

Consumer Trends in Digital News and Information in Australia

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Abstract

We all know that the future of news is digital. But mainstream news providers are still grappling with how to entice more customers to their online sites. This paper provides context for a survey currently underway on user intentions towards online news and entertainment, by exploring:

- 1. Consumer behaviours and intentions with regards to accessing online news and information;*
- 2. Current trends in the Australian online news and information sector; and*
- 3. Key issues and emerging opportunities in the Australian (and global) environment.*

Key influences on use of online news and information are pricing and access. The paper highlights emerging technical opportunities and flags service gaps.

These gaps include multiple disconnects between:

- 1. Changing user intentions towards online and location based news (news based on a specific locality as chosen by the user) and information;*
- 2. The ability by consumers to act on these intentions via the availability and cost of technologies;*
- 3. Younger users may prefer entertainment to news, or 'infotainment'; and*
- 4. Current online offerings of traditional news providers and opportunities.*

These disconnects present an opportunity for online news suppliers to appraise and resolve. Doing so may enhance their online news and information offering, attract consumers and improve loyalty.

Outcomes from this paper will be used to identify knowledge gaps and contribute to the development of further analysis on Australian consumers and their behaviours and intentions towards online news and information. This will be undertaken via focus groups as part of a broader study.

Introduction

Knowing the consumer is critical to selling news. This paper aims to identify existing knowledge concerning consumer needs, behaviours and intentions in their online news and information use in Australia. It explores:

1. Current use patterns, where and how do consumers access news and information sites;
2. What attracts users to news sites;
3. What keeps them there;
4. Emerging trends in consumer use of online news;

5. The extent to which traditional media have responded to emerging trends.

Key sources for this literature review included:

1. Australian Communications and Media Authority (ACMA) Telecommunications Today report on Internet activity and content (2008);
2. a case study by Srisuwan and Barnes (2008) on predicting online channel use for an online and print magazine.

With regards to terminology use, the terms ‘consumers’, ‘citizens’ and ‘users’ are used generically through this paper. ‘Consumers’ tends to refer to the wider population and may include non-users. ‘Users’ may not necessarily be the paying customer. ‘Citizens’ is used within the context of citizen journalism. This paper refers often to news, but implies news and information sites, unless otherwise specified. Information sites include, for example, specialist subject sites.

This paper has used an exploratory approach to provide a current snapshot of current trends, so is not a complete or conclusive description of current trends and issues. It highlights knowledge gaps that further studies may seek to explore.

Technical access to digital news and information

Slow internet access remains a stumbling block to the growth of online services in Australia. Consumers of digital news may be willing but technically unable to exploit or even access sites. Australia ranks 16th, roughly average, within the OECD for broadband density (OECD 2008) and is one of few countries with limits on data downloads (data caps). A second access barrier is affordability and pricing confusion. Fixed ‘all you can eat’ pricing removes some hesitancy towards downloading, however even fixed data caps (for example \$40 for 5GB per month) may cause reluctance to participate in innovative media. Mobile device data plans can be complex and costly, which may exacerbate the hesitancy and distrust of consumers. This appears to be a fading issue as plans become simpler and takeup increases. The increasing availability of free public wi-fi theoretically removes this barrier, however most ‘public’ wif-fi is locked in some way (requires an account to access) or is slow and unreliable. Change may be slow in coming, with major retailer Gerry Harvey claiming “online people do not make any money ... the whole world was conned with online retailing” (Nikkel 2008).

A major dichotomy exists in non-metropolitan Australia, with some users enjoying fast speed internet access via either satellite or broadband, and those who have no or little access. 24% of consumers in non-metropolitan areas have broadband, versus 46% in cities, and this impacts on how they use the internet. For example, metropolitan internet users spent 3.16 hours longer per week online (ACMA 2008: 10). 44% of metropolitan users record heavy internet use, whereas only 34% of non-metropolitan users do so.

There is an increasing variety of ways that Australians access online news. They may use email feeds and RSS feeds on selected topics, locations or journalists. Some tend to focus exclusively on specialised topics across a variety of sources, and prefer access in real time, to feel they are on top of developments. Others prefer to receive news feeds by source, for example they may browse the SMH headlines and click through to articles of interest. Because of its real time nature, users may prefer to access RSS feeds via mobile devices and mobile phone applications (apps). Major media entities offer iPhone apps for their content. However a Cnet review of the iPhone mentioned that the SMH “website struggled to render correctly and inexplicably crashed the browser twice in the space of five minutes, sending us back to the Home screen.” (Hanlon 2008: para. 11). Another consequence of mobile news is that mobile screens are small. This may result in shorter attention spans from snapshot news, or alternately, users may experience frustration from an inability to venture indepth into stories via mobile devices. Caroline Little (2009) noted how consumers access news types by format, and how the format impacts on news type:

Table 1: News type and medium

News Type	Access medium
Breaking news	Mobile
Detail on news	Computer
Deeper analysis, context, meaning, ramifications, opinion etc	Newspaper next day

Source: Little (2009)

Access to digital news and information content

According to an Australian study of 1,356 people by AC Nielsen (in ACMA 2008), searching for news, sports and weather was the second most popular online activity, along with banking, with 72% of the study group accessing news online in the last 4 weeks. Nielsen forecast news, sport and weather to use to grow by 5% over the year to 2009. Local community information was accessed by 24% of respondents. The table below provides an excerpt of activities captured by the study:

Table 2: Activities performed online in the last four weeks (Jan-Mar08)

Activity	%
Email	98
News sport and weather updates	72
Local community information	24
Reading blogs	16
Online forums	13
Chat groups	12

Source: ACMA (2008)

However, this contrasts with the use of news and media by age group. An interesting observation from the sample indicates that online news, sports and weather is not a priority to 18-34 year olds. Those aged under 34 years are least likely of the age groups to use the internet for news / info services (ACMA: 18). ‘News, sports and weather‘ features in the top ten activities amongst all age groups over 35 years.

A possible explanation for the high ranking of news, sport and weather sites is indicated by the high use of email sites such as hotmail, yahoo, mail.live.com reported by the survey. Users who access email directly via websites, might be accessing news sites by *default*. When they sign out of internet based email accounts they are automatically directed to the news sites. In which case, they may not be *choosing* to access the news sites. This could be clarified by a study of the next click users make after being redirected, and this data could be available from web site providers.

Further study is needed to explain the low use of digital news by those aged 18-34 years. It may possibly be due to:

1. The type of email account used may influence whether news sites are accessed by *default* upon logout, as discussed above;
2. Competing email options, for example instant messaging or VOIP;
3. Younger persons are more interested in entertainment than news;
4. They access news via mobile devices (which the ACMA study excluded).

The location of a user can shape what type of information they seek. News tends to be more relevant in the context of locality – whether as a resident, worker or traveller. Sites that provide local content improve intimacy, and consequently may increase ‘stickiness’ (loyalty). For example users at work may be more interested in news relevant to their employment (the ANZCA09 *Communication, Creativity and Global Citizenship*: Refereed Proceedings: <http://anzca09.org>

business section) or may be browsing to pass the time. Many also access news sites at work because they have faster broadband than they do at home, particularly for video sites.

Commuters on public transport may browse online news to pass the time (and it is easier to read a mobile than newspapers on public transport). They may have already heard the news at home and are seeking more specific news. They may also seek news on entertainment or sporting events and coordinate it with sms messages to friends to organise social activities. Commuters also need weather alerts, and to know if roads are blocked or trains are cancelled so that they can get home.

Looking at overseas trends highlights potential unmet needs in the Australian market for digital geographically 'hyperlocal' news and interaction platforms. Mary Lou Fulton (2008) suggests key subjects for news in local communities:

1. Local events and people;
2. Life stage events (weddings etc.);
3. Local interests and activities, for instance local hobby or sport clubs;
4. Newcomers to a locality need 'introductory' information, such as garbage nights etc.;
5. Volunteer groups;
6. Faith related groups;
7. Cultural activities (for example happy hours). A Srisuwan and Barnes (2008) study of an entertainment site found that social photo galleries were its most popular feature;
8. Local business reviews and ratings, which Fulton says are growing in popularity online;
9. Local 'linked in' for businesses or persons wanting to market and network. This could link to Twitter feeds of local businesses, for example "Doctor Smith is sick today and all appointments are being rescheduled".

Location based news is vitally important in the bush. As the physical isolation of a location increases so perhaps does the need for constant flows of time sensitive locality news, for instance: weather alerts; fire or emergency news; road closures; local health news (e.g. if flu is on the increase); local classifieds; crimes in the local area (e.g. farm thefts); school bus news; births deaths and marriages; stock bulletins; local sporting fixtures etc. This detail of information is generally irrelevant to persons outside of that location (unless, as discussed in the next paragraph, they used to live there), but it is vital to residents. There is a current unmet need for this type of real time information, and rural dwellers generally tend to rely upon neighbours or the 'bush telegraph' for it. ACMA found that residents in non-metropolitan areas are high users of classified advertising, which may reflect higher consumer-to-consumer (C2C) activity outside of cities.

User intentions towards content

Chen and Corkindale (2008) found key drivers in the adoption of online news:

1. Perceived usefulness;
2. Perceived core service quality;
3. Perceived supplementary service quality;
4. Trust;
5. Networking;
6. The Interface;
7. Subjective norms (similar opinions).

They applied a ‘Uses and Gratifications theory’ (UGT) believing media consumption is motivated by a desire to fulfil certain cognitive and affective needs (Katz *et. al.*, 1974). They compared drivers of conventional media use with drivers of internet use as depicted below:

Table 3: Media consumption drivers

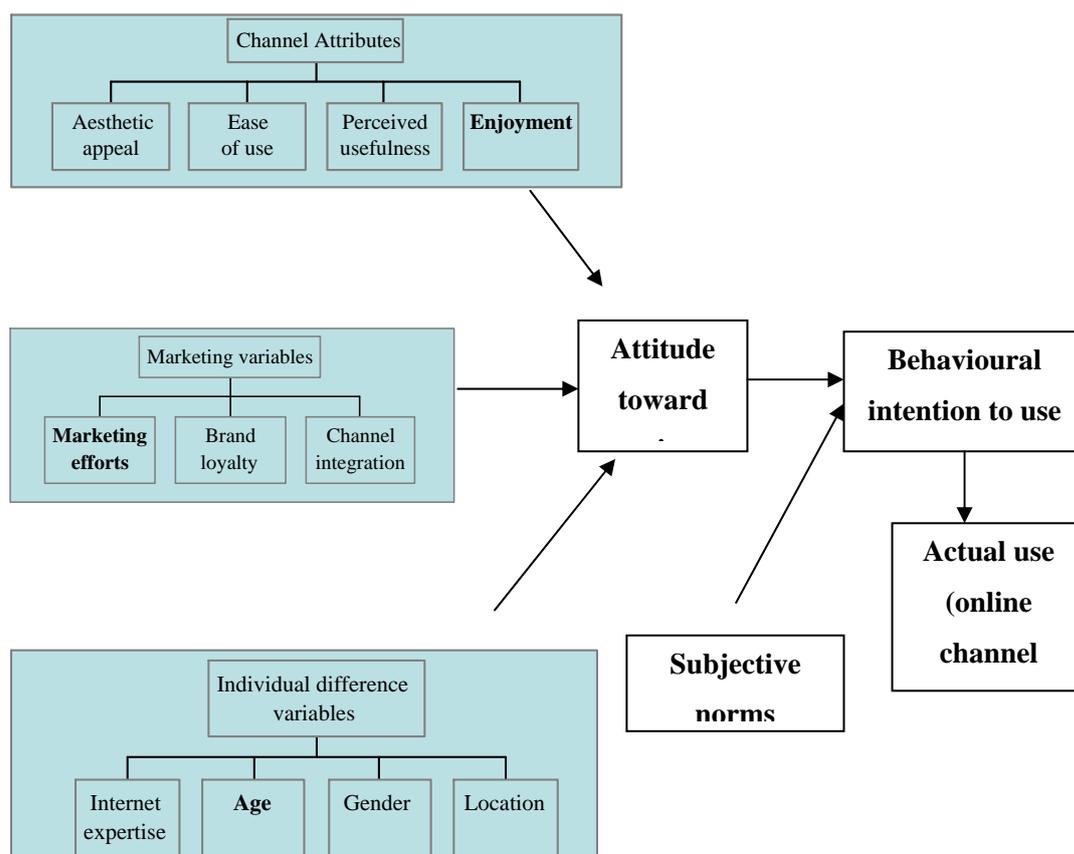
Conventional media	General internet use
Surveillance	Escapism
Personal identity	Transactional security and privacy
Information learning	Surveillance
Entertainment	Interactive control
Social interaction	Socialisation
Companionship	Non-transactional privacy
Escape	Economic motivations

Source: Chen & Corkindale 2008

They found that online users show greater activity and purpose in consumption of media than traditional media users. Secondly, ease of use was not enough of a key factor in the selection of which sites to visit (Chen and Corkindale 2008: 290).

Similarly Srisuwan and Barnes (2008) studied the motivations of online users in a case study of a free, multi-channel entertainment magazine (Outline - outlineonline.co.uk). They considered determinants of online use versus other media, as depicted in Figure 1.

Figure 1: Behavioural variables in online use



Source: Srisuwan and Barnes (2008)

Srisuwan and Barnes (2008: 278) found that, of the variables depicted in Figure 1, the most likely driver of web site use was a person's attitude and this was influenced mostly by:

1. Enjoyment (variance of 0.339);
2. Marketing efforts (such as email promotions and offering incentives) (variance of 0.219);
3. Age (variance of 0.132).

Subjective norms (or holding similar opinions) also influence the intention of a user to use the website. It is worth noting that their sample demographic was an 18-35 year age group interested in entertainment, and so the results may not apply across digital news sites.

Obviously belonging to an appropriate age group for the site contributes to enjoyment, people like to mingle with those in a similar age group. Other explicit 'individual difference' variables that further studies could investigate include:

1. Life stage profiles (e.g. tertiary student; first job; first home buyer; retiree);
2. Income and level of discretionary spending;

3. Information needs (e.g. degree to which they rely upon online versus acquaintances or other sources);
4. Social interests and pursuits (which also influences receptivity to advertising);
5. Availability of 'free' time;
6. Beliefs (e.g. environmental awareness, connectedness and participation, confidence and comfort);
7. Extent and type of education.

These influence the enjoyment by users of digital news, and more investigation is needed to explore their importance. For example, some factors (price confusion, lifestyle needs etc.) determine subjective norms, which Srisuwan and Barnes found were important influencers of use.

The attitude of the user is closely linked to intentions, and if they have a good attitude and intentions towards the site, they will use it. If users enjoy the site they will recommend it to friends or other non-users. Conversely, if they do not enjoy the site, adverse reviews will flow. Srisuwan and Barnes (2008) also claim that users enjoy interaction (between the user and the site such as putting comments on articles or contributing to articles, and between users such as dialogs about articles). The case study found that active marketing was more successful at attracting users than activities that strengthen the brand loyalty or integrate channels. Email campaigns and incentives were the most likely ways to draw users online.

Some interesting marketing efforts include that of LinkedIn, whose members may receive New York Times articles related to their occupation via a feed on their LinkedIn site (Mahmud 2008: 9). The New York Times collects demographic data from LinkedIn members and supplies it to advertisers. In 'Newsbreaker' on MSNBC.com, users break open virtual bricks to reveal news headlines. Mahmud (2008) cites an MSNBC.com spokesperson who acknowledges they are competing not just against other news providers but against entertainment properties. A future aim of MSNBC.com is to place brands within the games, and the games will be available as widgets. The games can then be moved to other online platforms such as social networks. Treating news as a game may be criticised as 'dumbing down' the profession and users. For example business readers may not wish to spend time breaking virtual bricks to access the finance section of the AFR.

How users access digital news affects the extent of personalisation available to them and how much time they spend online. For instance users on mobile devices may head straight to key sections instead of browsing the home page. Similarly the increasing use of RSS feeds link to key journalists or particular sections of a site. Users 'tie' themselves to that journalist, form a

bond with them, and belong to their 'tribe' of likeminded consumers. This form of 'brand' loyalty contains 'key person' risks for the newspaper, in that they must hold onto the journalist to maintain their customer base. As always, some users may access news by going to the website of a news entity (newspaper, television channel) that they know and trust. They may browse the site before going in to a section. News may be accessed via search engine results if a user is searching by a topic that has been newsworthy. In this case they would go directly to the article. They may also click on related articles linked on the page. Similarly users may access the news via hypertext links in blogs or referral sites.

Digital news sites may exploit emerging 'Web 3.0' practices to capture consumers. For example Journalists might manage interfaces that facilitate direct manipulation of news and information resources by end users. Online articles may become portals from which users can delve into the detail and respond to it and interact with others, adding to the news in a form of 'produsage' (Bruns 2008). This suggests other interesting opportunities for the filtering and integration of news, advertising content, opinion, gossip, testimonials, photographs and other multimedia etc. The success of search engines suggests that the key question for users is whether results are useful, and the distinction between types of information may be a secondary concern. In any event this success suggests that for users of commercial search media advertising has a high informational value (Spurgeon 2008). An example of useful advertising is where advertisements on web based free email services are targetted to the content of the email. This observation raises a series of questions that may warrant further investigation. For example, to what extent do online news users differentiate between news, information and advertising? Other related issues include the extent to which those values historically associated with agenda-setting news media (for instance, of accuracy credibility and reliability) might also extend to a broader set of informational forms in a semantic web environment.

Blogging is now common, with 16% of internet users regularly blogging, and 48% reading blogs, with 20% doing so daily (Nielsen Online (16+ years old, s=1356), cited in ACMA: 25). This again suggests a consumer desire for online interaction, or may be simply transferring to digital the old concept of keeping a diary.

Participatory media

Citizen journalism refers to the practice by citizens in collecting, analysing, reporting and disseminating news and online information (Bowman and Willis, 2003). The consumer becomes the creator. Drivers of the growth of citizen journalism include:

1. Demand for more localised and relevant online news content;
2. Desire for commentary and debate that is less filtered by the assumptions and preferences of journalists and editors as ‘gatekeepers’;
3. Opportunities to express alternative views (Flew, 2007; Bruns, 2008).

Carpenter (2008: 6) believes online news sites that serve smaller localities are more likely to use citizen contributions. This is reinforced by Brown *et. al.* who say that smaller papers tend to focus less on business and government than national papers (Carpenter 2008: 8). Smaller online newspapers may be more flexible in their work practices and willing to experiment, as opposed to larger papers where job descriptions are more formal and slow to change. This poses a major challenge for large traditional news media.

The rise of citizen journalism should be seen in the context of trends toward the Participative Web or Web 2.0, identified by the OECD as building:

1. Digital content innovations that favour new entrants, decentralised creativity, organisational innovation and value-adding models;
2. New forms of competition for audience time, advertising revenue and content sources for traditional publishers and broadcasters;
3. Audiences / users who increasingly demand the ability to comment on, rank and criticise media content;
4. Professional content providers (journalists, photographers, video producers, graphic designers (etc.) facing new challenges from ‘pro-am’ content producers through social media sites (Bruns 2008);
5. Users having a less deferential and passive orientation towards media and information content, as participation, re-use and remediation become core aspects of the consumption experience, particularly (but not only) for younger users;
6. ‘Long tail’ economics (Anderson, 2006) mean that, as the ‘distributional bottleneck’ to content availability is rapidly diminished, more diverse and niche-oriented consumption patterns will be revealed, as ‘popularity no longer has a monopoly on profitability’ (Anderson 2006: 24);
7. Open platform media meaning that traditional ‘gatekeeping’ media and information sources co-exist with a plethora of other sources of information and content, posing new challenges to maintaining reputation and trust.

Citizen journalism and some forms of user generated content (UGC) are not typically cost saving activities, because costs are incurred in the filtering and verifying of content. When effectively managed, it compliments the credibility of professional journalism, as opposed to

threatening it. According to Braham and Rodrigues (2008: 5) no Australian media companies “have fully utilised the interactive capabilities of the online medium,” and the major innovations in UGC have been on the web sites of public broadcasters, most notably ABC Online. Traditional newspapers are transitioning to digital, but may not be doing so quickly enough to retain consumers. Other news providers are emerging in their place. To date the efforts of online news providers have included a mix of:

1. Polls;
2. Chat rooms / message boards and other citizen to citizen platforms;
3. ‘Have your say’ – a highly popular aspect of the BBC online;
4. Comments to news articles at the end of the article;
5. Q&A – users and person of interest (ie celebrity, politician etc);
6. Q&A – users and journalist (ie journalist email provided);
7. Multimedia – photo’s, video, podcasts, slideshows etc.

Flew (2008: 148-150) cites Steve Outing who ranked a series of initiatives in the enabling of citizen journalism by newsrooms. These include (ranked from first steps to transformative):

1. Allowing user comments and feedback to articles;
2. The citizen add-on reporter (user contributions included within journalist output);
3. Open source or participatory reporting (journalists collaborate with readers to develop output);
4. The Citizen bloghouse (news sites that feature independent bloggers);
5. Stand-alone citizen journalism sites;
6. The Pro-Am hybrid (employed journalists coach citizen journalists who develop and contribute content);
7. Integration of citizen and professional journalism (e.g. removal of bylines which distinguish journalist types);
8. Wiki journalism, or ‘readers as editors’. Wikinews is an example.

Traditional online media in Australia could be positioned at 4 of 8, which is far less interactive than counterparts overseas. Examples overseas include:

1. Everyblock, Myheimat.de and Outside.In are frequently cited as successful location based citizen journalism sites;
2. Citizen activism, for example various social interest groups jointly prepared, printed and distributed 1.2 million newspapers and created a website that replicated a New York Times (NYT) special edition. It contained fictional articles based upon an ideal of the future. NYT Journalist blogs responded positively to it (New York Times 2008);

3. A Taiwan based online entertainment newspaper, EToday.com accepted news suggestions from the public. Using the 'online news predator' the public submitted news ideas to EToday.com, and reporters researched and produced the news in response to the requests (Chen and Corkindale, 2008);
4. The BBC web site is possibly global best practice in enabling layers of conversations between citizens and journalists;
5. A MSNBC.com spokesperson said "We don't have the same hard journalistic walls [as some competitors], so I think there are opportunities to innovate in a way that most advertisers want" (Mahmud 2008: 9).

These all involve consumers. Speaking to Australian media, Rupert Murdoch claimed the most serious challenge for newspapers is:

the complacency and condescension that festers at the heart of some newsrooms.....
The condescension that many show their readers is an even bigger problem. It takes no special genius to point out that if you are contemptuous of your customers, you are going to have a hard time getting them to buy your product. (Cooper 2008: para. 16-17)

User generated content

User generated content (UGC) is described by Terry Flew (2008: 35-36) as a specific activity where users are both "remediators and direct producers of new media content" and "engage in new forms of large scale participation in digital media spaces." This activity is ongoing, non-linear and generally the content is openly shared and refined by multiple users.

A study by Flew, Lenffer and McClean (2008) of the challenges and opportunities presented by UGC for Australia's multicultural public broadcaster of the Special Broadcasting Service (SBS) found that the main opportunities for SBS arose from:

1. The ability to generate opportunities for news content arising from SBS's links to a range of culturally diverse communities in Australia and information and content that was circulating about international events;
2. Diversification of news sources from the major international news agencies and field reporters;
3. Better understanding of the audience/user base of the service arising from enabling greater opportunities for online participation;

4. Contribution to SBS Charter obligation to promote citizenship and social cohesion in Australia's multicultural society;
5. Renovation of the public broadcaster remit in a multi-platform media environment characterised by greater user participation.

The challenges for SBS, which are common to all new media organizations in Australia, are:

1. Aligning UGC and expectations of greater user participation with internal organisational culture and assumptions and expectations among journalists and editors about how news is sourced, produced and distributed;
2. Maintaining news quality and brand reputation and audience expectations about the overall standard of news and information provided;
3. Potential legal risks associated with the greater need to moderate UGC and user comments on the SBS online web site.

Behaviours during financial crisis

The recent global financial crisis may increase user demand for free online news sites as users curtail social activities. They may spend more time at home online browsing the internet, which is increasingly seen as a utility rather than discretionary cost. This is reflected in broadband growth, with currently 8 million active broadband subscriptions nationwide (ABS 2009). Secondly, users may move to online media to cut costs. They may replace hard copy newspaper purchases with free online newspaper viewing. Thirdly, users may revert to relying upon trusted (traditional) news brands online, as it becomes increasingly important to have quality credible information. This will be discussed in more detail later. Finally, from a media perspective, tightening profit margins may increase pressure to accelerate the transition from hard print (with high fixed printing and distribution costs) to digital. As seen in the United States, some may move to online only newspapers and close print facilities.

Challenges for established news brands

Many balance sheets of Australian media companies include an intangible value on their brands. A key challenge for established news brands with entrenched cultures is maintaining this asset while transitioning to a new business model and culture, as discussed by Clay Shirky:

The great misfortune of newspapers in this era is that they were such a good idea for such a long time that people felt the newspaper business model was part of a deep truth about the

world, rather than just the way things happened to be. It's like the fall of communism, where a lot of the eastern European satellite states had an easier time because there were still people alive who remembered life before the Soviet Union - nobody in Russia remembered it.

Newspaper people are like Russians, in a way (Teodorczuk 2009: para 5).

Interviews by Chen and Corkindale (2008: 297) revealed that “the more financially sound companies often guard their commitment to the society more jealously, and the less successful companies constantly struggle between “the seemingly immediate financial benefits” and their social responsibilities.” Newspapers appear to be juggling brand protection with opportunities (for example, citizen journalism) that they fear may ‘dumb down’ the brand and damage user trust.

“Management has a hard time destroying parts of its business unless the alternative, obvious to everyone, is that there is no choice” (Shirky cited in Teodorczuk 2009: para. 2).

Conversely, the quality and quantity of user content varies widely. Some online news sites may have a core of active contributors (such as Slashdot) whereas others may attract a wide variety of occasional contributors, such as many mainstream online papers. Those with a broader spectrum of contributors may have potentially higher risks associated with user contributions. Newspaper liability for content may include:

1. Defamation;
2. Copyright breaches;
3. Damage to the brand/ reputation/ credibility/ trust of an entity;
4. Misinformation.

The out-of-court settlement of a defamation case against the Sydney *Daily Telegraph* by sixteen prominent people who had provided character references for former NSW Deputy Chief Prosecutor Patrick Power, who was convicted of charges of possession of child pornography, indicated the considerable financial and legal risks that can arise from the unmoderated posting of user comments on an online news site (Moles, 2007).

Conclusion

This paper describes the current environment in the Australian online news and information sector. It highlights gaps between:

1. User intentions;

2. Current online media offerings and opportunities; and
3. The ability of users to act on these intentions due to the availability and cost of technologies.

It described emerging user trends overseas in the online news and information sector, and possible reasons for slower progress in Australia. Some of these issues media companies have little control over.

The table below summarises dominant trends, consumer expectations and behaviours regarding digital news and information we have identified. These have emerged as key issues to our study and reflect areas where disconnects arise between user perceptions or information needs and what is currently supplied. Those issues with high priority must be met for basic news services to be accessed by the bulk of the population. These will be discussed in more detail during the presentation.

Table 4: Key trends and possible remediation

Issue	Importance	Potential Remediation
Slow internet access	High	Federal Government broadband initiatives.
Affordability and pricing confusion	High	Cheaper “all you can eat” pricing and/or ‘free for 3 months’ introductory data offers for mobile devices.
Formats/platforms for news e.g. RSS feeds, Twitter	Emerging	Include elements of these within core digital news services.
News accessed via ‘push’ methods	Medium	Entice convenience users automatically to your page. Set it as a default upon logout of certain online services.
18-34 year old information preferences	Medium	Experiment with new content, or provide context in which 18-34 year olds can supply news/information and interact.
Interest in location based news	Medium	New forms of hyperlocal news and information, such as local newsboards, and/or link with existing offerings. Link to sites of interest to local communities.
Consumer interest in participation	Medium	Create a separate entity and separate site that links to content. The entity may hold separate liability and brand.

More insight into the behavioural intentions and attitudes of digital users may suggest ways to increase use of online news and information sites.

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