

Título Discriminant Analysis on Digital Newspapers Reading Frequency

Tipo de Producto Ponencia (resumen)

Autores Fuentes Cuiñas, Ana Alejandra & Vailati, Pablo Augusto

Presentado en: : 16th European Congress of Psychology in Moscow, Russian Psychological Society

Código del Proyecto y Título del Proyecto

A18S12 - Preferencias de formato y hábitos de consumo de periódicos en el Ámbito Metropolitano de Buenos Aires

Responsable del Proyecto

Fuentes Cuiñas, Ana Alejandra

Línea

Opinión Pública

Área Temática

Comunicación

Fecha

Julio 2019

INSOD

Instituto de Ciencias Sociales y Disciplinas
Proyectuales

FUNDACIÓN
UADE

Discriminant Analysis on Digital Newspapers Reading Frequency

The objective of the research was to find a formula to predict whether an individual reads digital newspapers sporadically or daily, according to a set of predictive variables.

In 2013 Argentina had an extremely high newspaper-reading rate: three out of four citizens were habitual readers. Likewise, the rate of subscription to online journalistic content is still low. However, it remains at similar levels to those in European countries, such as France, Germany and the United Kingdom. Argentine public mostly consumes news online and in digital formats (mainly free newspapers and social networks), followed by the consumption via television, graphic press and radio (in this order) (Ministerio de Cultura Argentino, 2013).

A quantitative research was conducted, in which a structured online questionnaire was answered by 503 respondents, from 11/15/2017 to 12/28/2017. The sample was collected using snowball sampling. In order to participate in the sample, respondents had to study, live or work in Buenos Aires, Argentina. The respondents' ages ranged from 18 to 65 years old. The analysis of data was conducted using SPSS 20.

A discriminant analysis was carried out in order to use independent variables to make predictions about the value of the subjects in the dependent variable (Daily reading, Sporadic reading). The independent variables analyzed were: Reading comfort at home, Reading convenience on devices, Obsolescence of printed newspapers, Access to articles because they are free, Comfort of digital newspapers and contraindications, Digital advertising, Print reading as a tradition, Difficulty to imagine a world without printed newspapers.

The canonical discriminant function indicates that the linear function discriminates moderately, since it presents an eigenvalues of .431 and a canonical correlation of .549 (54.9%) with daily readers and sporadic readers. The measures with higher weight when predicting the fact of belonging to a group of readers are: Reading convenience on devices, Comfort in digital newspapers and contraindications, Print reading as a tradition.