

INTERNATIONAL NEWS COVERAGE ON U.S.  
TELEVISION NETWORK NEWSCASTS: A  
GRATIFICATIONS STUDY

Dissertation for the Degree of Ph. D.  
MICHIGAN STATE UNIVERSITY  
SAMUEL TWUMASI KWAME BOAFO  
1980



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## ABSTRACT

### INTERNATIONAL NEWS COVERAGE ON U.S. TELEVISION NETWORK NEWSCASTS: A GRATIFICATIONS STUDY

By

Samuel Twumasi Kwame Boafo

This research examined the range of motivations which underlie exposure to international news coverage on U.S. commercial television network evening newscasts. The main premise of the study was derived from the uses and gratifications perspective of audience media behaviour. In the uses and gratifications perspective, audience members have a dynamic, purposeful and goal-oriented role in the international news communications process. The gratifications model is based on the theoretical assumption that audience members have sets of perceived socio-psychological needs which they seek to gratify in their media behaviour.

The study specifically investigated motivations for watching international news reports as they relate to (1) attention to international news reports on the newscasts; (2) antecedent audience characteristics; (3) dependence on television network for international news and (4) perceived helpfulness of the coverage towards understanding international events.

The data were collected by telephone interviews among a sample of 276 respondents in the Greater Lansing Area during the last week in July 1980. The data were analyzed by factor analysis, Pearson product-moment correlation, partial correlation, t-test of difference between two correlations and multiple regression analysis. Eight hypothesized relationships were examined. The data confirmed five of the hypotheses; the other three were not supported.

A factor analysis of the responses yielded two underlying dimensions of motivations for watching international news coverage on the newscasts. The first was a Cognitive or Surveillance Dimension which suggests that some respondents watch the news reports primarily to fulfill their perceived needs for information about events which may cause conflicts in the world, to see how foreign countries deal with each other, to keep track of changes in U.S. relations with other countries and to learn about how world events may affect their lives. The second was an Affective Dimension which indicates that some respondents watch international news reports on the newscasts primarily as a source of communication-pleasure, to meet their perceived "ludenic" needs. They find it exciting to watch the reports about events in other countries, they enjoy watching different people in different situations around the world and they find the pictures about foreign people and places interesting to watch.



Other findings of the study are:

1. There is a positive but weak correlation between respondents' gratification-seeking and their attention to international news reports on the newscasts.
2. Respondents who reported information-related motivations for watching the coverage and those reporting less information-related motivations showed no statistically significant difference in their attention to international news reports on the newscasts.
3. Six predictor variables studied--education, age, sex, interest in foreign news topics, cognitive and affective gratifications--accounted for only a small portion of the variance in respondents' attention to international news reports on the newscasts.
4. A positive relationship exists between respondents' interest in foreign news topics and both their cognitive and affective gratification-seeking from international news coverage on the newscasts.
5. A negative association exists between respondents' educational level and their cognitive and affective gratification-seeking from the coverage.
6. Respondents' dependence on television network for international news was positively related to their cognitive and affective gratification-seeking as well as their perceived helpfulness of the coverage towards understanding international news events.

7. Both the primarily cognitive gratification-seeking respondent and the primarily affective gratification-seeking respondent perceive the coverage to be helpful in their understanding of international news events.

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By

Samuel Twumasi Kwame Boafo

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The goal of education is not to increase the amount of knowledge, but to create the possibilities for a child to invent and discover, to create men who are capable of doing new things.

Jean Piaget (1896-1980)

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## CHAPTER I

### INTRODUCTION

#### TECHNOLOGY AND INTERNATIONAL NEWS FLOW

The development of a technologically sophisticated means of communication has brought about revolutionary changes in communication among nations. The communication revolution, highlighted by space satellites, advanced telecommunications, regional and intercontinental links, appears to increasingly lead to the creation of what McLuhan and Fiore (1968) termed "a global village." New communication facilities and technologies have made even the most remote regions of the world accessible. They have also increased the speed of information transmission to the point where a news event in the remote areas of Africa could be reported by the mass media of Spain as quickly as by the media in North America.

The new communication technology has improved man's capacity to disseminate news and information across national boundaries with amazing rapidity. Markham (1969, p. 130), in a comment on this phenomenon, observed that "mass communication has made it possible ... within the present generation for mankind to become rather widely aware of world societies and the larger complex of which they are a part." What

occurs in one country may have repercussions in other countries. The recent refugee situation in Cambodia (1979), the Russian invasion of Afghanistan (1979) and the Iranian Crisis (1979) all bear vivid testimony to the rippling effects which social and political events in one country may exert on the whole world community.

It is partly because of the interdependence of countries and the global dimensions of developments in different nations that the mass media of each country devote some proportion of their coverage to news and information about occurrences elsewhere in the world. The underlying expectation is that, by providing news and information related to international events, the mass communication media can help in the general efforts to impart knowledge and facilitate understanding, peace and harmony in the world. It is also possible for the mass media coverage to create tension among different nations. At a 1969 meeting in Montreal, Canada, sponsored by UNESCO, a group of experts on mass communication noted:

One of the priority areas for research is the study of the role of mass media in conveying information and in helping to form attitudes about other people and other countries. While the media have the potential for improving and extending international understanding, intercultural communication does not necessarily or automatically lead to better international understanding.

(United Nations Educational, Scientific and Cultural Organization, 1970a, p. 3.)

The public is the ultimate recipient of international news covered by the mass media. Transmission of news across national boundaries via the mass communication media is based

on the assumption that the people will read, listen to or watch the news and that the coverage will help them understand international news events. Otherwise international news transmission would have little *raison d'etre*.

The news consumers' attention to international news reports in the mass media, their perception of how the reports help them understand the complex web of international events in the news and the sorts of motivations which underlie their attention to the reports thus assume some significance. It is to these issues that the present investigation is addressed. The subject of the study is the relationship between audience media behaviour and gratifications from international news coverage on United States commercial television network evening newscasts.

A paradox in the present rapid transmission of international news and information is an ever-growing concern over the images which one "sub-group" in the world community receives of another via its mass communication media. The concern is mirrored in the several conferences and meetings held between 1970 and 1978 sponsored by UNESCO, Third World nations and private organizations to discuss a "new world information order" and to reconsider the concept of free flow of world information (Nordenstreng, 1979; UNESCO, 1978). The Declaration on Mass Media which was adopted in November 1978 by the UNESCO General Conference in Paris culminated the long period of debates and meetings on the flow of world information.

The stress in the declaration is on the contribution of the mass media to knowledge and comprehension of international issues among the general public in nations of the world. The effectiveness of the mass media in this role must be seen in terms of the response of news recipients to the international news and information transmitted by the mass media.

The theme of international news flow has also attracted the attention of scholars and researchers of international communication. For over a quarter of a century, researchers have broached the issue of international news communication from one central perspective: a source-oriented perspective. In the main, the source-oriented perspective for studying international news communication seeks to determine: (1) the images the media of various countries transmit of other countries, (2) the sources of international news, (3) gate-keeping practices and (4) factors which determine the volume, type and direction of international news transmission. A search through the literature on international news communication indicates that relatively little empirical research on the issue has tackled it from the audience perspective.

#### PURPOSE OF THE STUDY

The present study investigated international news communication from the audience perspective. The study employed a uses-and-gratifications model to systematically examine the relationship between audience media behaviour and media



gratifications from attending to international news coverage on television network newscasts.

Commercial television appears to be an appropriate medium on which to focus for an investigation of the audience response to international news coverage. The television medium is ubiquitous in the American society. Ninety-seven percent of all homes in the United States have at least one television set (A. C. Nielsen, 1977). Roper (1977) reports that large segments of the American adult population use television as the only source of their news "about what's going on in the world today."

Robinson (1971) noted that about 25 percent of the adult American population view, on a regular basis, newscasts transmitted by the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC), the three major commercial television networks in the United States. Hester (1978, p. 86) has remarked: "The evening newscasts of the three major commercial television networks are the purveyors of national and foreign news to a large portion of the U.S. viewing public." Television was also listed by 51 percent of those surveyed in 1976 as the most credible news source (Roper, 1977).

Given (1) the potential of the television medium to quickly transmit international news and (2) the dependence of the majority of the American public on the medium for news about the outside world, it is of some import to inquire about the extent to which the audience pay attention to the

international news transmitted, the differential degree of attention given to the coverage and the kinds of motivations which propel such attention. Also significant is the audience's perception of the contribution which the coverage of international news on television network newscasts makes to their understanding of international news events.

The significance of these issues lies in the theoretical assumption that ways in which audience members approach the media content are mediating factors in explaining media effects. News reports on international events transmitted via the mass media must be seen or heard; that is, the news reports must somehow attract the attention of news viewers before the reports can be believed, be remembered or have any kinds of effect on the individual's knowledge or attitude.

This study has the following specific research objectives:

- (1) to systematically determine and categorize the main gratification items associated with watching of international news coverage on television network newscasts;
- (2) to determine the relationships between level of education and interest in foreign news topics, on the one hand, and gratification-seeking from watching international news coverage on television network newscasts, on the other hand;

- (3) to investigate the association between the kinds of gratifications sought from the coverage and the degree of attention to international news coverage on television network newscasts;
- (4) to determine the variance accounted for by
  - (a) cognitive gratification-seeking, (b) affective gratification-seeking, (c) level of education, (d) general interest in foreign news topics, (e) age and (f) sex in predicting degree of attention to international news coverage on television network newscasts;
- (5) to determine the extent to which individuals who depend on television networks for their international news perceive the coverage to contribute to their comprehension of international news events.

#### RATIONALE FOR THE STUDY

Past research endeavours in international news communication, by and large, concentrated on studying gatekeeping habits, the source, quality, volume and direction of international news flow. The general tendency of previous empirical investigations has been to examine the communication of international news from the communicator and channel angle. This primary concern has distracted research attention from the significant role of the audience in the news process.

International news communication is not a one-way, stimulus-response, powerful communicator-to-a-passive audience activity. On the contrary, international news communication is a process embracing sources, channels, messages and audience all of which form significant components of the process. Such conceptualization of international news requires understanding all components of the process. To work towards explicit and scientific explanations which will encompass the entire process, it is necessary to study not only the sources, the medium and the nature of the news transmitted but also the audience of the transmitted news, their motives for attending to the transmitted news and their perception of the contribution of the coverage to understanding the issues involved. Such a knowledge is sine qua non for a comprehension of the whole process of international news communication.

An analysis of the content of the media coverage of international news does not, in and of itself, determine the nature of the audience reaction to the news covered. As Peled and Katz (1974, p. 66) have remarked, "manifest analysis of message content is not in itself an adequate basis for predicting the use that will be made of the message." For an understanding of the audience members' use of the media messages, one must go beyond the overt nature of the messages and explore the audience members themselves and their motives for exposing themselves to the media or media content. It is how the audience members utilize the media messages which, to a large extent, determine the kind of

effects the messages would have. Blumler (1972, p. 12) has observed that "the realities of audience experience ... constitute an inescapable funnel through which all mass communication content must flow before it can effect whatever impact it is destined to exert." Anderson and Meyer (1975) have likewise indicated that content per se has little value; it assumes value only in relation to the response it generates from the individual.

To date, however, relatively little research consideration has been given to the realities of the audience experience with international news transmitted via the mass communication media. Consequently, beside a few socio-demographic characteristics found to be associated with exposure to international news, the audience active involvement in the process is still an unknown factor.

The significance of the present audience-oriented investigation stems from its attempt to bridge the gap and fill some of the paucity in international news communication research. The study, by investigating audience attention to international news coverage on television network newscasts and their gratification-seeking from the coverage, is premised on the contention that the audience members have an active, dynamic and critical function in the communication process. A systematically gathered evidence of audience response to media coverage of international news will be a contribution to the present literature and knowledge of international news communication. Such evidence will point

to the function of the audience in the international news process. The findings of the investigation may also suggest, in a small way, the direction of future research efforts in international news communication which will lead to a more adequate comprehension of the process.

The present study also has utility and policy implications for mass media practitioners and professionals concerned about the mass media coverage of international news. Knowledge of how the audience perceive the media coverage to contribute to their comprehension of international news events, their attention to the coverage and the kinds of motivations which underlie their attention can be of some value to the media in their decisions on international news coverage. The media in developed societies have some responsibilities for modifying the perspective of their audience regarding events and people in other parts of the world. Such responsibility partly lies in covering news and information which may be of only marginal interest to the audience but which in the long run may help educate the audience about events elsewhere. An analysis of the relationship between media content and audience response may point to directions for fulfilling this responsibility.

#### DEFINITIONAL ANALYSIS

Kerlinger (1973, pp. 30-31) makes a distinction between constitutive and operational definitions of constructs. A constitutive definition relates a variable or a construct to

other variables; it involves the use of words or expressions in lieu of the term being defined. This is what a dictionary usually does. On the other hand, an operational definition of a variable assigns a meaning to the variable by specifying the actions or behaviours necessary to measure the variable.

In order to establish the appropriate frame of reference for this investigation, it is necessary to define some of the important concepts employed. Only the constitutive definitions are given in this section. Operational definitions or exact measurement of the variables will be discussed in Chapter III.

International News Coverage is used in the present study to refer to any news story covered on television network evening newscasts which pertains to events in foreign countries in whatever context. The term also refers to news reports which concern United States relations with other nations. Television network newscasts are the early evening news programs aired at 6:30/7 p.m. by the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC).

Interest in Foreign News Topics: Wolman (ed. 1973, p. 199) defines "interest" as "an enduring attitude consisting of the feeling that a certain object or activity is significant and accompanied by special attention to that object or activity." The concept, "interest in foreign news topics," is conceived of as a psychological disposition towards news about affairs concerning foreign nations. "Foreign nations"

refers to countries which exist outside the boundaries of the United States of America.

Gratification-seeking: The gratifications model which is utilized in this study posits that the individual attends to the media or media content to satisfy certain perceived needs. The individual in his/her media behaviour seeks for fulfillment of the perceived needs or for certain gratifications. Theoretically, gratification-seeking is propelled by needs. In this study, gratification-seeking is conceived of as self-reported reasons the individual gives for watching international news stories reported on television network news programs. Based on findings of previous studies, gratification-seeking from watching international news stories on the newscasts will be dichotomized into cognitive gratification-seeking and affective gratification-seeking.

By cognitive gratification-seeking is meant watching international news coverage on the newscasts "primarily for information about some feature of society and the wider world" (Blumler, 1979, p. 17). Basically, news viewers who seek cognitive gratifications watch international news coverage on the newscasts primarily to acquire some information and knowledge about "the state of affairs" in the world.

Affective gratification-seeking is used to denote watching international news coverage on the newscasts primarily for pleasure and entertainment or for less information-acquisition purposes. Affective gratification-seeking news viewers watch international news coverage on the newscasts



mainly because it "serves to pleasantly distract and refresh them" (Gantz, 1975, p. 25) and because the coverage thrills their emotions.

Attention to International News Coverage: Wolman (ed. 1973, p. 34) defines attention as "selection and perception of a certain stimulus or of a range of stimuli comprising part of a complex stimulus situation." Television network newscasts encapsule a variety of news reports. It is a communication situation in which audience members are exposed to a gamut of message stimuli. News viewers may be exposed to the newscasts but they may not be aware of or they may not notice all the news items. In the present study, attention to international news coverage is used to refer to reported awareness of news stories covered on television network newscasts which pertain to (a) events in foreign countries and (b) about United States relations with other countries.

### GENERAL PLAN OF DISSERTATION

Chapter I of this dissertation has presented the general introduction to the problem area and specific statements of the research questions which were investigated. The chapter briefly analyzed the rapid changes in communication technology and its implications for news and information transmission among nations. The role of the media in world understanding and in helping forge peace and harmony among various peoples in the world was also stated. The rationale of the study has

been delineated and a brief definitional analysis of some of the important concepts employed has also been presented.

Chapter II contains a review of the literature related to the investigation of the problem. The first section of the chapter presents a review of studies undertaken on international news communication. The second section reviews general mass communication uses and gratifications studies and specific studies on television news uses and gratifications. The chapter further outlines the components of the uses-and-gratifications model employed in the investigation, the research hypotheses and the rationale for each hypothesis.

The methodology is outlined in Chapter III. The chapter contains a description of the sample which was used in the study, operationalization of the variables, a description of the data collection instrument and data collection process. The research hypotheses and their null counterparts as well as the statistical techniques used to analyze the data are outlined in that chapter.

An analysis of the data and results of the testing of the null hypotheses are presented in Chapter IV.

Chapter V presents conclusions of the investigation. The research findings and implications for theory building in uses and gratifications research are discussed in this last chapter. Suggestions for further studies on the problem area are also stated in that chapter.

## CHAPTER II

### A REVIEW OF THE LITERATURE

The present investigation employs a uses-and-gratifications research model to investigate the relationship between audience media behaviour and media gratifications from watching international news coverage on television network newscasts. This chapter reviews two trends in mass communication research. First, a review of selected studies on international news communication will be presented. This will be followed by a review of a representative selection of mass media uses and gratifications studies. The chapter will also outline the research hypotheses for the study and the rationale for each hypothesis.

#### A. International News Coverage

##### 1. Content Analytic Studies:

The prevailing research picture on international news communication evinces a very heavy emphasis on the nature of the communication messages and the sources of those messages. The following review of the content analytic studies on international news communication is pertinent to this investigation because audience members' attention to international news is shaped by availability of international news on the

newscasts. Supply of information on international events is a prerequisite for audience exposure. It is necessary, therefore, to see what the content analytic studies have demonstrated.

Studies on international news communication have attracted the interest of mass communication scholars and other social science researchers at least since 1930 when Woodward (1930), in a germinal study, examined the coverage of foreign news in 40 United States morning newspapers. He found that, on the average, the newspapers devoted about 5.2 percent of their space to "news from abroad." There was a lull in the studies between 1930 and the end of the second World War. Mowlana (1973), after an extensive survey of research studies in the United States on international communication between 1850 and 1970, reported that there were only a few publications which dealt with international news and information by 1940.

Research in international news communication and in international communication in general saw a dramatic growth after the war. Mowlana (1973, p. 79) has identified four key factors which contributed to the immense upsurge of interest in international communication. These factors are:

1. post-war interest in the developing nations with a concomittant concern for both understanding and promoting modernization;
2. broader acceptance of the idea that communication analysis provides a perspective through which one can better understand society;

3. the expansion of education and business interests across national boundaries; and
4. the sharpening of research and investigatory tools and improved means of collecting, storing, retrieving and sharing data.

With the upsurge of interest in international communication, researchers of international news communication focused their attention on certain discernible themes. These themes include: (1) the fundamental disequilibrium in worldwide information flow (Schramm, 1964; Schiller, 1969; Hester, 1971; De Verneil, 1976); (2) factors which affect the volume and direction of news and information flow (Galtung and Ruge, 1965; Rosengren, 1970, 1977; Hester, 1973; Larson and Hardy, 1977); (3) gatekeeping practices in the process of international news flow (Hester, 1972; Batscha, 1975); (4) the preponderant role of the industrialized supernations in the generation and transmission of news and information (Schiller, 1971, 1973; Tunstall, 1977) and (5) the paucity of and skewed coverage given to developing countries in the media of the Western world (Haisman, 1970; Semmel, 1976; Lent and Rao, 1979; Chares, Shore and Todd, 1979).

The delineated themes reflect the general trend of research studies on international news and information. Comprehensive discussions and analyses of the issues are provided in insightful articles by Frutkin (1973); Nordenstreng and Varis (1973); Schiller (1973) and in the volumes on international communications edited by Fischer and Merrill (1970, 1976).

Numerous research undertakings in international news communication have aimed at quantifying the international/foreign news content in the media of different nations. Among the early studies on media coverage of international news were Kriesberg's (1946) study of Soviet news coverage in the New York Times, a 1951 study by the International Press Institute on international news in American, British, French, German, Italian and Indian newspapers and Kayser's (1953) reports on how 17 major newspapers in the world covered international news during one week in 1953.

The early studies manifested the concern of mass media scholars and practitioners over media coverage of international news. The studies also marked the genesis of a trend in international communication research.

## 2. Foreign News in U.S. Print Media:

Studies which attempted to quantify international news coverage in the United States press have indicated that, with the exception of a few elite newspapers, the United States press generally gives only little attention to international affairs news.

Hester (1972) investigated the origination, volume and content of news flow from Latin America during June and July 1971. He found that the news transmitted from Latin America heavily emphasized crime, violence, sports, foreign relations and politics. Little attention was given to economic, educational and agricultural development. \ Lent and Rao (1979) undertook a similar study but focused on a different region

of the world. They quantified the coverage which Asian countries received in the New York Times, the Washington Post, Newsweek and on the newscasts of ABC television network between September 26 and October 1, 1977. The content analysis found, among other things, that during the week studied, 8.5 percent of the six ABC newscasts analyzed related to Asian affairs. Limited though their study may be in scope and method, Lent and Rao showed that the United States media allotted little space to news from one important region of the world.

Charles, Shore and Todd (1979) studied the coverage of another region of the world in one leading newspaper in the United States. They analyzed the New York Times' coverage of sub-Sahara Africa during the first halves of 1960, 1965, 1970 and 1975. The researchers discovered that the coverage was limited to a few nations: Angola, Kenya, South Africa, Rhodesia and Zaire. These nations received over 75 percent of the newspaper's coverage of sub-Sahara Africa during the period studied. Charles and his colleagues noted that those five nations were undergoing serious political changes and turmoil during the period. They observed that "coverage for other nations is sporadic but also appears to occur during periods of political upheaval" (Charles, Shore and Todd, 1979, p. 153). Similar observation was made by Pratt (1977, p. 25) who found in his analysis of the image of Africa in six news and opinion magazines "a tendency to concentrate on those scary issues which, in the opinion of the reporters,

would au fond satisfy reader demands. The majority of the countries reported ... were in the main trouble spots."

### 3. Foreign News on U.S. Commercial Television:

Studies on United States media coverage of international news have not been limited to the print media. Some attention has been given to the electronic media. Haisman (1970), for example, analyzed a sample of documentaries, special programs and newscasts produced in May 1970 on the three commercial television networks for their coverage of international affairs. Haisman's study indicated that purely international news on the networks was usually composed of brief items read towards the end of the newscasts by the anchormen.

Almaney (1970) examined the evening news programs on commercial television networks to determine the amount of coverage given to international news in April 1969. He found that the pattern of television coverage reflected the degree of United States involvement in world affairs. The three networks devoted 52 percent of the total number of international stories covered to the Far East which reflected United States involvement in the Vietnam war at the time. The Middle East, the Soviet Union, Western Europe and South America, in that order, came next. Almaney also found that, on the average, the networks devoted 8.8 minutes or 39 percent of their daily evening news programs to international news. Reporting his findings, Almaney (1970, p. 508) observed:



Since World War II, the United States has become increasingly involved in world affairs and has, indeed, assumed the hegemony of the non-communist countries. However, in its coverage of international and foreign affairs, network television does not appear to be keeping pace with the increasing involvement of the United States in world happenings.

The finding that United States television network coverage of international news constitutes a small portion of its overall news coverage has been confirmed by Larson and Hardy (1977). They studied how the three commercial television networks covered international affairs between 1972 and mid-1976. The researchers analyzed a sample of weekly evening newscasts on the three networks in their attempt to determine whether television network news programs provide systematically different coverage on certain countries depending on their level of development.

The study found that: (1) television network coverage of Third World countries contained a higher proportion of crisis stories than coverage of developed countries; (2) Third World countries appear relatively less often than developed nations in news stories which mentioned only one foreign country and (3) Third World countries received less coverage than developed nations across all three networks. Larson and Hardy concluded that "level of development is one correlate of the extent of news coverage given to other countries." The researchers also found that between 1972 and 1975, ABC devoted 39 percent of its evening newscasts to international news; CBS allotted 37 percent of its evening

news programs and NBC gave 35 percent of its newscasts to international news coverage.

Similar findings were reported by Larson (1978, 1979) and Hester (1978) in their content analyses of international news coverage on television network evening news programs over diverse periods. In his analysis of 180 evening newscasts on the three television networks, Hester (1978) found that from 1972 to 1976, foreign news coverage amounted to about 22 percent of the news time on the evening news programs of the networks. Hester observed that "as far as amount and types of foreign news, it mattered little to the U.S. television viewer which networks he or she was watching. All networks correlated highly in choice of subject matter of foreign news and geographic emphases" (p. 95).

The preceeding section has reviewed a number of studies on international news communication. The principal objective in the review was to indicate the major issues and foci in the trend of international news research. The studies are mostly source-oriented and channel-oriented. The studies have gathered extensive amount of data on the images the media in the United States transmit of foreign countries; the sources of international news flow into the United States; gatekeeping practices and factors which affect the direction and volume of international news transmission into the United States. While the source-oriented studies on international news make no overt association, the regularity and predominance of such research in the literature on international

communication point to a tacit assumption that the media coverage plays an important part in the audience's knowledge, perception of and attitude towards other nations.

Undoubtedly, any potential effect of the mass media on images and knowledge individuals have of other countries depends on the amount and kind of news and information contained in the media about other nations. However, image development in individuals is a psychological phenomenon which occurs in the mental framework of individuals. It ultimately depends on whether the individual attends to the messages or not and, if he does, what motives underlie such attention. In this regard, the studies reviewed above share a common shortcoming: their usefulness in learning about the audience experience with the media coverage of international news is limited. As McQuail, Blumler and Brown (1972, p. 158) have maintained, there is no one-to-one relationship between the overt content of the media and the kind of response it generates from the audience. Knowledge of audience response to media coverage of international news is not self-evident from knowledge of the content or channel for the coverage. Such a knowledge can only come from a systematic exploration of the audience experience.

To date, however, few systematic studies on international news communication have focused on the audience. Relevant audience-oriented investigations of international news communication will be reviewed in a later section of this chapter. Suffice it to say here that those studies have found certain

variables to be meaningfully associated with exposure to international affairs news and information in the media. Such sociological and psychological variables as education, sex, socio-economic status, interest, perceived salience and cosmopolitanism have been established by previous audience-oriented studies to relate positively with exposure to media coverage of international news. Those variables may be employed as a baseline for further probing into the active, goal-oriented role which the audience members play in the whole international news communication process. Put differently, the variables may be employed to determine and explain why certain attributes of the individual are related to their exposure to international affairs content in the mass media.

The uses and gratifications model appears to be an orderly, relevant and promising model for investigating international news communication from the audience perspective. The model may be used to delve into the motivations behind the audience exposure and how these motivations affect differential information processing among the audience of international news coverage on television newscasts. The next section presents a review of some uses and gratifications research studies which are germane to the present investigation.

#### B. Uses and Gratifications

The uses and gratifications research tradition dates back to early attempts at empirical investigations in mass

communications in the 1940's and 1950's. The research tradition developed partly in reaction to early studies on the "hypodermic needle" effect of the communication media and partly as a result of an awareness among mass communication scholars that the uses to which individuals put the media and media messages may be factors which mediate between media messages and media effects. A leading uses and gratifications scholar has observed that "the uses and gratifications approach came most prominently to the fore in the late 1950's and early 1960's at a time of widespread disappointment with the fruits of attempts to measure the short-term effects on people of their exposure to mass media campaigns" (Blumler, 1974, p. 10).

In recent years, the uses and gratifications model has seen a popularity and currency which transcend national boundaries. A wave of media uses and gratifications research extends from the United States across Western Europe to Israel. Swanson (1979b, p. 37) has stated that the model has become "the most popular and important to mass communication research."

For a complete understanding of the uses and gratifications research tradition, it will be helpful to present (1) the main orientation of the gratifications model and (2) some research studies undertaken under the model.

#### 1. Uses-and-Gratifications Model:

The general uses-and-gratifications model is audience-oriented and analyzes the mass communication process from the

audience perspective. The model assumes that the audience members have a dynamic, purposeful and goal-directed involvement in the communication process (McQuail, Blumler and Brown, 1972). Under the model, the individual's media behaviour is conceived of as an active psychological process which is aimed at gratifying certain social and psychological needs. This active involvement of the audience is in direct contrast with early theoretical reasoning on the communication process.

Early structural models of communication depicted the communication "flow" from the communicator to the audience. Media research based on the models was source-oriented and focused on the power of the communicator and the manipulative effects of the messages on the audience. The major issue underlying the early media research was "what the media can do to people" (Klapper, 1960). Paralleling the notion of the powerful, omnipotent communicator and the communicated messages was the concept of a passive, vulnerable and defenseless audience target which could be overcome by a persistent battery of media messages.

In contrast, the uses-and-gratifications model emphasizes the active role of the audience and de-emphasizes the assumption of the manipulative power of the communicator or of his messages. Katz, Blumler and Gurevitch (1974, p. 24) have maintained:

Compared with classical effects studies, the uses and gratifications approach takes the media consumer rather than the media messages as its starting point and explores his communication behaviour in terms of his direct experience with the media. It views the members of the audience as actively

utilizing contents, rather than passively acted upon by the media. Thus, it does not assume a direct relationship between messages and effects, but postulates instead that members of the audience put messages to use and that such usage acts as intervening variables in the process of effect.

Implicit in this observation by Katz and his colleagues is a misgiving about the one-way "hypodermic needle" effects model which depicted the mass communicator as doing something to a supposedly passive audience. The major orientation of the uses-and-gratifications model is not "what the media can do to people" but rather what people do with the mass mediated messages.

Katz, Blumler and Gurevitch (1974) have outlined the central interests of uses and gratifications research. The authors indicate that uses and gratifications studies are concerned with:

(1) the social and psychological origins of (2) the needs which generate (3) expectations of (4) the mass media or other sources which lead to (5) differential patterns of media exposure (or engagement in other activities) resulting in (6) need gratifications and (7) other consequences, perhaps mostly unintended ones (Katz, Blumler and Gurevitch, 1974, p. 14).

A general uses-and-gratifications model is graphically illustrated in Figure 1.

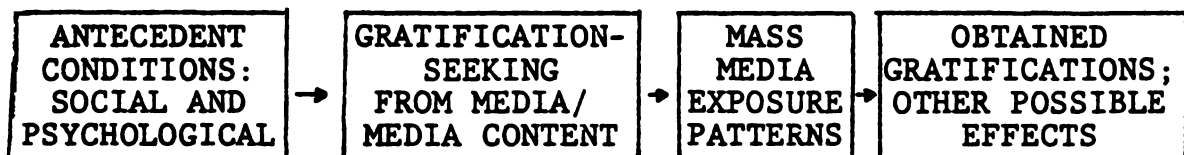


FIGURE 1: A GENERAL USES-AND-GRATIFICATIONS MODEL

There are four discernible elements in the model. First, as indicated earlier, the model posits that audience members consume mass mediated messages to fulfill personal goals such as learning about and understanding national/international issues, solving personal problems, diversion and escape. Second, audience members correlate media content with their individual needs. Individuals actively fashion mediated messages to meet their own needs and interests. This notion is akin to Bauer's (1964) concept of "the obstinate audience" which refers to the purposiveness of the audience members in their media behaviour. Bauer maintains that the audience member is an active individual with a complex set of goals which conditions his response to a given communicated message.

Third, the model postulates that people have a spectrum of needs some of which can be satisfied by the mass communication media. After a comprehensive literature review, Katz, Gurevitch and Hass (1973) presented five classifications of social-psychological needs which may draw the individual to the mass media. These are:

- (1) needs related to acquisition or strengthening of information, knowledge and understanding (cognitive needs); (2) needs related to acquisition or strengthening of aesthetic, pleasurable and emotional experience (affective, entertainment needs); (3) needs related to acquisition or strengthening of credibility, confidence, stability and status (integrative, security needs); (4) needs related to strengthening contact with family, friends, and the world (also integrative needs) and (5) needs related to escape or tension-release (escapist needs) (Katz, Gurevitch and Haas, 1973, pp. 166-167).



Fourth, the model also postulates that motivations which propel audience members' media exposure patterns generally shape whatever effects the media may have.

## 2. Uses and Gratifications Research:

Under the general uses-and-gratifications model, a number of diverse studies have been undertaken, all of which, like the present investigation, take the audience experience as the cornerstone of their inquiry. The various studies may be grouped into four main categories. The four main categories and studies exemplifying each category are briefly outlined here. Findings of studies which are relevant to the present investigation will be reviewed following this brief outline.

(1) Social and Psychological Factors and Media Uses and Gratifications: Studies which fall under this category include Rosengren and Windahl's (1972) examination of mass media consumption by Swedish adults as functional alternatives for gratifying the need for social interaction; Katz, Gurevitch and Haas' (1973) research on Israeli adults' perception of the relative contribution of the mass media to gratifying certain socio-psychological needs and Blumler's (1976) study on the relationship between the social situation of British adult respondents and the kinds of gratifications sought from the mass media.

(2) General Mass Media Uses and Gratifications:

Exemplifying this category are Dembo's (1973) investigation of gratifications which British teenage boys find in all the mass media; Peled and Katz's (1974) study on the functions of the mass media in Israel during the 1973 Arab-Israeli War and Smith's (1975) research on mass media uses as a basis for interaction.

(3) Specific Media Uses and Gratifications: Other

studies have focused on uses and gratifications of specific mass media. These studies include Schramm, Lyle and Parker's (1961) investigation of gratifications of television among selected American children; Greenberg's (1974) corresponding research on gratifications of television viewing among British children and Furu's study on the perceived functions of television for children and adolescents in Japan.

(4) Content-Specific Uses and Gratifications:

Studies which exemplify this category are McQuail, Blumler and Brown's (1972) investigation of the gratifications British respondents sought from viewing television quiz programs, television news and other radio programs, Levy's (1977) study on uses and gratifications of commercial television news and Wenner's (1977) research on uses and gratifications of

political campaign news on commercial television network newscasts.

The four categories serve to illustrate the major focus of most empirical investigations on media uses and gratifications. The studies have generally attempted to answer the question of why people read the newspaper, watch television or listen to the radio. The issue has been probed "in terms of primary drives and social goals, immediate rewards and delayed rewards, security, social prestige, escape, social relations and sheer information. Newspapers ... and other communications have been shown to serve a wide range of different satisfactions for different persons, depending upon their ... background, abilities and personality characteristics" (Carlson, 1960, p. 547).

The present study on audience attention to and gratification-seeking from international news coverage on television network newscasts falls under the content-specific category. Presented here are some of the content-specific studies whose findings have a bearing on the investigation.

### 3. TV News Uses and Gratifications:

Uses and gratifications research studies which are most germane to this study are those which focused on television news broadcasts. Research by McQuail, Blumler and Brown (1972), Gantz (1975), Levy (1978) and Wenner (1977) have established that televised news programs, just like other media programs, are multi-dimensional in appeal and that

there is no single, homogeneous gratification which audience members seek from viewing the newscasts.

Much like other categories of gratifications research, the studies have uncovered clusters of reasons or motives which audience members report for viewing newscasts by the national television networks. Reasons which audience members report are considered to be their self-defined and self-perceived motivations for watching the news. Gratification dimensions which have emerged from previous studies with regularity and distinctness are: Surveillance/General Information-Seeking, Interpersonal Utility and Entertainment/Diversion. These same gratification dimensions have been described by Blumler (1979) as constituting the three main orientations towards the media. The gratification dimensions are congruent with the four-dimensional functions of mass communications in society advanced by Lasswell (1948) and Wright (1974), namely: Surveillance, Entertainment, Correlation and Cultural Transmission.

#### 4. Surveillance/Information-Seeking:

Lasswell (1948), in his exposition on mass media functions in society, observed that the media serve as instruments for surveillance of the environment. At the micro-sociological level, individuals who are "information-seeking" and desire to keep tabs on developments in their immediate and remote social and physical environment use the mass media for such purposes.

Previous gratifications research has indicated that people watch television news broadcasts to gather news and information about the latest developments in their community, nation and the world (McQuail, Blumler and Brown, 1972; Levy, 1978) or to learn about the actions of their elected officials (McLeod and Becker, 1974; Wenner, 1977). In their study of media uses and gratifications among a cross-section of Israeli adults, Katz, Gurevitch and Haas (1973) compared the news media and non-media sources in their perceived usefulness in gratifying certain needs. The researchers reported that one need area in which the mass media were considered "most helpful" was in satisfying the need to acquire or strengthen knowledge, information and understanding of the society and world in general.

##### 5. Interpersonal Utility:

Existing research studies have found that another gratification dimension which audience members seek from watching television news programs is "information which is perceived as useful in discussions with others" (Palmgreen, Wenner and Rayburn, 1979, p. 10). Atkin (1972) has referred to this gratification dimension as "communicatory utility" and McQuail, Blumler and Brown (1972) have used the term "social utility" to describe the same dimension.

The "interpersonal utility" orientation to television news and other programs involves "media use as sources of conversational material, as a subject of conversation in itself ... or as something that helps an individual to

discharge a definite social role or to meet the membership requirements of one or more of his peer groups" (McQuail, Blumler and Brown, 1972, p. 158). The individual in watching the news programs searches for factual information which will be useful to him, beyond the moment of viewing, in his social milieu. The information which the individual acquires from watching the television news broadcasts may be useful in a variety of subsequent communication situations such as informal interaction with friends and discussions at meetings and other social gatherings.

Gantz (1975) reported evidence indicating a positive association between frequency of discussion of news issues and information-related motivations for watching television news broadcasts. He found that respondents who frequently engaged themselves in discussions about national and international news watched television newscasts with stronger information-acquisition motivations than respondents who were less frequently engaged in such discussions. Political mass communication research has also shown a positive albeit modest correlation between frequency of interpersonal discussions of political campaign issues and attention to political news coverage on television newscasts (Sheinkopf, Atkin and Bowen, 1973). It seems plausible to expect people who often find themselves discussing news issues to perceive a need for information about the issues and to search for the relevant information when watching television news programs.

The need for information is not the only kind of motivation which may propel audience members to watch television news programs. Research studies have established that television news watching is also associated with the need for entertainment and diversion.

6. Entertainment/Diversion:

Wright (1974) added to the Lasswellian classification of media functions, the function of entertainment/diversion. Previous gratifications studies have shown that television news viewing does not always serve the function of environment surveillance or information-acquisition. Some individuals watch the news, not necessarily to gain information which they can use or which will fill up their knowledge gaps, but rather for its entertainment value. That is, the individual may expose himself to televised news stories partially because of the pleasurable sensation which the news can stimulate. Both Wenner (1977) and Levy (1978), in their separate studies on gratification-seeking from television network newscasts, found evidence which indicated that some people watch the news for relaxation and entertainment rather than for factual information.

The finding that some audience members watch television news coverage not for factual information but for entertainment or diversion indicates the ability of television news content to provide some viewers with an opportunity for affective expression (Levy, 1978). The finding also relates to Bower's (1973) assertion that some people think of television

as primarily an entertainment medium and may not perceive news and public affairs programs as distinct categories of television content.

#### 7. Gratification-Seeking and Attention to International News Reports:

Previous television news gratifications studies have unearthed two elements in the news viewing situation. First, the studies have shown that certain perceived needs of the individual generally motivate viewing of news coverage on television. Second, the studies have indicated that general gratification-seeking from watching news coverage on television may be dichotomized into cognitive or information-related and affective or less information-related gratifications. These two elements in the news viewing situation are applicable to all news reports on television--political news reports, economic news reports as well as reports about international events. The focus in this dissertation is on television network news coverage of international events.

Among the audience members of international news coverage on television newscasts are: (1) individuals who watch the news coverage primarily for cognitive gratifications and (2) individuals who expose themselves to the coverage primarily for affective gratifications. But the dichotomy of gratification-seeking into primarily cognitive and primarily affective does not preclude the co-existence in one news viewer of both gratification-seeking dimensions, as Gantz (1975, p. 26) indicates. However, the issue here is the magnitude



of the gratifications sought from viewing the news coverage. What is being propounded here is that some viewers of international news coverage on television network newscasts watch the coverage more for information-related reasons than for less information-related reasons. Conversely, some individuals watch the coverage more for less information-related than for information-related reasons.

Katz, Gurevitch and Haas (1973, p. 166) have observed that the search for information from the mass media is motivated by "needs related to acquisition or strengthening of information, knowledge and understanding--these can be called cognitive needs." Maslow (1963) contends that human organisms are characterized by a curiosity motive and that every human being has a need to know and understand his external environment. To satisfy this need for cognition, to fill in the missing details of a cognitive map, individuals engage in information-seeking behaviour (McCombs, 1972, p. 181). It is such engagement in information-seeking behaviour which is conceived of under the gratifications model as cognitive gratification-seeking.

When the news viewer watches televised news coverage of international events primarily for cognitive gratifications, s/he searches for inputs from the factual information content of the coverage which is perceived to be helpful for knowledge and comprehension of the world environment. Information-related gratifications may be sought from watching international news coverage on television network newscasts for such

diverse purposes as: (1) to fill up one's knowledge gaps about the world situation, (2) to help form one's opinion about international events and (3) for information to use in interpersonal discussions of international news issues.

On the other hand, a news viewer who watches international news coverage on television newscasts primarily for affective gratifications may be motivated by "needs related to acquisition or strengthening of ... pleasurable and emotional experience or affective/entertainment needs" (Katz, Gurevitch and Haas, 1973, pp. 166-167).

A theoretical explanation for the affective orientation to television news may be found in the feature of television news coverage itself. Palmgreen, Rayburn and Wenner (1980) have contended that the extensive use of video-tape to provide on-scene reports of events and people tends to heighten the perceived entertainment and arousal value of television news. The non-verbal communication cues involved in television news coverage such as the facial expressions of correspondents and different people in the news as well as the scenic backgrounds, the conflicts and drama of some international news stories also create a sense of excitement for some news viewers. The above supposition is attested to by research studies on visualization of television news and its impact on audience information- and entertainment-acquisition from the news.

The studies have found that visualization tends to increase the entertainment value of news stories (Hazard, 1962;

Edwardson, Grooms and Pringle, 1976). For example, Edwardson and his co-researchers found that films added to television news stories usually make the stories more interesting to the viewers but do not necessarily lead to information gain.

One might expect the two dimensions of gratification-seeking (cognitive and affective) to be differentially associated with degree of attention to international news reports on television network evening newscasts. Research studies have indicated that mere exposure to a communicated message does not constitute and ensure attention. A person exposed to mass media content tends to make a series of discriminations among the content units. Through the process of selective attention, the person selects certain units of the content to attend to and blocks out other units which s/he perceives to be irrelevant to his/her interests and needs. Given exposure, the mind of the audience exercises the option of paying or not paying attention (Bauer, 1973, p. 150). This proposition is even more relevant to exposure to television network evening newscasts.

The television network evening newscast encapsules a variety of news reports. It is a communication situation in which audience members are exposed to a gamut of stimuli. The evening news viewing situation is also likely to be fraught with a number of distracting elements. Gantz (1975), Levy, (1978) and Stauffer, Frost and Rybolt (1978) have noted that television network newscasts often compete for the individual's attention with such distractions in the home

environment as spouse, children, dinner, newspaper, games, phonograph and housework. Components of the newscasts often vie with the distractions for the news viewer's attention. As such, though individuals may be exposed to the newscasts, they may not be apt to watch the entire newscasts or focus on all components of the newscasts with equal attention. That is to say, the intensity of the news viewer's attention is likely to fluctuate during the newscasts. The intensity of the news viewer's attention may tend to attenuate when reports appear on the newscast about complex and abstract events such as international events. The tendency to be "mentally tuned out" during such complex and abstract news reports will vary depending on the gratifications which the viewer seeks from the news coverage.

We can postulate that news viewers who seek primarily cognitive gratifications from the coverage will exhibit a higher degree of attention to international news reports than news viewers who seek primarily affective gratifications. This proposition is based on the gratifications model which indicates that purposive search for information from the media content is a positive propeller of attention to the content units. The main need propelling the cognitive gratification-seeking news viewer is the need for information. For a better assimilation of the information about international events upon which depends fulfillment of this need, this news viewer has to exercise a considerable degree of attention. On the other hand, a news viewer who seeks primarily affective

gratifications from the coverage can afford to pay less intense attention to the factual information about the news reports. Fulfillment of the need for entertainment will not be dependent on substantial degree of mental concentration on the news reports.

The first set of research hypotheses outlined on page 53 are intended to test the proposed relationships between the two dimensions of gratification-seeking and degree of attention to international news coverage on television network evening newscasts.

The role of the two dimensions of gratification-seeking in explaining the degree of attention to international news coverage on television network newscasts cannot be explored in isolation from other relevant factors. Such other factors as interest in international/foreign news topics, level of education and the individual's sex have been established in repeated investigations to be meaningfully associated with exposure to international news and information in the media (Star and Hughes, 1950; Hero, 1959; Robinson, 1967b; Kim, 1974).

The available empirical evidence indicates that individuals with a higher level of education are more likely to expose themselves to international news covered by the media than individuals with lower level of education. Interest in international or foreign news has likewise been found to be positively associated with exposure to international affairs news and information in the media. Kim (1974) also found

evidence which indicated that sex was a significant determinant of the amount of time respondents spent reading foreign news in newspapers. Male readers generally showed a higher degree of foreign news exposure than female readers. Both Hero (1959) and Robinson (1967b) reported that men were more likely than women to read international news in newspapers.

Of central interest here is the association between cognitive and affective gratification-seeking and attention to international news coverage on television network newscasts. But, to be definitive, an examination of the role of gratification-seeking must take account of the factors which have been found to contribute to the individual's exposure to international affairs news and information in the media. The role of the two dimensions of gratification-seeking in predicting the degree of attention to international news coverage on television network newscasts can be assessed by examining them in conjunction with the relevant factors.

It is posited that when considered in the context of other relevant variables, gratification-seeking will account for a significant portion of the variance in degree of attention paid to international news coverage on television network newscasts. This proposition is premised on evidence presented by Palmgreen and Rayburn (1979) who found that uses and gratifications measures were significant predictors of public television viewing in the context of such traditional correlates as educational and income levels.

Research hypothesis 2 stated on page 53 is intended to assess the collective and individual predictive power on degree of attention to international news coverage on the newscasts of (1) cognitive gratification-seeking, (2) affective gratification-seeking, (3) interest in foreign news topics, (4) educational level, (5) age and (6) sex. The individual contributions of the predictor variables will be compared and their collective contribution will be examined to determine how much variance they account for in the criterion (degree of attention to international news coverage on television network newscasts). The objective here is to determine the degree to which knowledge of respondents' cognitive and affective gratification-seeking will aid in predicting how much attention they give to international news items reported on television network newscasts after controlling for the effects of the other variables.

#### 8. Antecedent Conditions and Gratification-Seeking:

The gratifications model postulates that the kinds of gratifications which the individual seeks from the media content are dependent on the individual's social and psychological conditions. The social and psychological conditions are considered as antecedents to gratification-seeking from the media. McQuail, Blumler and Brown (1972, p. 115) have noted:

The audience member temporarily occupies a particular position in relation to what he is viewing, a position affected by a large number of factors, including those deriving from his personality,

social background, experience, immediate social context and, of course, from the content itself. He brings certain expectations and responds in line with these, and he derives certain affective, cognitive and instrumental satisfactions.

A number of sociological and personality characteristics have been found in previous studies to relate to international orientation. Psychological attributes such as low authoritarianism, low ethnocentrism and high cosmopolitanism have been demonstrated to associate with positive attitude towards foreign nations and people and worldmindedness (MacKinnon and Centers, 1956; Perlmutter, 1957; Smith and Rosen, 1958; Faris, 1960; Richman, 1972).

Two antecedent conditions of relevance in the domain of gratification-seeking from international news coverage on the newscasts are: (1) interest in foreign news topics and (2) educational level of the news viewers. The two factors are examined in the present investigation in terms of their associations with the cognitive dimension of gratification-seeking from international news coverage on the newscasts. The factors are viewed as antecedents to perceived need for information from the media and as determinants of information-processing among the audience. This section presents a discussion of the theoretic relationships between each antecedent factor and information-seeking from the media. First is a discussion of the association between interest in foreign news topics and information-seeking about international affairs from the media.



Appearing through mass communication research with consistency and regularity is the finding that antecedent self-expressed interest in a topic area is positively related to media behaviour. Members of a mass audience who are interested in a topic are most likely to pick up information on that topic conveyed through the mass media. On the other hand, those who are relatively uninterested in a topic are not likely to encounter any information about the topic in the media or if they do, are likely to "tune out" (Swanson, 1951; Robinson and Swinehart, 1973; Atkin, Galloway and Nayman, 1976; Genova and Greenberg, 1977).

In their investigation of audience reaction to political advertising during two gubernatorial campaigns in 1970, Atkin, Bowen, Nayman and Sheinkopf (1973) found evidence which supported the relationship. Atkin and his colleagues reported that availability of political ads on television was unrelated to the attention given them. But, interest in the campaign contributed significantly to attention patterns among the audience. Audience-oriented studies of international news communication by Hero (1959) and Robinson (1967a) have also empirically found a relationship between interest and information-acquisition about international events from the media. Their surveys of American citizens demonstrated a positive association between expressed interest in foreign news topics and exposure to international news content in the media.

In his study of mass media exposure and world affairs knowledge among a sample of adult Americans, Hero (1959)

found self-expressed interest in foreign news topics to be a substantial positive motivation of exposure to international news information in the media. Robinson (1967a) also found interest to be a significant determinant of exposure to press coverage of world affairs in his 1964 survey of Detroit residents.

As a theoretical construct, interest in a topic area generates or enhances the need for information about that topic. Explicating on the central bearing of interest on active information-seeking in the mass media, Genova and Greenberg (1977, p. 3.) have observed: "interest may guide information-seeking from the media; given exposure, presence or absence of interest may intervene with the kinds of attention given different areas and components."

Interest in foreign news topics is thought of in this study as a factor which motivates the search for knowledge and information about international events reported on television network newscasts. The existence of an interest in foreign news appears to be a necessary condition both for information-seeking about and attention to international news reports on the newscasts.

In the perspective of the gratifications model, a news viewer who has high interest in foreign news topics may have a stronger need for information relating to international news events than individuals with low interest. News viewers who have interest in foreign news topics may seek cognitive gratifications from watching international news coverage on

the newscasts. Hypothetically, it seems plausible to expect interest in foreign news topics as an antecedent psychological condition to vary directly with cognitive gratification-seeking from watching international news coverage on the newscasts.

News viewers' cognitive gratification-seeking from news reports on international events may be further discussed in the context of their level of education. Like interest in foreign news topics, education is considered here as an antecedent condition to gratification-seeking from international news coverage on the newscasts. A number of studies in the United States have established that education is a significant predictor of exposure to international news content in the mass media. As early as 1950, Star and Hughes (1950) reported that the international news content of the media during the classic six-month media campaign to popularize the United Nations in Cincinnati reached 68 percent of college educated respondents, 43 percent of the high school educated and 17 percent of the elementary school educated.

Level of education was also found by Hero (1959) and Robinson (1967a) to be the main sociological variable which best predicted readership of international news from newspapers. Robinson, for instance, reported a correlation of .45 between education and a world affairs information score. Robinson (1967b) again found that more educated people tend to pay more attention to world affairs information transmitted via the mass media. Education was positively correlated

at .31 and .34 with exposure to international news in newspapers and interpersonal discussion of international news with friends and work associates.

Theoretically, it seems education broadens the individual's scope of interest and sphere of experience. It also tends to imbue in the individual a wide range of formal knowledge about his immediate society and the outer world. The sociological literature is replete with empirical evidence showing that as educational level increases, the individual's knowledge horizon expands and his world outlook broadens. In addition, the number of years of formal schooling the individual acquires helps develop his cognitive and communication skills. Such a development, in turn, facilitates the acquisition of information about and comprehension of complex issues such as science, public affairs and international events (Smith, 1961; Wade and Schramm, 1969; Stephens and Long, 1970). News about such issues are often presented in complex sentence structure and special vocabulary which, as Stauffer, Frost and Rybolt (1978) have indicated, may constitute considerable problems for the less-educated.

If education sharpens the individual's cognitive and communicative skills and makes him more predisposed to acquire and psychologically process complex information, one would expect that the better educated among the general news audience would be more likely to seek cognitive gratifications from international news coverage than the less educated. Put in different words, years of formal schooling ought to

show a positive association with both information-seeking and with a general degree of attention to international news reports on the newscasts.

The relationships proposed between interest in foreign news topics and educational level as antecedent conditions and cognitive gratification-seeking from watching international news on the newscasts are examined through two research hypotheses formulated on page 54.

9. Dependence on TV Networks, Gratification-Seeking and Perceived Helpfulness of Reports:

Another central issue in this investigation is the relationship between dependence on television networks for international news information, gratification-seeking and perceived helpfulness of television coverage to comprehending international news events.

Dependence on the media in general or specific media sources for information is an important variable which shapes media effects. Ball-Rokeach and DeFleur (1976) have remarked that the degree of audience dependence on media for information is a factor which must be taken into account in attempts to understand and explain when and why media affect audience belief, attitude or knowledge. The coverage of international news events differs from media to media; some media devote more space to coverage and analysis of international events than other media. Likewise, dependence on particular media sources for news and information about international news

events may vary among the audience. The amount of information and knowledge an individual audience member has about international news events is to a degree a function of the particular media sources s/he relies on for international news. The individual's level of information and knowledge, in turn, may help determine the attitude the individual has regarding international news events.

Under the gratifications model, degree of dependence on television networks for international news information reflects the individual's satisfaction with the amount and kind of information obtained from television networks about international news events. Other factors may also determine degree of dependence on television networks for international news information. These include (1) the strength of the individual's perceived need for information about international news events and (2) perception of alternative sources of international news available to the individual. The perceived helpfulness of television network coverage to comprehending international news events is a function of the degree to which the audience members rely on television networks for international news information.

Based on the gratifications model, we can postulate that as dependence on television networks for international news information increases, first, cognitive gratification-seeking will increase and second, the perceived helpfulness of television network coverage to understanding international news events also ought to increase. Individuals who rely mostly

or exclusively on television networks for their international news should be propelled more by cognitive gratification-seeking than by affective gratification-seeking to watch international news coverage on the newscasts. Similarly, individuals who depend on television for all or most of their information about international news events ought to perceive the coverage to contribute more to their understanding of international news events than individuals who are less television-dependent. The above propositions will be tested through research hypotheses  $5_a$  and  $5_b$  on page 54.

The issue of perceived helpfulness of television network coverage to understanding international news events can further be seen in terms of the kinds of motivations underlying the watching of the coverage. Content analytic studies of television network coverage of international news have indicated that the coverage tilts towards conciseness and simplicity, not depth or completeness. Batscha (1975, p. 223) has maintained that television coverage of international news is "fragmented, capsulized, superficial and evanescent and the viewer is prevented from going beyond the surface of the story presented." In a television panel discussion, Walter Cronkite cautioned:

The public is getting brainwashed into a belief that they're getting all that they need to know from television. Somehow or other, we have to teach the American people to seek more information, to be a little more discriminating, perhaps.  
(Quoted in Time Magazine, February, 1965)

Most individuals may not harbour the belief that they obtain all that they need to know about international news

events from television. Individuals, who desire to have a more complete comprehension of international news events, will have to attend to other media sources. Conversely, individuals who use other media sources more extensively than television for their information about international news events may turn to television network coverage of international news with less information-related motivations. Most of their needs for information about international news events may be satisfied by other information sources. However, individuals who are television-dependent for their international news information may turn to television networks with stronger information-related motivations.

It seems plausible to expect news viewers who watch the coverage with stronger information-related motivations to perceive the coverage to contribute more to their comprehension of international news events than those who watch it with less information-oriented motivations. News viewers who watch the reports purposely to be entertained or because they find them interesting may be less consciously involved in the informational inputs of the coverage. Put differently, news viewers' perceptions of how television network coverage helps them understand international news events will vary depending on the motivations underlying their viewing of the coverage. The last research hypothesis stated on page 54 is designed to put this proposition to empirical test.



### C. Research Hypotheses

The research hypotheses for the present study are derived from research on exposure to international affairs news in the mass media, empirical findings on television uses and gratifications and the theoretic discussion presented in the preceeding sections. The research hypotheses which will test the proposed relationships advanced in the previous sections are outlined below.

RH<sub>1a</sub> : News viewers' gratification-seeking will correlate positively with their degree of attention to international news coverage on television network newscasts.

RH<sub>1b</sub> : News viewers' attention to international news coverage on the newscasts will correlate higher with their cognitive gratification-seeking than with their affective gratification-seeking from the coverage.

RH<sub>2</sub> : In predicting degree of attention to international news coverage on television network newscasts, the gratification-seeking measures will account for a significant portion of the variance, over and above the variance accounted for by (1) interest in foreign news topics, (2) education, (3) age and (4) sex.

- RH<sub>3</sub>: The higher the level of interest in foreign news topics, the greater the cognitive gratifications sought from international news coverage on television network newscasts.
- RH<sub>4</sub>: The higher the level of education, the greater the cognitive gratifications sought from international news coverage on television network newscasts.
- RH<sub>5<sub>a</sub></sub>: The greater the dependence on the television networks for information about international news events, the greater the cognitive gratifications sought from international news coverage on television network newscasts.
- RH<sub>5<sub>b</sub></sub>: The greater the dependence on the television networks for information about international news events, the greater the perceived helpfulness of television network coverage to understanding international news events.
- RH<sub>6</sub>: Cognitive gratification-seeking will account for more variance in news viewers' perceived helpfulness of television network coverage to understanding international news events than affective gratification-seeking.

#### 1. Rationale for Hypotheses:

Research hypotheses  $1_a$  and  $1_b$  are related to the theoretical proposition that gratification-seeking is a positive propeller of attention to international news reports on the

newscasts. The hypotheses are also related to the proposition that cognitive gratification-seeking will generate more attention to the news reports than affective gratification-seeking. In both research hypotheses  $1_a$  and  $1_b$ , the independent variables are cognitive gratification-seeking and affective gratification-seeking. The dependent variable is degree of attention to international news coverage on the newscasts.

Gantz's (1975) and Neuman's (1976) studies provide the empirical basis for the hypotheses. Their findings indicate that news viewers who were information-acquisition motivated recalled more news items than news viewers who were less information-acquisition motivated. The findings suggest that information-related gratification-seeking generates greater attention to the news items than less information-related gratification-seeking.

Research hypothesis 2 suggests that the news viewer's gratification-seeking, level of interest in foreign news topics, level of education, age and sex will contribute significantly to a prediction of that individual's degree of attention to international news reports when watching television network newscasts. Embedded in research hypothesis 2 is the idea that a news viewer's gratification-seeking will help us predict that news viewer's attention to international news reports on the newscasts, over and above that news viewer's interest in foreign news topics, educational level, age and sex. The predictor variables in this research hypothesis are: (1) cognitive gratification-seeking,

(2) affective gratification-seeking, (3) interest in foreign news topics, (4) education, (5) age and (6) sex. The criterion variable is degree of attention to international news coverage on television network newscasts.

The rationale for the hypothesis partly stems from the findings by Hero (1959), Robinson (1967a) and Kim (1974) which suggest that interest in foreign news topics, education, age and the individual's sex are significant determinants of exposure to international affairs content in the media. Lending further empirical support to the hypothesis is the finding by Palmgreen and Rayburn (1979) which indicated that, when the traditional demographic variables are controlled, gratification-seeking measures were significant determinants of exposure to the media.

Research hypotheses 3 and 4 indicate that news viewers who have high interest in foreign news topics and high level of education are more likely to seek factual information related to international news covered on the newscasts than affective gratifications. In research hypotheses 3 and 4, the independent variables are level of interest in foreign news topics and level of education respectively. The dependent variable in both hypotheses is cognitive gratification-seeking from international news coverage on the newscasts.

The two hypotheses are rooted in the theoretical assumptions of the gratifications model that the individual's sociological and psychological conditions partly impinge on the kinds of gratifications sought from the media content.

Studies by Star and Hughes (1950), Hero (1959) and Robinson (1967a) also lend empirical weight to the two hypotheses. The studies found evidence indicating that interest in foreign news topics and level of education are positive correlates of information-seeking about international events from the media.

Research hypotheses  $5_a$ ,  $5_b$  and 6 postulate positive relationships between (1) dependence on television networks for information about international events, (2) gratification-seeking and (3) perceived helpfulness of television network coverage to understanding international news events.

The relationships posited in research hypotheses  $5_a$  and  $5_b$  are based on the theoretical concept that dependence on television networks for international news stems from a satisfaction from the coverage of the individual's need for information and knowledge about international news events. They are also based on the notion that perceived helpfulness of the coverage is partly a function of the degree of audience members' reliance on television networks for such information. Empirical evidence for hypothesis  $5_a$  is provided by Gantz (1975). He found that news viewers who get most or all of their news about the United States and the world from television watched the news with stronger information-acquisition motivations than diversion-acquisition motivations. The final hypothesized relationship is based on the concept that affective gratification-seeking may inhibit a conscious involvement in the informational content of the

coverage. The affective gratification-seeking news viewer will, thus, have a lesser perception of the helpfulness of the coverage than the cognitive gratification-seeking news viewer.

In research hypotheses  $5_a$  and  $5_b$ , the independent variable is dependence on television networks for information about international news events. The dependent variable in hypothesis  $5_a$  is cognitive gratification-seeking and in  $5_b$ , perceived helpfulness of the coverage towards understanding international news events is the dependent variable. Cognitive and affective gratification-seeking are the independent variables in research hypothesis 6 and the dependent variable is perceived helpfulness of the coverage towards understanding international news events.

#### D. Summary

This chapter presented a review of selected representative studies on international news communication. The main contention advanced was that the overwhelming majority of existing studies on international news communication is source- and channel-oriented. Studies which investigated the problem from the audience perspective are few. A suggestion was made that one way of redressing that imbalance is to employ a uses-and-gratifications model to explore the audience orientation to international news coverage on television network newscasts.

Subsequent to that observation, the chapter outlined: (1) the main components of the gratifications model; (2) the central concerns of research conducted in the gratifications traditions and (3) a review of television news uses and gratifications studies. Also presented in the chapter are some theoretical propositions, eight research hypotheses which will be used to test the posited relationships and rationale for each hypothesis.

## CHAPTER III

### METHODOLOGY

This chapter presents the procedures employed in collecting the data for this dissertation. The chapter outlines the questionnaire development, sampling of respondents, questionnaire administration, measurement and indexing of variables of interest in the study. Also discussed in the chapter are the testable null hypotheses and their corresponding alternatives.

The Survey Area: The data for this dissertation were collected by telephone in the Greater Lansing Area in mid-Michigan. The area comprises the city of Lansing, East Lansing, Okemos, Haslett, Bath, DeWitt, Dimondale, Eaton Rapids, Grand Ledge, Holt, Mason, Laingsburg, Perry, Potterville, Shaftsbury and Williamston. The estimated population for the survey area was 378,423 with about 75 percent residing in Lansing, East Lansing, Holt and Okemos and the remaining 25 percent in the other surrounding areas.

#### DATA COLLECTION PROCESS

##### A. Developing the Measurement Instrument

A multi-stage approach was utilized to develop measures



of gratification-seeking from watching international news coverage on television network evening newscasts. First, a preliminary study was undertaken to develop the gratification-seeking measures. Second, the measures were pre-tested and refined. Third, after the main data collection, the gratification-seeking measures were factor analyzed to determine dimensions underlying the measures. The procedure used is similar to that employed by McQuail, Blumler and Brown (1972), Gantz (1975), Wenner (1977), Levy (1978) and Blumler (1979) in their uses and gratifications studies.

#### 1. Preliminary Stage:

The first stage in developing the measurement instrument was a preliminary study conducted among 25 people who resided in the Lansing-East Lansing area.

The preliminary study was designed primarily to develop measures of gratification-seeking by generating from respondents themselves their reasons for watching international news coverage on television network newscasts. The method of generating from respondents themselves their reasons for watching international news coverage on the newscasts is congruous with the receiver-oriented nature of the present study. The rationale for utilizing this approach lies in the assumption of the gratifications model that the audience member has the capability to recognize and articulate his/her reasons for attending to the media or media fare. McQuail, Blumler and Brown (1972, p. 143) have remarked that the model assumes that "people are sufficiently self-aware to be able to report

their interests and motives in particular cases, or at least to recognize them when confronted with them in an intelligible and familiar verbal formulation."

The preliminary exploratory study involved a series of face-to-face group interviews conducted in the Lansing-East Lansing area by this researcher from May 1 to May 16, 1980. During this period, five such interviews were conducted. A questionnaire was constructed for the preliminary study (See Appendix A). It was composed of both open-ended and close-ended questions. The open-ended questions were designed to provide a frame of reference for respondents within which they would freely but systematically express their self-perceived reasons for (1) watching television network evening news programs in general and (2) in particular, for watching international news coverage on the news programs.

The introductory statement to the questionnaire was intended to establish rapport with the respondents and generate their motivation to cooperate in the interview. The statement introduced the researcher and briefly explained why respondents' views were requested. However, in order not to bias respondents' answers, the specific objectives of the study were not revealed.

After the brief introduction, the questionnaire started with questions about the frequency of watching commercial television network news programs, network news programs usually watched and general reasons for watching television news. Following these questions was a series of questions

about how and why it was important for respondents to watch reports on the news about international affairs, what was liked best and least about reports on international affairs and the degree of attention given such news reports.

Moser and Kalton (1972, p. 271) have observed that a condition for ensuring a successful interview and for eliciting meaningful responses is "cognition" or understanding by the respondents of what is exactly required of them. The statement on the questionnaire introducing the questions on international news coverage was aimed at establishing such "cognition" by explaining to respondents what was being asked of them. After respondents had given their general reasons for watching the evening news programs, they were informed:

Generally, there are different kinds of reports on television network evening news programs. For instance, there are usually reports on the political campaigns and reports on the economy. There are also reports on U.S. relations with other countries as well as reports about what goes on in foreign countries.

It was hoped that this explanatory statement would establish a means for deciding what was relevant information to give and in what terms of reference their responses should be expressed. Questions on international news coverage were grouped into those concerning reports about U.S. relations with other countries, questions on reports about events within foreign countries and questions on reports about events between two or more foreign countries. This was done to further facilitate respondents' comprehension and to elicit varied responses as well as to avoid double-barreled items.

In addition to the open-ended questions, the questionnaire contained items designed to determine: (1) perceived dependence on television network for news about international affairs; (2) perceived helpfulness of television news coverage to comprehending international news issues; (3) sources of international news information and (4) frequency of discussion of international news. Information was also gathered on demographic characteristics of respondents.

The interviews were carried out with groups of five people at a time. Generally, respondents were given copies of the questionnaire and requested to take as much time as necessary to answer them. In instances where respondents expressed inability to read because of visual and/or other disabling problems (as was the case with a 75-year-old woman), they were separated from the group, taken to a different area and interviewed. The questions were read to them and their responses were tape-recorded.

On the average, respondents completed the questionnaire in about 25 minutes. In instances where questions were read out to respondents, the interviews lasted about 5 to 10 minutes longer. A short discussion session of about 5 minutes was conducted with the group after all respondents in the group had completed the questionnaire. The discussion dealt with respondents' answers to the open-ended items on the questionnaire and was mainly aimed at requesting respondents to elucidate answers which were considered to be too general or incomplete. Probing questions designed to seek

clarification and explore ambiguous or inexplicit answers were asked of respondents. Following the recommendation of Moser and Kalton (1972, p. 277), such probing questions as: "Could you tell me more about that please?" and "Could you explain a little more fully what you mean by that?" were used to follow up inexplicit or incomplete responses.

The probing procedure was successful in getting respondents to explain such vague expressions as "to learn about interaction among foreign nations," "because nations are interdependent," and "how people in foreign countries are sensitive to the United States." When requested to give meanings of such expressions, respondents tended to explain with such statements as: "How foreign countries deal with each other;" "We all live in the same world and what happens in one country can affect our lives;" and "To see how people in other countries think about us." The researcher considered such statements as simple and meaningful explanations of the vague expressions.

During the discussion, respondents were also requested to indicate questionnaire items which they found difficult to answer or which did not make much sense to them.

Respondents' answers to all the probing questions and their views about the difficulty or inappropriateness of questionnaire items were tape-recorded for subsequent transcription and analysis. It was hoped that by requesting members of the group to complete the questionnaire on their own before the discussion, the likelihood of one individual's

responses influencing other group members, and, thus, introducing an element of bias in the responses would be minimized.

Data collected in the preliminary study were analyzed in two ways. First, responses to the open-ended questions, which sought to determine gratification-seeking from watching international news coverage on the newscasts, were content analyzed. The objective of the content analysis was to isolate statements about why respondents watched reports on the news programs about international affairs. The content analysis produced 12 first-person statements indicating reasons which respondents stated for watching international news coverage on the newscasts. Table 1 presents a list of the respondent-generated gratification items and the number of respondents among the 25 people who stated each reason. It must be noted here that respondents could and did give multiple answers to the open-ended questions.

After the gratification-seeking items had been isolated, they were categorized into two components. These two components were categorized as: (1) cognitive component or information-related gratification-seeking and (2) affective component or less information-related gratification-seeking. The categorization was based on (1) the perceived similarity among the content of the items, (2) existing categorization in the literature and (3) on the researcher's anticipation of item clustering in an item analysis and a factor analysis which were to be performed after the pre-test and the main study respectively.

TABLE 1: Respondent-Generated Reasons for Watching  
International News on Television Network  
Newscasts

Reason	N of Responses
1. I watch the reports to keep up with what's going on around the world . . . . .	7
2. I want to keep track of changes in our relations with other countries . . . . .	7
3. I enjoy watching pictures of the landscape and countryside in other parts of the world . . . . .	3
4. I want to know what's happening in the world and how it can affect our lives . . . . .	17
5. To find out about events which may cause conflicts or war in the world . . . . .	6
6. To find out about how other countries are dealing with their own problems . . . . .	11
7. I want to see how foreign countries deal with each other . . . . .	4
8. Some of the pictures shown of foreign people and places are interesting to me . . . . .	3
9. I enjoy watching different people in different situations around the world . . . . .	4
10. I find it interesting to see reports that give you a look at other countries . . . . .	4
11. To learn about what citizens of other countries think about the United States . . . . .	4
12. I find it exciting to watch some of the reports on events in other countries . . . . .	6

NOTE: N is the number of respondents in the total sample (25) who stated the reason.

The first component of seven items relates to the goal of understanding international issues and points to a cognitive orientation whereby the individual watches international news reports on the newscasts primarily for information and knowledge about the wider world around him. The set of cognitive gratification-seeking items are:

1. I watch the reports to keep up with what's going on around the world.
2. I want to keep track of changes in our relations with other countries.
3. I want to know what's happening in the world and how it can affect our lives.
4. To find out about how other countries are dealing with their own problems.
5. To find out about events which may cause conflicts or war in the world.
6. I want to see how foreign countries deal with each other.
7. To learn about what citizens of other countries think about the United States.

The other set of five items points to an affective orientation whereby the individual seeks for excitement, diversion and entertainment from watching the reports. The set of affective gratification-seeking items are:

1. I enjoy watching pictures of the landscape and countryside in other parts of the world.
2. Some of the pictures shown of foreign people and places are interesting to me.
3. I enjoy watching different people in different situations around the world.
4. I find it interesting to see reports that give you a look at other countries.
5. I find it exciting to watch some of the reports on events in other countries.



Previous gratification studies yielded some gratification items which are relevant to the present investigation. Eight relevant items generated by previous researchers are:

1. To keep up with events in other countries.
2. To keep up with our country's relations with other countries.
3. To understand what goes on in the world.
4. To participate in the experiences of people in other countries.
5. Watching reports about other countries keeps me in touch with the rest of the world.
6. To assure that everything in the world is pretty much the same.
7. To know what the world thinks about us.
8. To understand some of the problems facing people all over the world.

The items were generated from studies by Katz, Gurevitch and Haas (1973); McQuail, Blumler and Brown (1972); Gantz (1975); Greenberg (1974); Levy (1978) and Blumler (1979).

A comparison between the items existing in the literature and the items generated from respondents in the group interviews conducted in the present study is both educative and illustrative. The set of gratification items generated from respondents in the group interviews closely parallels the set of items generated from the uses and gratifications research literature. One implication of this close correspondence is that motivations underlying people's watching of news reports about events around the world are fairly stable. While the motivations may be couched in varying words, they

basically remain the same. The comparison also indicates that the preliminary group interviews succeeded in uncovering further motivations underlying watching international news reports on television newscasts.

One of the eight gratification items generated from the existing literature was selected for inclusion in the list of gratification measures used in the pre-test. The selected item was: "Watching reports about other countries keeps me in touch with the rest of the world." The main reason for adding this item was its perceived dissimilarity from the set of respondent-generated items. The item appeared to tap an aspect of gratification-seeking not revealed by the respondent-generated items. As already indicated above, the other items are very similar to those generated from respondents in the group interviews.

No formal statistical analysis was performed on responses given to the other items. Instead, the responses were scrutinized to determine the extent to which the questions were eliciting meaningful information. Also, respondents' comments on the questions, given during the discussion, were examined for suggestions on question modifications. The scrutiny of the responses revealed that the distinction made between (1) news about events within foreign countries and (2) news about events between two or more foreign countries was purely academic. It had been hoped that differentiating among three categories of international news coverage on the newscasts would help generate varied responses. However,

analysis of the responses and the post-interview discussion showed that most of the respondents only distinguished between news about U.S. relations with other countries and news about foreign countries in general.

The close similarity in responses given to questions on (1) news about events within foreign countries and (2) news about events between two or more foreign countries demonstrated that such a distinction was an academic nicety to most of the individuals interviewed. A decision was, thus, made to collapse those two categories. Two categories of international news coverage were used in the questionnaire for the pre-test and the main study. The two categories were: (1) news about U.S. relations with other countries and (2) news about foreign countries.

A scrutiny of the answers also indicated that some respondents found inappropriate the response categories provided for the question on frequency of watching television network evening news programs. Respondents were requested to state the number of times a week they watched commercial television evening news programs. They were provided with seven response categories: never; less than once a week; one; twice; three times; four times; almost every evening. But respondents who watched the evening news programs on more than one network (for instance, on CBS News at 6:30 and on NBC News at 7 p.m.) could not appropriately fit themselves into any of the response categories given. To accommodate such respondents, it was necessary to slightly modify the

question on frequency of watching television network evening news programs. In both the present and the main study, respondents were asked: "About how many days a week do you watch television network news programs shown each evening on CBS, NBC and ABC?" Four response categories were provided, namely: less than once a week, one evening a week, a few evenings a week and almost every evening. In the main study, "never" was substituted for "less than once a week."

## 2. Pre-Testing the Measurement Instrument:

The second stage in the development of the questionnaire entailed a pre-test of the gratification-seeking items and measures of other variables in the study.

Respondents in the pre-test were randomly selected from the 1980/81 Lansing Area Telephone Directory. A systematic probability sample of 80 numbers was selected for the pre-test and telephone interviews were conducted during a seven-day period from June 20 to June 27, 1980. The telephone interviews were conducted by a team of eight interviewers, made up of two senior undergraduate and six graduate students in the School of Journalism and the Telecommunications Department at Michigan State University.

The telephone interviews were conducted from the interviewers' own homes and offices. After a 90-minute training session, each interviewer was given a set of ten questionnaires and ten telephone numbers and an instruction sheet on the conduct of the interviews. Interviewers were instructed to conduct the interviews between 7 p.m. and 9:30 p.m. and

to make at least three callbacks on all "no answer" and "busy" numbers during the seven-day period.

On the average, it took about ten minutes to complete each telephone interview. Of the total sample of 80, 52 interviews (65 percent) were completed and 14 respondents (17.5 percent) refused to be interviewed. Seven persons (8.8 percent) disconnected their telephones after they had initially agreed to the interview and there were "no answers" on seven (8.8 percent) of the numbers. Twenty-two out of the 52 respondents (42.3 percent) were males and the remaining 30 respondents (57.7 percent) were females. On the average, respondents had some college education and their ages ranged from 19 to 82 years old with a mean age of 43 years. (See Table 22 in Appendix E for a full discription of sample characteristics.)

The pre-test was done with three main objectives. First, it was done to refine the gratification-seeking measures. This was to be accomplished by (1) determining if gratification-seeking items which had initially been grouped into the same components would, indeed, cluster together in an inter-item correlation analysis and (2) selecting a few items which best represent each component of gratification-seeking. Second, the pre-test was designed to ascertain the extent to which questions intended to measure the other variables could obtain useful information in terms of the meaningfulness of the responses elicited. The pre-test was also aimed at determining the reliability of the scale developed to measure

general interest in foreign news topics. Finally, the pre-test was conducted to determine the adequacy of the whole measurement instrument. In testing out the adequacy of the measurement instrument, the following factors were considered: (1) the appropriateness of administering the questionnaire over the telephone; (2) the clarity of questionnaire items and instructions given to both interviewers and respondents and (3) interviewers' comments on how the interviews progressed, problems they encountered and, based on their experience with the interviews, their suggestions for modifications in the questionnaire.

A pre-coded questionnaire containing mainly close-ended items was constructed for the pre-test (See Appendix C). Items on the questionnaire were designed to measure:

1. frequency of viewing television network evening news programs and network news usually watched--i.e., Questions 1, 2, and 3;
2. gratification-seeking from watching international news coverage on the news programs--i.e., Questions 4 through 16;
3. dependence on television for information about international events--i.e., Questions 17 and 18;
4. perceived helpfulness of international news coverage on television network towards comprehending international news events--i.e., Questions 19 and 20;

5. general interest in foreign news topics--i.e., Questions 21 through 30;
6. educational level--i.e., Question 31;
7. age--i.e., Question 32 and
8. sex--i.e., Question 33.

The section of the questionnaire devoted to measuring gratification-seeking contained 13 items. As discussed in an earlier section, 12 of the items were generated from respondents in the group interviews conducted at the preliminary stage of this dissertation. The other item was selected from a set of gratification-seeking measures generated from the existing literature on uses and gratifications of television news.

Two minor modifications were made in the wording of the gratification-seeking items. First, all first person pronouns were changed to the second person pronouns to make the statements sound more natural when read to respondents by the interviewers. For instance, "I watch the reports to keep up with what's going on around the world" was modified to "You watch the reports to keep up with what's going on around the world." Second, to maintain uniformity in the construction of the reason-statements, all infinitively-worded statements were changed to conjunctive expressions. Thus, "To find out how other countries are dealing with their own problems" was modified to "Because you want to find out how other countries are dealing with their own problems."

The 13 gratification-seeking items used in the questionnaire are:

1. Because you want to keep track of changes in United States relations with other countries.
2. Because you want to keep up with what's going on around the world.
3. Because you enjoy watching pictures of the landscape and countryside in other countries.
4. Because you want to know what's happening in the world and how it can affect your life.
5. Because some of the pictures shown of foreign people and places are interesting to you.
6. Because you want to find out about events which may cause conflicts in the world.
7. Because you enjoy watching different people in different situations around the world.
8. Because you want to find out about how other countries are dealing with their own problems.
9. Because you find it exciting to watch some of the reports on events in other countries.
10. Because you want to see how foreign countries deal with each other.
11. Because you find it interesting to see reports that give you a look at other countries.
12. Because you want to learn about what citizens of other countries think about the United States.
13. Because watching reports about other countries keeps you in touch with the rest of the world.

To explain to respondents what was being asked of them and to elicit meaningful responses, interviewers read the following introductory statement to the section of the questionnaire which contained the gratification-seeking items:



We are interested in the reasons why people watch different reports on the network evening news programs. Here are some reasons a person may have for watching reports on network evening news programs about United States relations with other countries and reports about foreign countries. As I read each reason, please rate on a scale of zero to 100 percent how important it is to you when you watch the news reports. If the reason is very important to you, you would rate it 100 percent. If it is not important at all, you would rate it zero percent. If it is somewhere in between, you would rate it accordingly between zero and 100 percent.

After this introduction, respondents were read each of the 13 gratification-seeking items. Respondents indicated the degree of importance each reason had for them on a percentage scale which ranged from zero percent for "not important at all" to 100 percent for "very important." To minimize the potential effect of response sets, the cognitive and affective gratification-seeking items were approximately alternatively ordered in the section.

An inter-item correlation analysis was performed on the data collected on the gratification-seeking measures. This analysis indicates the patterns of relationships among items or measures and shows if and how much the items share the same underlying concept. The inter-item correlation analysis was aimed, first, at ascertaining the extent to which items within each proposed gratification-seeking component correlated with one another and, second, to select from each component a few items which best reflect that component for inclusion in the final measurement instrument. It was anticipated that items previously grouped in the same component would correlate higher with one another than with items grouped in a different component.

Pearson product-moment correlation coefficients were computed among the 13 gratification-seeking items. A correlation coefficient indexes the degree and direction of the relationship between variables. Table 2 presents a correlation matrix for the 13 gratification-seeking measures used in the pre-test. The average inter-item correlation coefficient is .36. An examination of the patterns of correlations reveals that the measures tend to break into two groups, as has been previously proposed. One group is composed of items 1, 2, 4, 6, 8, 10, 12, and 13 which predominantly point to a cognitive component of gratification-seeking, a motivation to learn or acquire knowledge about some aspects of the world situation. The other group contains items 3, 5, 7, 9, and 11 which comprise an affective component of gratification-seeking and reflect the notion of watching the news coverage primarily for entertainment and other less information-acquisition purposes.

The correlation coefficients are rearranged in Tables 3, 4 and 5 to give a better picture of the patterns of relationships among the gratification-seeking measures.

Presented in Table 3 are the correlations among the cognitive gratification-seeking measures. The mean inter-item correlation among this subset of measures is .40. Table 4 contains the correlations among the affective gratification-seeking measures. The mean inter-item correlation among this subset is .35. The correlations among the cognitive gratification-seeking measures and the affective

TABLE 2: CORRELATION MATRIX OF GRATIFICATION ITEMS

Item	*1	2	3	4	5	6	7	8	9	10	11	12	13
1	1.00												
2	.48	1.00											
3	-.05	-.26	1.00										
4	.45	.34	-.03	1.00									
5	-.04	.01	.38	.18	1.00								
6	.32	.54	-.06	.67	.06	1.00							
7	.28	.02	.51	.32	.49	.09	1.00						
8	.33	.17	.08	.27	.30	.17	.37	1.00					
9	.07	.08	.45	.22	.52	.29	.65	.38	1.00				
10	.37	.45	-.01	.47	.13	.51	.36	.73	.48	1.00			
11	.34	.27	.25	.11	.37	.13	.42	.36	.51	.48	1.00		
12	.51	.32	.11	.16	.21	.11	.25	.36	.25	.35	.61	1.00	
13	.47	.62	-.13	.40	.11	.55	.14	.19	.28	.47	.41	.59	1.00

\*These numbers correspond with item numbers as described on page 76.

TABLE 3: CORRELATION MATRIX--  
COGNITIVE GRATIFICATION ITEMS

Item	*1	2	4	6	8	10	12	13
1	1.00							
2	.48	1.00						
4	.45	.34	1.00					
6	.31	.54	.67	1.00				
8	.33	.17	.27	.17	1.00			
10	.37	.45	.47	.51	.73	1.00		
12	.51	.32	.16	.11	.36	.35	1.00	
13	.47	.62	.40	.55	.19	.47	.59	1.00

\*These numbers refer to item numbers as described on page 76.

TABLE 4: CORRELATION MATRIX--  
AFFECTIVE GRATIFICATION ITEMS

Item	*3	5	7	9	11
3	1.00				
5	.38	1.00			
7	.51	.49	1.00		
9	.45	.52	.65	1.00	
11	.25	.37	.42	.51	1.00

\*These numbers refer to item numbers as described on page 76.

TABLE 5: CORRELATIONS OF COGNITIVE AND AFFECTIVE GRATIFICATION ITEMS

Item	*1	2	4	6	8	10	12	13
3	-.05	-.26	-.03	.06	.08	-.01	.11	-.13
5	-.04	.01	.18	.06	.30	.13	.21	.11
7	.27	.02	.32	.09	.37	.36	.25	.14
9	.07	.08	.22	.29	.37	.47	.24	.28
11	.34	.27	.11	.13	.36	.45	.61	.41

\*These numbers refer to item numbers as described on page 76.

gratification-seeking measures are shown in Table 5. An inspection of the correlation coefficients presented in the tables indicates that there are two possible dimensions underlying audience members' gratification-seeking from watching international news coverage on network news programs. This is seen, first, in the fact that, with a few exceptions, most of the measures which were previously grouped together exhibit moderately high correlations with other items within the same component and, second, the correlations of items across the two components are generally low. The relationships within the subsets of the measures are generally higher than those between the subsets. A factor analytic approach will be used after the main study to determine whether and to what degree the gratification-seeking items can be explained by fewer underlying dimensions.

### 3. Selecting Gratification Items:

In order to determine items which could best reflect each gratification-seeking component, two sets of corrected item-total correlation coefficients were computed, one for each component. Respondents' scores on items in each component were summed over all the items in that component and corrected item-total correlations were computed for each item. The correction in computing the product-moment correlations between each item and the total scores of items in the component was used to rectify an artifact in the correlations. Nunnally (1978) has observed that in correlating an item with total scores, the fact that the item is a part of the total scores must be kept in mind. This fact makes the correlations higher than it would be if the items were correlated with scores on all other items. The following correction formula (Nunnally, 1978, p. 281) is used to remove this spurious element from the item-total correlations:

$$r_{1(y-1)} = \frac{r_{y1}sd_y - sd_1}{\sqrt{sd_1^2 + sd_y^2 - 2sd_1sd_yr_{y1}}}$$

where,

$r_{y1}$  = correlation of item 1 with total score y

$sd_y$  = standard deviation of total scores

$sd_1$  = standard deviation of item 1

$r_{1(y-1)}$  = correlation of item 1 with sum of scores on all items exclusive of item 1



TABLE 6: RANK ORDER OF ITEM-WITH-TOTAL SCORE  
CORRECTED CORRELATION COEFFICIENTS  
OF GRATIFICATION ITEMS

Item Description	Corrected Correlation with Total Score in Component
<u>Cognitive Component</u>	
1. Because you want to see how foreign countries deal with each other . . . . .	.694
2. Because watching reports about other countries keeps you in touch with the rest of the world . . .	.684
3. Because you want to keep track of changes in United States relations with other countries . . .	.599
4. Because you want to keep up with what's going on around the world . . . . .	.598
5. Because you want to find out about events which may cause conflicts in the world . . . . .	.577
6. Because you want to know what's happening in the world and how it can affect your life . . . . .	.554
7. Because you want to learn about what citizens of other countries think about the United States . . . . .	.483
8. Because you want to know how other countries are dealing with their own problems . . . . .	.459
<u>Affective Component</u>	
1. Because you find it exciting to watch some of the reports on events in other countries . . . . .	.729
2. Because you enjoy watching different people in different situations around the world . . . . .	.661
3. Because you find it interesting to see reports that give you a look at other countries . . . . .	.567
4. Because some of the pictures shown of foreign people and places are interesting to you . . . . .	.547
5. Because you enjoy watching pictures of the landscape and countryside in other countries . . .	.459



Table 6 shows the computed corrected item-total score correlation coefficients for the two components of gratification-seeking. The correlation coefficients in each component are rank-ordered from the item with the highest item-total correlation to the item with the lowest item-total correlation.

Items with corrected item-total correlations of .50 or above were selected for inclusion in the final measurement instrument as meaningful and representative measures of the two components of gratification-seeking from watching international news coverage on television network evening news programs. Six items in the cognitive component and four items in the affective component met the statistical criterion of item-total correlation of .50 or above. Nunnally (1978, p. 263) has observed that items with the highest item-total correlation account for the most variance relating to the common factor among a set of items. In addition, the selected items have the most consistent correlations with other items within the components.

The selected measures of gratification-seeking from watching international news coverage on the newscasts employed in the final measurement instrument are:

1. Because you want to see how foreign countries deal with each other.
2. Because watching reports about other countries keeps you in touch with the rest of the world.
3. Because you want to keep track of changes in United States relations with other countries.

4. Because you want to keep up with what's going on around the world.
5. Because you find it exciting to watch some of the reports on events in other countries.
6. Because you want to find out about events which may cause conflicts in the world.
7. Because you want to know what's happening in the world and how it can affect your life.
8. Because you enjoy watching different people in different situations around the world.
9. Because you find it interesting to see reports that give you a look at other countries.
10. Because some of the pictures shown of foreign people and places are interesting to you.

To minimize the potential effects of response sets, the cognitive and affective gratification-seeking items were approximately alternatively ordered in the section of the final questionnaire devoted to the gratification measures. An introductory statement to the measures was read to explain to respondents what was being asked of them and to elicit meaningful responses. The explanatory statement was identical to the one used in the questionnaire for the pre-test. Also, the same percentage scale employed in the pre-test was given to respondents to use in indicating the degree of importance each gratification-seeking statement had for them. The scale was bounded at one end by zero percent for "not important at all" and the other end by 100 percent for "very important."

#### 4. Interest in Foreign News Topics:

Interest in foreign news topics has been demonstrated in previous research to correlate positively with exposure

to international news content in the mass media. To date, however, few systematic attempts have been made to develop a standardized scale of interest in foreign news topics. Consequently, different researchers in international news communication have employed different measures. Some researchers have used behavioral and interpersonal indices of interest in foreign news and international affairs. Others have operationalized the concept in terms of the individual's own self-perceived and self-expressed assessment of his disposition to news concerning foreign countries.

Robinson (1967a), for instance, employed a series of behavioral measures of interest in international affairs in his investigation of public information about world affairs in the Detroit area in Michigan. The measures were self-reported: (1) frequency of discussion of international affairs with other people (family members and friends); (2) memberships of clubs and organizations involved in international affairs; (3) extent of personal involvement in activities of the clubs and organizations related to international affairs such as attendance of regular club meetings and hours per month spent outside regular club meetings performing activities with an international focus. Respondents' generalized interest in international affairs was indexed by summing responses across all the various measures.

McNelly (1961) employed a psychological measure in his study of meaning intensity and interest in foreign news topics. McNelly's index combined absolute scores on several

dimensions such as: "interesting ... boring," "pleasant ... unpleasant," and "would read about ... would not read about" across eight different foreign news stories culled from newspapers. The difficulty of administering a visual stimulus like the semantic differential scale over the telephone precludes the use of McNelly's scale in the present study. Moreover, just like Robinson, McNelly failed to provide any data on the reliability of his measures.

Kim (1974) also constructed a scale of interest in foreign news in his investigation of selective exposure to foreign news in newspapers. Kim's scale measured self-expressed interest in 14 categories of foreign news found in several content analytic studies to be covered by U.S. media. The 14 categories of foreign news he used in his scale are: news about armed conflicts, politics, foreign relations, defense, economics, cultures, education-science, religion, crime, judicial, human interest, social measures, sports and disasters. Kim provided his respondents with a five-point scale to use in estimating their interest in each category of foreign news. An individual's degree of interest in foreign news topics was the sum of his/her scores on all 14 categories of foreign news. Kim also failed to report any reliability coefficient for his scale.

Carlson (1960) used a similar measure to tap respondents' news interest. In a study of psychological satisfaction and news interest among college students, Carlson requested his respondents to rate on a seven-point scale

their general interest in each of 20 categories of news information. Carlson did not provide any reliability estimates for his scale.

5. Operationalization of Interest in Foreign News Topics:

Interest in foreign news topics is conceived of in this study as a psychological disposition and its operationalization is similar to that used by Carlson (1960) and Kim (1974). Ten items were employed in the pre-test to measure respondents' general interest in foreign news topics. The items used in the pre-test to construct the scale of general interest in foreign news topics are:

1. News about the economy of foreign countries.
2. News about politics within foreign countries.
3. News about sporting events in foreign countries.
4. News about racial problems within foreign countries.
5. News about disasters within foreign countries.
6. News about armed conflicts among foreign countries.
7. News about defense in foreign countries.
8. News about advances in science in foreign countries.
9. News about relations among different foreign countries.
10. News about terrorism within foreign countries.

Eight of the items were selected from the 14 categories of foreign news which Kim (1974) used in his investigation. Two other items--news about terrorism and news about racial problems within foreign countries--were selected from the

findings of Hester's (1978) content analysis of foreign news on U.S. commercial television network evening newscasts from 1972 to 1976. Hester found that, besides the 14 categories mentioned earlier, the networks also broadcast news about prominent persons in foreign countries, terrorism and race relations.

A two-fold rationale may be advanced for selecting the ten categories of foreign news. The first reason is the range provided by the categories; that is, their perceived suitability for identifying respondents' interest in different types of foreign news. Interest in foreign news topics is viewed here as a multi-faceted construct. Differential patterns of interest in foreign news topics may exist among the general population and an individual's interest in foreign news may also vary from topic to topic. It was anticipated that measuring respondents' interest in the ten categories would provide a better indication and greater variation than would be obtained by just asking respondents to indicate their general interest in foreign news without any distinction as to the type of foreign news.

Second, findings of content analyses indicate that among all categories of foreign news, the ten selected categories are the most frequently covered on television network evening newscasts (Hester, 1978). Hester found that more than three-quarters of all foreign news covered on the network evening newscasts of all three commercial television networks from 1972 to 1976 was in four categories: defense with 39.05

percent; foreign relations with 16.73 percent; domestic politics with 13.71 percent and crime-terrorism with 9.38 percent. Hester further reported that news concerning such areas as cultures, judiciary, education, religion, human interest and social measures received negligibly small amount of use by the networks. The present researcher also considered such expressions as "human interest stories" and "social measures stories" as journalistic jargon which may have nebulous meanings to the general population from which the sample for the present study was drawn.

In measuring interest in foreign news topics, respondents were provided with a five-point Likert-type scale to use in indicating their interest in each of the delineated foreign news categories. The scale was anchored at one end by "very interested" and at the other end by "not interested at all." A short statement was used in the section of the questionnaire devoted to measuring interest in foreign news topics to cue respondents to changes in the questions. The statement read:

Now here are different types of news about foreign countries which are sometimes reported on television network news programs. For each type of foreign news I read, please tell me if you are very interested, interested, not interested, or not interested at all.

After this statement, the interviewers read each of the ten types of foreign news topics and the response categories provided. The assigned scores varied from 1 for "not interested at all" to 5 for "very interested."

## 6. Testing for Reliability of the Interest Measures:

As previously stated, a major criticism of Carlson (1960), McNelly (1961) and Kim (1974) is their failure to report reliability coefficients for the scales they constructed to measure interest in foreign news topics. Kerlinger (1973) has observed that if a researcher does not know the reliability of his measures, little faith can be put in his results and any subsequent conclusions derived from them. Reliability refers to the extent to which measurements are repeatable. Put differently, reliability is "the extent to which an experiment, test or any measuring procedure yields the same results on repeated trials" (Carmines and Zeller, 1979, p. 11). In psychometric terms, reliability is "the proportion of the true variance to the total obtained variance of the data yielded by a measuring instrument" (Kerlinger, 1973, p. 434).

The data collected in the pre-test on the measures of interest in foreign news topics were item-analyzed for reliability. The procedure employed in the item analysis is discussed in Nunnally (1978, pp. 279-285). Presented here is a brief description of the steps followed in the item analysis.

The first step was to compute corrected item-total correlation coefficients for the ten items on the scale. The computed corrected item-total correlation coefficients are presented in Table 7.

The whole ten items on the scale had an initial Cronbach's alpha reliability coefficient of .706. The second step in the item analysis was to improve the reliability of the scale by



TABLE 7: ITEM-WITH-TOTAL SCORE CORRECTED  
CORRELATION COEFFICIENTS OF FOREIGN  
NEWS INTEREST MEASURES

Item Description	Corrected Correlation Coefficients
1. News about the economy of foreign countries . . . . .	.269
2. News about politics within foreign countries . . . . .	.464
3. News about sporting events in foreign countries . . . . .	-.063
4. News about racial problems within foreign countries . . . . .	.663
5. News about disasters within foreign countries . . . . .	.320
6. News about armed conflicts among foreign countries . . . . .	.400
7. News about defense in foreign countries . . . . .	.233
8. News about advances in science in foreign countries . . . . .	.323
9. News about relations among different foreign countries . . . . .	.552
10. News about terrorism within foreign countries . . . . .	.662

discarding all items whose corrected item-with-total correlation coefficients were below .30. Items whose corrected item-total correlations were below .30 were removed from the scale because such items did not explain at least 10 percent of the variance relating to the common factor among the items. Three items were deleted from the scale. These items, along with their corrected item-total correlation are listed in Table 8.

TABLE 8: ITEMS DISCARDED FROM SCALE OF  
INTEREST IN FOREIGN NEWS TOPICS

Item Description	Corrected Correlation Coefficients
1. News about the economy of foreign countries . . . . .	.269
2. News about sporting events in foreign countries . . . . .	-.063
3. News about defense within foreign countries . . . . .	.233

Psychometric theory indicates that items in a set which correlate above .30 with total score are the best items for a scale since such items have more variance relating to the common factor among the items and contribute more to the reliability of the scale (Nunnally, 1978). Seven items on the scale met this criterion. Those seven items and their corrected item-total correlation coefficients are presented in Table 9.

A Cronbach's alpha reliability coefficient for the seven items on the scale was computed. The reliability coefficient is .777 which is considered satisfactory for this study. Nunnally (1978, p. 245) has observed that for basic research, reliabilities of .70 or higher are sufficient.

Cronbach's coefficient alpha indicates the internal consistency of the seven items. Alpha is a unique estimate of the expected correlation between an actual scale (the scale of interest in foreign news topics in this study) and

TABLE 9: FINAL ITEMS ON SCALE OF INTEREST  
IN FOREIGN NEWS TOPICS

Item Description	Corrected Correlation Coefficients
1. News about politics within foreign countries . . . . .	.464
2. News about racial problems within foreign countries . . . . .	.663
3. News about disasters within foreign countries . . . . .	.320
4. News about armed conflicts among foreign countries . . . . .	.400
5. News about advances in science in foreign countries . . . . .	.323
6. News about relations among different foreign countries . . . . .	.552
7. News about terrorism within foreign countries . . . . .	.662

a hypothetical alternative form containing the same number of items (Nunnally, 1978). Cronbach's coefficient alpha is a conservative and satisfactory estimate of a measure's reliability in most situations in that the reliability of measures is seldom lower than alpha even if the items are not parallel measures (Carmines and Zeller, 1979, p. 45).

An unequal-length split-half reliability coefficient was also computed for the seven items on the scale. The items were split into two halves of three and four items respectively and a reliability coefficient was computed between the two halves, using the Spearman-Brown prophecy formula. In splitting the seven items into two halves, the even-numbered items

were placed into one subset and the odd-numbered items into the other subset.

The two subsets of the scale had a correlation coefficient of .718. This correlation coefficient indicates the extent to which the two subsets measure the same thing--i.e., interest in foreign news topics. The computed unequal-length Spearman-Brown reliability coefficient is .839 which indicates the reliability of the whole scale; that is, twice the length of each half or when the two equally reliable subsets are combined into one. The unequal-length Spearman-Brown coefficient corrects for unequal reliabilities introduced by having a different number of items in the two subsets.

All seven items listed in Table 9 were employed in the final measurement instrument as reliable measures of general interest in foreign news topics. All the items on the scale were considered to carry equal weight. An index of general interest in foreign news topics was ascertained by summing respondents' scores across all seven items. The assigned scores varied from 1 for "not interested at all" to 5 for "very interested." Respondents' scores on the scale averaged 26.2 with a standard deviation of 4.7. Scores ranged from 7 for the lowest level to 35 for the highest level of interest in foreign news topics. A correlation matrix showing the inter-item correlation coefficients for the seven items measuring interest in foreign news topics is presented in Table 20 in Appendix D.

## 7. Attention to International News Reports:

Moray (1969, p. 83) has remarked that operationalization of attention must aim at bringing the phenomenon of attention outside the skull into the domain of public observation instead of allowing it to remain in the privacy of the mental life of the individual. An ideal measurement of attention is direct and immediate observation with cameras and other mechanical devices. This sort of measurement is possible under experimental conditions. But viewing television news under experimental conditions may not accurately reflect normal viewing behaviour and mental set.

In lieu of such direct observation, an indirect measure of attention to international news coverage on television network newscasts was taken in this study. This section presents a discussion and a rationale for the measure employed.

The measure of attention to international news coverage on the newscasts used in the present study was an awareness measure. The objective of the awareness measure was to determine the number of international news items on the newscasts which respondents could identify from a checklist read to them. Each checklist contained seven items--five international news items selected from the news programs broadcast the evening of the interviews and two fake news items. A justification for using five actual international news items in the checklist is given later.

The checklist was designed to provide a contextual frame of reference for respondents to use in indicating those

international news reports they noticed while watching the newscasts. The recognition measure was based directly on actual news programs broadcast and was, thus, treated as an indicator of attention to the content units of interest in this study. The questions designed to measure attention to international news coverage on the network evening newscasts were asked only of respondents who said they had watched all or parts of the news programs broadcast on any one or more of the three commercial television networks.

A statement to the section of the questionnaire dealing with the attention measure was read by the interviewers to cue respondents to what was exactly required of them. The statement read as follows:

Please tell me if you saw or heard these stories on the network news program this evening. As I read each story, please answer "Yes," if you saw or heard the story on the news this evening and "No" if you did not.

(INTERVIEWER INSTRUCTION: READ DOWN THE LIST. READ CHECKLIST WHICH CORRESPONDS TO NETWORK RESPONDENT SAID S/HE WATCHED THIS EVENING)

The interviewers then read down a checklist of "headlines" of international news items which were reported on television network news broadcast the evening of the telephone interviews. After each item on the checklist had been read, the respondent indicated whether or not s/he noticed the story on the evening news programs. Responses to the questions were categorical. For each international news items which the respondent said s/he noticed on the network evening newscast s/he watched, a score of 1 was assigned. A respondent who said "No" to a story which was actually broadcast on the

network evening newscast s/he watched was given a score of 0 for that particular story. The scoring system was reversed for the two fake news items. Respondents were given a score of 1 for each take news item when they said they did not notice on the network evening news program, i.e., when respondents answered "No" to the fake news items. Respondents were assigned a score of 0 when they answered "Yes" to a fake news item.

The format employed in asking the awareness questions is briefly outlined below:

#### CHECKLIST OF STORIES

- |      |                                    |         |        |
|------|------------------------------------|---------|--------|
| 26.  | READ STORY HEADLINE FROM CHECKLIST |         |        |
|      | REPORTED AWARENESS                 | (1) YES | (2) NO |
| 27.  | READ STORY HEADLINE FROM CHECKLIST |         |        |
|      | REPORTED AWARENESS                 | (1) YES | (0) NO |
| *28. | READ STORY HEADLINE FROM CHECKLIST |         |        |
|      | REPORTED AWARENESS                 | (0) YES | (1) NO |

---

\*Fake news item. The numbers on the checklist corresponded with item numbers on the questionnaire.

Degree of attention to international news coverage on television network evening newscasts was operationalized as the sum of respondents' scores on the checklist. In numerical terms, the scores on degree of attention to international news coverage on the newscasts ranged from a minimum of 1 to a maximum of 7. The mean score was 5.1, with a standard deviation of 1.6.

There are two main reasons for the measure used to tap degree of attention to international news coverage on television network evening news programs. First, from an information processing perspective, attention and awareness are conceptually related. They both mark the same stage of cognitive processing of incoming mass mediated messages. In this study, they indicate the state of perceiving and taking account of international news stories covered on the newscasts. In other words, the number of international news items which an individual reports noticing on the newscasts is both a function and manifestation of the level of attentiveness accorded to those news items when they are reported on the newscasts.

Attention to mass media content (especially on the electronic media) is often measured in mass communication survey research by a retrospective self-reported level of attentiveness (Atkin and Heald, 1976; Cohen, Wigand and Harrison, 1976; Palmgreen and Rayburn, 1980). However, the present researcher considered such self-reported level of attentiveness inappropriate for the study here. This is because of the likelihood that respondents would overestimate their level of attentiveness to international news reports on the newscasts. The perceived social prestige attached to the responses in the retrospective self-report of attentiveness could impair the validity of the measurement. A second rationale for using the awareness measure, therefore, stems from the need to offset the effect of perceived social



desirability in reporting high but overestimated level of attentiveness to international news reports on the newscasts.

The awareness measure used in the present study is similar to the indirect measure of attention employed by Greenberg (1964) in his telephone survey of diffusion of news events among residents of a California city. Greenberg asked respondents about their awareness of five different news events which received varying amounts of coverage in the media. He computed an "awareness" score for each respondent by summing the number of events about which the respondent said s/he was aware.

#### Developing the Checklists:

In order to develop the checklists for the attention measurement, a research team of two persons watched and made notes from each news program broadcast on the three commercial television networks each evening of the interview period. The team was made up of the present researcher and one graduate student who assisted him.

The television network evening news programs are broadcast in the Lansing Metropolitan Area in the same time slot: 6:30 p.m. The CBS Evening News with Walter Cronkite is received in the Lansing area on Channel 6 (WJIM-TV) and ABC World News Tonight with Frank Reynolds is transmitted on Channel 12 (WJR-TV). NBC Nightly News with John Chancellor is broadcast on Channel 10 (WILX-TV). However, viewers who have cable television or a strong antenna can also receive ABC News at 6 p.m. on Channel 41 (WUHQ) and NBC News at 7 p.m.

on Channel 8 (WOTV) and CBS News on Channel 3 (WKZO-TV) at 6:30 p.m.

As the news programs were being read, the two persons took notes of all reports which dealt with United States relations with other countries and news reports about foreign countries. (Appendix C contains a copy of the form which was used to record the international news items.)

This researcher recorded the news programs broadcast on two television networks: the ABC World News Tonight broadcast at 6 p.m. on Channel 41 (WUHQ) and the CBS News at 6:30 p.m. on Channel 6 (WJIM-TV). His assistant recorded NBC Nightly News broadcast on Channel 10 (WILX-TV) at 6:30 p.m. Just before each evening newscast, this researcher telephoned his assistant to remind him of what to do during the newscasts. After each evening news programs, this researcher obtained from his assistant the notes he had taken on international news reports on NBC News. The researcher then compared the notes and selected from each network newscast five news items which dealt with international events for inclusion in the checklists. The researcher met the team of interviewers at the Telecommunications Department which served as the telephone interview center.

Three checklists were prepared every evening, one each for CBS News, NBC News and ABC News. Interviewers were instructed to read down the checklist which corresponded to the particular network respondents said they watched the evening of the interviews. As previously stated, each

evening checklist for each of the networks contained five actual international news items. Each checklist also included two fake news items which were constructed by this researcher. The fake news items were randomly ordered in the checklists.

In selecting the five actual international news items for each checklist, attempts were made to choose items which were covered across all three networks. The main aim of doing this was to maintain consistency in the types of international news reports selected. But such selection was not deemed to be very crucial. On nights when different types of international news items were broadcast on the three networks, there were differences in the types of news items selected into the checklists. Also, since the checklists were based on the news programs broadcast each evening during the interview period, the items on the checklists varied from evening to evening. However, the quantity of items in each checklist for each network throughout the period of the telephone interviews remained invariant at seven, of which two were fake. Keeping the exact number of international news items in each checklist at a constant seven ensured consistency and minimized measurement error due to variations in the number of items.

The decision to use five actual international news items in each checklist was not arbitrarily made. It was based on findings of content analytic studies which indicate that the three commercial television networks broadcast an average of 6.3 international news items per newscast (Hester, 1978;

Larson and Hardy, 1977). Larson and Hardy (1977) found that from 1972 to 1975, both ABC World News Tonight and CBS Evening News contained an average of 6.2 international news per newscast. Average international news items on NBC Nightly News was slightly higher with 6.5 items on each evening news program. This researcher also found in a content analysis of television network news programs broadcast from April 21 to April 25, 1980, that an average of seven international news items was broadcast by each of the three networks on their news programs. The increase may be attributed to the fact that the period of the study was characterized by two main international news "crises:" (1) the American hostages in Iran and (2) the Russian invasion of Afghanistan.

The decision to select five actual international news reports from the news programs was based on empirical evidence provided by content analytic studies. However, it was anticipated that on certain evenings during the interview period, fewer than five international news reports may be broadcast on any one or all three television network newscasts. In anticipation of such fluctuations in the number of international news stories covered on the newscasts, an a priori decision was made not to conduct the interviews on those evenings when the number of international news reports on CBS Evening News and one of the other two network newscasts was fewer than the desired minimum of five. This decision was based on the finding of the pre-test which indicated that most respondents in the research area watched the evening news program broadcast on CBS.

# 8. Dependence on the TV Networks for International News:

Respondents' dependence on television networks for information about international events was measured on a percentage scale which ranged from zero percent for "not dependent at all on television network" to 100 percent for "totally dependent on television network." In the pre-test, the following two items were used to index respondents' dependence on television networks for information about international news events:

1. Please tell me how much you depend on television network for information about United States relations with other countries. Here, zero equals not dependent at all on television network and 100 percent equals totally dependent.
2. On the same scale, how much would you say you depend on television network for information about foreign countries?

However, interviewers who conducted the pre-test reported having some problems with the wording of these two items and suggested a slight modification. In the final measurement instrument, the wording of the first item was slightly changed. The two items used to index respondents' dependence on television networks for international news were:

1. Please tell me how much you depend on television networks for information about United States relations with other countries. If zero equals not dependent at all and 100 percent equals totally dependent, how much do you depend on television network for information about United States relations with other countries?
2. On the same scale, how much would you say you depend on television network for information about foreign countries?

A respondent's total score on dependence on television networks for international news was the sum of his/her scores on the two components of the measure. The two indices of the variable correlated at .81 ( $p < .001$ ). Scores ranged from 0 to 200, with a mean score of 119.6 and standard deviation of 51.4. The dependence measures had a Cronbach's alpha reliability coefficient of .90.

9. Perceived Helpfulness of TV Network Coverage of International News:

Respondents' perceived helpfulness of international news coverage on television network towards understanding international news events was also measured on a percentage scale. The scale was anchored at one end by zero for "not helpful at all" and at the other end by 100 percent for "very helpful." The following two items were employed to measure this particular variable:

1. Please tell me how much reports you watch on television network about United States relations with other countries help you understand what's going on. Here, zero equals not helpful at all and 100 percent equals very helpful.
2. On the same scale, how much would you say reports you watch on television network about foreign countries help you understand events in foreign countries?

Interviewers who conducted the pre-test also reported having some difficulties with the wording of these two items. In the final measurement instrument, the wording was slightly modified. The two items employed to index respondents' perceived helpfulness of international news coverage on

television network towards understanding international news events were:

1. Please tell me how much you think reports you watch on television network about United States relations with other countries help you understand what's going on. If zero equals not helpful at all and 100 percent equals very helpful, how helpful do you think the reports are in understanding United States relations with other countries?
2. On the same scale, how much would you say reports you watch on television network about foreign countries help you understand events in foreign countries?

A respondent's total score on perceived helpfulness of television network coverage of international news events in his/her understanding of international news events was the sum of his/her scores on the two components of the measure. The correlation coefficient between the two indices of the variable was .66 ( $p < .001$ ). Respondents averaged 119.9 on the variable and scores ranged from 0 to 200, with standard deviation of 48.2. The Cronbach's alpha reliability coefficient of the measures of perceived helpfulness of the reports was .79.

#### Education:

Level of education was measured by asking respondents to give the last grade in school they completed.

Information was also gathered on three demographic variables: respondents' race, age and sex.

## B. The Main Study

The last stage in the data collection process was the actual administration of the final measurement instrument to a sample of adult respondents in the Greater Lansing Area.

The 1980/81 Lansing Area Telephone Directory, issued in May 1980, was used as the sampling frame to select a systematic probability sample of 500 numbers for the main study. The selected numbers were screened for those which had been used in the pre-test. To qualify as respondent for the study, an individual had to watch at least one television network newscast a week and had to be an adult (18 years or older).

The telephone interviews were held during a five-day period: Monday, July 21 to Wednesday, July 23; Friday, July 25 and Monday, July 28, 1980. Interviews were not conducted on Thursday, July 24, 1980 because there were fewer than five international news items on both CBS Evening News and ABC World News Tonight. The interviews were conducted from the offices of the Telecommunications Department at Michigan State University. The interviews started at about 7:30 p.m. and continued until about 9:30 each evening. A team of 10 to 12 interviewers conducted the telephone interviews every evening. Interviewers were instructed to make at least two callbacks on all "No Answer" and "Busy" numbers before the evening's interview session was over. At least six attempts were made over three days to reach "No Answer" numbers. Each interview lasted about ten minutes and an average of 83 calls were completed each evening.



In conducting the telephone interviews, a sex quota was imposed to ensure that approximately equal numbers of male and female respondents were reached. Interviewers were instructed to alternate between sexes in their choice of respondents. Interviewers were instructed that if they found it difficult to alternate between sexes in their choice of respondents for every second interview, they should attempt to balance the number of female and male respondents in every 4, 6, or 8 interviews. Put differently, interviewers were instructed that, if, say, the first three respondents they interviewed were females, they should ask for the men of the houses in the next three interviews. However, if they could not get the desired respondent, interviewers were instructed to go ahead and interview the person who answered the telephone, if s/he was an adult.

The interviews were conducted by 25 junior and senior undergraduate students in the Telecommunications Department and three graduate students at Michigan State University. The undergraduate students conducted the interviews to partially fulfill the requirements of a class in telecommunication effects and processes. They were given credits for their participation in the survey. The three graduate students who also conducted the interviews were paid for their efforts. This researcher suspected that his foreign accent might interfere with respondents' comprehension of the questions read over the telephone and slow down the interviews. Consequently, he did not participate in the actual telephone

interviews, though he closely monitored and supervised its administration.

Prior to the interviewing, the interviewers were trained by this researcher. The training was designed to ensure uniformity in administering the interviews. Four training sessions were held. Each training session lasted about 80 minutes and was made up of brief lectures in which the general purpose of the study was introduced and questionnaire items were reviewed with the interviewers. The training sessions also involved a discussion of:

1. methods of establishing rapport with respondents and motivating them to cooperate in the interviews;
2. instructions on asking the questions and recording the responses and
3. practice interviews in which each person in turn acted the role of an interviewer and respondent.

After the telephone interviews, short debriefing sessions of about 15 minutes each were held with the interviewers. At the debriefing sessions, interviewers were asked about the length of the interviews and problems they encountered with respondents.

Of the total sample size of 500, 309 interviews (61.8%) were completed and 59 (11.8%) respondents refused to be interviewed. Sixteen persons (3.2%) discontinued the interviews after they had initially agreed to be interviewed and there were "No Answers" on 39 (7.8%) of the numbers. Forty-three

numbers (8.6%) were disconnected, non-working, or nonresidential. Thirty-four respondents (6.8%) reported that they never watched television network evening news programs and interviews with them were terminated.

The 309 completed interviews were checked for errors, omissions and ambiguous classifications. The check through the completed interview schedules, along with the debriefing of the interviewers indicated that 33 (10.7%) of the 309 completed interviews were not useable. Respondents of those 33 interviews were either non-adults (less than 18 years old) or interviewers reported that those respondents had problems understanding and answering the questions. After discarding those 33 responses, a base completed useable responses of 276 were employed in the data analysis in Chapter IV.

The pre-coded questionnaire used in the main study appears in Appendix C. Items used on the questionnaire to measure the variables of interest in this dissertation have already been discussed in the preceeding sections of this chapter. The questionnaire was divided into six sections.

The first section deals with frequency of viewing television network evening news programs and network news usually watched--i.e., Questions 1 and 2. The second section is devoted to measures of gratification-seeking from watching international news coverage on television network news programs--i.e., Question 3 through Question 12.

The third section of the questionnaire contains measures of (a) dependence on television network for international

news information and (b) perceived helpfulness of television network coverage to understanding international news events--i.e., Questions 13, 14, 15 and 16. Section four of the questionnaire is composed of a series of items designed to measure respondents' general interest in foreign news topics--i.e., Questions 17 through 23.

Measures of attention to international news coverage on television network newscasts are contained in the fifth section of the questionnaire--i.e., Question 24 through Question 32. Question 24 and 25 were designed to screen respondents for the attention measures. As stated previously, those questions dealing with reported awareness of international news items on the newscasts were asked only of respondents who said they watched all or parts of the television network newscasts. The final section of the questionnaire is devoted to demographic measures: education, age, race and sex--i.e., Questions 33, 34, 35 and 36 respectively.

#### 1. Final Indices of Gratification-Seeking:

As the last stage in the development of indices of gratification-seeking from watching international news coverage on television network newscasts, a factor analysis was performed on responses gathered in the main study to the gratification-seeking items. The factor analysis was performed to determine the structural dimensions underlying the gratification-seeking items. It was anticipated that the analysis would yield two underlying dimensions relating to the two components of gratification-seeking from watching

international news coverage on the newscasts. It was further anticipated that one underlying dimension would relate to cognitive or information-oriented gratification-seeking and the other would indicate affective or less information-oriented gratification-seeking.

Prior to the actual factor analysis, the factorability of the correlation matrix of the gratification-seeking items was tested by (1) Bartlett's test of sphericity and (2) Kaiser-Meyer-Olkin measure of sampling adequacy. The two tests are employed to determine the psychometric adequacy of the correlation matrix; that is, to determine if there is a statistical justification for performing factor analysis on the correlation matrix (Dzuiban and Shirkey, 1974).

Bartlett's test of sphericity is applied under the null hypothesis that the measured variables are independent or uncorrelated. A rejection of the null hypothesis indicates that there is a significant dependence in the correlation matrix of the variables and that a factor analysis is appropriate and justified. Bartlett's test of sphericity on the correlation matrix of the gratification-seeking items was 1109.54 which, with 45 degrees of freedom, was significant at  $p < .001$ . The null hypothesis of uncorrelated variables was, thus, rejected. In other words, Bartlett's test indicated that the correlation matrix of the gratification-seeking items has a significant dependence structure to warrant an application of factor analysis.

Kaiser-Mayer-Olkin measure of sampling adequacy also assesses whether the variables are psychometrically associated with one another and, thus, whether the correlation matrix is appropriate for factor analysis. The overall measure of sampling adequacy for the correlation matrix of gratification-seeking items was .87 which is quite high. The results of both tests provide evidence that the correlation matrix is appropriate for factor analysis. (The correlation matrix of the gratification-seeking items is presented in Table 21 in Appendix D.)

The factoring method applied on the correlation matrix was principal component analysis with iteration and communality estimates in the main diagonal of the matrix. Communality is interpreted as the proportion of a variable sharing something in common with other variables in a set. The communality estimates employed in the diagonal of the matrix were the squared multiple correlation of a variable with the remaining variables. After the initial solution, an orthogonal rotation (Varimax method) was used to find a more interpretable and meaningful factorial structure. The number of factors extracted was determined by the number of the roots (eigenvalues) of the correlation matrix which were greater than or equal to 1.0.

The factor analysis produced two factors which accounted for a total variance of 92.8 percent in the correlation matrix. Factor loadings for individual gratification-seeking items are presented in Table 10.

TABLE 10: VARIMAX ROTATED FACTOR MATRIX OF  
GRATIFICATION-SEEKING ITEMS

Item	Factor 1	Factor 2
1. Because you want to see how foreign countries deal with each other . . . .	.39	.32
2. Because you find it exciting to watch some of the reports on events in other countries . . . . .	.25	<u>.53</u>
3. Because you want to find out about events which may cause conflicts in the world . . . . .	<u>.75</u>	.11
4. Because watching reports about other countries keeps you in touch with the rest of the world . . . . .	<u>.59</u>	.45
5. Because you enjoy watching different people in different situations around the world . . . . .	.11	<u>.77</u>
6. Because you want to keep track of changes in United States relations with other countries . . . . .	<u>.78</u>	.15
7. Because you find it interesting to see reports that give you a look at other countries . . . . .	.42	<u>.68</u>
8. Because you want to keep up with what's going on around the world . . .	<u>.61</u>	.37
9. Because some of the pictures shown of foreign people and places are interesting to you . . . . .	.15	<u>.61</u>
10. Because you want to know what's happening in the world and how it can affect your life . . . . .	<u>.66</u>	.28

NOTE: Entries are the factor loadings. Underlined entries indicate high loadings on each factor.

<u>Factor</u>	<u>Eigenvalue</u>	<u>Percent of Variance</u>
1	4.11	76.0
2	.89	<u>16.8</u>
	Total	<u>92.8</u>

Five items are highly loaded on Factor 1 and Factor 2 has four items loading high on it. Factor loadings indicate the correlations between the factor and the variables. Items 3, 4, 6, 8 and 10 have relatively high loadings on Factor 1 which range from .59 for Item 4 ("Because watching reports about other countries keeps you in touch with the rest of the world") to .78 for Item 6 ("Because you want to keep track of changes in United States relations with other countries"). Those five items have correspondingly lower loadings on Factor 2. All five items seem to measure the same underlying dimension and point to a cognitive or information-related gratification-seeking from watching international news coverage on the newscasts.

Items 2, 5, 7 and 9 have relatively high loadings on Factor 2 which range from .53 for Item 2 ("Because you find it exciting to watch some of the reports on events in other countries") to .77 for Item 5 ("Because you enjoy watching different people in different situations around the world"). Those four items also have relatively lower loadings on Factor 1 and appear to measure the same underlying dimension of less information-related orientation to international news coverage on the newscast. The remaining gratification-seeking item ("Because you want to see how foreign countries deal with each other") had a mixed low loading of .39 on Factor 1 and .32 on Factor 2. In view of these ambiguous mixed low loadings of Item 1, that item was not used in interpreting the factors.



Factor 1 may be identified as Surveillance/Cognitive Gratification-Seeking and it suggests an information-related orientation to international news coverage on the newscasts. The most important item defining Factor 1 is "Because you want to keep track of changes in United States relations with other countries." Factor 2 may be labelled as Affective Gratification-Seeking and it points to a diversionary, less information-related orientation to international news coverage on the newscast. The most important item defining Factor 2 is "Because you enjoy watching different people in different situations around the world."

The final measures of the cognitive dimension of gratification-seeking were:

1. Because you want to find out about events which may cause conflicts in the world.
2. Because watching reports about other countries keeps you in touch with the rest of the world.
3. Because you want to keep track of changes in United States relations with other countries.
4. Because you want to keep up with what's going on around the world.
5. Because you want to know what's happening in the world and how it can affect your life.

The final measures of the affective dimension of gratification-seeking were:

1. Because you find it exciting to watch some of the reports on events in other countries.
2. Because you enjoy watching different people in different situations around the world.
3. Because you find it interesting to see reports that give you a look at other countries.



4. Because some of the pictures shown of foreign people and places are interesting to you.

Cronbach's alpha reliability coefficient for the five measures of cognitive gratification-seeking was .85. The four measures of gratification-seeking had a Cronbach's alpha reliability of .78. The measures of cognitive and affective gratification-seeking were employed in the hypotheses testing in Chapter IV.

A respondent's score on each factor was computed by summing his/her scores on all items defining the factor. Gorsuch (1974) has provided the psychometric justification for computing respondents' factor scores by simply summing their scores on the variables which have high loadings on the factor. Also empirical evidence has shown that various methods of computing factor scores have substantially high correlations with one another (Horn, 1965; Alwin, 1973; Gorsuch, 1974).

Respondents' scores on the cognitive gratification-seeking dimension ranged from 0 to 500 with a mean score of 394.7 and standard deviation of 93.7. Respondents' scores on the affective gratification-seeking dimension ranged from 0 to 400, with a mean score of 230.8 and standard deviation of 85.3.

### C. Testable Hypotheses

Eight research hypotheses will be examined in this study. Presented below are the testable null hypotheses for the eight research hypotheses. Each null hypothesis is accompanied by the corresponding alternative research hypothesis



which will be taken to be true if the null hypothesis is rejected. The statistical level of significance for accepting or rejecting the null hypotheses will be set at  $p < .05$  alpha. This means that the probability of falsely rejecting the null hypothesis (committing Type 1 Error) would be five times in 100.

Null Hypothesis 1<sub>a</sub>:  $H_0 : r_{xy} = 0$

where,

X = news viewers' gratification-seeking;

Y = degree of attention to international news coverage on the newscasts.

In verbal terms, the null hypothesis states that there is no relationship between news viewers' gratification-seeking and news viewers' degree of attention to international news coverage on the newscasts.

Alternative Research Hypothesis 1<sub>a</sub>:  $RH : r_{xy} \neq 0$

where,

X and Y are as stated above.

The alternative research hypothesis states that the relationship between news viewers' gratification-seeking and their degree of attention to international news coverage on the newscasts differs from zero. Specifically, news viewers' gratification-seeking will correlate positively with their degree of attention to international news coverage on the newscasts.



Technique for Testing Hypothesis 1<sub>a</sub>: Pearson product-moment correlation. The Pearson product-moment correlation is a measure of association. News viewers' scores on gratification-seeking will be correlated with their scores on attention to international news coverage on the newscasts.

Null Hypothesis 1<sub>b</sub>:  $H_0 : r_{x_1y_1} = r_{x_2y_1} = 0$

where,

$r_{x_1y_1}$  = correlation between news viewers' cognitive gratification-seeking ( $x_1$ ) and their attention to international news coverage on the newscasts ( $y_1$ );

$r_{x_2y_1}$  = correlation between news viewers' affective gratification-seeking ( $x_2$ ) and their attention to international news coverage on the newscasts ( $y_1$ ).

Null hypothesis 1<sub>b</sub> states that news viewers' attention to international news coverage on the newscasts will correlate equally with their cognitive and affective gratification-seeking from the coverage.

Alternative Research Hypothesis 1<sub>b</sub>:  $RH : r_{x_1y_1} > r_{x_2y_1}$

where,

$r_{x_1y_1}$  and  $r_{x_2y_1}$  are as described above.

The alternative research hypothesis states that news viewers' attention to international news coverage on the newscasts will correlate higher with their cognitive gratification-seeking than with their affective gratification-seeking from the coverage.

Technique for Testing Hypothesis 1<sub>b</sub>: Pearson product-moment correlation and t-test of difference between correlations (McNemar, 1967, p. 158). First, news viewers' scores on attention to international news coverage will be correlated with their scores on cognitive gratification-seeking. Second, news viewers' scores on affective gratification-seeking will be correlated with their scores on attention to international news coverage on the newscasts. Third, the difference between the two correlations will be ascertained, using the following technique:

$$t = \frac{(r_{12} - r_{13}) \sqrt{(N - 3)(1 + r_{23})}}{\sqrt{2(1 - r_{12}^2 - r_{13}^2 - r_{23}^2 + 2r_{12} \cdot r_{13} \cdot r_{23})}}$$

where,

$r_{12}$  = correlation between news viewers' scores on attention to international news coverage on the newscasts and their scores on cognitive gratification-seeking;

$r_{13}$  = correlation between news viewers' scores on attention to international news coverage on the newscasts and their scores on affective gratification-seeking;

$r_{23}$  = correlation between news viewers' scores on cognitive gratification-seeking and their scores on affective gratification-seeking;

$N$  = number of respondents

The test is applied with  $N-3$  degrees of freedom. If  $t$  is significant, we conclude that cognitive gratification-seeking correlated higher with attention to international news coverage than affective gratification-seeking.



Null Hypothesis 2:  $H_0 : B_1 = B_2 = 0$

where,

$B_1$  = the regression coefficient of cognitive gratification-seeking;

$B_2$  = the regression coefficient of affective gratification-seeking.

The null hypothesis states that the regression coefficients of the gratification-seeking measures are equal to zero. This null hypothesis indicates that the gratification-seeking measures do not account for a significant portion of the variance in attention to international news coverage on the newscasts, over and above the contributions of (1) interest in foreign news topics; (2) education; (3) age and (4) sex.

Alternative Research Hypothesis 2:  $RH : B_1 ; B_2 \neq 0$

where,

$B_1$  and  $B_2$  are as defined above.

The research hypothesis states that the regression coefficients of the gratification-seeking measures are not equal to zero. The research hypothesis specifies that the gratification-seeking measures account for a significant portion of the variance in attention to international news coverage on the newscasts, over and above the contributions of the other variables.

Technique for Testing Hypothesis 2: The first step in testing the null hypothesis is to formulate and determine the  $R^2$  (proportion of variance explained in the criterion variable)



for two regression equations (Monge, 1978; Nie, et al., 1975, pp. 339-340). The first equation will contain the regression coefficients of (1) interest in foreign news topics; (2) education; (3) age and (4) sex. The equation which will be used is as follows:

$$Y' = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + E$$

where,

$Y'$  = estimated value of the criterion variable--i.e., degree of attention to international news coverage on television network newscasts;

$B_0$  = the value of the Y intercept; it is a constant which represents the value of the criterion variable when the value of each predictor variable is equal to zero;

$B_1X_1$  = regression coefficient of interest in foreign news topics;

$B_2X_2$  = regression coefficient of education;

$B_3X_3$  = regression coefficient of age;

$B_4X_4$  = regression coefficient of sex;

$E$  = the residual error term; it represents the difference between the observed value and the actual value of the criterion variable.

The second equation will contain the regression coefficients of the four predictors listed above and the regression coefficients of the gratification-seeking measures. The equation which will be used is as follows:

$$Y' = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + E$$

where,

$Y'$ ,  $B_0$ ,  $B_1X_1$ ,  $B_2X_2$ ,  $B_3X_3$ ,  $B_4X_4$  and  $E$  are the same as defined above.

$B_5X_5$  = the regression coefficient of cognitive gratification-seeking;

$B_6X_6$  = the regression coefficient of affective gratification-seeking.

The difference between the two  $R^2$  values will be the squared partial correlation coefficient between the gratification-seeking measures and degree of attention to international news coverage on the newscasts. The squared partial correlation coefficient will indicate the proportional increment in the variance in degree of attention due to the gratification-seeking measures, over and above the other variables.

Null Hypothesis 3:  $H_0 : r_{xy} = 0$

where,

$X$  = level of interest in foreign news topics;

$Y$  = cognitive gratification-seeking from international news coverage on television network newscasts;

The null hypothesis states that there is no correlation between level of interest in foreign news topics and cognitive gratification-seeking from international news coverage on television network newscasts.

Alternative Research Hypothesis 3:  $RH : r_{xy} \neq 0$

where,

variables  $X$  and  $Y$  are as described above.



This alternative research hypothesis states that the correlation between level of interest in foreign news topics and cognitive gratification-seeking from international news coverage on television network newscasts differs from zero. In specific terms, research hypothesis 3 indicates that the higher the level of interest in foreign news topics, the greater the cognitive gratifications sought from international news coverage on television network newscasts.

Technique for Testing Hypothesis 3: Pearson product-moment correlation and partial correlation. Respondents' scores on interest in foreign news topics will be correlated with their scores on cognitive gratification-seeking from international news coverage on television network newscasts.

Null Hypothesis 4:

$$H_0 : r_{xy} = 0$$

where,

X = level of education;

Y = cognitive gratification-seeking from international news coverage on television network newscasts.

Null hypothesis 4 states that there is no correlation between level of education and cognitive gratification-seeking from international news coverage on television network newscasts.

Alternative Research Hypothesis 4: RH :  $r_{xy} \neq 0$

where,

variables X and Y are as stated above.



Alternative research hypothesis 4 indicates that the relationship between level of education and cognitive gratification-seeking from international news coverage on television network newscasts differs from zero. It specifies that there is a positive correlation between the two variables: the higher the level of education, the greater the cognitive gratifications sought from international news coverage on television network newscasts.

Technique for Testing Hypothesis 4: Pearson product-moment correlation and partial correlation. Respondents' scores on education will be correlated with their scores on cognitive gratification-seeking from international news coverage on television network newscasts.

Null Hypothesis 5<sub>a</sub>:  $H_0 : r_{xy} = 0$

where,

X = dependence on the television networks for information about international news events;

Y = cognitive gratification-seeking from international news coverage on television network newscasts.

This null hypothesis states that there is no relationship between dependence on the television networks for information about international news events and cognitive gratification-seeking from international news coverage on the newscasts.



Alternative Research Hypothesis 5<sub>a</sub>: RH :  $r_{xy} \neq 0$

where,

variables X and Y are as described above.

The alternative research hypothesis indicates that there is a relationship between dependence on the television networks for information about international news events and cognitive gratification-seeking from the news coverage on the newscasts. It specifies that the greater the dependence on the television networks for information about international news events, the greater the cognitive gratifications sought from international news coverage on television network newscasts.

Technique for Testing Hypothesis 5<sub>a</sub>: Pearson product-moment correlation and partial correlation. Respondents' scores on dependence on the television networks will be correlated with their scores on cognitive gratification-seeking from international news coverage on television network newscasts.

Null Hypothesis 5<sub>b</sub>:  $H_0 : r_{xy} = 0$

where,

X = dependence on the television networks for information about international news events;

Y = perceived helpfulness of television network coverage to understanding international news events.

Null hypothesis 5<sub>b</sub> indicates that there is no relationship between dependence on the television networks for

information about international news events and perceived helpfulness of television network coverage to understanding international news events.

Alternative Research Hypothesis 5<sub>b</sub>:  $RH : r_{xy} = 0$

where,

variables X and Y are as described above.

The alternative research hypothesis states that there is a relationship between dependence on television networks for information about international news events and perceived helpfulness of television network coverage to understanding international news events. Specifically, the hypothesis indicates that the greater the dependence on the television networks for information about international news events, the greater the perceived helpfulness of the coverage to understanding international news events.

Technique for Testing Hypothesis 5<sub>b</sub>: Pearson product-moment correlation and partial correlation. Respondents' scores on dependence on the television networks will be correlated with their scores on perceived helpfulness of the coverage to understanding international news events.

Null Hypothesis 6:  $H_0 : B_1 = B_2 = 0$

where,

$B_1$  = regression coefficient of cognitive gratification-seeking from international news coverage;



$B_2$  = regression coefficient of affective gratification-seeking from international news coverage.

The null hypothesis states that the regression coefficient of cognitive gratification-seeking is equal to the regression coefficient of affective gratification-seeking. The null hypothesis implies that the amount of variance accounted for by cognitive gratification-seeking in news viewers' perceived helpfulness of the coverage towards understanding international news events will equal the amount of variance accounted for by affective gratification-seeking.

Alternative Research Hypothesis 6: RH :  $B_1 \neq B_2$

where,

$B_1$  and  $B_2$  are as defined above.

The alternative research hypothesis states that the amount of variance in news viewers' perceived helpfulness of the coverage accounted for by cognitive gratification-seeking is not equal to the amount of variance accounted for by affective gratification-seeking. The hypothesis specifies that cognitive gratification-seeking will account for more variance in news viewers' perceived helpfulness of the coverage towards understanding international news events than affective gratification-seeking.

Technique for Testing Hypothesis 6: Multiple regression analysis. Scores on the two predictor variables (cognitive



gratification-seeking and affective gratification-seeking) will be entered into a multiple regression equation predicting scores on perceived helpfulness of the coverage towards understanding international news events. The regression coefficient (beta weight) of cognitive gratification-seeking will be compared with the regression coefficient of affective gratification-seeking to determine their relative effects on perceived helpfulness of the coverage. The regression equation which will be used is:

$$Y' = B_0 + B_1X_1 + B_2X_2 + E$$

where,

$Y'$  = estimated value of the criterion variable--  
i.e., perceived helpfulness of the coverage  
towards understanding international news  
events;

$B_0$  = the value of the  $Y'$  intercept;

$B_1X_1$  = regression coefficient of cognitive  
gratification-seeking;

$B_2X_2$  = regression coefficient of affective  
gratification-seeking;

$E$  = the residual error term.

#### D. Treatment of the Data

Coding of the data gathered in this dissertation was done by this researcher with the assistance of five senior undergraduate students at Michigan State University. All five students had had coding experience; nevertheless, they were given a short training before conducting the coding for this study. Key-punching of the coded data onto computer cards



and verification of the punched cards were done by professional keypunchers at the Michigan State University Computer Center. The data were analyzed on the computer at the University (CDC 6500, Version 8.0).

The Statistical Package for the Social Sciences (Nie, et al., 1975) and the Supplement to SPSS (prepared by the MSU Computer Center) were used to prepare the programs and input the data. Outlined briefly here are the relevant sub-programs which were performed on the computer:

1. Frequencies to provide descriptive statistics on the various measures;
2. Reliability tests for the scale of interest in foreign news topics and the gratification-seeking measures;
3. Factor analysis to determine the structural dimensions underlying the gratification-seeking measures;
4. Pearson product-moment correlation and partial correlation to test the following null hypotheses:  
 $1_a$ ,  $1_b$ , 3, 4,  $5_a$  and  $5_b$ ;
5. Multiple regression analysis to test null hypothesis 2 and 6.





## CHAPTER IV

### RESULTS

The data for the study were collected by telephone interviews among a sample of residents in the Greater Lansing Area on July 21, 22, 23, 25 and July 28, 1980. This chapter presents the data analysis and results of the investigation. First of all, we will present descriptive statistics on the sample studied and on the various items used in the questionnaire.

#### A. Characteristics of the Sample

The demographic characteristics of the respondents are summarized in Table 23 in Appendix E. Briefly, of the 176 respondents 116 (42%) were men and 160 (58%) were women. The ages of the respondents ranged from 18 to 90; the mean age was 39.2 years. Three of the respondents refused to give their ages. Only four (1.4%) of the respondents had less than a high school education, 27 (9.8%) had some high school education, 80 (29%) finished high school, 76 (27.5%) had some college education, 60 (21.7%) were college graduates and an additional 29 (10.5%) had some postgraduate school or finished graduate work. Most of the respondents, 256 (93.1%) were White Americans, 11 (4%) were Black Americans, three (1.1%)



were Mexican Americans, one (.4%) was a Native American and four (1.5%) were of other races. One respondent refused to specify his race. A brief comparison between the characteristics of the sample and population characteristics is presented in Table 24 in Appendix E.

Briefly, respondents in the study sample were slightly more educated and older than in the population. However, it must be noted that the population census of the Lansing Metropolitan Area was taken in 1970. It is probable that the true population characteristics of the research area have changed slightly between 1970 and mid-1980 when the present study was conducted. In generalizing the results of this study to the whole population in the Lansing Metropolitan Area, the differences in demographic characteristics of the study sample and the population must be borne in mind. To the extent that the Lansing Metropolitan Area is not very representative of the United States, the results of this study should be generalized beyond the research area with caution.

The television network news exposure patterns among the respondents are summarized in Table 25 in Appendix E. Thirty-two respondents (11.6%) reported watching television network evening newscasts "one evening a week." 113 (40.9%) said they watched the newscasts "a few evenings a week" and 131 (47.5%) reported watching the news programs "almost every evening." The evening news program on CBS was the news program watched by most of the respondents: 164 (60.5%) said

they usually watched the CBS Evening News as compared with 62 (22.9%) who said they usually watched the news broadcast on NBC and 14 (5.2%) who said they watched the ABC World News Tonight. Some of the respondents viewed television evening news programs on more than one network. Eleven (4.1%) respondents said they usually watched the newscasts on both CBS and NBC, 6 (2.2%) said they watched the news programs on both CBS and ABC, 2 (.7%) reported viewing the newscasts on both NBC and ABC and 12 (4.4%) said that they watched the newscasts on all three networks. Five respondents (1.8%) said they watched television network newscasts but could not specify which networks they usually watched.

Of the 276 respondents interviewed, 115 (41.7%) reported watching news programs broadcast on one or more of the television networks the evenings of the telephone interviews. The remaining 161 (58.3%) respondents said they did not watch the news aired on those evenings. Only the 115 responses of those who reported watching the network news programs when interviewed will be used in testing hypotheses  $1_a$ ,  $1_b$  and 2 (these hypotheses are listed on pages 140-145). However, in testing hypotheses 3, 4,  $5_a$ ,  $5_b$  and 6, all 276 responses will be utilized. Before the various hypotheses are tested, we will briefly discuss the descriptive statistics on the items used in the questionnaire.

#### B. Descriptive Statistics on Items

The following descriptive statistics were computed for each of the questionnaire items: mean, standard deviation,

variance, skewness and obtained range. The descriptive statistics on the items are presented in Table 11.

Table 11 shows that the means of the gratification-seeking items varied from 49.94 for Item 2 ("Because you find it exciting to watch some of the reports on events in other countries") to 82.63 for Item 10 ("Because you want to know what's happening in the world and how it can affect your life"). The gratification-seeking items were measured on a scale of zero to 100 percent, where zero equals "not important at all" and 100 percent equals "very important." When respondents were asked to state their dependence on television networks for information about United States relations with other countries (Item 11), they averaged 60.14 on a scale of zero (not dependent at all) to 100 percent (totally dependent). Respondents' mean score on dependence on television networks for information about foreign countries (Item 12) was slightly lower at 59.48 on the same scale.

Respondents were also asked to indicate how helpful they think reports they watch on television networks about United States relations with other countries are in understanding those relations (Item 13). Respondents' mean score on this item was 61.69 on a scale of zero to 100 percent, where zero equals "not helpful at all" and 100 percent equals "totally helpful." On the same scale, respondents averaged 58.19, when asked how helpful they think reports they watch on television networks about foreign countries are in understanding events in foreign countries.

TABLE 11: FREQUENCY DATA ON ITEMS

Item	N	Mean	Standard Deviation	Variance	Skewness	Range Obtained	
						Min	Max
1	276	55.42	27.94	780.35	-.29	0	100
2	276	49.94	27.32	746.49	.08	0	100
3	276	76.93	24.87	618.69	-1.25	0	100
4	276	74.19	26.94	725.76	-1.10	0	100
5	276	57.09	29.47	868.70	-.24	0	100
6	276	80.01	23.45	549.67	-1.37	0	100
7	276	64.22	26.26	689.82	-.45	0	100
8	276	80.80	22.74	517.18	-1.49	0	100
9	276	59.59	27.17	738.25	-.28	0	100
10	276	82.63	20.72	429.11	-1.49	0	100
11	276	60.14	26.58	706.25	-.34	0	100
12	276	59.48	27.39	749.99	-.26	0	100
13	276	61.69	26.29	691.49	-.47	0	100
14	276	58.19	26.64	709.51	-.32	0	100
15	276	3.4	1.2	1.5	-.59	1	5
16	276	3.3	1.1	1.3	-.38	1	5
17	276	3.8	.97	.94	-1.16	1	5
18	276	4.0	1.06	1.13	-1.24	1	5
19	276	4.1	1.01	1.02	-1.37	1	5
20	276	3.9	.96	.92	-1.08	1	5
21	276	3.7	1.16	1.37	-.88	1	5
22	115	5.1	1.57	2.48	-.56	1	7
23	276	3.9	1.31	1.73	.39	1	7
24	273	39.2	16.83	283.19	.89	18	90

Item Description:

\*1 = Because you want to see how foreign countries deal with each other.

\*2 = Because you find it exciting to watch some of the reports on events in other countries.

\*3 = Because you want to find out about events which may cause conflicts in the world.

TABLE 11 (Continued)

Item Description:

- \*4 = Because watching reports about other countries keeps you in touch with the rest of the world.
- \*5 = Because you enjoy watching different people in different situations around the world.
- \*6 = Because you want to keep track of changes in United States relations with other countries.
- \*7 = Because you find it interesting to see reports that give you a look at other countries.
- \*8 = Because you want to keep up with what's going on around the world.
- \*9 = Because some of the pictures shown of foreign people and places are interesting to you.
- \*10 = Because you want to know what's happening in the world and how it can affect your life.
- \*\*11 = Dependence on television network for information about United States relations with other countries.
- \*\*12 = Dependence on television network for information about foreign countries.
- \*\*\*13 = Perceived helpfulness of television network coverage (of U.S. relations with other countries) to understanding U.S. relations with other countries.
- \*\*\*14 = Perceived helpfulness of television network coverage (of foreign events) to understanding foreign news events.
- \*\*\*15 = Interest in news about politics within foreign countries.
- \*\*\*16 = Interest in news about racial problems within foreign countries.
- \*\*\*17 = Interest in news about disasters within foreign countries.
- \*\*\*18 = Interest in news about armed conflicts among foreign countries.
- \*\*\*19 = Interest in news about advances in science within foreign countries.



TABLE 11 (Continued)

Item Description:

\*\*\*20 = Interest in news about relations among different foreign countries.

\*\*\*21 = Interest in news about terrorism within foreign countries.

\*\*\*22 = Measure of attention to international news coverage on newscast.

23 = Education

24 = Age

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\*Item measured on a scale of zero to 100 percent, where zero equals "not important at all" and 100 percent equals "very important." The scores obtained on the item covered the whole range of the scale used.

\*\*Item measured on a scale of zero to 100 percent, where zero equals "not dependent at all" and 100 percent equals "totally dependent." The scores obtained on the item covered the whole range of the scale used.

\*\*\*Item measured on a scale of zero to 100 percent, where zero equals "not helpful at all" and 100 percent equals "very helpful." The scores obtained on the item covered the whole range of the scale used.

\*\*\*\*Item measured on a scale of 1 to 5, where 1 equals "not interested at all" and 5 equals "very interested." The scores obtained on the item covered the whole range of the scale used.

\*\*\*\*\*A composite measure based on reported awareness of seven international news items (two fake ones) reported on television network evening newscasts and read to respondents from checklists. Obtained scores did not cover the whole range of the scale (minimum = 0; maximum = 7).

The average scores on the measures of interest in foreign news topics ranged from 3.3 for Item 16 ("Interest in news about racial problems within foreign countries") to 4.1 for Item 19 ("Interest in news about advances in science within foreign countries"). The items on interest in foreign news topics were measured on a five-point scale, where 1 equals "not interested at all" and 5 equals "very interested." Respondents' average score on reported awareness of international news stories covered on television network newscasts was 5.1 (Item 22).

Both variance and standard deviations are reported in Table 11 to show the dispersion of scores about the means of the items. Among the gratification-seeking items, the standard deviations of the affective gratification-seeking items tend to be generally higher than the standard deviations of the cognitive gratification-seeking items. The standard deviations range from a low of 20.72 for Item 10 ("Because you want to know what's happening in the world and how it can affect your life") to a high of 29.47 for Item 5 ("Because you enjoy watching different people in different situations around the world"). This means that the dispersion of scores about the means is lower for respondents when considering a cognitive gratification-seeking items such as "Because you want to know what's happening in the world and how it can affect your life" than when considering an affective gratification-seeking item such as "Because you enjoy watching different people in different situations around the world."



Among the measures of interest in foreign news topics, standard deviation varies from a high of 1.2 for Item 15 ("Interest in news about politics within foreign countries") to a low of .96 for Item 20 ("Interest in news about relations among different foreign countries"). Again, this indicates that the spread of scores about the mean is lowest for respondents when we look at "Interest in news about relations among different foreign countries" and highest when we look at "Interest in news about politics within foreign countries."

Skewness indicates the degree to which a distribution of cases departs from a normal curve. When the distribution is a completely symmetrical bell-shaped curve, the value of skewness is zero. Table 11 shows that virtually all the items had a negatively-skewed distribution. For example, among the gratification-seeking items, the size of the skewness differs from a low negative skewness of -1.49 for both Items 8 and 10 ("Because you want to keep up with what's going on around the world" and "Because you want to know what's happening in the world and how it can affect your life") to a high negative skewness of -.24 for Item 5 ("Because you enjoy watching different people in different situations around the world"). There is a discernible pattern in the skewness among the gratification-seeking items. The cognitive gratification-seeking items tend to be generally more negatively skewed than the affective gratification-seeking items. This indicates that respondents gave higher ratings

to the information-related than to the less information-related gratification-seeking items. It is possible that respondents gave perceived socially-acceptable responses to the items.

All the measures of interest in foreign news topics also show negative skewness which range from  $-.38$  for Item 16 ("Interest in news about racial problems within foreign countries") to  $-1.37$  for Item 19 ("Interest in news about advances in science within foreign countries"). This indicates that respondents' scores on interest in foreign news topics tend to be higher when the news concerns advances in science within foreign countries than when the news is about racial problems within foreign countries.

The range is the minimum score in a distribution subtracted from the maximum score. The minimum and the maximum scores on the items are presented in Table 11. The table shows that the obtained scores on the various items generally covered the whole range of the scales employed to measure the items.

### C. Results of Hypotheses Tests

Hypothesis 1<sub>a</sub>: News viewers' gratification-seeking will correlate positively with their degree of attention to international news coverage on the newscasts.

Hypothesis 1<sub>a</sub> indicates that respondents' gratification-seeking from international news coverage will correlate positively with their degree of attention to the coverage on the

newscasts. The hypothesis was tested by a Pearson product-moment correlation. The hypothesis test was based on the responses of only the 115 respondents who reported watching television network newscasts broadcast the evenings of the telephone interviews. Respondents' scores on gratification-seeking were correlated with their scores on attention to international news reports on the newscasts.<sup>1</sup> The correlation coefficient was .15 which is significant at the .05 level.

The analysis shows that the relationship between gratification-seeking and degree of attention to international news coverage on television network newscasts was low but in the direction predicted. Research hypothesis 1<sub>a</sub> received weak support in the data.<sup>2</sup>

Hypothesis 1<sub>b</sub>: News viewers' attention to international news coverage on the newscasts will correlate higher with their cognitive gratification-seeking than with their affective gratification-seeking.

This hypothesis predicts that respondents' attention to international news reports on the newscasts will correlate higher with their cognitive gratification-seeking from the coverage than with their affective gratification-seeking. A Pearson product-moment correlation and a t-test of difference between two correlations (McNemar, 1967, p. 158) were used to test the hypothesis. Only the responses of the 115 respondents who reported watching television network newscasts broadcast the evenings of the telephone interviews were used to test the hypothesis.

In testing the hypothesis, respondents' scores on cognitive gratification-seeking were correlated with their scores on attention to international news reports on the newscasts. Respondents' scores on affective gratification-seeking were also correlated with their scores on attention to international news reports on the newscasts. The results of the correlation analysis are presented in Table 12.

TABLE 12: PEARSON PRODUCT-MOMENT ZERO-ORDER CORRELATION BETWEEN GRATIFICATION-SEEKING COMPONENTS AND ATTENTION TO INTERNATIONAL NEWS REPORTS ON NEWSCASTS (N = 115)

Dimension	Correlation with Attention	P
Cognitive gratification- seeking	.13	ns
Affective gratification- seeking	.10	ns
Components of all gratification items	.15	.05

The correlation between cognitive gratification-seeking and attention to international news reports on the newscasts was positive but not significant at the .05 level. The relationship between affective gratification-seeking and attention to international news coverage on the newscasts was also positive but not significant at the .05 level.

Table 12 shows that attention to the news reports had a slightly higher correlation with cognitive

gratification-seeking than with affective gratification-seeking. But the t-test of difference between two correlations indicated that the difference was not statistically significant (t value = .29, which is not significant at the .05 level, one-tailed test).<sup>3</sup> Research hypothesis 1<sub>b</sub> was not supported by the data.<sup>4</sup>

Hypothesis 2: The gratification-seeking measures will account for a significant portion of the variance in attention to international news coverage on the newscasts, over and above the contribution of (1) interest in foreign news topics, (2) education, (3) age and (4) sex.

Hypothesis 2 deals with the issue of predictive power of the gratification-seeking measures. The hypothesis predicts that, when considered in the context of other determinants, the gratification-seeking measures will account for a significant variance in respondents' attention to international news coverage on the newscasts. The hypothesis was tested by a multiple regression analysis. Only the responses of the 115 respondents who reported watching television network newscasts broadcast the evenings of the interviews were used in testing the hypothesis.

In testing the hypothesis, two regression equations were formulated, predicting attention to international news coverage on the newscasts. Respondents' scores on (1) interest in foreign news topics; (2) education; (3) age and (4) sex were entered into the first equation. The  $R^2$ , which indicates the proportion of variance in attention to international news



reports on the newscasts, was computed. Table 13 provides the results of the first multiple regression analysis.

Table 13 shows that the  $R^2$  value for the first equation is .029. This indicates that the four predictor variables accounted for only 2.9 percent of the variance in attention to international news reports on the newscasts.

TABLE 13: STEPWISE MULTIPLE REGRESSION ANALYSIS OF INTEREST IN FOREIGN NEWS TOPICS, EDUCATION, AGE AND SEX ON ATTENTION TO INTERNATIONAL NEWS REPORTS ON NEWSCASTS (N = 115)

Variable	Multiple R	$R^2$	$R^2$ Change	Simple R	Beta	Overall F*	p**
Sex	.138	.019	.019	-.138	-.136	2.19	ns
Interest in foreign news topics	.160	.026	.007	.073	.078	1.47	ns
Age	.167	.028	.002	.040	.047	1.06	ns
Education	.171	.029	.001	.078	.038	.83	ns

\*F test relates to the significance of the beta weights

\*\*ns = not significant at the .05 level

Respondents' scores on (1) interest in foreign news topics; (2) education; (3) age; (4) sex and their scores on (5) cognitive gratification-seeking and (6) affective gratification-seeking were entered into the second equation. The  $R^2$  was also computed for the second equation. Table 14 contains a summary of the analysis.

As shown in Table 14, the computed  $R^2$  value for the second equation which contains all the predictors was .058, meaning that all the predictor variables jointly accounted

TABLE 14: STEPWISE MULTIPLE REGRESSION ANALYSIS OF INTEREST IN FOREIGN NEWS TOPICS, EDUCATION, AGE, SEX, AND GRATIFICATION-SEEKING COMPONENTS ON ATTENTION TO INTERNATIONAL NEWS REPORTS ON NEWSCASTS (N = 115)

Variable	Multiple R	R <sup>2</sup>	R <sup>2</sup> Change	Simple R	Beta	Overall F*	p**
Sex	.138	.019	.019	-.138	-.136	2.19	ns
Interest in foreign news topics	.160	.026	.007	.073	.078	1.47	ns
Age	.167	.028	.002	.040	.047	1.06	ns
Education	.171	.029	.001	.078	.038	.83	ns
Affective gratification-seeking	.221	.049	.020	.104	.104	2.28	ns
Cognitive gratification-seeking	.241	.058	.009	.128	.126	1.9	ns

\*F test relates to the significance of the beta weights

\*\*ns = not significant at the .05 level

for a total of 5.8 percent of the variance in attention to international news reports on the newscasts. The increment in the variance in attention due to the gratification-seeking measures is the difference between the two  $R^2$  values. The F ratio was used to test the significance of the additional variance explained by the cognitive and affective gratification-seeking measures.<sup>5</sup> The computed F value was 1.67 which is not significant at the .05 level. There is no evidence in the data to support research hypothesis 2.<sup>6</sup>

Hypothesis 3: The higher the level of interest in foreign news topics, the greater the cognitive gratifications sought from

international news coverage on television  
network newscasts

Hypothesis 3 suggests that respondents' interest in foreign news topics will correlate positively with information-related gratification-seeking from international news coverage on television network newscasts. The hypothesis was tested by a Pearson product-moment correlation and a partial correlation. Respondents' scores on interest in foreign news topics were correlated with their scores on cognitive gratification-seeking from the news coverage.

The correlation between interest in foreign news topics and cognitive gratification-seeking from international news coverage was .51 which is significant at  $p < .001$ . A partial correlation was computed to further examine the relationship between the two variables, while controlling for the effects of education and affective gratification-seeking.<sup>7</sup> The second-order partial correlation between interest in foreign news topics and cognitive gratification-seeking was .40 ( $p = .001$ ). Both the Pearson correlation and the partial correlation analyses provide support for hypothesis 3. There is a significant positive relationship between level of interest in foreign news topics and cognitive gratification-seeking from international news coverage on television network newscasts.

It must be stated that the second-order partial correlation between interest in foreign news topics and affective gratification-seeking was .14 ( $p = .01$ ), controlling for



education and cognitive gratification-seeking. The significance of the difference between the two partial correlations was computed, using the t-test of significance between two correlations (McNemar, 1967, p. 158). The two partial correlations were: (1) between interest in foreign news topics and cognitive gratification-seeking (.40) and (2) between interest in foreign news topics and affective gratification-seeking (.14). The computed t value was 4.44 which is significant at  $p < .001$ , one-tailed test.<sup>8</sup>

This significant difference provides further evidence that news viewers who have high interest in foreign news topics seek significantly more cognitive gratifications than affective gratifications from international news coverage on the newscasts. Research hypothesis 3 was supported by the data. (In Footnote 7 it was stated that the correlation between cognitive gratification-seeking and affective gratification-seeking was .53.)

Table 15 provides the zero-order correlations between interest in foreign news topics and the five components of cognitive gratification-seeking.

The table shows that all the five components of cognitive gratification-seeking correlated positively with interest in foreign news topics.

Hypothesis 4: The higher the level of education, the greater the cognitive gratifications sought from international news coverage on television network newscasts.



TABLE 15: ZERO-ORDER CORRELATIONS BETWEEN INTEREST  
IN FOREIGN NEWS TOPICS AND COMPONENTS OF  
COGNITIVE GRATIFICATION-SEEKING (N = 276)

Component	Correlation with Interest in Foreign News Topics	P
1. Because you want to find out about events which may cause conflicts in the world	.46	p < .001
2. Because watching reports about other countries keeps you in touch with the rest of the world	.43	p < .001
3. Because you want to keep track of changes in U.S. relations with other countries	.39	p < .001
4. Because you want to keep up with what's going on around the world	.37	p < .001
5. Because you want to know what's happening in the world and how it can af- fect your life	.37	p < .001
Composite of all cognitive gratification items	.51	p < .001

This hypothesis predicts that respondents' educational level will correlate positively with their cognitive gratifications sought from international news coverage on television network newscasts. The hypothesis was tested by a Pearson product-moment correlation and a partial correlation. Respondents' scores on education were correlated with their scores on cognitive gratification-seeking.

The analysis indicated that the relationship between educational level and cognitive gratification-seeking was in





the direction predicted but miniscule. The correlation coefficient was .08 which is not significant at the .05 level. To further examine the relationship between education and cognitive gratification-seeking, a partial correlation was computed between the two variables, while controlling for the effects of interest in foreign news topics and affective gratification-seeking.<sup>9</sup> The second-order partial correlation coefficient was -.02, which is not significant at the .05 level.

The analyses provide no evidence which points to a significant positive relationship between respondents' educational level and their cognitive gratification-seeking from international news coverage on the newscasts. Research hypothesis 4 was not supported.

To find out if any of the components of cognitive gratification-seeking correlated positively with education, the zero-order correlations were computed. The correlations are presented in Table 16.

As Table 16 shows, only one of the components of cognitive gratification-seeking had a significant positive correlation with education.

Hypothesis 5<sub>a</sub>: The greater the dependence on the television networks for information about international news events, the greater the cognitive gratifications sought from international news coverage on the newscasts.

This hypothesis points to a positive association between respondents' dependence on the television networks for

TABLE 16: ZERO-ORDER CORRELATIONS BETWEEN  
EDUCATION AND COMPONENTS OF COGNITIVE  
GRATIFICATION-SEEKING (N = 276)

Component	Correlation with Education	p*
1. Because you want to find out about events which may cause conflict in the world	.08	ns
2. Because watching reports about other countries keeps you in touch with the rest of the world	.11	p < .05
3. Because you want to keep track of changes in U.S. relations with other countries	.09	ns
4. Because you want to keep up with what's going on around the world	.06	ns
5. Because you want to know what's happening in the world and how it can affect your life	-.02	ns
Composite of all cognitive gratification items	.08	ns

\*ns = not significant at the .05 level

international news and cognitive gratification-seeking from the coverage. The hypothesis was tested by a Pearson product-moment correlation and a partial correlation. Respondents' scores on dependence on the television networks for international news were correlated with their scores on cognitive gratification-seeking.

The analysis showed that there is a significant positive correlation between dependence on the television networks for international news and cognitive gratification-seeking. The correlation coefficient was .33 which is significant at



$p < .001$ . As a further examination of the relationship between the two variables, a partial correlation was computed, controlling for education, age, interest in foreign news topics and affective gratification-seeking.<sup>10</sup> The fourth-order partial correlation between the two variables was .20 ( $p = .001$ ). Both the Pearson product-moment correlation and the partial correlation give statistical support for hypothesis 5<sub>a</sub>.

It should be stated that, controlling for education, age, interest in foreign news topics and cognitive gratification-seeking, the fourth-order partial correlation between dependence on the television networks and affective gratification-seeking was .08 (not significant at the .05 level). The significance of the difference between the two partial correlations was computed, employing the t-test of significance between two correlations (McNemar, 1967, p. 158). The two partial correlations were: (1) between dependence on the television networks for international news and cognitive gratification-seeking and (2) between dependence on the television networks and affective gratification-seeking. The computed t value was 2.09, which is significant at  $p < .05$ , one-tailed test.<sup>11</sup>

The significant difference between the two partial correlations is a further indication that news viewers who are high on dependence on the television networks seek significantly more cognitive gratifications than affective

gratifications from international news coverage on the newscasts. Research hypothesis 5<sub>a</sub> was supported.

Table 17 provides the zero-order correlations between dependence on the television networks for international news and the five components of cognitive gratification-seeking.

TABLE 17: ZERO-ORDER CORRELATIONS BETWEEN  
DEPENDENCE ON THE TV NETWORKS FOR  
INTERNATIONAL NEWS AND COMPONENTS  
OF COGNITIVE GRATIFICATION-SEEKING  
(N = 276)

Component	Correlation with Dependence on the TV Networks	p
1. Because you want to find out about events which may cause conflicts in the world	.24	p < .001
2. Because watching reports about other countries keeps you in touch with the rest of the world	.21	p < .001
3. Because you want to keep track of changes in U.S. relations with other countries	.28	p < .001
4. Because you want to keep up with what's going on around the world	.23	p < .001
5. Because you want to know what's happening in the world and how it can affect your life	.36	p < .001
Composite of all cognitive gratification items	.33	p < .001

Dependence on the television networks for international news correlated positively and significantly with all five components of cognitive gratification-seeking.



Hypothesis 5<sub>b</sub>: The greater the dependence on the television networks for information about international news events, the greater the perceived helpfulness of the coverage to understanding international news events.

Hypothesis 5<sub>b</sub> suggests that respondents who have high scores on dependence on the television networks for international news will have correspondingly high scores on perceived helpfulness of the coverage towards understanding the events. The hypothesis was tested by a Pearson product-moment correlation and a partial correlation. Respondents' scores on dependence on the television networks were correlated with their scores on perceived helpfulness of the coverage.

The Pearsonian correlation analysis indicates a significant positive correlation between dependence on the television networks for international news and perceived helpfulness of the coverage towards understanding international news events. The correlation coefficient was .55 which is significant at  $p < .001$ . The relationship between the two variables was further examined through a partial correlation analysis in which the effects of age and education were controlled.<sup>12</sup> The second-order partial correlation coefficient was .54 ( $p = .001$ ). The statistical analyses indicate that dependence on the television networks for international news is positively and significantly related to perceived helpfulness of the coverage to understanding international news events. Research hypothesis 5<sub>b</sub> is supported by the data.

The zero-order correlations between components of dependence on the television networks and perceived helpfulness of the coverage are summarized in Table 18.

TABLE 18: ZERO-ORDER CORRELATIONS BETWEEN COMPONENTS OF DEPENDENCE ON THE TV NETWORKS AND COMPONENTS OF PERCEIVED HELPFULNESS OF THE COVERAGE (N = 276)

Components	Correlation	p
1. Dependence on the television networks for information about U.S. relations with other countries (WITH) Perceived helpfulness of coverage towards understanding U.S. relations with other countries	.49	p < .001
2. Dependence on the television networks for information about foreign countries (WITH) Perceived helpfulness of coverage towards understanding events in foreign countries	.48	p < .001

Hypothesis 6: Cognitive gratification-seeking will account for more variance in news viewers' perceived helpfulness of the coverage towards understanding international news events than affective gratification-seeking.

This hypothesis suggests that our knowledge of news viewers' cognitive gratification-seeking will enable us to better predict their perceived helpfulness of the coverage than our knowledge of their affective gratification-seeking. The hypothesis was tested by a multiple regression analysis. Respondents' scores on cognitive gratification-seeking and



affective gratification-seeking were regressed on their scores on perceived helpfulness of the coverage. Table 19 presents a summary of the multiple regression analysis.

TABLE 19: STEPWISE MULTIPLE REGRESSION ANALYSIS OF COGNITIVE AND AFFECTIVE GRATIFICATION-SEEKING ON PERCEIVED HELPFULNESS OF THE COVERAGE

Variable	Multiple R	R <sup>2</sup>	R <sup>2</sup> Change	Simple R	Beta	Overall F*	p
Cognitive gratification-seeking	.431	.186	.186	.43	.318	62.62	p < .001
Affective gratification-seeking	.466	.217	.031	.38	.209	37.83	p < .001

\*F test relates to significance of the beta weights

The table shows that cognitive and affective gratification-seeking jointly explained a total of 21.7 percent of the variance in perceived helpfulness of the coverage towards understanding international news events. The simple correlation between cognitive gratification-seeking and perceived helpfulness of the coverage was .43 ( $p < .001$ ). The beta weight (standardized partial regression coefficient) for cognitive gratification-seeking was .318 ( $p < .001$ ). Cognitive gratification-seeking explained 18.6 percent of the variance in perceived helpfulness of the coverage. The simple correlation between affective gratification-seeking and perceived helpfulness of the coverage was .38 ( $p < .001$ ). The beta weight for affective gratification-seeking was .209

( $p < .001$ ). Affective gratification-seeking accounted for only an additional 3.1 percent of the variance in perceived helpfulness of the coverage.

The multiple regression analysis indicates that cognitive gratification-seeking accounted for more variance in respondents' perceived helpfulness of the coverage than affective gratification-seeking. On the basis of this evidence, research hypothesis 6 is supported.

In summary, eight hypotheses were tested in the study. The data supported five of those hypotheses and disconfirmed the other three.



FOOTNOTES

<sup>1</sup>Respondents' scores on gratification-seeking from international news coverage on the newscasts were computed by summing their scores on cognitive and affective gratification-seeking. Scores ranged from 0 to a high of 880 (maximum = 900).

<sup>2</sup>The analysis reported here is based on responses to all seven international news items used in the checklists, including the two fake news items. Besides this analysis, the hypothesis was tested again, using responses to only the five actual international news items selected from the same evenings' television network newscasts, excluding the two fake ones. It must be noted that in all, 17 respondents incorrectly identified either one or both fake news items as having been reported on the evenings' television network newscasts. Excluding the two fake news items, respondents averaged 3.38 on degree of attention to international news reports on the newscasts. A test of hypothesis 1<sub>a</sub>, based on responses to the five actual international news items showed a positive but insignificant correlation between gratification-seeking and degree of attention to international news reports on the newscasts. The Pearson product-moment correlation coefficient was .11, which is not significant at the .05 level.

<sup>3</sup>Source of t-test of difference between two correlations is McNemar, 1967, p. 158. See p. 120 of this dissertation for definitions of terms in the formula used in testing the difference between the two correlations.

<sup>4</sup>It should be noted that the analysis reported here is based on responses to all seven international news items used in the checklists, including the two fake ones. Apart from this analysis, the hypothesis was tested again, using responses to only the five actual international news items selected from the same evenings' television network newscasts. Respondents' scores on cognitive gratification-seeking correlated with their scores on attention to international news coverage on the newscasts at .09 (not significant at the .05 level). The correlation between affective gratification-seeking and attention to the news reports was .08 (not significant at the .05 level). The t-test of difference between the two correlations was not significant (t value = .095, which is not significant at the .05 level, one-tailed test).

<sup>5</sup>The F ratio used in the test is:

$$*F = \frac{(R^2_{y.123456} - R^2_{y.1234})/M}{(1 - R^2_{y.123456})/N - k - 1}$$



where,

$R^2_{y.123456}$  = the total variance in degree of attention to international news coverage on the newscasts explained by all the predictors;

$R^2_{y.1234}$  = the variance explained by interest in foreign news topics, education, age and sex;

M = the number of predictor variables in the subset for which the significant test is being made;

N = the sample size;

k = the total number of predictors

Degrees of freedom for the F ratio are M and N-k-1.

\*See Nie, et al., 1975, p. 339.

<sup>6</sup>The analysis reported here is based on responses to all seven international news items used in the checklist, including the two fake ones. Besides this analysis, the hypothesis was tested again, using responses to only the five actual international news items selected from the same evenings' television network newscasts. Based on this analysis, the R square value for the first regression equation was .046, indicating that interest in foreign news topics, education, age and sex accounted for 4.6 percent of the variance in degree of attention. The R square value for the second regression equation was .070. This shows that, when cognitive and affective gratification-seeking measures are added, all the predictors accounted for a total of 7 percent in the variance in degree of attention to the news reports. The difference between the two R square values was not statistically significant at the .05 level ( $F = 1.4$ , which is not statistically significant).

<sup>7</sup>The zero-order correlation between education and interest in foreign news topics was .28 ( $p < .001$ ) and between education and cognitive gratification-seeking was .08 ( $p = .08$ ). The zero-order correlation between affective gratification-seeking and cognitive gratification-seeking was .53 ( $p < .001$ ) and between affective gratification-seeking and interest in foreign news topics was .35 ( $p < .001$ ).

<sup>8</sup>The difference between the two simple correlations was also significant. The computed t value was 3.19, which is significant at  $p < .001$ , one tailed-test.



<sup>9</sup>The zero-order correlation between education and interest in foreign news topics was .28 ( $p < .001$ ) and between education and affective gratification-seeking was  $-.01$ . The correlation between cognitive gratification-seeking and affective gratification-seeking has already been given. See footnote 7.

<sup>10</sup>The zero-order correlation between dependence on television networks for international news and (1) education was  $-.16$  ( $p < .05$ ); (2) age was  $.10$  ( $p = .05$ ); (3) interest in foreign news topics was  $.20$  ( $p < .001$ ) and (4) affective gratification-seeking was  $.27$  ( $p < .001$ ). The correlations between cognitive gratification-seeking and those variables have already been given. See footnote 7.

<sup>11</sup>The difference between the two simple correlations was not significant. The computed  $t$  value was  $1.09$ , which is not significant at the  $.05$  level, one tailed-test. However, it must be noted that much of the correlation between dependence on television network and affective gratification-seeking is due to the influence of other variables. When those variables are controlled, the correlation between dependence on television network for international news and affective gratification-seeking is reduced considerably.

<sup>12</sup>The zero-order correlations between dependence on television networks for international news and age and education have already been given. See footnote 10. The zero-order correlation between perceived helpfulness of the coverage towards understanding international news events and (1) age was  $.03$  and (2) education was  $-.09$ .





## CHAPTER V

### SUMMARY AND DISCUSSIONS

This chapter presents a review of the hypotheses, discussions of the findings, implications of the study and suggestions for future research.

#### A. Review of Hypotheses Tests

Eight posited relationships were tested in this study. The data confirmed five of the predicted relationships and disconfirmed the other three.

The tests of hypotheses  $1_a$  and  $1_b$  showed that collectively news viewers' attention to international news reports on the newscasts increases as their gratification-seeking from the coverage increases. However, when the gratification-seeking items were dichotomized into cognitive and affective components, the analysis showed that neither cognitive gratifications nor affective gratifications alone correlated significantly with attention to the news reports. The results also indicated that there is no statistically significant difference between the primarily cognitive gratification-seeking news viewer and the primarily affective gratification-seeking viewer in their attention levels.



Hypothesis 2 looked into the issue of the predictive power of six independent variables in explaining news viewers' attention to international news reports on the newscasts. The predictor variables were: (1) cognitive gratification-seeking; (2) affective gratification-seeking; (3) education; (4) age; (5) sex and (6) interest in foreign news topics. Results of the test showed that the six predictors did not jointly or individually account for a significant amount of the variance in respondents' attention to the news reports.

Tests of hypotheses 3 and 4 suggest that there is a direct positive relationship between respondents' interest in foreign news topics and their cognitive gratification-seeking from the reports. Respondents' educational level was negatively correlated with their cognitive gratification-seeking. Hypotheses 5<sub>a</sub>, 5<sub>b</sub> and 6 indicated a positive correlation between respondents' dependence on the television networks for international news and information-related motivations for watching the news reports. The results further showed that respondents who were highly dependent on the television networks had correspondingly high perception of the helpfulness of the reports towards understanding the issues. Lastly, the analysis suggests that cognitive gratification-seeking accounted for a significantly higher proportion of the variance in respondents' perceived helpfulness of the reports than affective gratification-seeking.



## B. Discussion and Implications of Findings

In this section, we will discuss the implications of the hypotheses which were supported and the possible reasons why some of the hypothesized relationships were not confirmed.

Gratifications research is rooted in the theoretical reasoning that much of audience media behaviour can be explained by the secondary drive in human organisms to know and understand their external environment (Maslow, 1963), the human need for pleasurable emotional experience (Katz, Gurevitch and Haas, 1973) and the need to establish connections with other people (McGuire, 1974). The findings from the present study provide further empirical evidence to support some of these theoretical reasonings.

The data from this study indicate that respondents have different needs which they seek to gratify when watching international news reports on television network newscasts. A factor analysis of responses to the gratification-seeking items yielded two underlying dimensions of motivations for watching the news reports. The two dimensions were labelled as: (1) Surveillance/Cognitive Gratification-Seeking and (2) Affective Gratification-Seeking.

The Surveillance/Cognitive Gratification-Seeking Dimension suggests an information-related orientation to international news reports on the newscasts. The data indicate that most audience members watch the news reports primarily to fulfill their perceived needs for information about international events; to learn about events which may cause

conflicts in the world; to see how foreign countries deal with each other; to keep track of U.S. relations with other countries and to learn about how world events may affect their lives.

The Affective Gratification-Seeking Dimension points to a diversionary, less information-related orientation to international news reports on the newscasts. It suggests that some individuals watch the coverage primarily to meet their perceived needs for "communication-pleasure" (Stephenson, 1967). These individuals find it exciting to watch reports about other countries, they enjoy watching different people in different situations around the world and they find pictures about foreign people and places interesting.

These findings are compatible with earlier findings by gratifications researchers such as Rosengren and Windahl (1972), McQuail, Blumler and Brown (1972), Katz, Gurevitch and Haas (1973) and Levy (1977). Their findings indicate that individuals attend to the media to fulfill their needs for surveillance of the environment, diversion and companionship.

The findings of this study further suggest that respondents with varying degrees of interest in foreign news topics have different combinations of motivations for watching international news reports on the newscasts. Individuals with a high level of interest in foreign news topics are more likely to watch the news reports to gratify their needs for





entertainment and pleasure. These findings parallel earlier findings by Hero (1959) and Robinson (1967a) which showed interest in international affairs to be a significant motivator of exposure to international news content in the media.

The relationship found in this study between interest in foreign news topics and cognitive gratification-seeking provide further empirical evidence to support the theoretical notion that interest in a topic generates or enhances the need for information about that topic.

A major contribution of this study to the literature on international news communication is the data on audience motivations for watching media coverage of international news, dependence on the television networks for international news and perceived helpfulness of the coverage. The data show that the perceived helpfulness of the coverage towards understanding international events was positively related to the individual's reliance on the television networks and his/her motivations for watching the reports.

Some of the respondents may be described as being dependent on the television networks for their international news; they seek primarily cognitive gratifications from the coverage and perceive the news reports to be significantly helpful in their understanding of international issues. Other respondents may be considered as less dependent on the television networks for their international news; they seek primarily affective gratifications and perceive the reports on television to be somewhat helpful in their understanding

of international events. The highly television-dependent, primarily cognitive gratification-seeking individual perceives the coverage to be more helpful than his/her less television-dependent, primarily affective gratification-seeking counterpart.

Judging from findings that the television medium is perceived to be highly credible, especially among the less educated (Greenberg, 1966; Roper, 1977), television network coverage can affect the way the television-dependent person looks at and interprets world events. The perceived understanding which the individual has of international issues based on what is presented on television network newscasts could determine his or her attitude towards those issues. This line of reasoning is buttressed in learning theory's "law of effect" which postulates that repetition, reinforcement and positive gratifications can effect change (Wamsley and Pride, 1972; McGuire, 1974). Theoretically, one implication from the findings in this study is that as the television-dependent individual is exposed to reports about world events on television network newscasts and as the individual finds the reports to be both cognitively and affectively gratifying, the coverage can shape his/her understanding and perception of world events.

Considering the evidence from content analyses indicating that television network coverage of international events tilts towards conciseness and over-simplicity, not depth or completeness, the implications of the findings from this



study may be disconcerting: the perceived understanding that the television-dependent individual has of international events may be specious.

Batscha (1975) has argued that because television coverage focuses on the peripheral aspects of foreign events, the television-dependent individual will tend to have a fragmented map of the world. "Viewers who don't understand television's limitations and are inclined to support their opinions with 'but I saw it on TV,' mistaking the selected impressions for the whole story, cannot help but have inadequate basis for their opinions" (Batscha, 1975, p. 228).

The nature of the data collected in this study does not provide direct evidence supporting Batscha's assertion, but the findings have some practical value for the broadcast journalist covering international events and the commercial television networks. A substantial number of individuals rely solely or largely on the networks for information about world events. The data from this study suggest that the television-dependent news viewers seek for information about world events and developments in other countries that could have a direct or indirect impact on their lives. These individuals perceive the network coverage to be significantly helpful to their understanding of world events. The television networks have the responsibility to provide the news viewers with in-depth coverage and interpretation of international events, foreign issues and developments. Such in-depth coverage and interpretation can help broaden the

understanding and knowledge which the news viewer has of international issues and events in foreign countries.

Another contribution of this study to the literature on international news communication is methodological. In an attempt to measure respondents' interest in foreign news topics, we developed a scale of interest in foreign news topics and systematically tested its reliability. Items on the scale were selected from content analytic findings on foreign news which are most often reported on U.S. commercial television network newscasts. Although the concept of interest in foreign news has been used in several previous research undertakings, no previous efforts were made to systematically develop a reliable scale for assessing the concept. The seven-item scale of interest in foreign news topics developed in this study had (1) a Cronbach alpha reliability coefficient of .778; (2) an unequal-length Spearman-Brown reliability coefficient of .839 and (3) the subset of odd-numbered items correlated with the subset of even-numbered items at .718. The scale also related significantly to education at .28 ( $p = .001$ ); information-seeking about international news from the coverage at .51 ( $p < .001$ ) and with affective gratification-seeking at .35 ( $p < .001$ ). However, further validation is needed on the scale, if it is to serve as a useful tool for future researchers in international news communication.

It had been posited that variations in news viewers' attention to international news reports on the newscasts

could be explained not only by the demographic characteristics of the viewers but also by the kinds of motivations which propel watching of the reports. However, only one of the three hypotheses relating to attention was supported by the data; the other two hypotheses were not confirmed. The zero-order correlations between the six independent variables and attention were very low. The correlation coefficients ranged from  $+.13$  for cognitive gratification-seeking to  $-.14$  for sex. Jointly, all six predictors explained only 5.8 percent of the variance in attention to international news reports on the newscasts.

One possible explanation for the weak correlations and the minute variance explained can be found in the operationalization of attention to international news reports. The constitutive definition of attention used in this study follows that given by Wolman (ed., 1973, p. 34) as "selection and perception of a certain stimulus or of a range of stimuli comprising part of a complex stimulus situation." The standard measure of attention used in mass communication survey research is a self-report measure whereby respondents are requested to report their levels of attention to the content units of interest in the research (Atkin and Heald, 1976; Becker, 1976, Palmgreen and Rayburn, 1980). For example, using a self-report measure, Becker (1976) found that gratification-seeking variables made a significant contribution to the prediction of attention to the U.S. Senate Watergate Committee hearings among his respondents. Partly



because self-reported levels of attention are often fraught with perceived social desirability problems, especially when the issue deals with news and public affairs, and partly because, as a psychological phenomenon, attention is difficult to ascertain directly, we employed a surrogate attention measure.

From a checklist of international news headlines read to them, respondents were requested to indicate those items they saw or heard when watching television network newscasts broadcast the same evenings of the telephone interviews. The checklists were based directly on actual news programs broadcast and, thus, respondents' reported awareness of the news items was considered to be an indirect indicator of their attention to the news items. However, this indirect attention measure turned out to be crude and not adequately discriminating. The 115 respondents who reported watching television network newscasts broadcast the evenings of the telephone interviews averaged 5.1 on the attention scores (maximum = 7), with variance of 2.5 and standard deviation of 1.6. A reliability test revealed that the attention measures had a low Cronbach alpha reliability of .53.

A better indirect measure of attention might have been to request respondents not only to indicate those items they saw or heard but also to provide some details on those items. This technique is akin to aided recall with details and could have ensured more variation in respondents' scores on attention to international news reports on the newscasts. The



technique could have provided a better discrimination between the attention levels of the cognitive and affective gratification-seeking news viewers.

The size of the subsample used in testing the three hypotheses relating to attention may also have contributed to the low correlations and the miniscule variance accounted for by the predictors. The questions concerning awareness of international news reports on the newscasts were asked only of those respondents who reported watching television network news programs broadcast the evenings of the telephone interviews. This limited the number of responses employed in testing the three hypotheses to only 115, which is less than 50 percent of the 276 individuals in the entire sample. It is doubtful that a subsample of 115 is large enough for the fine discriminations which were intended in hypotheses  $1_a$ ,  $1_b$  and 2. Kerlinger and Pedhazur (1973) have remarked on the wisdom of using large samples in research surveys which deal with attitudinal and psychological measures.

The deficiencies in the operationalization of attention to international news coverage do not impair the significance of the issue of motivational variables as predictors of exposure to international news content in the media. First, the relationship between gratification-seeking and attention to international news reports on the newscasts was in the direction predicted. Furthermore, even when considered in the context of the traditional demographic variables, the gratification-seeking variables accounted for half of the



total amount of variance in degree of attention explained by all the predictors. These two factors suggest that news viewers' gratification-seeking have some relationship to attention to international news content in the media which is worth exploring in future research.

The findings of low correlations between educational level and both gratification-seeking and attention to international news reports on the newscasts were contrary to the predicted relationships. However, the findings are compatible with Kim's (1974) findings that education was not positively related to selective exposure to foreign news content in newspapers, despite the positive correlations found earlier by Hero (1959) and Robinson (1967b). The findings in this study also parallel previous findings by Samuelson, Carter and Ruggels (1963) and Greenberg (1966) which indicate that as educational level increases, television viewing decreases and print media usage increases. The previous findings on audience demographic characteristics and exposure to the media suggest that the higher the individual's educational level, the less likely that individual will watch television network newscasts.

The hypothesis relating education to cognitive gratification-seeking was predicated on the theoretical grounds that education broadens the individual's knowledge horizon and world outlook and helps develop the individual's cognitive and communication skills. This, in turn, facilitates the acquisition of information and comprehension of complex



issues such as public affairs and international events. News about such issues are often presented in complex sentence structure and special vocabulary which may constitute considerable problems for the less educated. However, given the fact that the more educated the individual is, the less television news s/he watches, the hypothesis that education is a discriminator of information-seeking about international news events does not appear to be applicable to the television medium. Future research effort can incorporate the hypothesis and explore it in relation to other sources of information about international events.

### C. Study Limitations and Suggestions for Future Research

This section presents the limitations of the study. Accompanying the discussion of the limitations are some suggestions for future research. The suggestions are offered both as a means of rectifying some of this study's limitations and as leads for further explorations in international news communication from the audience perspective.

First, it should be noted that the gratifications measurement used in the study depended on respondents' self-report of gratifications sought from international news reports on television network newscasts. The procedure used is similar to the method employed in previous gratifications studies. It is premised on the assumption of the gratifications model that individuals are aware of and can express



their motives for attending to the mass media or can recognize the motives when presented to them in an intelligible and familiar manner. The researcher also operates on the tacit assumption that there will be no difference between the reported and actual motives. But the assumption that respondents can recognize their own motives and mental state and be willing to report actual motives for watching the news reports may be open to question. Future research efforts should be aimed at developing more precise measurement of gratification-seeking from the media. One technique which could be used is projective methods.

A major limitation of this study is the operationalization of attention to international news reports on the newscasts. We operationalized attention as reported awareness of international news reports on the newscasts. However, as stated in an earlier section, this indirect measure proved to be rather unrefined, not adequately discriminating and of low reliability.

Research needs to be done to develop more sophisticated and better behavioral indices of attention to different stories on the newscasts as well as other content units on television. Such a development should go beyond the standard self-reported levels of attention usually used in survey research. A better measurement of attention can permit a more productive analysis of the relationships posited in this study and can provide a more useful insight into the factors

which determine variations in attention when watching reports on the newscasts.

A suggestion was made in an earlier section of this chapter that the technique of aided and unaided recall with details can be a useful indirect measure of attention to content units on television. Respondents can be requested to, first, indicate news items they saw or heard on the newscasts relating to international events and, second, to give some details on those items. The number of news stories recalled and the amount of details given on the stories can serve as a useful surrogate indicator of attention.

A more direct measure of attention to content units on television network newscasts can be taken in a carefully-conducted laboratory experiment. The viewing situation under the experimental conditions must be designed to parallel the home environment as closely as possible. A questionnaire can be administered prior to the experiment to identify subjects who are primarily cognitive gratification-seeking and those who are primarily affective gratification-seeking.

One objective of this kind of experiment could be to determine the extent to which the primarily cognitive gratification-seeking news viewers pay higher degrees of attention to international news reports on the newscasts than the primarily affective gratification-seeking news viewers. Attention can be measured by recording subjects' physical reactions to the news items such as eye contact/concentration and by signs of distractions such as reading a newspaper or



talking with other subjects during the newscasts. The findings from this kind of experiment should be of some value to media practitioners in their coverage on international events. If the relationships between audience motivations to the coverage and their attention can be better clarified, then the commercial television networks can improve their reports on international events and make them more attractive to the audience.

In the present study, respondents were requested to state the perceived helpfulness of television network reports towards comprehending international news events. Respondents' perceived helpfulness of the coverage was found to correlate positively with both their dependence on television networks for international news and their gratification-seeking from the coverage. But examination of the relationships was limited only to perceived understanding which the individual has of international events based on reports s/he watches on the newscasts. The study did not investigate the actual understanding or knowledge which the individual has of international events. It is possible that the individual's perceived understanding is not isomorphic with his/her actual understanding.

The extent to which perceived understanding is identical with actual understanding of the events after watching reports on television network newscasts can be another focus of further inquiry in future research in international news communication. A research study of this kind can also



investigate the difference in actual understanding and knowledge of international events between the highly television-dependent individual and the less television-dependent individual. One way of operationalizing actual understanding and knowledge will be by asking respondents questions relating to aspects of specific international news events such as the dates, places, facts, figures, names of personalities and countries involved in the events. It is predicted that the highly television-dependent individual will be less knowledgeable about international issues than the less television-dependent individual, after controlling for factors such as age and education. Findings from such an investigation can provide further evidence on the effect television network coverage has on shaping viewers' knowledge of international issues.

This study was further limited in its examination of the relationships between audience antecedent characteristics and their gratification-seeking from international news coverage on the newscasts. The antecedent characteristics were limited to the individual's sex, age, educational level, interest in foreign news topics and dependence on the television networks for international news. Further research is needed which will incorporate additional socio-psychological background characteristics of the audience and examine how these characteristics relate to different gratifications sought from the news coverage. Additional characteristics which may be included in future audience-oriented studies in

international news communication are cosmopolitanism, audience perception of salience of international affairs, ethnocentrism, and worldmindedness.

It is worth exploring how the characteristics relate to gratification-seeking from international news content in different media sources. Some research questions which may be asked are: How do different audience characteristics correlate with different dimensions of gratification-seeking? Which kinds of individuals turn to which media to fulfill their perceived needs for information about international events? What are the socio-psychological origins of the needs for information or diversion from international news content in the media? Research evidence relating to these questions can help link elements of the gratifications model and refine the theoretical basis of gratifications research.

The period during which this study was conducted also deserves a brief discussion. The data were collected during the time of at least two major international events of significance to the American citizen. These events were: (1) the seizure of U.S. diplomats in Iran and (2) the Russian invasion of Afghanistan. To the extent that these two events received wide and continuous coverage in the American media, the events may have influenced both the kinds of gratifications which the respondents sought from international news coverage and respondents' interest in foreign news topics. But it must be noted that the gratification-seeking items generated from respondents in the preliminary group interviews



corresponded closely to items generated from the gratifications literature.

However, to the extent that the two events received extensive coverage in the media, they may have enhanced or even generated respondents' interest in foreign developments. In view of this, further refinement and validation of the scale of interest in foreign news topics is needed, as earlier suggested. Further validation could be done by administering the scale on different population segments in the United States at a different period or on respondents from a different culture. The scale can also be correlated with other known determinants of exposure to international news content in the media. A scale of interest in foreign news topics with proven validity and reliability will be a methodological asset to future research efforts which, like the present study, examine international news communication process from the audience perspective.



## **APPENDICES**



## **APPENDIX A**

### **QUESTIONNAIRE USED IN PRELIMINARY STUDY**



## APPENDIX A

## QUESTIONNAIRE USED IN PRELIMINARY STUDY

Hello, my name is \_\_\_\_\_ and I'm from the School of Journalism at Michigan State University. We are talking with a cross-section of people in the Lansing Metropolitan Area to get their views on television news programs. Your views on television news will contribute to a report which could help make television news better for you and other viewers.

1. About how many times a week do you watch commercial television network evening news programs? By network news, we mean the news programs shown each evening on CBS, ABC and NBC.  
  - ( \_\_\_\_\_ ) Never (Please go to Question #29)
  - ( \_\_\_\_\_ ) Less than once a week
  - ( \_\_\_\_\_ ) Once
  - ( \_\_\_\_\_ ) Twice
  - ( \_\_\_\_\_ ) Three times
  - ( \_\_\_\_\_ ) Four times
  - ( \_\_\_\_\_ ) Almost every evening
2. Which of these television network evening news programs do you usually watch?  
  - ( \_\_\_\_\_ ) CBS News with Walter Cronkite (On Channel 6)
  - ( \_\_\_\_\_ ) NBC News with John Chancellor (On Channel 8 or 10)
  - ( \_\_\_\_\_ ) ABC News with Frank Reynolds (On Channel 12)
3. Please think for a moment and then give your reasons for watching television network evening news programs.
4. Generally, there are different kinds of news reports on television network evening news programs. For instance, there are usually reports on the political campaigns and reports on the economy. There are also reports on U.S. relations with other countries as well as reports about what goes on in foreign countries.



If you could see only parts of the news programs, which parts would you like to see the most. Please rank the following parts in order of importance to you. The most important reports get a ranking of 1, the second most important get 2 and so on.

- ( ) Reports about Michigan
- ( ) Reports about internal affairs in the United States
- ( ) Reports about U.S. relations with other countries
- ( ) Reports about what goes on within foreign countries
- ( ) Reports about events between two or more foreign countries

We are going to ask you a few questions regarding reports on the news programs about U.S. relations with other countries.

5. How important is it for you to watch reports on television network evening news programs about U.S. relations with other countries?
  - ( ) Not important at all (Please go to Question #11)
  - ( ) Not very important
  - ( ) Somewhat important
  - ( ) Important
  - ( ) Very important
6. What is it important for you to watch reports on television network news programs about U.S. relations with other countries?
7. How much attention would you say you usually give to reports on television network news programs about U.S. relations with other countries?
  - ( ) Not attentive at all
  - ( ) Not very attentive
  - ( ) Somewhat attentive
  - ( ) Attentive
  - ( ) Very attentive
8. What do you look for when watching reports on the news programs about U.S. relations with other countries?



9. What do you like best about reports on the news programs about U.S. relations with other countries?
10. What do you like least about reports on the news programs about U.S. relations with other countries?

The next few questions concern reports on television network evening news programs about what goes on within foreign countries.

11. How important is it for you to watch reports on television network news programs about what goes on within foreign countries?
- ( ) Not important at all (Please go to Question #17)
- ( ) Not very important
- ( ) Somewhat important
- ( ) Important
- ( ) Very important
12. Why is it important for you to watch reports on television network evening news programs about what goes on within foreign countries?
13. How much attention would you say you usually give to reports on television network evening news programs about what goes on within foreign countries?
- ( ) Not attentive at all
- ( ) Not very attentive
- ( ) Somewhat attentive
- ( ) Attentive
- ( ) Very attentive
14. What do you look for when watching reports on television network evening news programs about what goes on within foreign countries?

15. What do you like best about reports you watch on television network evening news programs about what goes on within foreign countries?
16. What do you like least about reports you watch on television network evening news programs about what goes on within foreign countries?

We now have a few questions concerning reports on television network evening news programs about events between two or more foreign countries.

17. How important is it for you to watch reports on television network evening news programs about events between two or more foreign countries?
- ( ) Not important at all (Go to Question #23)
- ( ) Not very important
- ( ) Somewhat important
- ( ) Important
- ( ) Very important
18. What is it important for you to watch reports on television network evening news programs about events between two or more foreign countries?
19. How much attention would you say you usually give to reports on television network evening news programs about events between two or more foreign countries?
- ( ) Not attentive at all
- ( ) Not very attentive
- ( ) Somewhat attentive
- ( ) Attentive
- ( ) Very attentive
20. What do you look for when watching reports on television network evening news programs about events between two or more foreign countries?





21. What do you like best about reports you watch on television network evening news programs about events between two or more foreign countries?
22. What do you like least about reports you watch on television network evening news programs about events between two or more foreign countries.

Now we will change the questions a little.

23. How much would you say you depend on television networks for information about U.S. relations with other countries? Circle Response.  
 Very much      Much      Somewhat      Little      Very little
24. How much would you say you depend on television networks for information about what goes on within foreign countries? Circle Response.  
 Very much      Much      Somewhat      Little      Very little
25. How much would you say you depend on television networks for information about events between two or more foreign countries? Circle Response.  
 Very much      Much      Somewhat      Little      Very little
26. How much would you say reports you watch on television about U.S. relations with other countries help you understand what's going on? Circle Response.  
 Very much      Much      Somewhat      Little      Very little
27. How much would you say reports you watch on television networks about events within foreign countries help you understand what's going on in foreign countries? Circle Response.  
 Very much      Much      Somewhat      Little      Very little
28. How much would you say reports you watch on television networks about events between two or more foreign countries help you understand what's going on among foreign countries? Circle Response  
 Very much      Much      Somewhat      Little      Very little
29. Where do you get most of your information about what goes on within foreign countries?

30. Where do you get most of your information about what goes on within foreign countries?
31. Where do you get most of your information about events between two or more foreign countries?
32. How often do you find yourself talking with other people about U.S. relations with other countries?
33. How often do you find yourself talking with other people about what goes on within foreign countries?
34. How often do you find yourself talking with other people about events between two or more foreign countries?

Just a few more questions please.

35. How many years of school have you finished?  
( ) 8th grade or less  
( ) Some high school  
( ) High school degree  
( ) Some college  
( ) College degree  
( ) Some graduate school  
( ) Graduate degree
36. What is your occupation?
37. Would you please tell us how old you are?
38. Sex: ( ) Male ( ) Female

Thank you very much for your time and help.



## **APPENDIX B**

### **PRE-CODED QUESTIONNAIRE USED IN THE PRE-TEST**

## APPENDIX B

## PRE-CODED QUESTIONNAIRE USED IN THE PRE-TEST

S.T. KWAME BOAFO: 353-6761 (OFFICE)  
355-2927 (HOME)

COLS.

RESPONDENT PHONE # (\_\_\_\_\_)

RESPONDENT ID # (\_\_\_\_\_) 1-3

INTERVIEWER'S NAME (\_\_\_\_\_)

DAY OF INTERVIEW (\_\_\_\_\_)

CALLBACK: 1 2 3 4 5 6

STATUS OF INTERVIEW:

COMPLETED (1)

REFUSED (2)

DISCONNECTED (3)

BUSY (4)

NO ANSWER (5)

INTRODUCTION: Hello, my name is \_\_\_\_\_ and I'm calling from the School of Journalism at Michigan State University. We are talking to people in the Lansing area to get their views on television network news programs. I have a few questions I'd like to ask you (the man/the woman of the house).

1. First, about how many days a week do you watch television network news programs shown each evening on CBS, NBC and ABC? Would you say less than once a week, one evening a week, a few evenings a week or almost every evening?  
(CIRCLE RESPONSE)

(\_\_\_\_ 0 \_\_\_\_ ) LESS THAN ONCE A WEEK (GO TO QUESTION #21)

(\_\_\_\_ 1 \_\_\_\_ ) ONE EVENING A WEEK

(\_\_\_\_ 2 \_\_\_\_ ) A FEW EVENINGS A WEEK

(\_\_\_\_ 3 \_\_\_\_ ) ALMOST EVERY EVENING

4

2. How many different network evening news programs do you usually watch?

0 1 2 3 4 5 6+

5



COLS:

3. Which network evening news programs do you usually watch? CBS News, NBC News, ABC News?  
(CIRCLE RESPONSE)

(     1     ) CBS NEWS  
 (     2     ) NBC NEWS  
 (     3     ) ABC NEWS  
 (     4     ) CBS AND NBC NEWS  
 (     5     ) CBS AND ABC NEWS  
 (     6     ) NBC AND ABC NEWS  
 (     7     ) CBS, NBC AND ABC NEWS  
 (     8     ) DON'T KNOW

6

We are interested in the reasons why people watch different reports on the network evening news programs. Here are some reasons a person may have for watching reports on network evening news programs about United States relations with other countries and reports about foreign countries. As I read each reason, please rate on a scale of zero to 100 percent how important it is to you when you watch the news reports. If the reason is very important to you, you would rate it 100 percent. If it is not important at all, you would rate it zero percent. If it is somewhere in between, you would rate it accordingly between zero and 100 percent.  
(READ EACH STATEMENT: RECORD RESPONSE)

4. Because you want to keep track of changes in United States relations with other countries. (      )% 7-9
5. Because you want to keep up with what's going on around the world. (      )% 10-12
6. Because you enjoy watching pictures of the landscape and countryside in other countries. (      )% 13-15
7. Because you want to know what's happening in the world and how it can affect your life. (      )% 16-18
8. Because some of the pictures shown of foreign people and places are interesting to you. (      )% 19-21
9. Because you want to find out about events which may cause conflicts in the world. (      )% 22-24
10. Because you enjoy watching different people in different situations around the world. (      )% 25-27
11. Because you want to find out about how other countries are dealing with their own problems. (      )% 28-30



COLS:

12. Because you find it exciting to watch some of the reports on events in other countries. (\_\_\_\_)% 31-33
13. Because you want to see how foreign countries deal with each other. (\_\_\_\_)% 34-36
14. Because you find it interesting to see reports that give you a look at other countries. (\_\_\_\_)% 37-39
15. Because you want to learn about what citizens of other countries think about the United States. (\_\_\_\_)% 40-42
16. Because watching reports about other countries keeps you in touch with the rest of the world. (\_\_\_\_)% 43-45

Now I'll change the questions a little.

17. Please tell me how much you depend on television networks for information about United States relations with other countries. Here, zero equals not dependent at all and 100 percent equals totally dependent. (\_\_\_\_)% 46-48
18. On the same scale, how much would you say you depend on television network for information about foreign countries? (\_\_\_\_)% 49-51
19. Please tell me how much the reports you watch on television networks about United States relations with other countries help you understand what's going on. Here, zero equals not helpful at all and 100 percent equals very helpful. (\_\_\_\_)% 52-54
20. On the same scale, how much would you say the reports you watch on television networks about foreign countries help you understand events in foreign countries? (\_\_\_\_)% 55-57
21. Now here are different types of news about foreign countries which are sometimes reported on television network evening news programs. For each type of foreign news I read, please tell me if you are very interested, interested, not interested or not interested at all. (READ EACH STATEMENT AND RESPONSE CATEGORY: CIRCLE RESPONSE)

News about the economy of foreign countries. Are you

Very		Not		Not Interested	
Interested	Interested	Interested	At all		DK
( <u>5</u> )	( <u>4</u> )	( <u>2</u> )	( <u>1</u> )	( <u>3</u> )	58

COLS:

22. News about politics within foreign countries.  
Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 59
23. News about sporting events in foreign countries.  
Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 60
24. News about racial problems within foreign countries.  
Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 61
25. News about disasters within foreign countries.  
Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 62
26. News about armed conflicts between foreign countries.  
Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 63
27. News about defense within foreign countries. Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 64
28. News about advances in science in foreign countries.  
Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 65
29. News about relations among different foreign countries. Are you
- |            |            |            |                |       |
|------------|------------|------------|----------------|-------|
| Very       |            | Not        | Not Interested |       |
| Interested | Interested | Interested | At all         | DK    |
| ( 5 )      | ( 4 )      | ( 2 )      | ( 1 )          | ( 3 ) |
- 66

COLS:

30. News about terrorism in foreign countries. Are you

Very		Not	Not Interested	
Interested	Interested	Interested	At all	DK
( 5 )	( 4 )	( 2 )	( 1 )	( 3 )

67

Just a few final questions.

31. What was the last grade in school you finished?

( 1 ) LESS THAN 8TH GRADE  
 ( 2 ) SOME HIGH SCHOOL  
 ( 3 ) FINISHED HIGH SCHOOL  
 ( 4 ) SOME COLLEGE  
 ( 5 ) FINISHED COLLEGE  
 ( 6 ) SOME GRADUATE SCHOOL  
 ( 7 ) FINISHED GRADUATE SCHOOL  
 ( 8 ) NO RESPONSE

68

32. Would you please tell me your age?

( )  
 ( 99 ) REFUSED

69-70

Thank you very much for your time and help. Goodnight.

33. RECORD RESPONDENT'S SEX:

( 1 ) MALE ( 2 ) FEMALE

71

## APPENDIX C

### QUESTIONNAIRE USED IN MAIN STUDY

## APPENDIX C

## QUESTIONNAIRE USED IN MAIN STUDY

S. T. KWAME BOAFO: 353-6761 (OFFICE)  
355-2927 (HOME)

COLS:

RESPONDENT PHONE # ( )

RESPONDENT ID # ( ) 1-3

INTERVIEWER'S NAME ( )

DAY OF INTERVIEW ( )

CALLBACKS: 1 2 3 4 5 6 7 8 9 10

STATUS OF INTERVIEW:

COMPLETED (1)

REFUSED (2)

DISCONNECTED (3)

NO ANSWER (4)

INTRODUCTION: Hello, my name is \_\_\_\_\_ and I'm calling from the Telecommunications Department at Michigan State University. We are talking with people in the Greater Lansing area to get their views on television news. I have a few questions I'd like to ask you (the man/the woman of the house), if I may have a few minutes of your time.

1. First, about how many days a week do you watch television network news programs shown each evening on CBS, NBC and ABC? Would you say never, one evening a week, a few evenings or almost every evening?  
(CIRCLE RESPONSE)

( 0 ) NEVER (THANK RESPONDENT AND EXIT OUT OF INTERVIEW)

( 1 ) ONE EVENING A WEEK

( 2 ) A FEW EVENINGS A WEEK

( 3 ) ALMOST EVERY EVENING



COLS:

2. Which network evening news program do you usually watch? CBS News, NBC News, ABC News? (CIRCLE RESPONSE)

( 1 ) CBS NEWS (CHANNEL 6)  
 ( 2 ) NBC NEWS (CHANNEL 10, 8)  
 ( 3 ) ABC NEWS (CHANNEL 12)  
 ( 4 ) CBS AND NBC NEWS  
 ( 5 ) CBS AND ABC NEWS  
 ( 6 ) NBC AND ABC NEWS  
 ( 7 ) CBS, NBC AND ABC NEWS  
 ( 8 ) DON'T KNOW

5

We are interested in why people watch different reports on the network evening news programs. Here are some reasons a person may have for watching reports on the network evening news programs about United States relations with other countries and reports about foreign countries. As I read each reason, please rate on a scale of zero to 100 percent how important it is to you when you watch the news reports. If the reason is very important to you, you would rate it 100 percent. If it is not important at all to you, you would rate it zero percent. If it is somewhere in between, you would rate it accordingly between zero and 100 percent.  
 (READ EACH STATEMENT: RECORD RESPONSE)

- |  |                    |       |
|--|--------------------|-------|
| 3. Because you want to see how foreign countries deal with each other.                           | ( <u>      </u> )% | 6-8   |
| 4. Because you find it exciting to watch some of the reports on events in other countries.       | ( <u>      </u> )% | 9-11  |
| 5. Because you want to find out about events which may cause conflicts in the world.             | ( <u>      </u> )% | 12-14 |
| 6. Because watching reports about other countries keeps you in touch with the rest of the world. | ( <u>      </u> )% | 15-17 |
| 7. Because you enjoy watching different people in different situations around the world.         | ( <u>      </u> )% | 18-20 |
| 8. Because you want to keep track of changes in United States relations with other countries.    | ( <u>      </u> )% | 21-23 |
| 9. Because you find it interesting to see reports that give you a look at other countries.       | ( <u>      </u> )% | 24-26 |

COLS:

10. Because you want to keep up with what's going on around the world. ( )% 27-29
11. Because some of the pictures shown of foreign people and places are interesting to you. ( )% 30-32
12. Because you want to know what's happening in the world and how it can affect your life. ( )% 33-35

Now I'll change the questions a little.

13. Please tell me how much you depend on television networks for information about United States relations with other countries. If zero equals not dependent at all and 100 percent equals totally dependent, how much do you depend on television networks for information about United States relations with other countries? ( )% 36-38
14. On the same scale, how much would you say you depend on television networks for information about foreign countries? ( )% 39-41
15. Please tell me how much you think the reports you watch on television networks about United States relations with other countries help you understand what's going on. If zero equals not helpful at all and 100 percent equals very helpful, how helpful do you think the reports are in understanding United States relations with other countries? ( )% 42-44
16. On the same scale, how much would you say the reports you watch on television networks about foreign countries help you understand events in foreign countries? ( )% 45-47

Now here are different types of news about foreign countries that are sometimes reported on television network evening news programs. For each type of foreign news I read, please tell me if you are very interested, interested, not interested, or not interested at all.

(READ EACH STATEMENT AND RESPONSE CATEGORIES: CIRCLE RESPONSE)





COLS:

17. News about politics within foreign countries.  
Are you

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				48

18. News about racial problems within foreign countries. Are you

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				49

19. News about disasters within foreign countries.  
Are you

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				50

20. News about armed conflicts among foreign countries.  
Are you.

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				51

21. News about advances in science within foreign countries. Are you

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				52

22. News about relations among different foreign countries. Are you

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				53

23. News about terrorism within foreign countries.  
Are you

Very		Not	Not	
Interested	Interested	Interested	Interested	DON'T
( 5 )	( 4 )	( 2 )	( 1 )	KNOW
				54

COLS:

Once again I'll change the questions a little.

24. Did you watch the network news program this evening?

(  1  ) YES (  0  ) NO (IF NO, GO TO Q. 33) 55

25. Which network news program did you watch this evening? CBS News, NBC News, ABC News?  
(CIRCLE REPOSE)

(  1  ) CBS NEWS (CHANNEL 6)

(  2  ) NBC NEWS (CHANNEL 10, 8)

(  3  ) ABC NEWS (CHANNEL 12)

(  4  ) CBS AND NBC NEWS

(  5  ) CBS AND ABC NEWS

(  6  ) NBC AND ABC NEWS

(  8  ) DON'T KNOW

56

Please tell me if you saw or heard these stories on the network news program this evening. As I read each story, please answer "Yes" if you saw or heard it on the news this evening and "No" if you did not.

(INTERVIEWER INSTRUCTION: READ DOWN THE LIST: READ CHECKLIST WHICH CORRESPONDS TO NETWORK RESPONDENT SAID HE/SHE WATCHED THIS EVENING)

#### CHECKLIST OF STORIES

26. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (  1  ) YES (  0  ) NO 57

27. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (  1  ) YES (  0  ) NO 58

\*28. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (  0  ) YES (  1  ) NO 59

29. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (  1  ) YES (  0  ) NO 60

\*30. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (  0  ) YES (  1  ) NO 61

31. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (  1  ) YES (  0  ) NO 62

COLS:

## 32. READ STORY HEADLINE FROM CHECKLIST

REPORTED AWARENESS (1) YES (0) NO 63

Just a few final questions.

## 33. What was the last grade in school you finished?

- (1) LESS THAN 8TH GRADE  
 (2) SOME HIGH SCHOOL  
 (3) FINISHED HIGH SCHOOL  
 (4) SOME COLLEGE  
 (5) FINISHED COLLEGE  
 (6) SOME GRADUATE WORK  
 (7) FINISHED GRADUATE WORK  
 (8) NO RESPONSE

64

## 34. Would you please tell me your age?

(      ) (99) REFUSED

65-66

## 35. What is your race?

- (1) WHITE AMERICAN  
 (2) BLACK AMERICAN  
 (3) MEXICAN AMERICAN/SPANISH AMERICAN  
 (4) NATIVE AMERICAN/AMERICAN INDIAN  
 (5) REFUSED

67

Thank you very much for your time and help. Goodnight.

## 36. RECORD RESPONDENT'S SEX:

- (1) MALE  
 (2) FEMALE

68

**SUPPLEMENTS TO QUESTIONNAIRE USED IN MAIN STUDY:**

**CHECKLISTS OF INTERNATIONAL NEWS STORIES  
ON TELEVISION NETWORK EVENING NEWS PROGRAMS  
BROADCAST ON WEDNESDAY, JULY 23, 1980**

NAME OF NEWSCAST: ABC WORLD NEWS TONIGHT WITH FRANK REYNOLDS  
 DATE OF NEWSCAST: WEDNESDAY, JULY 23, 1980 (One of the Nights of the Telephone Interviews)

CHECKLIST OF INTERNATIONAL NEWS ITEMS

(INTERVIEWER INSTRUCTION: NUMBERS CORRESPOND WITH QUESTION NUMBERS ON QUESTIONNAIRE)

- 26. The president of France said in Paris today that his country will continue to give asylum for political refugees.
- 27. The first Vietnamese cosmonaut was launched into space aboard a Soviet spaceship today.
- \*28. The Soviet president met with the president of the African nation of Angola in Moscow today.
- 29. The Israeli prime minister said today that the United Nations Organization is not effective.
- \*30. In Indonesia today, a bomb was thrown into a crowd which had gathered for a protest march.
- 31. The president of the Press Association in Lebanon was murdered in Beirut today.
- 32. Four members of the Senate Judiciary Committee have been named to look into the link between Billy Carter and Libya.

\*Fake News Items

NAME OF NEWSCAST: CBS EVENING NEWS WITH WALTER CRONKITE

DATE OF NEWSCAST: WEDNESDAY, JULY 23, 1980 (One of the Nights of the Telephone Interviews)

CHECKLIST OF INTERNATIONAL NEWS ITEMS

(INTERVIEWER INSTRUCTION: NUMBERS CORRESPOND WITH QUESTION NUMBERS ON QUESTIONNAIRE)

- 26. A newspaper in Saudi Arabia reported today that Iran may release the American hostages in three weeks.
- 27. Israel today criticized the United Nations debate on the Palestinian issue.
- \*28. The Soviet president met with the president of the African nation of Angola in Moscow today.
- 29. A bomb exploded in the centre of Tehran today, killing six people and injuring several others.
- \*30. In Indonesia today, a bomb was thrown into a crowd which had gathered for a protest march.
- 31. Two men were arrested in Maryland today in connection with the killing of a former Iranian press attache in Washington.
- 32. In Paris today, memorial services were held for two Frenchmen who were killed recently.

\*Fake News Items

NAME OF NEWSCAST: NBC NIGHTLY NEWS WITH JOHN CHANCELLOR

DATE OF NEWSCAST: WEDNESDAY, JULY 23, 1980 (One of the  
Nights of the Telephone Interviews)

CHECKLIST OF INTERNATIONAL NEWS ITEMS

(INTERVIEWER INSTRUCTION: NUMBERS CORRESPOND WITH QUESTION  
NUMBERS ON QUESTIONNAIRE)

- 26. A newspaper in Saudi Arabia said today that the American hostages in Iran may be released next month.
- 27. A Vietnamese cosmonaut was launched into space today aboard a Soviet spaceship.
- \*28. The Soviet president met with the president of the African nation of Angola in Moscow today.
- 29. The Israeli parliament today approved a bill to make Jerusalem the capital of Israel.
- \*30. In Indonesia today, a bomb was thrown into a crowd which had gathered for a protest march.
- 31. In Iran today, six people were killed and several others were injured in a bomb explosion.
- 32. In New York today, Billy Carter said he disagrees with President Carter's statement about his connection with Libya.

\*Fake News Items



**APPENDIX D**  
**INTER-ITEM CORRELATION MATRICES**

## APPENDIX D

TABLE 20: MEASURES OF INTEREST IN FOREIGN NEWS TOPICS

Item	1	2	3	4	5	6	7
1	1.00						
2	.43	1.00					
3	.13	.32	1.00				
4	.26	.24	.26	1.00			
5	.27	.10	.23	.21	1.00		
6	.39	.30	.17	.28	.41	1.00	
7	.33	.35	.37	.45	.14	.28	1.00

Where,

- Item 1 = Interest in news about politics within foreign countries.
- 2 = Interest in news about racial problems within foreign countries.
- 3 = Interest in news about disasters within foreign countries.
- 4 = Interest in news about armed conflicts among foreign countries.
- 5 = Interest in news about advances in science in foreign countries.
- 6 = Interest in news about relations among different foreign countries.
- 7 = Interest in news about terrorism within foreign countries.

NOTE: Average inter-item correlation is .28

TABLE 21: GRATIFICATION-SEEKING MEASURES

Item	1	2	3	4	5	6	7	8	9	10
1	1.00									
2	.39	1.00								
3	.40	.29	1.00							
4	.42	.33	.53	1.00						
5	.28	.50	.16	.39	1.00					
6	.31	.28	.60	.52	.22	1.00				
7	.34	.44	.36	.52	.56	.44	1.00			
8	.28	.31	.43	.55	.32	.54	.53	1.00		
9	.22	.29	.15	.43	.47	.17	.51	.35	1.00	
10	.31	.26	.52	.44	.32	.57	.49	.59	.28	1.00

Where,

- Item 1 = Because you want to see how foreign countries deal with each other.  
 2 = Because you find it exciting to watch some of the reports on events in other countries.  
 3 = Because you want to find out about events which may cause conflicts in the world.  
 4 = Because watching reports about other countries keeps you in touch with the rest of the world.  
 5 = Because you enjoy watching different people in different situations around the world.  
 6 = Because you want to keep track of changes in United States relations with other countries.  
 7 = Because you find it interested to see reports that give you a look at other countries.  
 8 = Because you want to keep up with what's going on around the world.  
 9 = Because some of the pictures shown of foreign people and places are interesting to you.  
 10 = Because you want to know what's happening in the world and how it can affect your life.

**APPENDIX E**  
**CHARACTERISTICS OF SAMPLES**

## APPENDIX E

TABLE 22: PRE-TEST SAMPLE

Characteristic	Absolute Frequency	Relative Frequency (%)
<u>Sex:</u>		
Male	22	42.3
Female	30	57.7
	*N = 52	100.0
<u>Education:</u>		
Less than 8th grade	0	0
Some high school	8	15.4
Finished high school	11	21.2
Some college	14	26.9
Finished college	8	15.4
Some graduate work	4	7.7
Finished graduate school	7	13.5
	N = 52	100.1***
<u>Age:</u>		
18 to 29 years old	18	36
30 to 39 years old	7	14
40 to 49 years old	7	14
50 to 59 years old	5	10
60 years and over	13	26
	N = 50**	100
<u>TV Network Evening News Exposure:</u>		
Less than once a week	4	7.7
One evening a week	4	7.7
A few evenings a week	20	38.5
Almost every evening	24	46.2
	N = 52	100.1***
<u>TV Network News Programs</u>		
<u>Usually Watched:</u>		
CBS News with Walter Cronkite	25	52.1
NBC News with John Chancellor	2	4.2
ABC News with Frank Reynolds	4	8.3
CBS and NBC News	12	25.0
CBS and ABC News	0	0
NBC and ABC News	2	4.2
CBS, NBC and ABC News	3	6.3
	N = 48***	100.1***

NOTE: \*N = the number of respondents in the sample of 80 who completed the telephone interviews

\*\*Two respondents refused to give their ages

\*\*\*Respondents who said they watched television network evening newscasts "less than once a week" were not requested to state the network news programs they usually watched

\*\*\*\*Rounding error

APPENDIX E  
TABLE 23: MAIN STUDY SAMPLE

Characteristic	Absolute Frequency	Relative Frequency (%)
<u>Sex:</u>		
Male	116	42.0
Female	160	58.0
	N = 276	100.0
<u>Education:</u>		
Less than 8th grade	4	1.4
Some high school	27	9.8
Finished high school	80	29.0
Some college	76	27.5
Finished college	60	21.7
Some graduate work	14	5.1
Finished graduate work	15	5.4
	N = 276	100.0
<u>Age:</u>		
18 to 29 years	103	37.7
30 to 39 years	68	24.9
40 to 49 years	27	9.9
50 to 59 years	33	12.1
60 to 69 years	23	8.4
70 years and over	19	7.0
	N = 273*	100.0
<u>Race:</u>		
White American	256	93.1
Black American	11	4.0
Mexican American	3	1.1
Native American	1	.4
Others	4	1.5
	N = 275*	100.1

\*Non-response not included

## APPENDIX E

TABLE 24: COMPARISON OF SAMPLE AND 1970 CENSUS  
DATA FOR THE LANSING STANDARD METROPOLITAN  
STATISTICAL AREA (SMSA)

Characteristic	Population: Lansing SMSA (percentage)	Sample (percentage)
<u>Sex:</u>		
Male	48.4	42.0
Female	51.6	58.0
<u>Age:</u>		
18 to 29 years	44.5	37.7
30 to 39 years	14.8	24.9
40 to 49 years	14.3	9.9
50 to 59 years	11.7	12.1
60 to 69 years	8.0	8.4
70 years and over	6.8	7.0
<u>Education:</u>		
Less than 8th grade	4.8	1.4
Some high school	29.6	9.8
Finished high school	34.0	29.0
Some college	13.5	27.5
Finished college	8.3	21.7
Graduate work/degree	9.8	10.5
<u>Race:</u>		
White	92.8	93.1
Black	6.0	4.0
Other	1.2	3.0

Table 24 provides a comparison between the characteristics of the sample studied and the population characteristics of the Lansing Standard Metropolitan Statistical Area (1970 Population Census). This study covered an area which did not coincide precisely with the census definition of the Lansing Standard Metropolitan Statistical Area. The 1970 Census definition of the Lansing SMSA comprises Ingham, Clinton and Eaton Counties and includes communities which lie outside of

TABLE 24 (Continued)

the local call areas as listed in the Lansing Area Telephone Directory. This makes difficult a direct comparison of the sample characteristics and the population characteristics. The comparison presented in Table 24 is, therefore, an approximation.

Table 24 indicates that individuals in the study sample were slightly more educated and older than in the population; also, there were more females in the sample than in the population. However, it is also probable that the true population characteristics of the Lansing SMSA have changed slightly since the 1970 Population Census. At the time of completing this dissertation, the 1980 Population Census had just been finished. Officials of the Lansing Census Office indicated that a break-down of the population characteristics could not be provided until January 1981.



## APPENDIX E

TABLE 25: EXPOSURE PATTERNS FOR TELEVISION NETWORK NEWS

Variable	Absolute Frequency	Relative Frequency (%)
<u>Frequency of Viewing TV Network Evening Newscasts:</u>		
One evening a week	32	11.6
A few evenings a week	113	40.9
Almost every evening	131	47.5
N = 276		100.0
<u>TV Network Evening Newscasts Usually Watched:</u>		
CBS Evening News	164	60.5
NBC Nightly News	62	22.9
ABC World News Tonight	14	5.2
CBS and NBC News	11	4.1
CBS and ABC News	6	2.2
NBC and ABC News	2	.7
CBS, NBC and ABC News	12	4.4
N = 271*		100.0
<u>Watched TV Network News- casts Evening of Interviews:</u>		
Yes	115	41.7
No	161	58.3
N = 276		100.0
<u>TV Network Newscasts Watched Evening of Interviews:</u>		
CBS Evening News	71	61.7
NBC Nightly News	26	22.6
ABC World News Tonight	12	10.4
CBS and NBC News	5	4.3
CBS and ABC News	1	.9
NBC and ABC News	0	0
CBS, NBC and ABC News	0	0
N = 115		99.9

\*Non-response not included

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