

EXPERIENTIAL ENGAGEMENT WITH ONLINE CONTENT WEB SITES AND THE IMPACT OF CROSS-MEDIA USAGE

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Abstract

Both qualitative and quantitative research is used to identify and measure the experiences people have with online content web sites. A stratified sample of 39 web sites was employed. The quantitative work involved a national survey of over 2000 people. The results reveal 22 distinct experiences with online content. Some of these are similar to but others are different from the experiences previously identified for print magazines and newspapers. Most of the experiences are associated with the extent to which people use a particular content site. The degree of this association is shown to depend on people's overall use of print magazines. Furthermore, the cross-media impact of online and print magazines is positive, implying that one creates a taste for the other. The general implications for cross-media impact are discussed.

Introduction

There is currently considerable interest in engagement with media. Several terms referring to engagement have proliferated. Some speak of "involvement," others of "wantedness" or "stickiness." Regardless of terminology, the distinction being made is usually between exposure to media, or "eyeballs," and qualitative reactions to the media. Being exposed to media does not equate to how a person thinks and feels about media.

What really matters is not terminology but how the phenomenon of qualitative reactions to media is approached. How should we identify and measure these qualitative reactions? We have developed a particular approach that we call Experiential Engagement. It seeks to measure specific *experiences* that people have with media that are identified as closely as possible with their own reports of their thoughts and feelings about media. Here we apply this approach to online content web sites. Previous work has applied it to magazines (Malthouse, Calder and Eddy 2003; 2005 in review) and newspapers (Calder and Malthouse 2004). Work underway at the Media Management Center at Northwestern University is applying it to television.

Some comments about how our Experiential Engagement approach relates to alternative approaches (e.g., D'Amico 2003 and Ware 2003) may be helpful. We do not take usage of a medium as an indicator of engagement. In our conceptualization usage is caused by engagement. It is the result of engagement. To include usage measures in an index of engagement is to potentially risk confusing cause and effect, and explaining an effect with other measures of the effect. We argue that engagement should be approached on its own terms, that is, in terms of people's specific thoughts and feelings about media.

Beyond issues of conceptualization, and perhaps more importantly, we argue that engagement needs to be approached with a view to explanation. We want to understand people's reactions to the media. Measuring usage of, or even how much people like, a web site or magazine or newspaper does not give much understanding of why. One place to look for the reasons why is to ground research in the qualitative experiences of users as they describe them through qualitative research (Calder 2001). And this is the main rationale for our Experiential Engagement approach. (Note that this does not preclude more abstract theorizing about media experiences, see Wang and Calder, forthcoming).

The above issues are mitigated but still relevant in the case of research focusing on advertising effectiveness. Measures of involvement that are primarily measures of usage may be related to advertising effectiveness. But the extent to which this entails "involvement" versus the exposure implied by usage may not be clear. Nor is the explanation of the effect. What is it about usage, other than exposure, that causes the advertising effect? There is also the danger, suggested by our own research, that summary measures of involvement, especially if they rely mostly on usage questions, may obscure the fact that some experiences are more related to advertising effectiveness than others (Malthouse and Calder, 2005 in review).

Again, our purpose here is to examine online content web sites using the Experiential Engagement approach. In addition, we will also consider the issue of cross-media impact. To what extent does usage of print media impact online media?

Online Experiences

The thoughts and feelings people experience with media can be described at different levels. At the most concrete level these thoughts and feelings are rich with the details of the experience of *a* web site or *a* magazine or *a* newspaper. Now while this level of description may well be of interest, it is too saturated with details too specific to the content and other unique characteristics of that property to be useful for comparison purposes. If our goal is to compare across sites, as in the present case, we need a somewhat more abstract or generalized description of experiences.

We approach this in the following way. Qualitative research, in the form of in-depth individual interviews, is conducted for a number of specific sites. But the analysis seeks to describe the experiences that emerge from the interviews at a level that is common across the sites. In practice this amounts to paraphrasing the specific things that people report experiencing with specific sites in a way that preserves the common essence, or gist, across sites but does not include details peculiar to individual sites. Exactly what people say about CNN.com will be different from exactly what they say about chicagotribune.com, but at a higher level people are describing the same thing. They are describing, for example, the extent to which they would say that “Once you start surfing around this site, it’s hard to leave.” We refer to this description as an experience *item*.

From qualitative research we induce a large number of experience items. Then we employ quantitative methods to explore the relationships among the items. If some items are highly interrelated, this indicates that they are alternative measures of the same experience. No one item is a perfect measure in that no one item uniquely represents a single experience. But sets of related items, or factors, can provide a reliable measure of an experience. We refer to these sets of items as *experience scales*. And they can be used in surveys to measure experiences.

Appendix 1 contains the experiences found for online content web sites and the items for each experience that constitute a scale for measuring that experience. Paralleling what we have done for other media, we will report here the relationship between these online experiences and the usage of a representative sample of online content web sites for U.S. consumers. The goal is to understand how experiential engagement drives usage of the online sites.

Cross-Media Impact

An important issue for any medium, and especially with new media, is how other media impact on it. The issue raised here is the impact of using print media on the use of online media. We extend the analysis of the relationship of online experiences with the usage of online sites to assess the effect of print media (represented here as magazines) on this relationship. We will look at the flipside of this too, the effect of online media on print magazines.

Keep in mind that we are addressing two specific questions. Cross-media impact is a broad subject. In particular, we are not addressing issues of substitution or complementarity. We are not considering, for instance, whether an online content web site, like chicagotribune.com, is used less or more due to the print Chicago Tribune. We are asking the more general questions:

1. How is the use of an online content web site affected by the use of print magazines in general?
2. How is the use of a print magazine affected by the use of online content web sites in general?

We can ask the first question either in terms of the depth of people’s use of a magazine they typically look at, or in terms of the breadth of the number of magazines they subscribe to. For the second question, given the data available, we can look only at online as time spent on all sites (breadth).

Methodology

We now describe the details of how we obtained a representative sample of online content web sites and data about online experiences and usage. Details of the statistical modeling are also included. Funding for this research was provided by the Online Publishers Association and the Media Management Center at Northwestern University.

Online Content Web Site Selection. A key feature of this research is that we wanted to reach conclusions about the experiences involved in using online content web sites. Any one site will no doubt involve some experiences that at a detailed level are unique to it. But as discussed above this research postulates and attempts to show that at a higher level there are some experiences that exist across sites. Our approach is to use a stratified sample of online sites. We first classified web sites into seven strata, and then selected a sample from the most visited sites in each stratum. The strata and selected web sites are given in Appendix 2. In total, 39 web sites were included in the study. Our findings may or may not apply to smaller sites.

Qualitative Interviews. Qualitative research generated the initial set of experience items. We conducted 65 hour-long interviews with people prescreened to be users of one or more of the 39 sites. Each interview focused on one site and all sites were covered in the 65 interviews. The interviews followed a qualitative format but were structured around the following. Participants were first asked about what they liked or disliked about the site. They were then told: “I want to focus now on what reading (site) is like for you. What the experience of using it is like. Do you understand what I mean? (If no, this was explained further.) I’ll ask you about this in a number of different ways. Try to tell me what using (site) is really like for you personally.” Participants were then asked about situations (times and places etc). They were probed about using the site as an end in itself or as a means to an end or goal. They were asked about talking to others about the site, how the site made them feel, what kind of mood it put them in, and any behaviors that resulted from using the site. They were also asked about their awareness and interest in advertising on the site.

A final set of probes took the form of complete-the-sentence projective questions. Examples of these are: When I am not using this (site) I am most likely to think of it when _____. If I were to use this (site) just before going to bed, I would _____. A name that would better describe (site) would be _____. The pictures on (site) make me _____. I trust (site) not to _____. Another set of probes asked them to use a word (e.g., experience, want, anticipate, helps, worry) in a sentence about the site.

Based on this data as well as open-end interviewing, people's thoughts and feelings were translated into a set of experience items. The complete set of experience items generated is given on our web site.

Survey Data. The same sample of 39 sites that was used in the qualitative phase was used in the survey phase. Studying 39 sites provides a strong test of whether experiences are common across sites. We surveyed users of these sites from the comScore Internet panel. In total there were 2,127 responses. The number of respondents from an individual site ranged from 43 to 153, with a median of 50 responses. Keep in mind that people were interviewed about only one of the sites.

The survey data was analyzed to identify and develop measurement scales for specific consumer experiences associated with using a site. To this end the survey included 154 experience items developed from the qualitative research. The results section documents how exploratory factor analysis and coefficient alpha were used to derive 22 experience factors and measurement scales. (The complete survey is available online at our web site.)

Measuring Site Usage. As described above, our approach calls for relating experiences to site usage to determine the drivers of usage and to check if experiences are common across sites. Accordingly, the survey included questions measuring different aspects of how the respondent used the specific site he or she rated on the experience items. We measure site usage as a latent variable following the behavioral score approach outlined in Calder and Malthouse (2003) and call our measure the Site Usage Measure (SUM).

Measuring site usage is complicated by the fact that there are many different aspects to usage, such as the amount of time spent on the site, number of page views, number of log-ins per day, time per session, and number of different locations used to access the site. One consideration is that a site should quantify usage according to what it is trying to achieve. For example, a site dedicated to search may not want users to spend a large amount of time on the site, as this would indicate that users have trouble finding what they want. With online content web sites, spending more time on the site is generally desirable.

Another complication is that web usage could be systematically different during the week than over a weekend. During the week, many people work or have children in school, while daily routines over the weekend can be substantially different. We therefore recommend using separate questions for weekday and weekend usage. The separate questions can be averaged giving a weight of 5 to the weekday measure and a weight of 2 to the weekend measure.

Given these considerations, the specific manifestations of usage included in SUM for our online content web sites are the total time spent on the site and the number of distinct sessions for weekday and weekend usage. When these different aspects are factor analyzed, one eigenvalue is greater than one and the factor loadings are both 0.91. Coefficient alpha is 0.80, indicating a reliable scale. Other questions about usage included in the survey did not improve this measure. Detail question wording and instructions for computing SUM are provided on our website.

Measuring Usage of Magazines. We will assess the relationship between site usage and experiences separately for heavy and light users of other media, specifically magazines. We consider two types of usage. The first is the Reader Usage Measure (RUM) (Calder, Malthouse, and Eddy 2003) for the respondent's "primary or favorite magazine." We dichotomize RUM at its median. Second, we consider the number of magazines to which the "household currently subscribes." We trichotomize this variable in the analysis, with 29% of the sample subscribing to no magazines, 41% subscribing to 1, 2, or 3 magazines, and 30% subscribing to four or more magazines. RUM measures the depth or intensity of the respondents' usage of their favorite print magazine, while the number of subscriptions is a measure of breadth of category usage.

Modeling the Relationship between Usage and Experience. We study the dependence of usage on experiences using hierarchical linear models (HLM) (Kreft and DeLeeuw 1998). Site usage, or SUM, is the dependent variable and the experience scale is the independent variable. We estimate this model separately for each of the 22 distinct online experiences. We first examine whether the experiences have different effects on usage for different types (strata) of web site. It turns out that there are *no* significant differences across web site types for most of the experiences. We therefore estimate simpler models without the type effects. More precisely, we first estimate the model

$$y_{ijk} = (\alpha + \alpha_i + a_j) + (\beta + \beta_i + b_j)x_{ij} + e_{ijk}, \quad (1)$$

where the subscript i indexes strata, j indexes sites, and k indexes people. The site usage of person k of site j , which is from stratum i , is y_{ijk} and the value of the experience factor is x_{ijk} . (To estimate the model we must either constrain the β_i to sum to 0 or drop one β_i from the model.) The industry intercept is α and β is the industry slope for an experience factor. The effects for stratum i are α_i and β_i . Terms for the industry and stratum are modeled as fixed effects. Random variables a_j and b_j are specific effects for site j having normal distributions, each with mean 0 and standard deviations σ_a and σ_b respectively. For example, the effect of an experience on usage of site j is thus the sum of the industry-wide effect (β), the stratum effect (β_i), and the site-specific effect (b_j). By including random effects for the intercepts and slopes, each site can have a different slope and/or intercept. As we indicated earlier, it will turn out that we cannot reject $H_0: \alpha_1 = \dots = \alpha_7$ or $H_0: \beta_1 = \dots = \beta_7$ so we drop these terms and report the results from the simpler model

$$y_{jk} = (\alpha + a_j) + (\beta + b_j)x_{jk} + e_{jk}. \quad (2)$$

For the cross-media analysis involving another dichotomized media variable, we include fixed-effects α_L and β_L . Let R_{jk} equal 1 when RUM is less than its median and 0 otherwise.

$$y_{jk} = (\alpha + \alpha_L R_{jk} + a_j) + (\beta + \beta_L R_{jk} + b_j)x_{jk} + e_{jk}. \quad (3)$$

The slope when RUM is less than its median is $\beta + \beta_L + b_j$ and the slope when RUM is greater than its median is $\beta + b_j$. Testing $H_0: \beta_L = 0$ is equivalent to testing whether the slopes for heavy and light magazine users are equal.

To study the effects of magazine category usage, let $L_{jk} = 1$ if person k from site j is a “light” user of magazines, meaning no subscriptions, and 0 otherwise. Let $M_{jk} = 1$ if the respondent is a moderate user of magazines, meaning 1-3 subscriptions, and 0 otherwise. We estimate the model

$$y_{jk} = (\alpha + \alpha_L L_{jk} + \alpha_M M_{jk} + a_j) + (\beta + \beta_L L_{jk} + \beta_M M_{jk} + b_j)x_{jk} + e_{jk}. \quad (4)$$

The slope for those who subscribe to 4 or more magazines is $\beta + b_j$, 1-3 magazines $\beta + \beta_M + b_j$, and no magazines $\beta + \beta_L + b_j$.

Results

We first present the results for identifying and measuring online content web site experiences using the experience items from the qualitative interviews. Then we address the relationship between these online experiences and usage of the sites as measured by SUM. Finally, we turn to the cross-media questions.

Online Experiences. We first factor analyzed all 154 items using the principal components method of estimation and a varimax rotation. There were 25 eigenvalues greater than one, although many eigenvalues were close to one and a scree plot suggested that 20-30 factors would be reasonable. Some of the factors had many items. For example the first rotated factor had 53 items that loaded most heavily on it versus other factors, with 35 of the loadings greater than 0.5. We factor analyzed these 53 items separately and found 7 eigenvalues greater than 1. Our general approach for developing factors from this large set of items was as follows:

1. Factor analyze all items.
2. Run separate factor analyses on each factor from Step 1 to evaluate unidimensionality.
3. If the factor analysis from Step 2 indicates the scale is unidimensional based on inspection of a scree plot, purify the scale by (1) dropping items with loadings less than 0.5 and (2) dropping any items that cause coefficient alpha to increase.
4. If the factor analysis in Step 2 was not unidimensional, we continued to factor the factors until we found unidimensional scales.
5. The final scores (scale values) are the simple averages of the items, after reverse coding items where appropriate.

The analysis resulted in 22 experience factors. Appendix 1 contains a list of the items included in each experience scale, the factor loadings from a separate factor analysis of the items, and coefficient alpha. A few of the experience scales have moderately low values of alpha, indicating low reliability. In most cases, the low values of alpha are due to having too few indicators of the underlying experience construct. If we had retained fewer factors, the experiences with low alpha value would have had higher reliability, but our goal here was to identify as many distinct experiences as possible. In subsequent research, we recommend developing additional items for these scales, thereby improving their reliability.

HLM with Strata Effects. We first estimated the model specified in equation (1) for each of the 22 experience factors and tested whether it was necessary to account for different web site types (strata) by evaluating $H_0: \alpha_1 = \dots = \alpha_7$ or $H_0: \beta_1 = \dots = \beta_7$. At the 0.05 significance level we could not reject the null hypothesis for intercepts for any of the 22 experiences. Likewise, we could not reject the null hypothesis for slopes at the 0.01 for any experience. The P-values for Experiences 11 and 22 were 0.0493 and 0.0227, respectively, but in view of the number of hypothesis tests we decided to employ the more conservative 0.01 level of significance. Since we do not have evidence of strata effects on the slope or intercept, we drop the α_j and β_j from the model.

HLM Without Strata Effects. We estimated the model specified in equation (2) for each of the 22 experiences. The parameter estimates are shown in Table 1, sorted in descending order of slope. The stars in the third column indicate the significance of $H_0: \beta = 0$, indicating that the experience has no linear relationship with SUM. All but two of the slopes are highly significant. A wide variety of experiences are associated with usage. This finding supports our theory that experiences drive usage.

It is notable that none of the experiences had negative slopes, which were labeled *inhibiting experiences* in our magazine and newspaper studies. One might expect the three experiences at the bottom of the table, 9, 10, and 21 (Too much, Worries me, and Annoyed by the ads), to have negative slopes. Similar experiences for newspapers had negative relationships with usage (Calder and Malthouse 2004). But in this online study their slopes were all close to 0. While this requires additional research, we conjecture that the reason that these experiences do not inhibit web usage is that the medium makes it easy for the user to control the experiences. Pop-up blockers and other filters are available for reducing ads. The availability of hyper-text links is ideal for surfing the news and allowing readers to get additional details when desired.

For most experiences, especially those with large slopes at the top of the list, we cannot reject $H_0: \sigma_b^2=0$, which indicates that the slopes are equal across web sites. For example, consider Experience 1 (Entertains and absorbs me), where $\beta=0.64$ and $\sigma_b=0.355$, but σ_b is not significantly different from 0. This indicates that it is plausible that across all web sites in the universe of media sites, the slope equals 0.64, indicating this Experience is a strong driver of usage across sites. But some of the experiences have significant variation across sites. Consider Experience 8 (My personal timeout), with $\beta=0.56$ and $\sigma_b=0.06$. Using the normality assumption on b , we can conclude that 68% of web sites have slopes between 0.56 ± 0.06 .

HLM with Cross-Media Effects for RUM of Primary Print Magazine. We estimated the model specified in equation (3) for each of the 22 experiences. This model compares the slopes for heavy and light users of a favorite magazine, as measured by RUM. The parameter estimates are shown in Table 2, sorted in descending order of the difference in slopes between heavy and light readers. Consider Experience 14 (Connects me with others) at the top of the table. For light users of a specific magazine, the intercept is $\alpha=1.27$ and the slope is $\beta=0.36$. For heavy users of a specific magazine, the intercept is $\alpha=0.45$ and the slope is $\beta=0.72$. Thus, this experience is a much stronger driver of usage for heavy users of a print magazine. It is interesting to note that the web is particularly well-suited for delivering this experience – the web has an advantage over print in connecting readers with others. Most experiences have significantly different slopes, although some differences are larger than others.

HLM with Cross-Media Effects for Magazine Category Usage. We estimated the model specified in equation (4) for each of the 22 experiences. This model compares the slope for heavy, moderate, and light users of the magazine category, as measured by the number of subscriptions. Table 3 is sorted in descending order of the difference in slope between heavy and light users. Consider Experience 4 (Looks out for people like me). The slope for light category users (no magazine subscriptions) is $\beta=0.45$, the slope for moderate category users (1-3 magazine subscriptions) is $\beta=0.62$, and the slope for heavy category users (4+ subscriptions) is $\beta=0.86$. The last three columns give P-values evaluating whether differences between the slopes are significant. The P-value 0.0645 indicates that light and moderate slopes are not significantly different by conventional standards. The P-value 0.0001 suggests that the slopes for heavy and light are different.

HLM Using Magazine Data Set with Cross-Media Effects for Online Usage. We use data from a similar study on magazines described in Malthouse, Calder, and Eddy (2003) to study how online usage affects the relationship between magazine experiences and magazine usage. We estimated the model specified in equation (3) for each of the 39 magazine experiences previously reported. The dependent variable is RUM and total online usage, measured by time, is split at its median (this was the only online usage variable available in this data set). Table 4 is sorted in descending order of the difference in slope between heavy and light online users.

Discussion

Using our Experiential Engagement approach we find 22 experiences for online content web sites such as CNN.com, Comedycentral.com, gamespot.com, Freep.com, Webmd.com, Google News, and WSJ.com. Each experience is described in Appendix 1, which also gives the measurement scale for each of the experiences. One experience is, Entertains and absorbs me. It can be described as follows.

I look forward to visiting this site. I have fun while I'm there and don't want to leave. It has a distinct personality and often surprises me. It's a contrast to the mainstream media.

Note the qualitative feeling of compulsive attraction that is a big part of this experience. There is a sense of not wanting to break away from the site. In the qualitative interviews people often referred to this as an almost addictive quality. Others resisted the word “addictive” because of its negative overtones – this experience is a good thing. Note also the thought that, although a site high on this experience is one you feel compelled to go to and to stay on, at the same time the site is not repetitive or formulaic. It is distinctive, it surprises, and it remains fun. As such, you think it really stands out from traditional, mainstream media.

This is what we call, Entertains and absorbs me. The label does not do it justice. No label can. It is an experience!

It turns out that this experience is the strongest driver of site usage as measured by SUM for online content web sites. There is a strong statistical association between the experience and usage. The slope statistic in Table 1 of 0.64 reflects this. As the experience gets stronger, usage gets higher.

The other 21 experiences for the most part tell a similar story. The experience, Looks out for people like me, with a slope of 0.62 is just as strong a driver of usage. The experience, Connects me with others, is less strong, with a slope of 0.55, but still a significant driver of usage. Only three of the 22 experiences appear not to matter for usage.

The implication obviously is that an online content web site should try to improve these experiences. The value of the Experiential Engagement approach is that a site has something to focus on. If we recommend that a site increase involvement, defined as usage or liking of the site, it is not at all clear what the recommendation is about, other than to get better. But if a site is low on the experience, Entertains and absorbs me, we have something to go on. It remains of course to design and test ways of improving the experience on the site, but at least we are clear on what the change is supposed to do. Moreover, we can potentially track this specific experience to monitor progress and benchmark against other sites.

The findings are also intriguing with respect to online advertising. As noted, we have provided evidence in previous studies of magazines and newspapers that experiences such as these affect advertising. Thus the same online ad may perform better on one site than another because that site provides a better context for the ad in terms of experiences. While this research did not test for advertising effects, there is every reason given the experience results to expect that they exist. Should this hypothesis prove

correct, it would open the door to a new qualitative currency for evaluating online sites and, interestingly, to the possibility that online ads could be created to take advantage of the strongest experiences that a site provides.

Cross-Media

It is revealing to compare the present findings for online with our previous experience findings for magazines and newspapers. The experience that has the strongest relationship with SUM, Entertains and absorbs me, does not even have a parallel in the print world. (This is not to say that something like it does not exist for some publications, only that it was not one of the 39 magazine experiences that we detected across the top 100 magazines, or one of an even larger number of newspaper experiences.) Consider another online experience. Connects me with others, captures the experience of the Internet as a way of communicating with others on a peer level. Among the key thoughts and feelings are: "I'm as interested in input from other users as I am in the regular content on this site." "A big reason I like this site is what I get from other users." This is another experience that has no direct parallel in the print world. It is becoming clear that different types of media are experienced differently.

But now consider that there is another social experience for online, Gives me something to talk about. It is about using things from a site in conversation with other people. (This is less important for online usage than, Connects me with others, though still very much related to usage.) Note that this online experience, Gives me something to talk about, is similar to the magazine experience, I build relationships by talking about and sharing it. Key thoughts and feelings for the latter: "A big reason I read it is to make myself more interesting to other people." "I like for other people to know I read this magazine." Thus we see that people are looking at both different and similar experiences when they compare different media. Let us now return more explicitly to the issue of cross-media impact.

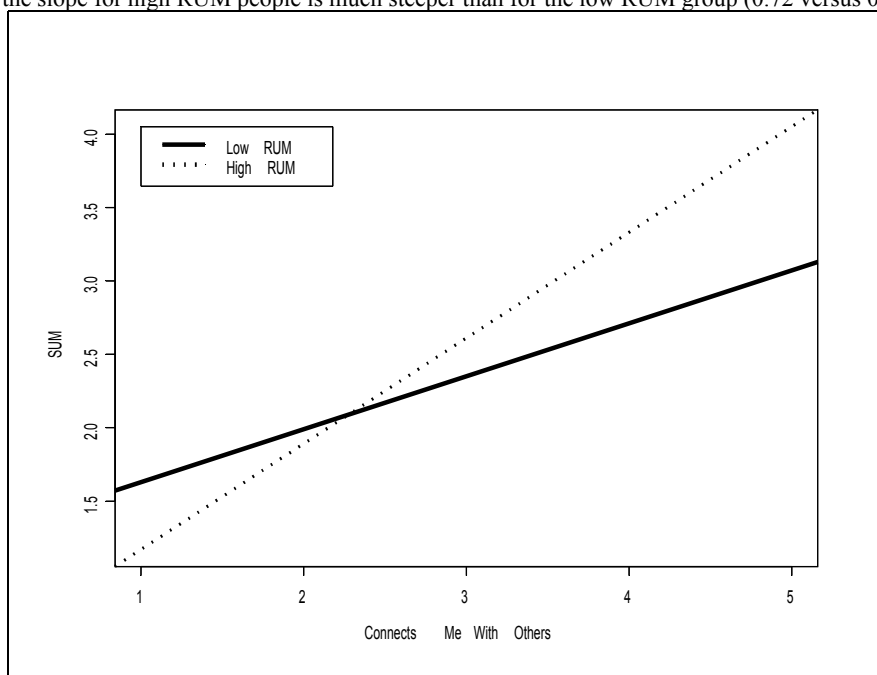
Cross-Media Impact: Negative or Positive?

Users of an online content web site who are also heavy users of print magazines could be affected by their magazine use in one of two ways. One is to be more critical of their online experiences because they are already having positive experiences with magazines – a negative effect. Another is to be more responsive to their online experiences because they have developed a taste for such experiences from magazines – a positive effect. This is what led us to the questions posed in the introduction above.

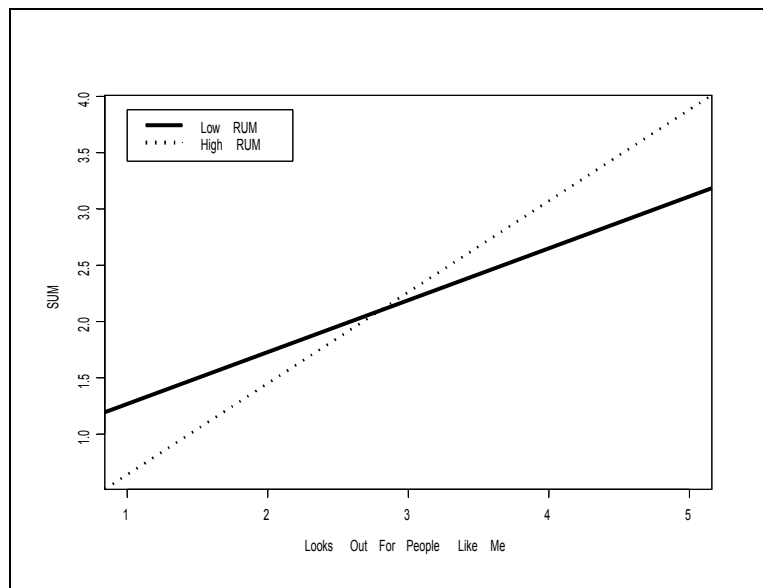
1. How is use of an online content web site affected by use of print magazines in general?
2. How is use of a print magazine affected by online content use of web sites in general?

We hypothesized that the answers lie in how the relationship between the experiences for a medium and usage of that medium is affected by usage of another medium.

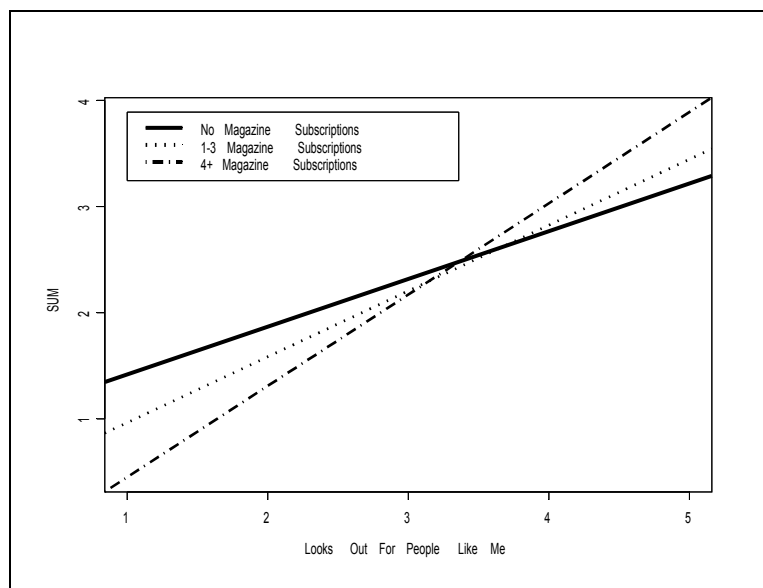
Our results showed the following pattern. Take the case of, Connects me with others. Overall as we have seen it has a slope of 0.55, so it is a significant driver of online usage. If you take into account magazine usage as measured by RUM, the depth or intensity measure, you see that this overall 0.55 relationship depends on magazine use as shown in the graph below. Note that the slope for high RUM people is much steeper than for the low RUM group (0.72 versus 0.36 in Table 2).



Another example is for the online experience, Looks out for people like me. The slope is much higher for the high RUM group than the low as shown below.



Similar results were obtained using the number of magazine subscriptions (breadth) measure of usage. (The correlation between number of subscriptions and RUM is 0.13. This indicates that breadth and depth are two different aspects of magazine usage.) For the online experience, Looks out for people like me, the relationship with online usage is highest for people with the highest number of magazine subscriptions, next highest for those with a moderate number of subscriptions, and least for those with no subscriptions (0.86, 0.62, and 0.45 respectively in Table 3). The relationships are shown below.



To summarize, what print magazine usage does to the use of online content web sites is to increase sensitivity to online experiences. With more print usage, online experiences become even more strongly related to online usage. It is not that print usage correlates with online usage. For the sample of representative online sites in this study the correlation was only 0.12 between RUM and SUM and 0.07 between the number of magazine subscriptions and SUM. Print magazine usage makes people more responsive to online experiences – a positive effect.

Our interpretation of this finding is as follows:

1. Heavy users of print have higher print experiences.
2. This makes them more responsive to online experiences.
3. The pattern of results suggests that this may be especially true for online experiences that are more qualitatively different from print experiences.

This interpretation is consistent with observations that new media do not replace old media. As Gentzkow and Collins (2003, p. 427) put it, based on their study of print and online newspapers, "Overall, the impact of online newspapers on the overall news markets resembles that of previous innovations like radio and television. In certain limited dimensions, the old and the new

compete directly, but for the most part they are qualitatively different products.” The present study suggests that the old also serves to give people a taste for the new.

New versus old media is only one type of cross-media impact. Our analysis suggests any medium might affect responses to the experiences with any other. We tested this by examining the impact of online usage, SUM, on the relationship between magazine experiences and magazine usage, RUM, reported in Malthouse, Calder and Eddy (2003). The same pattern emerged, though less pronounced. For instance, as shown in Table 4, the slope for the magazine experience, I build relationships by talking about it, was significantly different for high versus low overall web usage, 0.50 versus 0.39.

Thus, in the case of online and print magazines cross-media impact is clearly positive. Further research is needed to determine whether heavy use of any medium is associated with more responsiveness to experiences with another medium.

That print magazines create a taste for online, and online a taste for print, raises obvious possibilities for cross-selling and cross-promotion. There is a built in potential for synergy. This also raises the possibility that, whereas print magazine advertising and online magazine advertising might appear duplicative, this may be overly simple. Advertising exposure on a site may well be duplicative of a magazine that is also on the schedule, but it may also be that heavy readership of the magazine is associated with a more positive media context for the online ad.

Conclusions

Using the Experiential Engagement approach that we have previously applied to magazines and newspapers, we have identified 22 experiences with online content web sites. All but three of these experiences are clearly implicated in the level of people's use of any specific site. It will therefore be useful for any provider of online content to consider and monitor these experiences in making content and design improvements. Though not tested in this research, it is expected based on previous work that these experiences will also affect advertising effectiveness.

Further, providers of online content should consider that heavy users of print are different from other online users. It is not that print usage correlates with online usage. It is that online usage is even more affected by online experiences for heavy print users. Print use makes people more responsive to their experiences online. Conversely, online usage makes people more responsive to their print experiences. One creates a taste for the other.

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Appendix 1. Experience Items and Scales with Loadings and Reliabilities

(Survey Instructions) Each one of the statements below is how some people describe a Web site they visit. The statements may or may not describe your own experience with (INSERT WEB SITE). For each statement, indicate how much you agree or disagree that it describes your feelings about this site. Each statement is different, so please do not skip over any of them. (X ONE box for each statement).

Please remember that the questions are only about (INSERT WEB SITE) and not about any other sites that you visit.

Response categories are "Strongly Disagree," "Disagree," "Neither Agree nor Disagree," "Agree," and "Strongly Agree."

1. fa1: **Entertains and absorbs me** ($\alpha=0.90$). I look forward to visiting this site, have fun while I'm there and don't want to leave. It has a distinct personality and often surprises me. It's a contrast to the mainstream media.

Item	Label	Loading
138	I really do have a lot of fun visiting this site.	0.8032
134	This site really stimulates my curiosity.	0.7835
124	This site is definitely entertaining.	0.7563
25	Once you start surfing around this site, it's hard to leave.	0.7395
38	Going to this site is something I look forward to.	0.7332
131	The site has a very distinct personality to it.	0.7228
127	This site is a good balance against the "mainstream media."	0.7201
88	It usually has something that surprises me.	0.7080
44	I enjoy searching for things on this site.	0.6699
17	Often I go to this site just to see if it has anything new since the last time I checked it.	0.5945

2. fa2: **Makes me smarter** ($\alpha=0.92$). The site makes me smarter and up-to-date on things I care about. It has depth and seems very professional.

Item	Label	Loading
23	Even if I disagree with information on this site, I feel I have learned something valuable.	0.8234
24	It is time well spent.	0.8093
22	I look at this site as educational. I am gaining something.	0.8071
29	They do a good job covering important topics. They don't miss things.	0.8039
21	It addresses issues or topics of special concern to me.	0.7960
27	This site goes really in-depth.	0.7956
19	It updates me on the things I try to keep up with.	0.7816
26	It has a very professional image.	0.7638

3. fa3: **Touches me and expands my views** ($\alpha=0.83$). I'm stimulated to think about things in new ways. It gives me inspiration in my own life and makes me feel more interesting.

Item	Label	Loading
106	It inspires me in my own life.	0.8011
142	This site makes me think of things in new ways.	0.7958
18	This site stimulates my thinking about lots of different topics.	0.7947
70	This site makes me a more interesting person.	0.7453
92	Some stories on this site touch me deep down.	0.7180

4. fa4: **Looks out for people like me** ($\alpha=0.89$). The site cares about people like me and conveys a sense of community. It makes everyday things interesting and simplifies the complex.

Item	Label	Loading
150	The people who run this site really seem to care about their visitors.	0.7858
151	This site has a strong sense of community to it.	0.7785
153	This site tends to implement the newest technologies.	0.7493
105	This site really seems to look out for people like me.	0.7374
102	This site covers everyday topics in interesting ways.	0.7331
97	This site keeps me informed about things to do.	0.7161
140	This site does a good job of boiling things down to the important information.	0.7142
119	This is a very interactive site.	0.6882
58	This site offers a variety of different perspectives.	0.6789

5. fa5: **A credible, safe place** ($\alpha=0.87$). I trust this site's information and its ability to provide what's important. I feel safe using the site and giving it information.

Item	Label	Loading
34	I trust it to tell the truth.	0.8278
33	I value the factual information on this site.	0.7850
35	If something is important, I am confident it would be on this site.	0.7741
45	I feel safe in using this site.	0.7254
83	Typically I agree with things on this site.	0.7099
84	I would trust this site with any information I give it.	0.7080
51	I think of this site as a source of information about specific things.	0.6629
30	It is unbiased information.	0.6482

6. fa6: **Easy for me** ($\alpha=0.86$). It's easy to find what you're looking for and the content is clear and straightforward. I enjoy that there is also serendipity.

Item	Label	Loading
72	You can get what you want on this site without having to go through a lot of uninteresting stuff.	0.8318
71	While I am using this site, I can easily picture what is being described.	0.8114
69	This site is very clean and straightforward.	0.7756
73	I am mentally involved when using this site.	0.7692
65	I like that you can just happen to come across interesting things on this site.	0.7513
62	This site has an international perspective.	0.6539

7. fa7: **Regular part of my day** ($\alpha=0.89$). Visiting this site is a consistent part of my daily routine.

Item	Label	Loading
9	It's part of my routine.	0.8714
7	This is one of the sites I always go to anytime I am surfing the web.	0.8261
10	I use it as a big part of getting my news for the day.	0.8138
5	It helps me to get my day started in the morning.	0.8049
6	I like to have this web site open on my desktop while I am doing other things.	0.7471
13	There are features on this site that I regularly follow.	0.7376
1	I tend to go to this site at the same time or times each day.	0.6707

8. fa8: **My personal Timeout** ($\alpha=0.86$). Visiting this site is a relaxation and a reward for me. It lightens my mood and holds my attention.

Item	Label	Loading
4	It's a treat for me.	0.8539
8	Going to this site improves my mood, makes me happier.	0.8495
2	I like to kick back and wind down with it.	0.8460
15	I like to go to this site when I am eating or taking a break.	0.7641
14	While I am on this site, I don't think about other sites I might go to.	0.6609

9. fa9: **Too much** ($\alpha=0.79$). I feel as if I'm drowning in all the stuff on this site. I get distracted and feel that I've wasted my time.

Item	Label	Loading
28	Using this site makes me feel like I am drowning in the flood of information that comes out each day.	0.7202
20	This site tries to cover too much.	0.7178
75	I get distracted on this site, there are different things all over the place.	0.7069
85	Sometimes I am frustrated that I can't get things to work right on this site.	0.6966
93	I sometimes feel my time has been wasted after using this site.	0.6633
77	I find my mind wandering when I am on this site.	0.6615

10. fa10: **Worried me** ($\alpha=0.73$). The site bothers me because I can't trust its accuracy. It has a negative tone and covers things I dislike.

Item	Label	Loading
37	I sometimes don't go to this site because I know it will be sad or negative.	0.8284
41	They will often cover topics I can't stand.	0.7973
31	I worry about the accuracy of stories on this site.	0.7868

11. fa11: **My guilty pleasure** ($\alpha=0.83$). I really enjoy talking with people on or about this site - so much so that I feel guilty about the time I devote to it.

Item	Label	Loading
136	I do quite a bit of socializing on this site.	0.8447
89	I contribute to the conversation on this site.	0.7802
40	I am interested in communicating with other people who use this site.	0.7347
122	I often feel guilty about the amount of time I spend on this site.	0.7297
135	I should probably cut back on the amount of time I spend on this site.	0.7141
49	Not that the things are bad, but I would not want other people around me to see everything I look at on this site.	0.6008

12. fa12: **Helps and improves me** ($\alpha=0.89$). The site helps me make good decisions and to improve myself. I give others tips and advice from what I've learned.

Item	Label	Loading
113	This site helps me make good purchase decisions.	0.8311
109	You learn how to improve yourself from this site.	0.8158
120	This site provides information that helps me make important decisions.	0.8040
112	This site helps me better manage my money.	0.7922
110	I give advice and tips to people I know based on things I've read on this site.	0.7806

111	This site provides a lot of "how-to" information.	0.7744
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13. fa13: **Makes me feel I belong** ($\alpha=0.87$). I find my values reflected here and feel more a part of my community. It makes me feel like a better citizen.

Item	Label	Loading
80	Using this site makes me feel like a better citizen.	0.8953
79	Using this site makes a difference in my life.	0.8603
82	This site reflects my values.	0.8233
87	It makes me more a part of my community.	0.8218

14. fa14: **Connects me with others** ($\alpha=0.86$). Getting input from others is a big reason why I like this site. Visitors are knowledgeable. I've gotten interested in causes I wouldn't have known about.

Item	Label	Loading
146	I'm as interested in input from other users as I am in the regular content on this site.	0.8055
149	A big reason I like this site is what I get from other users.	0.8039
147	This site does a good job of getting its visitors to contribute or provide feedback.	0.7543
152	I'd like to meet other people who regularly visit this site.	0.7407
145	I've gotten interested in causes I otherwise wouldn't have because of this site.	0.7255
148	Overall, the visitors to this site are pretty knowledgeable about the topics it covers.	0.6882
154	Whenever I visit this site, I also go to a couple of other sites. For me, they make a good "package."	0.6577

15. fa15: **Worth saving and sharing** ($\alpha=0.87$). I save things I read on it, either for myself or to share with others.

Item	Label	Loading
48	Often I save articles on this site to keep and go back to.	0.8219
133	In one way or another, I save a lot of articles I find on this site.	0.8134
50	I like to send things I see on this site to other people.	0.8017
132	I'll often email articles to myself so I can keep them for future reference.	0.7738
52	People will call or email to tell me to check out something on this site.	0.7524
55	I usually like to discuss this site with someone else as I read through it.	0.7191

16. fa16: **Tailored for me** ($\alpha=0.80$). I feel as if this is 'my site' and that I accomplish something when I spend time there. Much of the content is unique.

Item	Label	Loading
129	In some ways, I feel like this really is my site.	0.8769
128	Spending time on this site gives me a sense of accomplishment.	0.8764
126	This site has a lot of stuff you won't find anywhere else.	0.7779

17. fa17: **A way to fill my time** ($\alpha=0.62$). If I'm bored or waiting on something, I'll go to this site. I'll follow up on what I hear others talking about.

Item	Label	Loading
46	I often use this site when I am bored.	0.7655
60	I often will use this site when I am on the phone or waiting on something.	0.7651
47	Sometimes I will hear people talking about something and go to this site to see what they are talking about.	0.7310

18. fa18: **Guides me to other media** ($\alpha=0.63$). This site points me to other good sites and helps me enjoy other media more.

Item	Label	Loading
64	This site often leads me to other good sites.	0.8535
66	I enjoy other media more because of this site.	0.8535

19. fa19: **Give me something to talk about** ($\alpha=0.78$). I use things from this site in conversations with other people.

Item	Label	Loading
68	I bring up things I have seen on this site in conversations with other people.	0.8579
115	This site often gives me something to bring up in conversation.	0.8375
139	I use things from this site in discussions or arguments with people I know.	0.8127

20. fa20: **Turned on by ads** ($\alpha=0.86$). For me, ads are an important part of this site and are for things I care about. They give me gift ideas and help me plan what to do for entertainment.

Item	Label	Loading
117	I click on the ads from this site more often than most other sites I visit.	0.7876
118	This site has ads about things I actually care about.	0.7699
98	I like the ads just as much or more than the other things on this site.	0.7497
125	I get a lot of gift ideas from this site.	0.7145
100	I like the ads for unusual things.	0.7023
94	This site makes me want to shop.	0.7007
103	This site helps me plan what I'm going to do for entertainment.	0.6994

21. fa21: **Annoyed by the ads** ($\alpha=0.62$). The ads are intrusive and distracting. I tend to avoid them.

Item	Label	Loading
96	I am annoyed because too many of the ads on this site have too much movement.	0.8292
99	I don't like the number of popup ads on this site.	0.7227
95	I don't really look at the ads on this site.	0.7104

22. fa22: **Tries to persuade me** ($\alpha=0.64$). The site has a predictable slant and tries to persuade users.

Item	Label	Loading
54	They always take the same slant on issues at this site.	0.7611
56	This site should be updated more often.	0.7195
144	They do more than just report what's going on. They try to persuade you.	0.6663
61	I wish this site had more conservative views.	0.6263

Appendix 2: Stratified Sample of Online Content Web Sites**National News**

CNN.com
MSNBC.com
NYTimes.com
USAToday.com
ABCnews.com
CBSnews.com

Entertainment

Comedycentral.com
mtv.com
vh1.com
entertainmentweekly.com
espn.com
People.com

Games

Gamespot.com
UGO.com
IGN.com
eagames.com
games/yahoo.com

Local News

Freep.com
AZCentral.com
Philly.com
Miami.com
KIROTV.com
nbc5i.com
chicagotribune.com
latimes.com

Special Interest Sites

Webmd.com
about.com
ivillage.com
foodnetwork.com
bhg.com
epicurious.com

News Aggregators

Google News
Yahoo News

Finance/Business News

WSJ.com
thestreet.com
forbes.com
cnnmoney.com
businessweek.com
marketwatch.com

Table 1: Effects of site experiences on site usage estimated from Equation (2)

#	Experience Label	β	SE(β)	σ_b	SE(σ_b)	σ_e
1	Entertains and absorbs me	0.6403**	0.0364	0.0355	0.003	1.0765
4	Looks out for people like me	0.6209**	0.0394	0	0	1.0921
7	Regular part of my day	0.6068**	0.0304	0.0583	0.0026	1.0504
8	My personal Timeout	0.5610**	0.0324	0.0604**	0.0014	1.0736
5	A credible, safe place	0.5465**	0.041	0.046	0.0034	1.1052
14	Connects me with others	0.5454**	0.036	0.0436	0.0031	1.0943
3	Touches me and expands my views	0.5334**	0.0361	0.0798	0.0039	1.0881
2	Makes me smarter	0.5003**	0.0357	0	0	1.1034
20	Turned on by ads	0.4987**	0.0358	0.06	0.0029	1.1006
6	Easy for me	0.4935**	0.0393	0	0	1.1138
12	Helps and improves me	0.4832**	0.034	0.0248	0.0033	1.1013
15	Worth saving and sharing	0.4810**	0.0309	0.0426	0.0029	1.09
16	Tailored for me	0.4787**	0.0323	0.0399	0.0026	1.0963
18	Guides me to other media	0.4581**	0.0344	0	0	1.1103
13	Makes me feel I belong	0.4555**	0.0343	0.06	0.0033	1.1034
17	A way to fill my time	0.4203**	0.0335	0.0661**	0.0016	1.1088
11	My guilty pleasure	0.4070**	0.0362	0.0781**	0.0023	1.1167
19	Give me something to talk about	0.4067**	0.0301	0.0411	0.003	1.1045
22	Tries to persuade me	0.3411**	0.044	0.0794**	0.0022	1.135
9	Too much	0.1695**	0.0429	0.079*	0.0033	1.1497
10	Worries me	0.0736	0.0382	0.0787*	0.0033	1.153
21	Annoyed by the ads	0.0513	0.0367	0.0677**	0.0016	1.1538

Note: All slopes except for experiences 10 and 21 are highly significantly different from 0. Stared values (*) indicate significant value and double stars (**) indicate highly significant values.

Table 2: Effects of site experiences on site usage with an interaction for readership of favorite magazine (RUM)

#	Experience name	α_L	α_H	β_L	β_H	P-value $\beta_L = \beta_H$
14	Connects me with others	1.2714**	0.4462**	0.3611**	0.7187**	0.0001
4	Looks out for people like me	0.8095**	-0.1711	0.4590**	0.8076**	0.0001
3	Touches me and expands my views	1.1518**	0.4309**	0.3820**	0.6763**	0.0001
22	Tries to persuade me	1.7254**	1.1688**	0.2020**	0.4860**	0.0007
20	Turned on by ads	1.3510**	0.8020**	0.3509**	0.6315**	0.0001
11	My guilty pleasure	1.6723**	1.2703**	0.2648**	0.5374**	0.0001
13	Makes me feel I belong	1.3715**	0.8672**	0.3254**	0.5720**	0.0002
2	Makes me smarter	1.0177**	0.3758	0.3799**	0.6221**	0.0006
18	Guides me to other media	1.2445**	0.7153**	0.3387**	0.5649**	0.0011
15	Worth saving and sharing	1.3236**	0.9414**	0.3651**	0.5757**	0.0004
1	Entertains and absorbs me	0.6128**	0.071	0.5303**	0.7368**	0.0045
7	Regular part of my day	0.9555**	0.5762**	0.4980**	0.6957**	0.0006
6	Easy for me	0.9874**	0.4993*	0.3911**	0.5853**	0.0147
12	Helps and improves me	1.1588**	0.8026**	0.3793**	0.5658**	0.0046
5	A credible, safe place	0.7509**	0.379	0.4589**	0.6207**	0.045
16	Tailored for me	1.1549**	0.8972**	0.3919**	0.5437**	0.0163
8	My personal Timeout	0.9541**	0.6861**	0.4742**	0.6247**	0.0141
10	Worries me	2.2636**	2.1706**	0.0056	0.1442**	0.0518
17	A way to fill my time	1.3227**	1.1383**	0.3465**	0.4669**	0.0561
19	Give me something to talk about	1.2560**	1.0748**	0.3426**	0.4489**	0.072
9	Too much	1.9777**	1.9592**	0.1172*	0.2219**	0.1966
21	Annoyed by the ads	1.8091**	2.7711**	0.1468**	-0.0729	0.0015

Table 3: Effects of site experiences on site usage with an interaction for the number of magazine subscriptions (magazine category usage)

#	Experience label	β_L	β_M	β_H	P-Value $\beta_L=\beta_M$	P-Value $\beta_L=\beta_H$	P-Value $\beta_M=\beta_H$
4	Looks out for people like me	0.4489**	0.6175**	0.8617**	0.0656	0.0001	0.014
2	Makes me smarter	0.3885**	0.4713**	0.7177**	0.3078	0.0003	0.0064
5	A credible, safe place	0.4535**	0.5068**	0.7499**	0.56	0.0036	0.0186
14	Connects me with others	0.4253**	0.4932**	0.7124**	0.4259	0.0011	0.0092
3	Touches me and expands my views	0.4187**	0.5244**	0.6681**	0.1868	0.0034	0.0793
18	Guides me to other media	0.3599**	0.4409**	0.6087**	0.3178	0.005	0.0503
13	Makes me feel I belong	0.3824**	0.3986**	0.6176**	0.8328	0.0048	0.0064
16	Tailored for me	0.4074**	0.4193**	0.6311**	0.8749	0.0055	0.0056
1	Entertains and absorbs me	0.5616**	0.6123**	0.7825**	0.553	0.0148	0.0567
6	Easy for me	0.3772**	0.5438**	0.5970**	0.0685	0.0266	0.598
22	Tries to persuade me	0.3589**	0.1555*	0.5664**	0.0413	0.0524	0.0001
10	Worries me	0.0214	0.0187	0.2029**	0.9745	0.0509	0.0335
12	Helps and improves me	0.4303**	0.4305**	0.6064**	0.9978	0.036	0.0284
20	Turned on by ads	0.4465**	0.4399**	0.6147**	0.9359	0.05	0.0325
11	My guilty pleasure	0.3689**	0.3450**	0.5083**	0.7701	0.1005	0.0393
7	Regular part of my day	0.5493**	0.5869**	0.6873**	0.5873	0.0588	0.1449
19	Give me something to talk about	0.3738**	0.3725**	0.4989**	0.9861	0.0989	0.0797
15	Worth saving and sharing	0.4517**	0.4268**	0.5732**	0.729	0.1085	0.0433
9	Too much	0.1628*	0.0846	0.2745**	0.4269	0.2762	0.0528
8	My personal Timeout	0.5630**	0.5053**	0.6354**	0.4348	0.3556	0.0753
17	A way to fill my time	0.4888**	0.3466**	0.4406**	0.0597	0.5418	0.2129
21	Annoyed by the ads	0.0996	0.0485	0.0036	0.539	0.2787	0.5997

Table 4: Effects of magazine experiences on magazine usage (RUM) including an interaction for overall web usage

#	Experience label	α_L	α_H	β_L	β_H	P-value $\beta_L=\beta_H$
12	This magazine's web site is important	3.0197**	2.4974* *	-0.0878*	0.1585**	0.0001
16	It helps me look good, sexy	2.9477**	2.3792* *	-0.04	0.1949**	0.0001
8	It improves me, try new things	2.0268**	1.5007* *	0.2700**	0.4611**	0.0005
15	It's my personal timeout	1.4118**	0.9397* *	0.4450**	0.6061**	0.0039
23	I keep or share articles	2.3042**	1.9794* *	0.2103**	0.3586**	0.0016
6	I'm touched	2.1193**	1.7875* *	0.2354**	0.3674**	0.0035
3	The stories absorb me	1.1510**	0.8576* *	0.4928**	0.6121**	0.0424
7	I'm inspired	2.1075**	1.7933* *	0.2367**	0.3551**	0.0171
22	It's relevant and useful to me	1.7098**	1.4027* *	0.3661**	0.4790**	0.0403
28	I feel good when I read it	1.5520**	1.2579* *	0.3955**	0.5074**	0.0404
10	I build relationships by talk about it	1.7263**	1.4507* *	0.3860**	0.4957**	0.0366
30	I find unique and surprising things	1.8418**	1.5663* *	0.3226**	0.4307**	0.0599
19	I like some of the ads a lot	2.2009**	1.8975* *	0.1898**	0.2933**	0.1059
25	I learn things first here	1.2169**	0.9247* *	0.4646**	0.5635**	0.0906
24	It's for people like me	1.9971**	1.7450* *	0.2849**	0.3833**	0.0879
11	I save and refer to it	2.0090**	1.7581* *	0.2869**	0.3844**	0.0066
1	I get value for my time and money	0.3935**	0.1495 2.1631*	0.7072**	0.7989**	0.0571
14	It helps me track celebrities	2.3683**	* 1.1082*	0.1515**	0.2358**	0.045
32	I often reflect on it	1.2626**	* 2.7159*	0.4875**	0.5615**	0.1955
9	It reinforces my faith	2.8241**	* 1.2818*	0.0089	0.0799**	0.0903
5	I find the magazine high-quality and sophisticated	1.4433**	* 1.9460*	0.4166**	0.4854**	0.2294
33	I like its seasonality	2.1150**	* 2.8179*	0.2197**	0.2880**	0.1601
21	It leaves me feeling bad	2.9512**	* 2.3663*	-0.0411	0.027	0.1196
17	I read the ads	2.5187**	* 2.5018*	0.1062**	0.1733**	0.1725
39	It requires me to focus	2.6538**	* 0.0615	0.1270**		0.1544

2	It makes me smarter	0.5807**	0.4111**	0.6543**	0.7166**	0.2816
			2.0747*			
34	I feel I know the writers	2.1729**	*	0.2337**	0.2927**	0.1974
			1.9355*			
29	I like see people of color in it	2.0532**	*	0.2320**	0.2822**	0.3839
			1.8710*			
35	I get sense of place	1.9667**	*	0.2756**	0.3227**	0.3464
			2.4278*			
38	I relate to the ads	2.5191**	*	0.1067**	0.1452**	0.4822
			1.3776*			
31	Its part of my routine	1.4442**	*	0.4534**	0.4860**	0.5169
			2.7844*			
36	I want more ad info	2.8188**	*	0.0084	0.0293	0.688
			3.5616*			
26	This magazine irritates me	3.4830**	*	-0.2419**	-0.2558**	0.8289
			1.4378*			
4	I trust it	1.3316**	*	0.4435**	0.4287**	0.8056
			1.8149*			
37	I think others in the household would enjoy the magazine	1.7099**	*	0.3453**	0.3261**	0.729
			1.9270*			
13	It grabs me visually	1.7841**	*	0.3127**	0.2797**	0.5916
			3.5468*			
18	I dislike some of the ads	3.3615**	*	-0.1773**	-0.2269**	0.4346
			1.6808*			
27	It's brief and easy for me to read	1.3204**	*	0.4338**	0.3426**	0.2099
			5.2011*			
20	It disappoints me	4.7691**	*	-0.6703**	-0.7934**	0.0515

