2	3	4	5	6	7	
72. Presenta noticias que son creíbles para mí	1	2	3	4	5	6	7	

Abajo encontrará algunas palabras o frases con significados opuestos. De un lado de la grafica aparece una palabra o frase y del otro lado de la grafica aparece la palabra o frase opuesta. La grafica va del 1 al 7. Por favor circule el numero que representa como se siente usted con respecto a *www.azcentral.com*. Por ejemplo, las primeras palabras de la grafica son “justo” e “injusto”. Si usted piensa que la pagina de Internet es sumamente justa, circule el 1. Si piensa que es sumamente injusta, circule el 7. O puede circular cualquier número de en medio de la grafica que corresponda a su opinión.

73. Justo	1	2	3	4	5	6	7	Injusto
74. Imparcial	1	2	3	4	5	6	7	Tendencioso
75. Escriben la historia completa	1	2	3	4	5	6	7	Escriben solo parte de la historia
76. Es preciso	1	2	3	4	5	6	7	Es impreciso
77. Respeta la privacidad de las personas	1	2	3	4	5	6	7	Invade la privacidad de las personas
78. Le importa lo que piensa el lector	1	2	3	4	5	6	7	No le importa lo que piensa el lector
79. Cuida los intereses de usted, como lector	1	2	3	4	5	6	7	No cuida los intereses de usted, como lector
80. Le importa el bienestar	1	2	3	4	5	6	7	No le importa el bienestar

de la comunidad								de la comunidad
81. Separa los hechos de las opiniones	1	2	3	4	5	6	7	Mezcla los hechos con las opiniones
82. Se le puede tener confianza	1	2	3	4	5	6	7	No se le puede tener confianza
83. Es amarillista	1	2	3	4	5	6	7	No es amarillista
84. Es Moral	1	2	3	4	5	6	7	Es Inmoral
85. Es Patriótico	1	2	3	4	5	6	7	No es patriótico
86. Se preocupa primordialmente sobre el interés del publico	1	2	3	4	5	6	7	Se preocupa principalmente sobre como ganar más dinero
87. Publica los hechos	1	2	3	4	5	6	7	Publica opiniones
88. Los reporteros están bien entrenados y preparados	1	2	3	4	5	6	7	Los reporteros no están bien entrenados ni calificados

89. ¿En general, como calificaría la confiabilidad de *www.azcentral.com*? Por favor utilice la escala del 1 al 7, El 1 significa que no es nada confiable y el 7 significa que es muy confiable.

No es nada confiable 1 2 3 4 5 6 7 Es muy confiable

90. ¿En general, como calificaría la calidad de los reportajes de *www.azcentral.com*? Por favor use la escala del 1 al 7. El 1 significa que son de muy mala calidad y el 7 significa que son de muy buena calidad.

Muy mala calidad 1 2 3 4 5 6 7 Muy buena calidad

91. ¿En general, como calificaría la cobertura de temas controversiales por *www.azcentral.com*? Nuevamente por favor utilice la escala del 1 al 7. El 1 significa Mal y el 7 Excelente.

Mal 1 2 3 4 5 6 7 Excelente

92. ¿Si algo que se publicara en *www.azcentral.com* que lo hiciera enojar, cree que haría algo al respecto, o no se molestaría en tomar alguna acción?

1. Probablemente tomaría alguna acción
2. Probablemente no haría nada

93. ¿Se ha publicado algo en *www.azcentral.com* que lo ha hecho enojar tanto, que hizo algo al respecto?

1. Si
Si su respuesta es SI, ¿qué hizo? (Por favor escríbalo aquí) _____
2. No

94. ¿Si tiene algún problema, queja o algo que quiere discutir referente a la pagina de Internet *www.azcentral.com*, sabe a quien puede contactar en *www.azcentral.com* para tratar esas inquietudes?

1. Si
2. No

En *www.azcentral.com* hay varias sub-paginas de Internet locales. Por favor indique si lee o ve estas sub-paginas. Circule una de las siguientes opciones: una vez al día o más, varias veces al mes, una vez al mes, menos de una vez al mes o nunca.

95.Ahwatukee	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
96.Chandler	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
97.Gilbert	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
98.Glendale	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
99.Mesa	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
100.NW Valley	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
101.Peoria	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
102.Pinal County	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
103.Phoenix	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
104.Scottsdale	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
105.SW Valley	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
106.Tempe	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca
107.¡Extra!	Una vez al día o más	Varias veces al mes	Una vez al mes	Menos de una vez al mes	Nunca

108. En *www.azcentral.com* aparecen “blogs” escritos por reporteros y por ciudadanos o Web logs , que son un tipo de bitácora (listado de sucesos), que periódicamente son actualizados. En dichos blogs se recopila cronológicamente textos o artículos de uno o varios autores donde el más reciente aparece primero, con un uso o temática en particular, siempre conservando el autor la libertad de dejar publicado lo que crea pertinente. Existen weblogs de tipo personal, periodísticos, empresariales, tecnológicos, corporativos, educativos, etc. ¿Qué tan frecuentemente lee cualquier tipo de blog en *www.azcentral.com*?

1. Una vez al día o más
2. Varias veces al mes
3. Una vez al mes
4. Menos de una vez al mes
5. Nunca (PASE A LA PREGUNTA 122, página 7)

109. ¿Alguna vez ha contribuido o ha escrito algún comentario en un blog de *www.azcentral.com*?

1. Si
2. No

Abajo encontrará unos enunciados o frases referentes al blog de *www.azcentral.com* que usted lee más frecuentemente. En cada renglón, por favor indique si está de acuerdo o si no está de acuerdo. El 1 significa que no está para nada de acuerdo. El 7 significa que está muy de acuerdo.

	No estoy para nada de acuerdo				Estoy muy de acuerdo		
110. Pienso que es una buena idea fijarse en el blog.	1	2	3	4	5	6	7
111. Las personas que participan en este blog no comparten los mismos valores.	1	2	3	4	5	6	7
112. Otros lectores y yo esperamos las mismas cosas de este blog.	1	2	3	4	5	6	7
113. Reconozco la mayoría de los nombres de las personas que comentan en el blog.	1	2	3	4	5	6	7
114. Me siento muy cómodo(a) con este blog.	1	2	3	4	5	6	7
115. Muy pocos de los lectores del blog me conocen.	1	2	3	4	5	6	7
116. Me importa muy poco lo que piensen los demás lectores de mis comentarios en el blog..	1	2	3	4	5	6	7
117. No tengo ninguna influencia sobre este blog.	1	2	3	4	5	6	7
118. Si hay algún problema en el blog, los mismos lectores lo pueden resolver.	1	2	3	4	5	6	7
119. Es muy importante para mí leer este blog en particular.	1	2	3	4	5	6	7
120. Las personas que leen este blog, por lo general, no se llevan bien..	1	2	3	4	5	6	7
121. Tengo planes de leer este blog en el futuro.	1	2	3	4	5	6	7

Finalmente, aquí encontrará algunas ultimas preguntas con el fin de saber un poco más acerca de las personas que participaron en nuestro estudio.

122. Es usted:

1. Casado
2. Divorciado o separado
3. Soltero, nunca me he casado
4. Viudo

123. Describa su empleo:

1. Trabajo de tiempo completo
2. Trabajo de medio tiempo
3. Estoy buscando trabajo
4. Soy ama de casa
5. Estoy retirado
6. Soy estudiante
7. Estoy discapacitado
8. Otro

124. ¿Hasta que año de escuela cursó?

1. Terminé primero de secundaria o en Estados Unidos 7o
2. Terminé segundo de secundaria o en Estados Unidos 8o
3. Terminé la secundaria o en Estados Unidos 9o
4. Terminé primero de preparatoria o en Estados Unidos 10o
5. Terminé segundo de preparatoria o en Estados Unidos 11o
6. Terminé la preparatoria o en Estados Unidos 12o
7. Terminé el primer año de la universidad o en Estados Unidos 13o
8. Terminé el Segundo año de la universidad o en Estados Unidos 14o
9. Terminé el tercer año de la universidad o en Estados Unidos 15o
10. Acabe la universidad o en Estados Unidos 16o
11. Empecé a estudiar una maestría o en Estados Unidos 17o
12. Terminé la maestría o en Estados Unidos 18o

125. ¿En que año nació?

19 _____

126. ¿Ya está registrado o planea registrarse para votar para las elecciones de este otoño?

1. Si
2. No

127. ¿Que tan probable es que vote en las elecciones para el congreso el próximo noviembre?

1. Es seguro que votaré
2. Es muy probable que vote
3. Es algo probable que vote
4. No voy a votar

128. ¿En general, como describiría sus ideas políticas?

1. Soy muy conservador
2. Soy conservador
3. Soy moderado
4. Soy liberal
5. Soy muy liberal

129. ¿Es usted dueño de su propia casa o renta?

1. Soy dueño
2. Rento

130. ¿ Cuantos años ha vivido en el Condado de Maricopa?

_____ años

131. ¿ Actualmente vive en el Condado de Maricopa de medio tiempo o de tiempo completo?

1. De tiempo completo (12 meses con excepción a las vacaciones)
2. Medio tiempo (11 meses del año o menos)

132. Es usted

1. Hispano
2. No Hispano

133. ¿De que raza se considera usted?

1. Indio Americano
2. Afro Americano o Negro
3. Asian
4. Blanco

134. ¿Cuántas personas viven en su casa incluyéndolo a usted?

1. Una persona
2. Dos personas
3. Tres personas
4. Cuatro o más personas

135. Es usted

1. Hombre
2. Mujer

136. ¿Cuál fue su ingreso total (en dólares americanos) el año pasado?

1. Menos de \$10,000
2. \$10,000 a menos de \$20,000
3. \$20,000 a menos de \$30,000
4. \$30,000 a menos de \$40,000
5. \$40,000 a menos de \$60,000
6. \$60,000 a menos de \$100,000
7. \$100,000 a menos de \$250,000
8. \$250,000 o más

137. ¿Cuántas personas que tienen más de 18 años de edad (incluyéndolo a usted) viven en su casa?

_____ En este renglón ponga el numero de adultos mayores de 18 años de edad

¡Muchas gracias por su tiempo!

Vuelva por favor su cuestionario completado en el sobre de franqueo-pagó. O envía a:

La Escuela de Sra. Rachel Mersey
UNC del Periodismo y
Comunicaciones
P.O. Box 3767
Chapel Hill, NC 27515

Appendix D
English-language pre-notice letter

(Spanish-language pre-notice letter, see Appendix E, photocopied on opposite side)

Dear Name:

In about two weeks you will receive in the mail a request to fill out a brief questionnaire for important research being conducted at the University of North Carolina at Chapel Hill.

It concerns how you feel about your community and the media that serve it. The questionnaire will be included in the mailing and can be returned in the enclosed stamped envelope. All the details will be in the next mailing.

I am writing in advance because we have found many people like to know ahead of time that they will be contacted. The study is an important one that will help us understand the nature of local news media and their community impact.

Thank you for your time and consideration. It's only with the generous help of people like you that our research can be successful.

Sincerely,

Rachel Davis Mersey, Roy H. Park Fellow and Ph.D. student
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

P.S. We will be enclosing a small token of appreciation with the questionnaire as a way of saying thanks.

Vea por favor otro lado para la traducción española.

Appendix E
Spanish-language pre-notice letter

Estimado(a) Nombre:

En las próximas dos semanas, recibirá en el correo una solicitud para llenar un breve cuestionario / encuesta referente a una importante investigación que se está llevando a cabo en la Universidad de Carolina del Norte en Chapel Hill.

El tema de esta encuesta está relacionado con como se siente usted en su comunidad y como percibe a los medios de comunicación de su zona. Encontrará el cuestionario en un sobre que recibirá pronto. Al terminar el cuestionario, lo podrá colocar en un sobre que vendrá incluido. Este sobre ya viene con una estampilla, para que pueda enviar directamente el cuestionario en el correo. Recibirá más detalles relacionados a esta encuesta en otra carta que le llegará pronto.

Todas las personas que serán contactadas en un futuro, recibirán esta primera carta para que sepan de antemano de este estudio. Dicho estudio es sumamente importante, ya que nos ayudará a entender más a fondo la naturaleza de los medios de comunicación locales y su impacto en las comunidades.

Gracias a la amable participación de personas como usted, se pueden realizar estudios exitosos como estos. Muchas gracias por su tiempo y por su aportación.

Sinceramente,

Rachel Davis Mersey, (Catedrático Roy H. Park y Estudiante de Doctorado)
Facultad de Periodismo y Comunicaciones
Universidad de Carolina del Norte en Chapel Hill

PD. Junto con el cuestionario, encontrará un pequeño obsequio para agradecerle su participación.

Appendix F
English-language cover letter for second contact
(questionnaire and \$2 incentive included in mailing
along with Spanish-language materials, see Appendix G and Appendix C)

Dear Name:

I am writing to ask your help in a study of local media. This study is part of a broader effort to understand the impact of media on communities.

You were chosen for to receive this questionnaire because you live in Maricopa County. The enclosed survey asks for your opinions about your local media. You do not need to be a regular media consumer to participate. Everyone's answers are important. We have enclosed a Spanish-language version in case that is your preference. Please use only one, the English or the Spanish.

Results from the survey will be used to understand the nature of journalism being done in your area and the community impact. By knowing more about your perspective, newspaper publishers can make more educated decisions about online journalism and news Web sites.

Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified. When you return your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers. This survey is voluntary. However, you can help very much by taking a few minutes to share your opinion.

A small token of appreciation has been enclosed as a way of saying thanks for your help.

If you have any questions or comments about this study, I would be happy to talk with you and can be reached either via phone, 919.843.5795, or email, mersey@email.unc.edu. You can also reach Professor Philip Meyer at pmeyer@email.unc.edu. All research on volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions or concerns about your rights as a research subject you may contact, anonymously if you wish, the Institutional Review Board at 919.966.3113 or by email to IRB_subjects@unc.edu.

Thank you very much for helping with this important research.

Sincerely,

Rachel Davis Mersey, Roy H. Park Fellow and Ph.D. student
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

Vea por favor otro lado para la traducción española.

Appendix G
Spanish-language cover letter for second contact

Estimado(a) Nombre:

Por medio de la presente, quisiera pedirle que forme parte de un estudio que estamos realizando con referencia a los medios de comunicación locales. Dicho estudio es parte de una investigación más amplia, cuyo objetivo es entender el impacto que tienen los medios de comunicación en las comunidades.

Usted fue escogido para participar en este estudio porque vive en el Condado de Maricopa. El cuestionario le pregunta específicamente sobre sus pensamientos y opiniones acerca de los medios de comunicación locales. No es necesario que sea un consumidor regular de los medios de comunicación para participar en esta investigación. Nos interesan las opiniones de todos nuestros participantes. Adjunto encontrará una versión del cuestionario en inglés y otra en español. Por favor llene únicamente una de las dos versiones, la de inglés o la de español.

Los resultados de dicho cuestionario serán utilizados para entender más a fondo la naturaleza del periodismo que se realiza en su área y el impacto que tiene en su comunidad. Al conocer más acerca sus opiniones y su perspectiva, las casas editoriales podrán tomar mejores decisiones referentes al periodismo y a las noticias que publican en los sitios de Web y en el Internet.

Sus respuestas son completamente confidenciales y serán divulgadas como resúmenes en los que no aparecerá el nombre de ningún individuo. Al recibir, en nuestras oficinas el cuestionario que usted llenó y envió por correo, su nombre será borrado de nuestra lista de participantes y sus respuestas serán anónimas. En caso de que no quiera participar, esta encuesta es completamente voluntaria. Sin embargo, si pudiera tomarse unos cuantos minutos en contestar el cuestionario y darnos su opinión, esto nos ayudaría inmensamente.

Adjunto encontrará un pequeño obsequio para agradecerle su participación.

Si tiene cualquier pregunta o comentario referente a este estudio, puede escribirme al correo electrónico mersey@email.unc.edu, y con gusto le contestaré. También puede comunicarse con el Profesor Philip Meyer a pmeyer@email.unc.edu.

Todos los estudios que se realizan por medio de voluntarios son aprobados por un comité que trabaja para proteger sus derechos y su bienestar. Si tiene cualquier pregunta o duda acerca de sus derechos como voluntario de un estudio, puede contactar (anónimamente si así lo prefiere) al Institutional Review Board (La Mesa Institucional de Revisiones) al Tel. 919.966.3113 o vía correo electrónico a IRB_subjects@unc.edu.

Muchas gracias por su valiosa cooperación con este importante estudio.

Sinceramente,
Rachel Davis Mersey, (Catedrático Roy H. Park y Estudiante de Doctorado)
Facultad de Periodismo y Comunicaciones
Universidad de Carolina del Norte en Chapel Hill

Appendix H
English-language reminder/thank you postcard

Last week a questionnaire was mailed to you seeking your opinion about your community and your local media. You were chosen randomly as a part of this study because you live in Maricopa County.

If you have already completed and returned the questionnaire, please accept my sincere thanks. If not, please do so today.

I am especially grateful for your help because it is only by asking people like you to share your experiences that the newspaper industry can make better decisions about online journalism.

If you did not receive a questionnaire, or if it was misplaced, please contact me via phone, 919.673.1655, or email, mersey@email.unc.edu. I would be happy to send you another copy.

All research on volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions or concerns about your rights as a research subject you may contact, anonymously if you wish, the Institutional Review Board at 919.966.3113 or by email to IRB_subjects@unc.edu.

Thank you for your participation.

Rachel Davis Mersey, Roy H. Park Fellow and Ph.D. student
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

Appendix I
Spanish-language reminder/thank you postcard

La semana pasada le enviamos un cuestionario para pedirle su opinión acerca de su comunidad y los medios de comunicación de su zona. Como recientemente fue informado, usted fue escogido para participar en este estudio porque vive en el Condado de Maricopa.

Si ya llenó y envió sus respuestas por correo, le agradecemos su participación enormemente. Si no los ha hecho, le rogamos que nos lo envíe lo más pronto posible.

De antemano, quisiera agradecerle por participar en este estudio. Gracias a las opiniones de personas como usted, la industria periodística, podrá mejorar sus servicios de periodismo en el Internet.

En caso de que no haya recibido el cuestionario por correo, o si lo perdió, puede escribirme al correo electrónico mersey@email.unc.edu, y con gusto le mandaré otra copia.

Todos los estudios que se realizan por medio de voluntarios son aprobados por un comité que trabaja para proteger sus derechos y su bienestar. Si tiene cualquier pregunta o duda acerca de sus derechos como voluntario de un estudio, puede contactar (anónimamente si así lo prefiere) al Institutional Review Board (La Mesa Institucional de Revisiones) al Tel. 919.966.3113 o vía correo electrónico a IRB_subjects@unc.edu.

Nuevamente muchas gracias por su participación.

Rachel Davis Mersey, (Catedrático Roy H. Park y Estudiante de Doctorado)
Facultad de Periodismo y Comunicaciones
Universidad de Carolina del Norte en Chapel Hill

Appendix J
English-language cover letter for fourth contact
(first replacement questionnaire included in mailing
along with Spanish-language materials, see Appendix K and Appendix C)

Dear Name:

About three weeks ago I sent a questionnaire to you that asked you about your thoughts about your community and your local media. To the best of my knowledge, it's not yet been returned.

The comments of people who have already responded include a wide variety of opinions. These results are going to be very useful to media researchers and professionals.

I am writing again because of the importance that your questionnaire has for helping to get accurate results. Although we sent questionnaires to people in a variety of communities in Maricopa County, it's only by hearing from everyone in the sample that we can be sure that the results are truly representative.

In case it's been misplaced, I am enclosing another copy of the original questionnaire, in English and Spanish. Please choose the one that you prefer and discard the other.

Either way, please know that your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified. When you return your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers in any way. Protecting the confidentiality of people's answers is very important to me, as well as the University. If you have any questions or comments about this study, either Professor Philip Meyer or I would be happy to talk with you. I can be reached either via phone, 919.843.5795, or email, mersey@email.unc.edu. Professor Meyer's email is pmeyer@email.unc.edu.

All research on volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions or concerns about your rights as a research subject you may contact, anonymously if you wish, the Institutional Review Board at 919.966.3113 or by email to IRB_subjects@unc.edu.

Sincerely,
Rachel Davis Mersey, Roy H. Park Fellow and Ph.D. student
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

Vea por favor otro lado para la traducción española.

Appendix K
Spanish-language cover letter for fourth contact

Estimado(a) Nombre:

Aproximadamente hace tres semanas le envié un cuestionario para que nos diera su opinion referente a su comunidad y a los medios de comunicación locales. He revisado mi correspondencia, y lamentablemente, parece ser que no he recibido su cuestionario.

Las personas que ya mandaron sus respuestas, han expresado muchas opiniones diversas. Sus respuestas serán muy útiles para nuestros investigadores y profesionales en el área de medios de comunicación.

Le estoy escribiendo nuevamente, ya que es muy importante que todos nuestros voluntarios completen el cuestionario. A pesar de que les enviamos el cuestionario a muchas personas en distintas comunidades en el Condado de Maricopa, es muy importante que nos contesten todos los encuestados para poder obtener resultados que realmente sean representativos de este condado.

En caso de que haya perdido su cuestionario original, adjunto encontrará otras dos copias, una en ingles y otra en español. Por favor escoja cual prefiere, la de ingles o la de español. Llene únicamente una (ingles o español), y descarte la otra.

De nuevo, le recordamos que sus respuestas son completamente confidenciales y serán divulgadas únicamente como resúmenes en los que no aparecerá el nombre de ningún individuo. Cuando recibamos el cuestionario que llenó y que envió por correo, su nombre será borrado de nuestra lista de participantes y sus respuestas serán anónimas. Tanto como para la universidad, así como para mi, es muy importante proteger la confidencialidad de las respuestas de las personas encuestadas.

Si tiene cualquier pregunta o comentario referente a este estudio, tanto el Profesor Meyer, como yo, con mucho gusto, podemos atender sus preguntas. Me puede escribir al correo electrónico mersey@email.unc.edu, o puede escribirle al Profesor Philip Meyer a: pmeyer@email.unc.edu.

Sinceramente,

Rachel Davis Mersey, (Catedrático Roy H. Park y Estudiante de Doctorado)
Facultad de Periodismo y Comunicaciones
Universidad de Carolina del Norte en Chapel Hill

Appendix L
English-language cover letter for final contact
(second replacement questionnaire included in mailing
along with Spanish-language materials, see Appendix M and Appendix C)

Dear Name:

During the last two months I have sent you several mailings about an important research study being conducted at the University of North Carolina at Chapel Hill.

The purpose of this study is to understand how you feel about your community and the media that serve it.

The study is drawing to a close, and this is the last contact that will be made with the random sample of people living in Maricopa County.

I am sending this final contact because of our concern that people who have not responded may have had different experiences than those who have. Hearing from everyone in this small county-wide sample helps assure that the survey results are as accurate as possible. Please return one of the enclosed print questionnaires (your choice of English or Spanish) using the enclosed stamped envelope.

I want to assure you that your response is voluntary. But please know that your answers are completely confidential.

All research on volunteers is reviewed by a committee that works to protect your rights and welfare. If you have questions or concerns about your rights as a research subject you may contact, anonymously if you wish, the Institutional Review Board at 919.966.3113 or by email to IRB_subjects@unc.edu.

Finally, I appreciate your willingness to consider this request as this step of the research is concluded. The results are going to be very useful to media researchers and consumers.

Sincerely,

Rachel Davis Mersey, Roy H. Park Fellow and Ph.D. student
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

Appendix M
Spanish-language cover letter for final contact

Estimado(a) Nombre:

Durante los últimos dos meses, le he enviado varias cartas referentes a una importante investigación que se está llevando a cabo en la Universidad de Carolina del Norte en Chapel Hill.

El propósito de dicho estudio es entender como se siente usted en su comunidad y cuales son sus opiniones acerca de los medios de comunicación que le dan servicio a su zona.

Nuestro estudio está a punto de concluir, y esta será la ultima vez que trataremos de entrar en contacto con usted y con los demás participantes en el condado de Maricopa.

Le estoy enviando esta ultima carta porque nos gustaría saber si las personas que no han contestado nuestro cuestionario, como usted, tienen opiniones diferentes a las personas que ya han respondido. Nos interesan las opiniones de todos nuestros participantes, ya que al tener todos los cuestionarios completos, podemos asegurarnos que nuestra encuesta sea lo más precisa posible. Adjunto encontrará dos cuestionarios (uno en ingles y otro en español). Por favor llene uno de los dos y envíe este por correo a nuestras oficinas. La estampilla ya viene incluida en el sobre que debe enviar.

Su participación es voluntaria y sus respuestas son completamente confidenciales.

Todos los estudios que se realizan por medio de voluntarios son aprobados por un comité que trabaja para proteger sus derechos y su bienestar. Si tiene cualquier pregunta o duda acerca de sus derechos como voluntario de un estudio, puede contactar (anónimamente si así lo prefiere) al Institutional Review Board (La Mesa Institucional de Revisiones) al Tel. 919.966.3113 o vía correo electrónico a IRB_subjects@unc.edu.

Finalmente quisiera agradecerle inmensamente su participación, ya que nuestro estudio está a punto de concluir. Los resultados que obtengamos de este estudio serán sumamente valiosos para los investigadores y los consumidores de los medios de comunicación. Nuevamente muchas gracias por su atención.

Sinceramente,

Rachel Davis Mersey, (Catedrático Roy H. Park y Estudiante de Doctorado)
Facultad de Periodismo y Comunicaciones
Universidad de Carolina del Norte en Chapel Hill

Appendix N
Memo of IRB approval

TO: Rachel Mersey
Journalism/mass Communication
CB# 3365 Carroll Hall

FROM: Behavioral IRB

APPROVAL DATE: 6/13/2006

EXPIRATION DATE OF APPROVAL: 6/12/2007

RE: Notice of IRB Approval by Expedited Review
Submission Type: Initial
Expedited Category: 7.Survey/group chars
Study #: 06-0263
Study Title: Preserving Journalism: Moving from Print to Online

Description:

Purpose: To examine whether the Internet can carry the level of societal and community influence once commanded by print newspapers.

Procedures: Examine the sense of community among print and online news readers in Maricopa County, Arizona, home of The Arizona Republic and its associated Web site, www.azcentral.com, by administering a questionnaire.

Participants: Adults living in Maricopa County, AZ.

Details:

The following Federal regulation is applicable to this research study:
45 CFR 46.117(c)(2) - Waiver of the requirement for documentation of written (signed) consent.

This submission has been approved by the above IRB for the period indicated. Please contact me if you have any questions about your approval.

Federal regulations require that all research be reviewed at least annually. It is the Principal Investigator's responsibility to submit for renewal and obtain approval before the expiration date. You may not continue any research activity beyond the expiration date without IRB approval. Failure to receive approval for continuation before the expiration date will result in automatic termination of the approval for this study on the expiration date.

Good luck with your interesting study!

Lawrence B. Rosenfeld, Ph.D.
Office of Human Research Ethics
Co-Chair, Behavioral Institutional Review Board
CB# 3378, 6th floor, Bank of America Center
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3378
aa-irb-chair@unc.edu
phone 919-962-7760; fax 919-843-5576

Appendix O

Response rate breakdown

Total completes	490
Total Response Rate	43.44%
Total return to sender	43
Total refusal	17
Prenotice letter (N=1,250)	8/2/2006
Survey packet	
Date mailed	8/16/2006
Sample size	1,171
Response rate	33.13%
English completes	368
Spanish completes	9
Total completes	377
Return to senders	33
Refusals	5
Reminder and thank you postcard (N=1,171)	8/23/2006
Replacement packet (N=858)	9/6/2006
Response rate	8.10%
English completes	63
Spanish completes	6
Total completes	69
Return to senders	6
Refusals	8
Final packet (N=688)	10/4/2006
Response rate	6.43%
First class English completes	21
First class Spanish completes	1
Priority Mail English completes	22
Priority Mail Spanish completes	0
Total completes	44
First class return to sender	3
Priority mail return to sender	1
First class refusal	3
Priority mail refusal	1
Date mailed	10/5/2006
First class mail sample size	488
First class response rate	4.54%
Priority Mail sample size	200
Priority Mail response rate	10.55%

Appendix P
English-language marginal data (excluding 6 deleted cases, N=484)

MEDIA IN YOUR COMMUNITY
TELL US WHAT YOU THINK
Please help us understand the impact of media on communities by answering these questions.

Thank you for taking the time to complete this questionnaire. Your assistance in providing this information is very much appreciated. Completion is interpreted as your consent to participate in this study.

First, here are some basic questions about the community in which you live.

These statements ask you to think about your neighborhood block or street. For each one, please indicate whether you agree or disagree on a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree.

	Strongly disagree				Strongly agree		
1. I think this block/street is a good place to live.	2%	3%	3%	9%	18%	27%	38%
2. People on this block/street do not share the same values.	6%	8%	13%	24%	16%	22%	11%
3. My neighbors and I want the same things from the block/street.	4%	3%	8%	21%	24%	22%	18%
4. I can recognize the names of most of the people who live on this block/street.	24%	19%	16%	15%	9%	9%	8%
5. I feel at home on this block/street.	3%	4%	6%	12%	14%	30%	32%
6. Very few of my neighbors know me.	18%	18%	14%	17%	13%	12%	9%
7. I care about what other people who live on this block/street think of my actions.	5%	9%	6%	14%	21%	21%	23%
8. I have no influence over what this block/street is like.	7%	12%	11%	18%	19%	22%	11%
9. If there is a problem on this block/street, people who live here can get it solved.	5%	9%	8%	23%	24%	20%	12%
10. It is very important to me to live on this block/street.	8%	9%	9%	22%	21%	18%	14%
11. People who live on this block/street generally don't get along with each other.	3%	3%	2%	13%	14%	34%	32%
12. I expect to live on this block/street for a long time.	12%	7%	7%	13%	12%	20%	28%

13. How many years have you lived on your block/street?

- 5. 1 year or less 15%
- 6. 2-5 years 44%
- 7. 6-10 years 18%
- 8. More than 10 years 23%

Now, here are a couple of questions intended to get an idea of general media use.

14. How many hours per day do you spend watching television? mean=3.17

15. How many hours per day do you spend listening to the radio? mean=2.33

The questions in this section are designed to get your sense of your major local daily newspaper, *The Arizona Republic*.



16. How often do you read or look into *The Arizona Republic*?

1. Every day 27%
2. A few times a week 18%
3. Once a week 12%
4. Less than once a week 13%
5. Never (SKIP TO Page 4, Q. 56) 29%

Please rate how much the following reasons apply to you personally in deciding to read *The Arizona Republic* on a scale from 1 to 7, where 1 means doesn't matter to you at all and 7 means matters a lot to you.

	Doesn't matter					Matters a lot	
17. Helps me decide how to vote	35%	16%	11%	19%	10%	6%	4%
18. Gives insight into people's lives	13%	14%	16%	22%	19%	11%	5%
19. Helps me in day-to-day living	22%	18%	15%	17%	14%	10%	5%
20. I agree with its editorial views	27%	18%	18%	27%	6%	3%	1%
21. Provides good conversation topics	11%	8%	14%	20%	25%	15%	7%
22. Presents news in an entertaining way	14%	11%	14%	21%	18%	16%	7%
23. Provides news with depth and detail	7%	7%	10%	22%	22%	22%	10%
24. Helps me feel closer to my community	12%	14%	12%	20%	20%	16%	6%
25. The people who give you the news are trustworthy	10%	10%	7%	27%	19%	14%	13%
26. News stories don't contain too much opinion	10%	6%	12%	25%	17%	16%	14%
27. Has up-to-date news	4%	3%	4%	14%	19%	28%	28%
28. Presents all sides of issues	8%	6%	9%	21%	13%	19%	23%
29. Gets the facts right	5%	3%	6%	20%	17%	17%	33%
30. It's an easy way to get the news	6%	5%	5%	19%	21%	23%	21%
31. Helps me decide what to buy	23%	15%	14%	20%	12%	10%	5%
32. Presents news that I can believe	9%	4%	7%	23%	20%	22%	16%

Here are some pairs of words and phrases with opposite meanings. Please circle the number in between each pair that best represents how you feel about *The Arizona Republic*. For example, the first set of words is “fair” and “unfair.” If you think the newspaper is extremely fair, you would circle 1. If you think the newspaper is extremely unfair, you would circle 7. Or, you can circle any number in between.

33. Fair	8%	15%	20%	33%	13%	10%	2%	Unfair
34. Unbiased	4%	10%	15%	29%	17%	19%	7%	Biased
35. Tells the whole story	5%	13%	14%	37%	16%	11%	5%	Doesn't tell the whole story
36. Accurate	8%	17%	18%	35%	12%	8%	2%	Inaccurate
37. Respects people's privacy	7%	10%	16%	39%	16%	8%	4%	Invades people's privacy
38. Cares about what the reader thinks	7%	18%	20%	35%	9%	7%	3%	Does not care about what the reader thinks
39. Watches out after your interests	4%	11%	18%	39%	15%	8%	5%	Does not watch out after your interests
40. Concerned about the community's well-being	11%	22%	22%	24%	10%	8%	3%	Not concerned about the community's well-being
41. Separates facts from opinions	4%	11%	20%	31%	14%	13%	7%	Mixes together fact and opinion
42. Can be trusted	6%	17%	18%	33%	13%	9%	5%	Can not be trusted
43. Sensationalizes	7%	12%	18%	34%	14%	11%	4%	Does not sensationalize
44. Moral	8%	16%	19%	40%	11%	5%	1%	Immoral
45. Patriotic	15%	20%	18%	29%	9%	6%	3%	Unpatriotic
46. Concerned mainly about the public interest	7%	13%	18%	36%	10%	10%	5%	Concerned mainly about making profits
47. Factual	5%	18%	19%	30%	13%	10%	6%	Opinionated
48. Reporters well trained	8%	15%	22%	38%	8%	7%	3%	Reporters are poorly trained

49. Overall, how would you rate the reliability of *The Arizona Republic*? Please use a scale of 1 to 7, where 1 means not at all reliable and 7 means very reliable.

Not reliable at all 2% 5% 6% 25% 25% 27% 10% Very reliable

50. Overall, how would you rate the quality of reporting of *The Arizona Republic*? Please use a scale of 1 to 7, where 1 means very poor quality and 7 means very good quality.

Very poor quality 2% 4% 8% 24% 29% 25% 9% Very good quality

51. Overall, how would you rate the coverage of controversial issues by *The Arizona Republic*? Again, please use a scale of 1 to 7, where 1 is poor and 7 is excellent.

Poor 4% 6% 8% 27% 30% 19% 6% Excellent

52. If something that appeared in *The Arizona Republic* made you angry, do you think you might do something about it, or do you think you probably wouldn't bother?
1. Might do something 39%
 2. Probably wouldn't bother 61%
53. Has something that appeared in *The Arizona Republic* ever made you angry enough so that you decided to do something about it?
1. Yes 23%
IF YES, what did you do? (Please write in) _____
 2. No 77%
54. If you have a problem, complaint, or something you want to discuss with the newspaper, do you know whom to contact at *The Arizona Republic* about those things?
1. Yes 45%
 2. No 56%
55. Is *The Arizona Republic* delivered to your home?
1. Daily and Sunday 42%
 2. Sunday only 8%
 3. Not delivered 49%

The questions in this section are designed to get your sense of a major local news Web site, www.azcentral.com.



56. How often do you read or look into www.azcentral.com?

1. Every day 56%
2. A few times a week 19%
3. Once a week 6%
4. Less than once a week 11%
5. Never (SKIP TO Page 7, Q. 122) 9%

Please rate how much the following reasons apply to you personally in deciding to read www.azcentral.com on a scale from 1 to 7, where 1 means doesn't matter to you at all and 7 means matters a lot to you.

	Doesn't matter					Matters a lot	
57. Helps me decide how to vote	45%	22%	7%	18%	3%	4%	1%
58. Gives insight into people's lives	28%	15%	14%	20%	13%	7%	3%
59. Helps me in day-to-day living	28%	15%	10%	21%	15%	11%	2%
60. I agree with its editorial views	32%	18%	14%	25%	9%	2%	1%
61. Provides good conversation topics	15%	11%	9%	27%	17%	14%	6%
62. Presents news in an entertaining way	17%	11%	12%	25%	17%	13%	6%
63. Provides news with depth and detail	16%	9%	9%	27%	14%	18%	6%
64. Helps me feel closer to my community	18%	13%	10%	28%	15%	13%	4%
65. The people who give you the news are trustworthy	13%	10%	7%	31%	16%	13%	10%

66. News stories don't contain too much opinion	11%	10%	8%	30%	12%	19%	10%
67. Has up-to-date news	8%	5%	5%	15%	12%	28%	27%
68. Presents all sides of issues	14%	5%	7%	28%	12%	17%	17%
69. Gets the facts right	11%	6%	5%	24%	14%	17%	24%
70. It's an easy way to get the news	8%	5%	4%	14%	16%	21%	32%
71. Helps me decide what to buy	32%	19%	18%	15%	8%	4%	5%
72. Presents news that I can believe	14%	6%	6%	25%	16%	18%	16%

Here are some pairs of words and phrases with opposite meanings. Please circle the number in between each pair that best represents how you feel about *www.azcentral.com*. For example, the first set of words is "fair" and "unfair." If you think the Web site is extremely fair, you would circle 1. If you think the Web site is extremely unfair, you would circle 7. Or, you can circle any number in between.

73. Fair	6%	17%	15%	47%	9%	6%	1%	Unfair
74. Unbiased	4%	14%	11%	47%	9%	12%	4%	Biased
75. Tells the whole story	5%	11%	18%	36%	20%	7%	4%	Doesn't tell the whole story
76. Accurate	6%	17%	16%	41%	11%	6%	4%	Inaccurate
77. Respects people's privacy	5%	9%	17%	51%	10%	4%	3%	Invades people's privacy
78. Cares about what the reader thinks	5%	13%	19%	45%	9%	7%	3%	Does not care about what the reader thinks
79. Watches out after your interests	4%	12%	16%	46%	12%	5%	4%	Does not watch out after your interests
80. Concerned about the community's well-being	10%	16%	22%	33%	13%	4%	4%	Not concerned about the community's well-being
81. Separates facts from opinions	4%	12%	12%	44%	11%	12%	6%	Mixes together fact and opinion
82. Can be trusted	6%	15%	15%	41%	14%	7%	3%	Can not be trusted
83. Sensationalizes	6%	14%	13%	43%	12%	10%	2%	Does not sensationalize
84. Moral	3%	13%	19%	51%	8%	5%	1%	Immoral
85. Patriotic	8%	18%	20%	42%	5%	5%	3%	Unpatriotic
86. Concerned about the public interest	5%	13%	14%	48%	10%	4%	6%	Concerned mainly about making profits
87. Factual	5%	15%	20%	40%	8%	8%	4%	Opinionated
88. Reporters are well trained	5%	11%	19%	52%	7%	4%	3%	Reporters are poorly trained

89. Overall, how would you rate the reliability of *www.azcentral.com*? Please use a scale of 1 to 7, where 1 means not at all reliable and 7 means very reliable.

Not reliable at all 0% 2% 9% 28% 32% 22% 7% Very reliable

90. Overall, how would you rate the quality of reporting at *www.azcentral.com*? Please use a scale of 1 to 7, where 1 means very poor quality and 7 means very good quality.

Very poor quality 2% 0% 7% 38% 33% 15% 4% Very good quality

91. Overall, how would you rate the coverage of controversial issues by *www.azcentral.com*? Again, please use a scale of 1 to 7, where 1 is poor and 7 is excellent.

Poor 3% 5% 6% 38% 29% 15% 4% Excellent

92. If something that appeared on *www.azcentral.com* made you angry, do you think you might do something about it, or do you think you probably wouldn't bother?

- 1. Might do something 38%
- 2. Probably wouldn't bother 62%

93. Has something that appeared on *www.azcentral.com* ever made you angry enough so that you decided to do something about it?

- 1. Yes 9%
IF YES, what did you do? (Please write in) _____
- 2. No 91%

94. If you have a problem, complaint, or something you want to discuss with the Web site, do you know whom to contact at *www.azcentral.com* about those things?

- 1. Yes 38%
- 2. No 62%

On *www.azcentral.com* there are several local sub-sites. Please indicate how often you read or look into each of these sub-sites by circling one of the following options: once a day or more, several times a month, once a month, less than once a month, or never.

	Once a day or more	Several times a month	Once a month	Less than once a month	Never
95. Ahwatukee	0%	3%	4%	4%	89%
96. Chandler	1%	9%	9%	9%	72%
97. Gilbert	1%	4%	5%	9%	82%
98. Glendale	1%	8%	9%	12%	71%
99. Mesa	2%	10%	6%	14%	68%
100. NW Valley	1%	10%	6%	15%	68%
101. Peoria	1%	10%	4%	14%	72%
102. Pinal County	0%	2%	1%	7%	90%
103. Phoenix	4%	25%	16%	13%	43%
104. Scottsdale	4%	14%	10%	15%	57%
105. SW Valley	2%	5%	2%	11%	80%
106. Tempe	2%	9%	9%	14%	65%
107. ¡Extra!	1%	10%	8%	10%	71%

108. One of the features at *www.azcentral.com* is reporter- and citizen-written blogs, or Web logs, a type of online journal. How often do you read any one of the blogs at *www.azcentral.com*?

1. Once a day or more 76%
2. Several times a month 13%
3. Once a month 3%
4. Less than once a month 6%
5. Never (SKIP TO Page 7, Q.122) 2%

109. Have you ever contributed or posted a comment to a blog at *www.azcentral.com*?

1. Yes 10%
2. No 90%

Here are some statements about the *www.azcentral.com* blog you read most often. For each, please indicate whether you agree or disagree on a scale from 1 to 7, where 1 is strongly disagree and 7 is strong agree.

	Strongly disagree				Strongly agree		
110. I think the blog is a good place for me to visit.	9%	10%	13%	41%	18%	6%	3%
111. People on this blog do not share the same values.	5%	6%	15%	49%	17%	2%	7%
112. Other readers and I want the same things from the blog.	4%	11%	19%	50%	15%	0%	1%
113. I can recognize the names of most of the people who comment on the blog.	26%	16%	17%	28%	8%	4%	0%
114. I feel at home on this blog.	13%	13%	18%	43%	6%	5%	2%
115. Very few of the blog readers know me.	9%	4%	6%	33%	3%	22%	24%
116. I care about what other blog readers think of my comments.	21%	11%	8%	40%	8%	4%	8%
117. I have no influence over what this blog is like.	8%	11%	4%	45%	15%	6%	11%
118. If there is a problem on this blog, people who read it can get it solved.	13%	9%	12%	53%	11%	2%	0%
119. It is very important to me to read this particular blog.	26%	21%	13%	29%	2%	5%	3%
120. People who read this blog generally don't get along with each other.	7%	12%	15%	52%	6%	7%	1%
121. I expect to read this blog for a long time.	24%	11%	11%	35%	11%	6%	3%

Finally, here are a few final questions so we can describe the people who took part in our study.

122. Are you:

1. Married 57%
2. Divorced or separated 19%
3. Single, never married 17%
4. Widowed 8%

123. Into which of the following employment groups do you fit?

1. Employed full-time 63%
2. Employed part-time 5%
3. Looking for work 2%
4. Homemaker 5%
5. Retired 20%
6. Student 1%
7. Disabled 1%
8. Other 3%

124. What is the highest grade of school you have completed?

1. 7th 1%
2. 8th 1%
3. 9th (Junior-high graduate) 1%
4. 10th 1%
5. 11th 2%
6. 12th (High-school graduate) 17%
7. 13th 8%
8. 14th 13%
9. 15th 5%
10. 16th (College graduate) 28%
11. 17th 5%
12. 18th (Advanced degree) 18%

125. In what year were you born?

average age=47.77

126. Are you now, or do you plan to be, registered to vote in the fall elections?

- 1. Yes 85%
- 2. No 15%

127. How likely are you to vote in the congressional election next November?

- 1. Absolutely certain 58%
- 2. Very likely 19%
- 3. Somewhat likely 8%
- 4. Not likely at all 15%

128. In general, how would you describe your political views?

- 1. Very conservative 8%
- 2. Conservative 29%
- 3. Moderate 45%
- 4. Liberal 14%
- 5. Very liberal 4%

129. Do you own your home or do you rent it?

- 1. Own 82%
- 2. Rent 18%

130. How many years have you lived in Maricopa County?

mean=19.88 years

131. Do you currently live in Maricopa County full-time or part-time?

- 1. Full-time (12 months/yr excluding vacations) 95%
- 2. Part-time (11 months/yr or less) 5%

132. Are you:

- 1. Hispanic 14%
- 2. Non-Hispanic 87%

133. What race do you consider yourself?

- 1. American Indian 1%
- 2. Black 4%
- 3. Asian 3%
- 4. White 92%

134. How many people are there in your household, including yourself?

- 1. One person 20%
- 2. Two people 38%
- 3. Three people 16%
- 4. Four or more people 26%

135. Are you:

- 1. Male 49%
- 2. Female 51%

136. Thinking about your total household income last year, was the total income:

- 1. Less than \$10,000 3%
- 2. \$10,000 to less than \$20,000 6%
- 3. \$20,000 to less than \$30,000 10%
- 4. \$30,000 to less than \$40,000 12%
- 5. \$40,000 to less than \$60,000 20%
- 6. \$60,000 to less than \$100,000 28%
- 7. \$100,000 to less than \$250,000 19%
- 8. \$250,000 or more 3%

137. How many people 18 or older, including yourself, live in your household?

mean=1.91

Thank you for your time!

Please return your completed questionnaire in the postage-paid envelope. Or mail to:

Ms. Rachel Mersey
UNC School of Journalism and
Mass Communication
P.O. Box 3767
Chapel Hill, NC 27515

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