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I am submitting herewith a dissertation written by Reginald E. Murphy entitled "Determining the Value of Radio Station Web Sites: An Exploratory Study." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Communications.

Dhyana Ziegler, Major Professor

We have read this dissertation
and recommend its acceptance:

Accepted for the Countil:

Associate Vice Chancellor and
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Determining the Value of Radio Station Web Sites: An Exploratory Study

A Dissertation
Presented for the
Doctor of Philosophy Degree
in Communication
The University of Tennessee, Knoxville

Reginald E. Murphy
August 1998

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DEDICATION

This dissertation is dedicated to the late Mrs. Vermell S. Murphy, my mother. The one thing my mother told me she wanted to do was see me graduate from college. Unfortunately she was unable to see me graduate from Appalachian State University and graduate school at the University of Tennessee, Knoxville. She passed away on November 22, 1989. She has, however, been with me spiritually every step of the way. I thank her for listening to my prayers and giving me the motivation to "keep on keeping on." I dedicate all my work to her.

Mom, thank you. I know you will always be with me.

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ABSTRACT

The evolution of the Internet has had an impact on traditional media. The growth of the Internet has prompted many media companies to investigate how they can capitalize on the numbers of people now browsing the World Wide Web. Previous communications research has found that people use various media for various reasons. Aspects of academic research have been used to study how people use the media. Companies that own radio and television stations have responded to the introduction of this new technology by adopting the Web. More specifically, radio stations have incorporated this new technology into their broadcast operations. Approximately 4,000 radio stations have developed web sites. Many of these stations have produced web sites without the aid of research that could help explain why people are visiting these sites. This study was designed to assess how people use radio station web sites and examine the possibility of a relationship existing between the time people spend browsing and their future use of these sites. This exploratory study, examining visitors of radio station web sites, was guided by the following questions: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations?

An online survey was placed on a sample of U.S. Rock and Classic Rock radio web sites and garnered 1,752 respondents. The study found seven basic reasons why people visit radio station web sites. The study also found a linear relationship between the time spent visiting radio station web sites and visiting more radio station web sites, listening to the radio, and contacting radio stations to request songs and enter contests.

TABLE OF CONTENTS

CHAPTER		PAGE
I.	**INTRODUCTION**	1
	Statement of the Problem	3
	Significance of the study	7
	Research Questions	9
	Summary	13
II.	**LITERATURE REVIEW**	
	Introduction	14
	The Evolution and Impact of the Web on Broadcast Media Organizations	15
	Introduction	15
	Creating Strategic Alliances	17
	Station Programming, Research & Promotions	20
	Station Economics	22
	Station Goals: Justifying Presence on the Web	25
	Computers, Media Use, and Media Displacement	27
	Summary of the Evolution and Impact of the Web on Broadcast Media Organizations	29
	Research and Theory	30
	Introduction	30
	Communications Perspectives	31
	Uses and Gratifications	31
	Radio Uses and Gratifications	35
	Parasocial Interaction	42
	Media Systems, Uses, Gratifications, and Dependency	45
	Perceptions of Products and Brand Loyalty	52
	Summary of Communications Perspectives	53
	The Economics of Information Perspectives	54
	Introduction	54
	Economics of Information and Information Systems	55
	A Model for Examining the Value of Information Systems	58
	Social Exchange Theory	61
	Propositions of Social Exchange	61
	The Value of Benefits and Social Exchange	63
	Psychic Profits and Social Exchange	64
	Literature Review Summary	67

III. METHODS OF ANALYSES 71
Introduction 71
Exploring the Research Questions 71
Sample 76
Self-selection 78
Online Survey Design and Data Collection 79
Data Analyses 84
Summary 95

IV. RESULTS 97
Introduction 97
Section One: (1) Who visits radio station web sites? 98
Respondents' Demographic Information
Summary and Discussion 100
(1a) How does the radio station web site audience profile compare with the general radio listening audience profile? 101
Radio Station Web Site Survey & Simmons Research Comparisons Summary and Discussion 105
(1b) How does the radio station web site audience profile compare with the general web audience profile? 106
Radio Station Web Site Survey & GVU Web Survey Comparisons Summary and Discussion 111
Section One Summary and Discussion 112
Section Two: (2) Why do people visit radio station web sites? 113
Exploratory Factor Analysis 114
Summary and Discussion 118
Second Factor Analysis with 7 Factor Extraction Limit 119
Summary and Discussion 121
Section Three: (3) Is there a relationship between visiting radio stations and listening and interacting with radio stations? 122
Part One 123
Exploratory Factor Analysis on Audience Intentions 123
Summary and Discussion 125
Second Factor Analysis on Audience Intentions 126
Summary 127
Part Two 128
(3a) Is there a relationship between the degree of exposure to a radio station web site and use of radio station web sites? 129
(3b) Is there a relationship between the degree of exposure to a radio station web site and future use of radio? 131
(3c) Is there a relationship between the degree of exposure to a radio station web site and

audience's intentions to call a radio station and try to win contests and request songs? 133
Part Two Summary and Discussion 135
Summary of Results 136

V. SUMMARY, CONCLUSIONS, LIMITATIONS, & RECOMMENDATIONS 140
Introduction 140
Research Question #1 140
Research Question #1a 141
Research Question #1b 142
Summary 142
Research Question #2 143
Summary 150
Research Question #3 151
Research Question #3a 151
Research Question #3b 152
Research Question #3c 153
Summary 154
Conclusions 154
Limitations & Recommendations 164

REFERENCES 169

APPENDICES 183
APPENDIX A: Tables 184
APPENDIX B: Figures 227
APPENDIX C: A Conceptual Framework for Web Site Cost-Benefit Analyses Based on Griffiths and King's Model 237
APPENDIX D: Invitation Letter to Radio Stations 240
APPENDIX E: The Sample of Radio Stations on the Web 242
APPENDIX F: Press Release to Organizations 252
APPENDIX G: Letter to Stations Returning Data 254
APPENDIX H: Participating Rock and Classic Rock Radio Stations 256
APPENDIX I: Letter of Instructions to Participating Stations 258
APPENDIX J: The Radio Station Web Site Online Survey Instrument 260
APPENDIX K: Articles About the Survey from Online Publications 267
APPENDIX L: Examples of Participating Station's Placement of Logo and Link to Online Survey 277
APPENDIX M: Affiliate Radio Station of Online Publications 297
APPENDIX N: Focus Groups Information 303
APPENDIX O: Articles Written about the Radio Station Web Site Research Project 316
APPENDIX P: Qualitative Responses 332
VITA 363

LIST OF TABLES

TABLE	PAGE
1. The Number and Percent of Respondents and Where They Found the Survey	185
2. Survey's Demographic Questions and Response Options	186
3. Survey's Uses and Gratifications Questions and Response Options	187
4. Survey's Future Radio and Web Use Questions and Response Options	188
5. Independent Variables: Questions and Response Options	189
6. Gender of Respondents	190
7. Age of Respondents	190
8. Race of Respondents	191
9. Marital Status of Respondents	192
10. Education of Respondents	192
11. Primary Occupation of Respondents	193
12. Total Household Income of Respondents	194
13. Residency of Respondents Inside and Outside of the U.S: U.S. Respondents' State of Residency Shown	195
14. Residency of Respondents Inside and Outside of the U.S: International Respondents' Country and City of Residency Shown	197
15. Technology Used by Respondents to Access the Web	198
16. Respondents' Physical Location when accessing the Web	198
17. Gender of Respondents from Radio Station Web Site Survey and Simmon Survey	199
18. Age of Respondents from Radio Station Web Site Survey and Simmons Survey	199
19. Race of Respondents from Radio Station Web Site Survey and Simmons Survey	200
20. Marital Status of Respondents from Radio Station Web Site Survey and Simmons Survey	200
21. Education of Respondents from Radio Station Web Site Survey and Simmons Survey	201
22. Primary Occupation of Respondents from Radio Station Web Site Survey and Simmons Survey	201
23. Total Household Income of Respondents from Radio Station Web Site Survey and Simmons Survey	202
24. Gender of Respondents from Radio Station Web Site Survey and GVU Web User Survey	203
25. Age of Respondents from Radio Station Web Site Survey and GVU Web User Survey	203
26. Race of Respondents from Radio Station Web Site Survey and GVU Web User Survey	203
27. Marital Status of Respondents from Radio Station Web Site Survey and GVU Web User Survey	204

28. Education of Respondents from Radio Station Web Site Survey and GVU Web User Survey 204
29. Total Household Income of Respondents from Radio Station Web Site Survey and GVU Web User Survey 205
30. 8-Factor Factor Analysis Eigenvalues 205
31. 8-factor Factor Analysis Matrix (Rotated) 206
32. 7-Factor Factor Analysis Items, Means, and Standard Deviations 208
33. 7-Factor Factor Analysis Matrix and Factors (Rotated) 210
34. 7-Factor Factor Analysis Factor Scores: Means and Standard Deviations 212
35. Initial Factor Analysis Eigenvalues for "Intent" Items 213
36. Initial Factor Analysis Matrix for "Intent" Items 213
37. Reliability Scores for "Intent" Items 214
38. Factor Analysis Matrix for "Intent Factors 215
39. Description of Variables Under Examination For Research Question #3 216
40. Bivariate Correlations of respondents' Intent to Visit More Radio Station Web Sites and Share BY Average Time Spent Browsing Radio Station Web Sites and Time of First Visit to a Radio Station Web Site 217
41. One-Way ANOVA of Respondents' Intent to Visit More Radio Station Web Sites and Share BY Average Time Spent Browsing Radio Station Web Sites 218
42. One-Way ANOVA of Respondents' Intent to Visit More Radio Station Web Sites and Share BY Time of First Visit to a Radio Station Web Site 219
43. Bivariate Rank Correlations of respondents' Intent to Listen to Radio More BY Average Time Spent Browsing Radio Station Web Sites and Time of First Visit to a Radio Station Web Site 220
44. One-Way ANOVA of Respondents' Intent to Listen to Radio More BY Average Time Spent Browsing Radio Station Web Sites 221
45. One-Way ANOVA of Respondents' Intent to Listen to Radio More BY Time of First Visit to a Radio Station Web Site 222
46. Bivariate Correlations of respondents' Intent to Contact Radio Stations BY Average Time Spent Browsing Radio Station Web Sites and Time of First Visit to a Radio Station Web Site 223
47. One-Way ANOVA of Respondents' Intent to Contact Radio Stations BY Average Time Spent Browsing Radio Station Web Sites 224
48. One-Way ANOVA of Respondents' Intent to Contact Radio Stations BY Time of First Visit to a Radio Station Web Site 225
49. Summary of Results for Research Question #3 Sub-Questions 226

LIST OF FIGURES

FIGURE	PAGE
1. Plot of the Mean Plan to Visit More Radio Station Web Site/Share Index Versus Average Time Spend Browsing Radio Station Web Sites	228
2. Plot of the Mean Plan to Visit More Radio Station Web Site/Share Index Versus Time of First Visit to a Radio Station Web Site	229
3. Plot of the Mean Plan to Listen to Radio More Index Versus Average Time Spent Browsing Radio Station Web Sites Per Day	230
4. Plot of Mean Plan to Listen to Radio More Index Versus Time of First Visit to a Radio Station Web Site	231
5. Plot of the Mean Plan to Contact Radio Stations Index Versus Average Time Spent Browsing Radio Station Web Sites	232
6. Plot of the Mean Plan to Contact Radio Stations Index Versus Time of First Visit to a Radio Station Web Site	233
7. Graph of Mean Plan to Visit More Radio Station Web Site/Share Index Versus Average Time Spend Browsing Radio Station Web Sites	234
8. Graph of Mean Plan to Listen to Radio More Index Versus Average Time Spent Browsing Radio Station Web Sites	235
9. Graph of Mean Plan to Contact Radio Stations Index Versus Average Time Spent Browsing Radio Station Web Sites	236

CHAPTER ONE

INTRODUCTION

"Radio web sites are great places to find the latest information for that particular station. You can usually find past, present and future events. They are a great resource for information in your community and they are a fun way to participate and contact."

"If I enjoy the music, and the DJs are easy to listen to then I am more apt to check out the web site. I have no desire to check out a web site of a station that cannot hold my interest. If the web site is not an extension of the station, why visit the site?"

Comments from Users of Radio Station Web Sites (1998)

An old saying in the radio and television business says the only constant is change. The Internet and the World Wide Web have been the focal point of change in the broadcasting industry over the past couple of years. Technological advances in broadcasting equipment, i.e. cameras and production consoles, are fairly normal occurrences in the industry. The introduction of new information systems, such as the World Wide Web, has presented new opportunities for broadcasters to promote their stations. Companies that own radio and television stations, such as Cox Media, Tribune Media, and Jacor Communications, have developed web sites for their station. Rosales and Pitts (1997) reported last year that 534 local U.S. television stations have web sites. In 1996, 300 radio stations had web sites (Felt, 1998). The Broadcast Radio Service (BRS, 1998) reports that, as of April 1998, there are 5,483 radio stations in the world with web sites. There were, as of July, 1998 3,478 U.S. commercial stations, 894 non-commercial stations, and 1,111 international stations on the web.

Why have so many broadcasters logged onto the Web? Major media companies have been following the Web adoption trends. The U.S. Commerce Department (Margherio et al., 1998) recently reported on the impact of the Internet on the economy.

Following are several findings that appear to be the reasons why the media industry has logged on:

- The Internet's pace of adoption eclipses all other technologies that preceded it. Radio was in existence 38 years before 50 million people tuned in; TV took 13 years to reach that benchmark. Once it was opened to the general public, the Internet crossed that line in four yours.
- In, 1994, 3 million people were connected to the Internet. By the end of 1997, more than 100 million people were using the Internet.
- Traffic on the Internet has been doubling every 100 days.
- By 2002, Internet commerce between businesses will likely surpass $300 billion (Margherio et al., 1998).

Some major media companies saw early on that there might be some benefit in incorporating this new technology into their operations. CNN found that the Web was not some passing fad during the O.J. Simpson Trial. They received more that 3,800 visits per minute to their web site (Jessell, 1995). ABC-TV set an America Online (AOL) record when they received more than 250,000 visits to the Super Bowl web site during the 1995 Super Bowl (Jessell, 1995). Oprah Winfrey's live chat session with 2,132 of her fans on October 2, 1995 set a record for the number of participants in an AOL chat room, during the debut of her site on the service (Jessell, 1995). ESPN's Sports Zone site draws some 15-20 million hits per day (Tedesco, 1996a).

Based on these reports, broadcasters have found that this new technology is attracting large numbers of people. This race to the Web has made many station operators feel they may be missing out on something (mainly profits). Some radio and television stations are spending as much as $250,000 on maintaining a web site (Jessel, 1995). Spending this kind of money for a web site raises many questions specifically in the realm of economics and overall station management. These questions are crucial for broadcasters because of the *newness* of the Web. The business of doing business on the Web is still a waiting game, and profits remain elusive for companies maintaining web

sites, including broadcasters (Tedesco, 1996a). So, can any radio station benefit from having a web site, as a study by the Eastman Radio Representatives suggests (Tedesco, 1996b)?

How stations benefit from having a web site is the major question currently facing not only broadcasters on the Web, but other businesses advertising and promoting products online. A recent study by the Yankelovich Partners points out that "the online medium is approaching a critical juncture" (Trigoboff, 1996, p. 34) in the sense that, although Internet use continues to grow in numbers of users and web pages, no one is sure if it will keep this pace. The Internet, like other industries, is growing from a point where everyone can participate in its development to a point where everyone is fighting for a position in the market. Internet analysts say that the future and growth of the Internet is uncertain, therefore, investment in the Internet must become more selective (Trigoboff, 1996). Along with possible promotional and public relations benefits, one of the primary perceived benefits of a station web site for many broadcasters is the ability to create extra streams of advertising revenue. Understanding what people *value* in these sites will be beneficial to radio and television station broadcasters who are searching for ways to attract visitors and generate revenue with their web sites.

Statement of the Problem

As noted earlier, the Web has had an impact on the broadcasting media. Nearly one-third (27%) of U.S. radio stations now have a presence on the Web (BRS Radio Directory Analysis, 1998). However, scholarly research that addresses many of the broader issues involved in web site creation, including maintenance, and what people who visit them want, has been slow to develop. There may be a number of reasons for the absence of research in this arena. First, academics and media industry managers alike

are still trying to understand Internet technology in general. Scholars are trying to understand what aspects of this new technology they should study and how. Some propose conceptualizing the Internet as a mass medium (Morris & Ogan, 1996). "The computer as a new communication technology opens a space for scholars to rethink assumptions and categories, and perhaps even find new insights into traditional communication technologies" (Morris & Ogan, 1996, p. 39). Because of the nature of the technology of the Web, it has been a challenge for researchers to ascertain who is on the other side of the computer. The findings of recent online surveys (Nielsen Home Technology Report, 1996; Nielsen Internet Demographics Report, 1997; Pitkow & Kehoe, 1998; Miller & Clemente, 1997) have been useful in helping us examine who is, in general, visiting web sites. However, none of these have focused primarily on users of specific media web sites such as radio.

In addition to understanding who is using radio station web sites, web research also needs to focus on why these individuals choose to visit these sites. This question of why people use the web can be explored from a number of theoretical perspectives. One such approach is the uses and gratifications perspective. Previous uses and gratifications research has found that the audiences are active, and there are different types of needs and expectations of people who consume the media (Katz et al., 1974). Further studies have included the conceptualization of the uses and gratifications approach along with designing and testing instruments to measure how people use radio and television (Rubin, 1977, 1979, 1982, 1983; Rubin & Rubin, 1981; Blumer & Katz, 1974; Rosengren, Wenner, & Palmgreen, 1985; Herzog, 1944; Dominick, 1974; Mendelsohn, 1964; Lull, Johnson, & Edmond, 1981).

The uses and gratification approach is only one perspective, however, this study also investigates if a relationship exists between visiting web sites and future use of web sites. The uses and gratifications approach may be adequate in explaining uses of the Web, however, another perspective may be needed to understand the consequences of web use. Therefore, this author proposes a multi-dimensional approach. Parasocial interaction research (Horton & Wohl, 1956; Rubin & Pearse, 1985; Auter, 1992), which was derived from uses and gratification research, can be used to examine the degree to which individuals have become involved with these radio station web sites, and how they use radio. Moreover, media dependency (Ball-Rokeach & DeFleur, 1976; Wenner, 1982; Miller & Reece, 1982; Grant, Guthrie, & Ball-Rokeach, 1991) and uses and dependency (Rubin & Windahl, 1986; Becker &Whitney, 1980) research can provide more understanding of how this interaction, involvement, and sheer use of media may foster more use of particular media. Along with these communications approaches, this study discusses how the economics of information literature and social exchange theory can add to this multi-dimensional approach to understand who is using radio station web sites, and why and if they foster more use, participation, and involvement with these stations.

One way to analyze this rapid growth of broadcasters adopting the Web is to broaden the perspective of the analysis and consider broadcasters as communication officers in the business to inform the public. They are constantly gathering, processing, and disseminating bits of information in the form of news, advertising, promotions, etc. And now with the Web, broadcasters realize they have another means by which to package and distribute information. The value of a product to an individual is based upon their perception of the product and its usefullness. Similarly, the value of information

may be determined by how consumers perceive the information channel. The expectation is that these web sites will become a valuable product for the audience and the station. How can station managers determine how valuable their web products are? Can understanding how their web site visitors value their sites help them develop better sites? The focus of this study is how can radio stations determine the *value* of their web sites from their audiences' perspective?

What would be an adequate method of researching the Web audience? The Georgia Tech University Graphics, Visualization, and Usability Center (GVU Center) (Pitkow & Kehoe, 1997) has been a pioneer in the use of online surveying. An online survey consists of using the hyptertext format of the Web with easy-to-click buttons and pull-down menus to gather responses from individuals visiting a web site. The method allows respondents to submit responses to survey questions, that are collected in a server's database for easy processing and analysis. The GVU Center has been conducting the studies of the general Internet population for four years. This researcher argues that communications researchers should now focus Web audience research on the web audience that is visiting media web sites. Audiences' uses and gratifications of commercial web sites have recently been examined, as well as for visitors of local television station web sites (Eighmey, 1997; Eighmey & McCord, 1998; King, 1998). These studies, while exploratory in design, have begun to use systematic methods such as online surveying to examine the Web audience. In addition, these studies have been able to utilize the uses and gratifications approach and have found some similarities between traditional media uses and gratifications of web sites. This study uses an online survey and is designed as an exploratory study to assess who visits radio station web sites and

why. This project seeks, among other things, to assist communications research in investigating the usefulness of old communications theoretical perspectives in examining new media.

Significance of the Study

The introduction of the fax machine to the business world enabled individuals to transfer information faster, thereby communicating more efficiently. Radio and television stations adopted this technology and began promoting their fax numbers on-air and in print to solicit feedback from their audiences. The fax machine, just as the copier, has become a valued tool for broadcast stations. It has afforded stations the opportunity to conduct business faster by transmitting information instantaneously. Speed in the communications business is a valuable attribute in communicating information.

The Internet provides broadcasters and other media companies another avenue to disseminate information and interact with their audiences. Radio and television stations now promote their web sites on their own stations as well as in their print advertising. These web sites have become integral components of station images. When a television station purchases a new Doppler Radar system, satellite news gathering vehicle, helicopter, or any new piece of equipment that they believe will enhance their credibility as a news organization, it is safe to assume that owners and managers spend time planning these purchases, how they will promote it, and how it may benefit them. Digital cameras and editing systems are expensive investments for large and small broadcast stations. As these new technologies are used, stations try to ascertain their value or worth to the station and to the overall operation of the company. Similarly, stations should

conduct a careful examination of the additional investment dollars needed to maintain a web site.

Value has already become an issue for radio and television stations with web sites. Tedesco notes that stations seeking to attract visitors other than the accidental surfer can no longer "pull a few thousand bucks from a contingency fund and slap something together on-line" (Tedesco, 1996b, p. 36). In a content analysis of television stations who would now be considered early adopters of web sites, Bates and King (1996) found that many stations were using the sites mainly as promotional vehicles and not taking advantage of the full interactive resources the Web had to offer. Much has changed in one year. When Bates, Chambers, Emery, Jones, McClung, and Park (1997) conducted a follow-up study, they found that stations were beginning to take greater advantage of the interactive features and adjusting their web site design to features which web users prefer. Broadcasters on the Web have increased and become more savvy in developing their homepages. In order to garner those expected benefits, stations have been re-evaluating the economics of their cyberspace projects. In doing so, they have attempted to adjust their content and promotion of the web site based on some idea of the *value* their site may have to their operations and their audiences. They have found that evaluating their web ventures effectively may enable them to better plan the future of their web sites. "While many radio outlets have already established a presence on the Internet, most are still grappling with how best to use the Web to gather research on existing listeners, to expand their audience, and ultimately to make more money" (Atwood, 1997, p. 16). This study is important because it will help researchers and specifically radio stations understand not

only the many variables that may be involved in determining the *value* of these web sites, but also how visitors value them.

Research Questions

Research Question #1: Who visits radio station web sites?

In order to understand the value web sites may have for radio station audiences, it is important to first examine who is visiting these radio station web sites. As noted earlier, current scholarly research has only gathered information about the general web audience. The GVU Center for Internet User Surveys has conducted eight extensive Internet user surveys since January 1994. They have found that approximately two-thirds of Internet users are male, although the male-female gap has been closing in the past three survey periods, and about half work in computer or education-related occupations (Pitkow & Kehoe, 1997). Find/SVP's 1997 America Internet Survey found that 21% of Americans would like to learn more about the Web and 13% will begin using the Web by next year (Miller & Clemente, 1997). Nielsen Media's Home Technology Report found that almost half of the American households with Internet access have children living at home, are college educated professionals and managers, and earn $50,000 or more a year (Nielsen Media Research, 1996). Nielsen Media Research also found that 43% of Internet users are women, nine million are full-time students, 49% have at least an associate's degree, and 46% live in households with a total annual income of $50,000. Other companies, such as the NPD Group (1997), Netcraft (1997), and O'Reilly and Associates (1997) also investigate what kinds of people are online as well as other attributes about how these people use the Web.

These research companies, most of whom are private consulting firms, have examined general Web user characteristics and demographics. There is little research, scholarly or otherwise, specifically investigating who is using particular types of media web sites, such as radio station web sites. One assumption that can be made is that the characteristics of radio station web site visitors may resemble characteristics of the general web audience as found by the aforementioned studies. After all, they are a subset of that larger population of web users. Perhaps another assumption could be that the visitors of radio station web sites are similar to that radio station's actual listening audience because these web users are also a sub set of this audience as well. This study will further explore this research question by examining visitors of radio station web sites and comparing their characteristics to previous studies to assess the similarities and/or differences. This study will compare the demographic profile of the respondents in this survey with the demographic profile of the Classic Rock radio audience compiled by the Simmons Market Research Report (Radio Advertisers Bureau, 1998). In addition, the demographic profile of the sample in this survey will be compared with the profile in the GVU Center's most recent Web user survey. These comparisons will hopefully provide a foundation to assess the reliability of survey data collected online.

Research Question #2: Why do people visit radio station web sites?

Why people visit radio station web sites is similar to questions media researchers have asked about other media such as radio and television. This media-use question can be explored utilizing a number of approaches, primarily uses and gratifications. The uses and gratifications perspective suggests that media audiences are active, and people who consume the media have many types of needs and expectations (Katz, Blumer, &

Gurevitch, 1974). Some of these needs are information, entertainment, companionship, and relaxation (Herzog, 1944; Lazarfeld & Stanton, 1949; Berelson, 1949).

This study seeks to understand what audience needs are fulfilled by visiting radio station web sites. In other words, what do they value when visiting a radio station's web site? The study developed questionnaire items based on instruments used in previous uses and gratifications studies with questions that are relative to web use. Previous radio and television uses and gratifications research has identified the following reasons why people listen to radio: for entertainment, information, personal involvement, interaction, and relaxation (Troldahl & Skolnik, 1968; Weintraub, 1971; Dominick, 1974; Mendelsohn, 1964; Rubin, 1983). This study borrows from these methodologies to design an instrument to ascertain whether these factors hold true for people who visit radio station web sites.

Previous research suggests that people determine the media they are going to use based on the level of reward they expected to receive relative to the effort they must make to receive the reward (Schramm, 1954). The reason many people give as to why they use a particular medium is essentially an indicator of what they value about that medium. People watch their local news for a number of reasons primarily to get information about events, issues, and weather in their local area. They give up nearly thirty minutes or more of their time to fulfill this and other needs. They may have a priority list of elements of the newscast they like best. They make judgements about the value of these elements as it relates to how well they fulfill their needs. Research question #2 seeks to examine reasons why individuals visit radio station web sites.

Research Question #3: Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations?

When audiences "tune-in" or "log-on" to a particular kind of medium, an exchange takes place where the individual uses his or her perceptual and cognitive mind to ascertain a *value* for the medium and content received. This enables them to make a determination on whether he or she will continue to use that medium for that purpose or need. Again, when people watch the news they make judgments about the value of the news content and the source, the news anchors and television station. Audiences may not always like the information they receive, however, they will continue to seek information from sources they perceive as credible and valuable. The focus of this research question #3 is assessing how this process operates when people visit radio station web sites.

Radio is an interactive medium. People who listen to radio can call or fax the station to request songs and speak to the radio personalities while they are on the air. They can interact with a radio station in real time. Radio is a mass medium that has become deeply personalized (Mendelsohn, 1964). The on-air personalities and news anchors guide listeners through their day. Similar to television audiences' affinity for lead characters on soap operas, sit-coms, or game show hosts, listeners can become loyal to their favorite radio personality and radio station. In many markets across the United States people have developed allegiances to their local radio stations. Parasocial interaction research has found that over time audience members do tend to become more involved with the medium and the personalities (Horton & Wohl, 1956; Rubin, 1983; Auter, 1992). Is there a relationship between this involvement and future interaction with the medium? Media dependency research contends that extensive exposure to a medium does facilitate use (Ball-Rokeach & Defleur, 1976). Research question #3 assesses the relationship between web site exposure and radio listening behavior as well as their audience's intentions to call the station to request songs and enter contests. Further, this

question examines the relationship between visiting the radio web site and individuals' intentions to revisit the radio sites.

Summary

There has been a mad rush to the World Wide Web by a number of entities seeking to cash in on this new communications technology. In the past three years, many broadcasters have jumped on the "Information Super-Highway" without much direction. Many radio and television stations have invested a large amount of resources and have seen little return. Research on web use has increased in the past year, however, more is needed to understand who is logging on to media web sites and why. This study attempts to answer some of the fundamental questions broadcasters have been asking since the inception of the Web, with a focus on radio station web sites: Who is visiting radio station web sites? Why do people visit radio station web sites? Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations?

This study utilizes several theoretical approaches to ground this research problem, primarily uses and gratifications and uses and dependency. Because of the interactive nature of the Web, other approaches to the examination of uses and motivations such as parasocial interaction and social exchange are warranted and are used to fully assess the dynamics of how people are using radio station web sites. It is clear that further research is needed. Perhaps applying these theories and approaches to this problem may produce a conceptual framework to understand how visitors utilize and value media web sites. It may also help web site developers understand what kinds of content attract visitors and increase their awareness of a station and their desire to watch, listen, and read.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This study will examine how visitors of radio station web sites utilize and value the web site product. As mentioned previously, this is a developing area of communications research. Much has been written about the growth and development of the web, however, research that focuses specifically on how and why people use specific types of web sites has been slow to materialize. Hence, this study seeks to add to this body of literature and aims to assess the status of web usage amongst individuals and media organizations. The goal of this review of literature is to outline some of the most current literature relating to the Internet and the media. It will also detail several theoretical approaches that will assist in understanding the scope and background for this study's overall research questions.

First, this review explores the evolution and impact of the Web on the broadcast media as stations integrate it into their operations. It will highlight the early adopters of web technology and discuss the diffusion of web site use at broadcast stations. In addition, it will discuss how broadcasters have become active participants in the web development and marketing process. The review will explore how the web site operation at radio and television stations is essentially a production of information for the web site visitor. The second part of this chapter will discuss various research studies and theoretical perspectives that will provide some understanding of media use. Uses and gratifications, economics of information, and social exchange perspectives will be highlighted.

The Evolution and Impact of the Web on Broadcast Media Organizations

Introduction

In recent years, there has been a tremendous growth in the Internet. One indicator of Internet growth has been survey estimates of the number of domains and hosts, which is basically the number of IP (Internet Protocol) addresses that have been assigned a name. (McMurdo, 1996). The latest results, at the time of this writing, from the Internet Domain Survey by Network Wizards, the number of Domains in the world has nearly tripled since July 1996 to 1,301,000 on July 1998. As of July 1998, the number of host computers in the world is 29,670,000 (NUA, 1998b; Network Wizards, 1998). Most recent surveys estimate the global Internet population is approximately 113 million with 62 million users residing in the United States (NUA, 1998a). Miller & Clemente (1997) recently found that 55 million people in the United States intend to become an Internet user. In a recent speech to the National Press Club, America Online President Steve Case (1997) noted these results from an AOL survey:

> We've gone from a couple of hundred thousand subscribers using it a few hours a month to now over eight million people using it a few hours a week. Right now, every day, people are spending five million hours on-line. Every day we handle 13 million sessions. Every day people send 12 million e-mail messages. And even more staggering, send 110 million what we call "instant messages" each day. Each day people view 30 million stock quotes. Each day people initiate over 250 million web hits. And they are accessing AOL now from more than 100 countries (p. 4).

These data, along with other survey estimates point out the magnitude of growth of interactive media and the, Web and how it could be evolving into a new form of mass media (Morris & Ogan, 1996).

The explosion of this new information system presents a challenge to radio and television station managers. They have been trying to develop ways to bridle this technology and use it to their advantage. They have been trying to find ways to assess the effectiveness of their web sites to their listeners and viewers. Many station managers see the Web as a tremendous opportunity for advertising revenue, station promotion, and public relations. The new Internet gold rush is a top priority for many station mangers as they try to determine how the Web impacts their core business of news and entertainment (Miles, 1996).

The broader context of this discussion is the fact that not much is known about the long-term future of the Web. However, market analysts have made user adoption predictions (Miller & Clemente, 1997). Cyberdialogue researchers claim that by the end of 1998, nearly 52 million adults 18 years and older in the United States will be online (Cyberdialogue, 1998). The U.S. Department of Commerce predicts that Internet commerce will reach $300 billion by 2002 (Margherio et al., 1998). Even though these predictions are approximations at best, the fact remains that the Web is not only a resource for gathering information but a conduit by which information and content can be transmitted to a global audience. A discussion of a video camera's value to a television station's news operation is essentially the same for the Web. However, radio and television station managers must understand that information and knowledge may not be easily defined, measured, and evaluated, as some scholars contend (Bates, 1988; Machlup, 1979; Griffiths & King, 1993; Hindle & Raper, 1976). Information is indeed, as Bates puts it, "a peculiar commodity" (Bates, 1988, p. 76). Thus, assessing the Web's impact on broadcasters and society as a whole is a challenging endeavor.

Bates (1988) has explored this broader issue of information and value. Assessing the value of information is a complicated enterprise because of its indeterminacy. Bates (1988) points out that information goods cannot be given a definite value before they are used and they may be used more than once. A major reason this uncertainty exists is that traditional economic models are deterministic and tend to ignore any measures of value that are not concrete (Bates, 1988). Bates suggests that the value of information could be expressed as an "expected value", or the "average of all the possible values of the use of that information, weighted by the probability that such a use will occur" (Bates, 1988, p. 78). Value has become an important issue for stations with web sites. Value may be determined by use. This study assesses the use of radio station web sites by utilizing theoretical approaches that deal with media use such as uses and gratifications. which will be discussed later.

Creating Strategic Alliances

The Web has had an impact on the infrastructure of radio and television companies. Large media conglomerates and individual local stations have created strategic alliances to gain leverage in their broadcast markets and to create marketing programs to sell content, access, and email (Miles, 1996). For example, broadcasters began jumping on the Web in late 1994 and 1995. Berniker noted that in September of 1994, "CBS was the first of the major networks to set up a dedicated site on the Internet" (Berniker, 1995b, p. 28), called "Eye on the Net." The CBS site offered information about news, sports, and entertainment programming and was billed as a sales and marketing tool for the broadcast network. CBS collaborated with Prodigy, the leading

online service provider at the time, to maintain the site. CBS encouraged its affiliates to get online at affiliate meetings and projected to have more than 100 of their affiliates on the Internet by 1996. In 1994 CBS affiliate WCCO-TV in Minneapolis was one of the first of these television stations to go online (Berniker, 1994).

CBS later teamed up with another Internet service provider, Infinet, which is owned by Landmark Communications, which owns several CBS affiliates as well as The Weather Channel, The Travel Channel, and a number of newspapers. This move appeared to be advantageous to CBS because the network wanted to provide Internet sites to their stations as an extension of their network affiliate relationship (Berniker, 1995). However, these web sites were not free to the stations. A homepage price tag ranged from $5,000 for a basic site to $15,000 for a well-developed site. One broadcast station executive noted the perceived benefits of this venture into cyberspace saying it will "enhance station-audience relationships, improve ratings and boost revenue" (Berniker, 1995b, p. 28). Meanwhile, early in 1995, the other networks were talking about their web site plans as well. NBC and ABC were reported to have sided with major web design companies, Microsoft and America Online. In addition, companies that owned major newspapers and broadcast media outlets were getting into the act by teaming up with their print divisions to go to press online. Newspaper publisher Tribune Company has invested over $100 million dollars in Internet companies such as America Online, Digital City, Mercury Mail, Peapod, Open Market, and CheckFree Corp. (Fawcett, 1997). NewsWorks, a web site resulting from the 125-newspaper New Century Network alliance, has recently online with feature pieces and links from local papers across the

country (Tedesco, 1997). Times-Mirror, Knight-Ridder, Gannett, and Cox Newspapers are among the major media corporations in the group (Tedesco, 1997).

In the broadcast advertising arena, leading radio media buying groups such as Katz Radio Group are extending the current business models of their clients by assisting them in their web advertising. Wilke notes Katz executives saying, "radio can't do visuals and coupons well, so this partnership with the Web is good" (Wilke, 1997a). Katz Radio Group launched KRG Internet Marketing Services to help market its clients' sites. They have also teamed up with World Radio to make media buying on radio web sites easier and more common. The Radio Advertisers Bureau has teamed up with Audionet, a service that streams over 175 live radio stations, to offer new services as stations become more educated about web site development (Wilke, 1997a). Audionet attracts national advertisers such as VISA, IMB Corp., and AT&T (Wilke, 1997b).

Broadcast corporations, media buying companies and consultants have begun to take different approaches to test the viability of the web. They have sided with syndicators and multimedia agencies in Hollywood, computer industries, and telecommunication companies to produce these web sites. They have developed partnerships they believe will enable them to market the Web to the consumer and the advertiser so that everyone will benefit. These strategic alliances, mergers, acquisitions and consolidations are reasons why it may be difficult to evaluate the success or failure of these web sites. For now, stations are still testing the waters with these partnerships.

Station Programming, Research, & Promotions

The Web has had an impact on various departments in media organizations, particularly programming, research, and promotions. When radio stations hit the Web in 1994-95, stations experimented with a variety of graphics and audio clips to attract their audiences. Some stations, such as KHMX-FM in Houston began using their web sites to conduct research about their listening audience. This was one of the first attempts for a radio station to assess who was visiting their web site. KHMX noticed in 1995 that stations on the Web only offered basic information about the station and staff members; therefore, they decided to take their site one step further by conducting music tests online (Atwood, 1995). KHMX-FM saw this as a benefit even though it was not meant to replace their regular random sample telephone call-out research. Research Director Martha Connely stated that the initial web site launch was inexpensive (Atwood, 1995). The station traded out advertising time to the web site development company for the establishment and maintenance of its web site.

EZ Communications has been one of the early adopters and innovators of web technology, with 21 stations in most major markets (Heurton, 1995). They have "pioneered radio station homepages that change in real time according to what is being aired on the station," including news, traffic reports and other items of interest. (Heurton, 1995, p. 33).

As more radio stations joined the web community, they began to incorporate a number of features to enhance their sites' appearance and value. Many stations began using Real Audio, which allowed them to broadcast their actual on-air programming on their web site. Real Audio enabled individuals to listen to stations in real-time all across the world. KPIG in Monterey, California, lead the way, followed by WBAL in Baltimore and others (Atwood, 1995). Karen Tobin, a VP of Marketing at KIIS-FM in Los Angeles, has used Real Audio on her station's web site for an online Celebrity Cyber

Auction and other event marketing activities (Taylor, 1995). The ABC Radio Network allows users to retrieve hourly newscasts and weather information 24 hours a day on its site (Taylor, 1995). Many radio station mangers at this time were commenting that stations on the Web were using Real Audio as a marketing tool to develop long-term relationships with listeners. This was the first time radio had an opportunity to provide an audio and visual interactive experience with its listeners. Recently, radio stations have developed more innovative ways to interact with listeners, for example, through chat rooms provided by the Go.Com World Network (Atwood, 1997). The network contains text chat rooms staffed by on-air personalities for each participating station so deejays can talk to listeners, take requests, and conduct contests. The founder of Go.Com labels this service as an efficient way for a radio station to get on the Web. Some stations will also incorporate a live video feed from their broadcast studios to accompany the chat rooms.

In television, a number of stations are developing more ways to interact with viewers online. KEYE-TV in Austin, Texas, has started streaming its four daily newscasts online. Station mangers see the Web as another cable channel for them to provide information (Tedesco, 1997). Granite Broadcasting, owner of KEYE-TV, and eight other stations have been teamed up to provide their viewers local and national content on the Web. Using streaming technology to provide viewers with another avenue to watch their newscasts, they hope to attract more viewers and be a more efficient provider of information.

In the early years of web adoption at radio and television stations, much was written about the latest web site gadgets, best web sites to visit, and most creative web site promotions. Many radio and television stations were simply trying to create an identity on the Web. Many still used the Web as a promotional tool for what was on their network or local station, or as an alternative to local newspapers for news (Ross, 1996a,

1996b). Web site business plans and user benefits were not discussed in the broadcast media trade journals and magazines. When the economic aspects of radio station web sites were widely discussed, many broadcasters admitted they were "neophytes at this stuff" (Miles, 1996, p. 28). They were willing to continue to work on their sites until they had something of value for their clients (Miles, 1996). Others like Mark Cuban (Taylor, 1995), president of AudioNet, an online audio provider said, "Nobody's making real money on the Internet today, but this is just the beginning. Ted Turner wasn't making money in cable in 1987 either. The key now is to increase traffic to a radio station with audio on a web site.... Money today is almost meaningless, but participation in the education process, the setting of standards, the competitive opportunities" (Taylor, 1995, p. 106) are the primary focus for people growing in the web development business.

Station Economics

Many broadcasters do not agree with Cuban. The Web has hit some radio and television stations in the wallet. Many over-estimated the potential returns of their web sites in terms of advertising revenue. There have not been many solid reports of broadcast corporations making a dent into the red ink on their spread sheets (Miles, 1996). Web expenditures have been estimated at 312 million dollars; less than one percent of television revenues (Dreze & Zufryden, 1997).

During the second half of 1996, almost two years after broadcasters dived into the web site business, reports by Jupiter Communications put Internet advertising revenue for the first half of 1996 at approximately $71.7 million. That was an increase of 83% from the first to the second quarters (Tedesco, 1996a). However, much of that money was going to online direct marketers. Broadcast and cable programmers' web sites were getting attention but "the watchword for all communications companies on the web was 'potential' that they hope pays off in the long run" (Tedesco, 1996b, p. 36). At this point, the most visible online success from television has been ESPN's ESPN SportsZone

which was estimated to have generated $2.4 million in advertising revenue from Levi's, Pizza Hut, and other mainstream advertisers since they launched their site (Tedesco, 1996a). Some local television station web sites such as WCCO-TV are clearly designed to create advertising revenue. They inform visitors of the web site how to contact the advertiser by displaying banners and buttons. The Internet provider for WCCO-TV claims to have attracted about 20 local advertisers and a few national ones such as AT&T and Florists' Transworld Delivery Service (Freeman, 1997).

Most radio stations are reporting they have not been able to make a profit from their web investments. However, Atlanta's WNNX claims to have made $3 million in revenues in three years (Wilke, 1997c). They have been able to generate revenue from other means besides banner advertisements. They have teamed up with a local Internet service provider to promote Web start-up software where they receive commission for each subscriber. In addition, they have sold sponsorships to Anheuser-Busch and America Online for special Web event promotions (Wilke, 1997a). The fact that other broadcasters are not having as much success generating traffic and revenue as ESPN SportsZone and WNNX-FM has moved many stations to evaluate their web site operations again. Some critics of broadcasting and cable web sites contend that stations saw the web as a promotional tool that gave "the user virtually nothing to come back to" (Tedesco, 1996a, p. 30). Many networks and local stations discovered their mistakes and began working to re-tool their web sites. Miles notes that many "television station sites are now offering surfers more than just a rehash of last night's newscast" (Miles, 1996, p. 17). KCBS, in Los Angeles, along with other stations across the country, have begun to improve their web sites by providing more advertiser-friendly types of special added-value packages and promotions.

Profit for broadcasters on the Web has, for the most part, still remained elusive (Tedesco, 1996b). Many broadcasters are left at a crossroads. Robert Clyatt, owner of a

web site company, states that "the naiveté is evaporating.... People got up sites with scraps of money the first time around. Now they realize they need real money behind it" (Tedesco, 1996b, p. 36). Forrester Research found that the going rate for a promotional site is $90,000 to launch and $206,000 to maintain for one year (Tedesco, 1996b). ESPN and the Discovery Channel are reported to have spent "over $1.3 million on average, anticipating a ten-person staff, a $419,000 launch bill, and $893,000 for a one-year run with approximately 2,000 pages of content" (Tedesco, 1996b, p. 36). So, broadcasters have noticed that it costs to create or enhance their presence on the Web.

Some broadcasters are taking advantage of other more cost-effective options, such as partnering with a syndicated Web programmer. More than 500 radio stations with web sites are now using syndicated Web programming companies to add content to their site. Companies such as Electric Village create original content for local radio stations that have been unable to invest the amount of money needed to develop a web site of their own (Van Der Vliet, 1997; Felt, 1998). This company was created to provide radio stations the opportunity to have a "great web site without having to worry about the cost of maintenance and upkeep" (Van Der Vliet, 1997, p. 60). The local radio station's logo appears on the site to keep the station's local image. The arrangement works just like bartered programming. Stations get high quality content for their web site in exchange for advertising space (Bachman, 1997). However, the question remains whether these Web syndication companies will survive if they continue to just trade their product.

Warner Brothers has created a similar web site syndication service for television stations with the purpose of making money. WB's CityWeb is patterned after Microsoft's Virtual City and America Online's Digital City offering television stations a syndicated co-op venture for their television station web sites with both national and local opportunities for advertisers (Dupree, 1997). Stations will be able to provide users local content and links to national news and information. WB is banking on this idea to help

them use the local branding of a station to attract users, increase the web site value, and thus attract advertisers. ABC (ABCNews.com) and NBC (NBC Interactive Neighborhood) have responded to WB's CityWeb by launching their own brand of Web syndication for their affiliates (Ross, 1997). While some broadcasters are subscribing with these syndicators, Ross (1997) and Shaw (1997a, 1997b) suggest that most broadcasters are not impressed with the financial arrangements. They are developing web sites on their own using more locally targeted content specifically relating to kids and "local advertisers."

Station Goals: Justifying Presence on the Web

Media corporations' with web sites are now faced with the question of how they can make a profit with their web sites. They are faced with crucial decisions about the focus and structure of their web development departments as well. It has been difficult to assess and measure the "expected value" and "actual value" of their web sites. The process of developing their web sites has seen changes in their goals and the expectations in the marketplace of the potential of the Web to make money. No one anticipated the exponential growth of the Web in just two years. Now broadcasters are at a turning point. While general managers may be somewhat nervous about their investments, most are sticking with their plans and are content in operating in the red, for now, at least (Paul, 1996).

Different companies maintain web sites for different reasons. Some have rushed into the venture without considering the costs involved. Paul (1996) points out that this "rush to establish outposts in cyberspace has come with surprisingly little emphasis on a return-on-investment strategy" (Paul, 1996, p. E1). Few broadcasters as well as other mainstream advertisers developed well-organized business plans for their web site operations. Now that companies have spent thousands of dollars creating and maintaining these sites, executives are beginning to allocate resources to that area of the

overall budget. Therefore, it is no longer an expense that can be paid for by borrowing money from marketing, public relations, or other company departments. Paul (1996) says that after start-up costs are absorbed, corporations are reluctant to sign off on continuing investments. In other words, after an investment is made in a web site, annual expenditures must be built into the overall budget of the company. Thus, the idea of cost justification becomes utterly important. The web site has become a line-item whose resource allocations must be held to the same critical analysis as any other company expenses. Paul (1996) suggests that more companies should take steps to scientifically measure and evaluate the benefits of their web sites.

This is the challenge for broadcasters who are trying to evaluate their web sites. Unlike television, billboards, newspapers, and other media, the Web does not have a standardized method of measuring who is using it. Without a "standardized method of tabulating audience exposure and impact, much less a way for marketers to know who is on the other end of the mouse, companies that advertise on the net will do so largely on the basis of trust," if they advertise at all (Murphy, 1996, p. 1). Therefore broadcasters will continue to deal with how to price their web sites for advertisers and evaluate their web sites' benefits. Currently, web site tracking programs can collect raw data easily. Web tracking programs have made it easy for businesses on the Web to get an idea of how valuable and marketable their web site may be to advertisers. There are companies, such as, NetCount, WebTrack, I/PRO Nielsen, Audit Bureau of Circulation, and others that market software that record the number of "hits" and "click-throughs" on each page of a web site as well as the time spent on each page. However, Murphy questions the reliability of these software packages, since much of the data are collected by the Internet providers themselves (Murphy, 1996). For example, there are currently media companies on the web selling ad space using CPMs (Cost Per Thousand). "*Playboy* charges like $5 per thousand hits" on its web site (Murphy, 1996, p. 38). This is why Murphy believes

there is a need for third party auditing of web visitors similar to Arbitron for radio and Nielsen for television. Until this occurs, there may always be a reliability question in the data companies use to illustrate how effective their web sites may be.

Berthon, Pitt, and Watson (1996) contend that since the Web is still in its early stages of development "no identifiable attempts have so far appeared in scholarly journals that methodically clarify its anticipated role and performance" (Berthon et al., 1996, p. 46). Nonetheless, several attempts have been made to develop a model to measure activity on the Web. Novak and Thomas (1996) outlined a standardized terminology and methodology for measuring web advertising and advanced a model to measure advertising on the Web. Ducoffe (1996) and Berthon et al. (1996) introduced conceptual frameworks to measure the efficiency of advertising on web sites. However, making money on the web continues to be a concern of broadcasters with web sites (Tedesco, 1996b). They want to find specific ways to make money on the web along with enhancing their station's image to justify the existence of their web sites.

Computers, Media Use, and Media Displacement

With the emergence of online services, such as America Online many have predicted that traditional media will be replaced by computer-based activities (Negroponte, 1995). Primarily the discussion about the relationship between new media and traditional mass media has focused on how computer use will effect television viewing. A random sample study of 1,000 U.S. Internet users by FIND/SVP (Miller and Clemente, 1997) found that three out of four current adult users depend on the Web to give them information with almost half of them using it daily. They also found a slight increase in the percentage of people who say their use of television, newspapers, and magazines has declined as a result of their Internet use. The increases reported in this study are perhaps too small to suggest that the Internet is having a significant impact on adults' use of traditional media. For example, only 35% of respondents said their use of

television decreased as a result of Internet use. Therefore, the majority of respondents (two-thirds) reported no change in their television use.

Coffey and Stipp (1997) contend that the self-reporting nature of the FIND/SVP survey could have easily been affected by social desirability. They believe Nielsen can collect more reliable data if they collected computer ownership data. They may find those who own computers may watch significantly less television than non-owners. Since "we know that the demographic characteristics of computer owners match those of the groups in society that watch less television than average" (Coffey & Stipp, 1997, p. 62), we can control for those demographic differences.

Steve Case, President of America Online, discussed the impact of the Web on television use at a National Press Club meeting. When asked whether Seinfeld was his biggest competitor and how he planned to be bigger than that television program, Case (1997) offered the following explanation:

> When we say "Seinfeld" is our "biggest competitor," it really speaks to the fact that we really are trying to establish interactive services, and certainly AOL in particular, as a part of everyday life. And, therefore, we think of AOL in the same context that people think about the telephone and television. And the television is something that people spend an awful lot of time watching. So when people come home at night who are AOL customers, they have to decide are they going to go on-line or watch television. And we want to increasingly have them decide that it makes sense to go on-line.... I think it's important to note that we think of interactive services as really taking its place alongside the rest of the world, including traditional media. We don't think people are going to stop watching television...These things tend to evolve in a way that change some of the existing players but also create opportunities for new players (p. 15).

Case's assessment of the nature of the television and computer user appeared to agree with a recent study on the interaction between computers and television. Coffey and Stipp (1997) found no compelling evidence suggesting that PC users will give up or drastically

curtail their television usage. They, in fact, found the opposite, that the television medium could increase computer usage. They found that during the launch of MSNBC and during NBC's Summer Olympics coverage, the web sites received a tremendous number of visits during the time they were promoted on television. Users appeared to use both media together. These data suggest that while the Web is having an impact on traditional media companies, such as radio and television stations, the traditional media may also have an effect on Web development and the user. Similarly, Bromley and Bowles found "no significant support for the hypothesis that users of interactive computer networks, at least during the initial start-up, will spend less time with newspapers, television and radio than they did before adopting the new technology" (Bromley and Bowles, 1995, p. 22). It is safe to say that the number of Internet users will continue to increase as more people buy computers with modems and web browsers.

Summary of the Evolution and Impact of the Web on Broadcast Media Organizations

Web technology has had an impact on the broadcast media industry in a number of ways. The Web has triggered even more consolidation and partnerships of broadcast media companies, information providers, and telecommunications companies that may or may not be in direct competition with these entities (Miles, 1996). These web site activities have helped to develop more special station programming along with innovative methods to conduct research. It has also given stations another element to use for station public relations, sales, and promotions. With regards to sales, the Web has afforded stations another revenue stream for advertising. Broadcast station mangers are now

rethinking their goals and to carefully plan their web ventures because of the issues of cost justification and the measurement of Web audiences (Murphy, 1996).

The Web has certainly changed the landscape of broadcasting by providing stations with another avenue to disseminate information. Assessing the value of this new technology will be a challenge for broadcasters. The number of radio and television stations with web sites has exploded since the fall of 1994 (BRS Radio Directory, 1998). The goals stations had for their web site projects in 1994-95 were to simply create awareness, maintain a competitive edge in the marketplace, and improve customer service. However, now that more station managers are involved in the process and more interest has been shown in generating traffic on the site and revenue from advertising, investigating how and why people are visiting these sites is even more important (Paul, 1996, Trigboff, 1196).

Research and Theory

Introduction

This study is investigating the online audience of radio station web sites. Studying how individuals, and societies as a whole use media is always a challenge because human beings are unique creatures. Tests may suggest that humans behave and perceive the world in various patterns, however, those conclusions are sometimes limited and hard to come about. And now with the introduction of new information delivery systems converging with traditional media, conventional wisdom and old approaches need to be re-examined and adjusted to give adequate analysis to the present state of the

communications field. This study uses several theoretical approaches to examine how visitors of radio station web sites use these sites.

The first part of this section of the literature review will discuss how uses and gratification research has been used to examine how people use media. The second part will discuss more specifically the uses and gratifications research that focuses primarily on using radio. This review will also discuss how parasocial interaction research media dependency and uses and dependency research has been used to understand how people use media. In addition, it will discuss the social exchange theory as a possible explanation of how audiences *value* the media they use, such as the Web.

And finally, the Web has become an information monster. It has indeed become a unique medium on its own right. However, before today's hypertext online environment, library science researchers and information scientists were wrestling with many of the same issues regarding the value of information and the implications for information organizations. The section will also discuss how information science literature is helpful to this study and to broadcasters in understanding the *value* of radio station web sites.

Communications Perspectives

Uses and Gratifications

Prior to the 1940s, the paradigm under which many communication researchers operated was the "mass society" perspective. This approach posited that the media had an effect on audiences. Researchers like Lasswell (1948) and Lippman (1922) developed theories that supported the idea that the media was powerful. Their studies sought to understand what effects the media had on people. Later, the Limited Effects perspective

emerged shifting communications researchers' notions about the degree of effect media has on audiences. However, the approach remained the same. The Payne Fund Studies (Peterson & Thurstone, 1933/1970; Forman, 1933; Jowett, 1992), Gerber's (1969) Cultivation Theory, and Klapper's (1960) research focused its core assumptions on the idea that the media does "something" to the audience.

As many of the source-dominated theorists continued to find evidence that audiences were not as vulnerable as the mass society perspective predicted, other researchers began to search for alternative ways to examine the media. Herzog, Lazarsfeld, Stanton, and Berelson were some of the pioneers to study the media from the audiences' perspective (Baran & Davis, 1995). Their studies focused on the active-audience seeking gratifications from the media. Herzog's (1944) study of the functions of soap operas programming on radio provided one of the first analyses of media use that focused on the notion of 'gratifications' as a description of the types of satisfaction for using media. The Lazarsfeld and Stanton (1942, 1944, & 1949) studies paid significant attention to how audiences used media like radio, newspapers, and comic books to organize their lives and experiences. In addition, they also reported the differences in the types of radio listeners and people's motivations for learning music. This scholarship was a major shift from the prevailing limited effects research paradigm of the era.

In the 1970s, Katz, Blumler, and Gurevitch (1974) published a collection of studies that suggested the previous media use studies from the audience's perspective, while skimming the surface of why audiences use various media, did not explore the psychological and sociological origins of the needs audiences sought to satisfy when consuming media. Their research suggested that the study of media use should focus on

how the audiences' needs are gratified by the medium. In order to ask audiences their goals, Katz et al. (1974) developed a set of assumptions which are considered the basic articulation of the uses and gratifications perspective. They outlined five basic assumptions of the uses and gratifications model along with the caveat that the "social situations" in which people may find themselves can affect how they generate their media-related needs:

1. The audience is active and its media use is goal oriented.
2. The initiative in linking his or her need gratification to a specific media choice rests with the audience member.
3. The media compete with other sources for need satisfaction.
4. People are self-aware enough of their own media use, interests and motives to be able to provide researchers with an accurate picture of that use.
5. Value judgments of the audience's linking its needs to specific media or content should be suspended (Katz et al., 1974, p. 21).

As mentioned previously, researchers wanted to investigate why people used various forms of media, such as newspaper and radio. Audiences were said to be "active", not passive, seeking gratifications, "doing things with the media" instead of the media doing things to them. This was a major shit in media research because studies were conducted from the audiences' perspective.

Like most theories, there are limitations with the uses and gratifications perspective. As noted earlier, studying human behavior, attitudes, and perceptions can be a challenging endeavor. The attempt at investigating media by these aforementioned researchers has been criticized. First, this perspective is known for being a loosely constructed conceptual framework of ideas in which a number of other theories about media consumption can be used. There were so many extensions of the approach that the methodologies were cluttering the original articulation. Stephenson (1967) discussed mass communication in terms of *play*. Lasswell (1948), Wright (1960), and McQuail,

Blumer, and Brown (1972) all developed functional interpretations of the media, such as surveillance, entertainment, diversion, and personal identity.

Katz et al. (1974) suggested that further development of the perspective depended on how the myriad of classification schemes and media functions categories could be brought together. Katz et al. hypothesized that individuals used the media to "connect" themselves with their family, friends, tradition or culture, self, and nation. They proposed that all media users have essentially the same five categories of social and psychological needs:

1). Cognitive Needs: Needs related to strengthening of information, knowledge, and understanding of our environment.
2). Affective Needs: Needed related to strengthening aesthetic, pleasurable, and emotional experiences.
3). Personal Integrative Needs: Needs related to strengthening the credibility, confidence, stability, and status of the individual.
4). Social Integrative Needs: Needs related to strengthening contact with family, friends, and the world.
5). Escapist Needs: Needs related to escape, tension-release, or diversion (Katz et al., 1973, p. 166).

During the early years of uses and gratifications research, the media was viewed as informational rather than symbolic entities (Baran and Davis, 1995). With more complex media such as like television, the same content can be interpreted in different ways and serve different purposes for different people. However, Kuhn (1962) suggests that "to be accepted as a paradigm, a theory must seem better than its competitors, but it need not, and in fact, never does, explain all the facts with which it can be confronted" (p. 17). This is true of the uses and gratifications perspective. It does not explain everything about media use from the audiences' perspective. The most important contribution of this approach is in the way it has forced researchers to rethink the study of the media. As Gerbner's Cultivation Theory sparked new interest in the effects of the media on audiences, uses and gratifications sparked interest in how audiences used the media.

Berelson (1949) noted how relevant the uses and gratifications perspective was in 1945. The delivery men of eight major New York City newspapers went on strike for two weeks. Advertisers, newspaper publishers, radio executives, and social scientists thought it would be a good idea to gauge public attitudes about these media and investigate what people were doing to get information they were not receiving with the absence of their main newspaper. Surveys were conducted by two polling agencies to examine the degree to which the newspapers were actually missed. In both polls, "the respondents indicated that they missed the newspaper intensely" (Berelson, 1949, p. 112). Berelson contended that these polls only presented "surface facts" relevant to the specific question that was asked. The poll questions did not get at the heart of what it really meant to "miss the newspaper." Berelson conducted 60 long interviews to assess the more complex attitudinal issues involved. He found that the newspaper had a much deeper meaning to the audience than was illustrated in the poll results. People used the newspaper to get "serious" information about world affairs. Reading the newspaper provided them with a "vacation from personal care" by transporting them to another place (Berelson, 1949, p. 119). The newspaper also gave people a relief from their own lives and a feeling of "prestige" when they demonstrated how "informed" they were at social gatherings as a result of reading. Berelson did not offer scientific proof with this qualitative study, but rather a set of propositions about how people used the newspaper. This led researchers to conduct more studies on how the audience uses the media.

Radio Uses and Gratifications

> Oh! Oh! You radio!
> Oh! what I own to you my radio:
> I listen in and you dispel gloom,
> For you bring all the stars into my room;
> Oh! Oh! You radio!
> You're the most entertaining friend I know,
> You give me music, dancing, joys I never knew

> Oh! radio I'm radiating thanks to you.
> (Theme-song of Radiolympia exhibition, 1936) (Crisell, 1991, p. 201)

This study is seeking to understand how people use radio station web sites. Previous uses and gratifications research provides a foundation of understanding how people use radio, in general. Examining the approaches and results from these studies may help future studies on how people use web sites developed by traditional media companies. Some of the earliest research on radio attempted to assist actors, singers, and musicians who performed on the radio. They were unable to determine if audiences appreciated their efforts. Lumley (1934) discussed how to develop methods to measure the effectiveness of radio broadcasts and performances. In the mid 1930s, social psychologists began asking many questions about the impact of radio on individuals such as "Why do people like to listen for hours on end to the impersonal blare of their loud-speakers, or is blare for them not so impersonal after all?" (Cantril & Allport, 1936, p. 4) They conducted tests to assess what programs people listened to, what programs they liked, listener's habits and attitudes, and how students use radio when they are studying. Cantril and Allport (1936) noted:

> Until the advent of radio the social environment of the vast of the earth's inhabitants was limited and cramped. Only kings, millionaires, and lucky adventurers were able to include within their mental horizons experience that the average man long desired but never obtained. Now, at last the average man may also participate. A turn of the wrist immeasurably expands his personal world. The poor man escapes the confines of his poverty; the country dweller finds refuge from local gossip, the villager acquires cosmopolitan interest; the invalid forgets his loneliness and pain; the city dweller enlarges his personal world though contact with strange lands and people (p. 259).

In 1940, the Office of Radio Research was created at Columbia University. Financed by Rockefeller Foundations funds and supported by the Federal Radio Education Committee, it purpose was to study how existing media such as radio was used. Lazarsfeld's (1940) *Radio and the Printed Page* is one of the first research publications that attempted to address some of the issues regarding the impact of radio in the lives of American people. Much of the research was descriptive, surveying what kinds of programs people enjoyed and how long they listened. Other studies tried to assess what a radio program meant to people. In one study, researchers investigated the appeal of highly successful radio quiz shows. In this qualitative study, which consisted of long interviews, people where asked as series of questions, such as whether they were disappointed when they did not know an answer to a question, whether they liked the contest, and whether they thought the program was educational. They found four different appeals of the quiz program: competitive appeal, educational appeal, self-rating appeal, and sporting appeal (Lazarsfeld, 1940, p. 66). This study, although limited in scope, was one of the first systematic attempts to examine how people used radio. Other Lazarfeld and Stanton (1942) studies examined the role of music programming, the perception and influence of radio on audiences, and how young people used radio.

Herta Herzog (1944) continued to examine the uses and gratifications of radio audiences. In a study of 100 radio soap opera fans, she found that they listened to these shows for three basic reasons: emotional release, advice on how to live, and something to dream about (Herzog, 1944). Lazarsfeld and Dinerman (1949) reexamined several studies first conducted by the National Broadcasting Company. NBC commissioned several surveys to determine if they needed to make adjustments in their programming

schedule to attract a larger audience. The NBC study focused on female radio listening behavior in the morning. Lazarsfeld and Dinerman (1949) examined the same sample of 2,650 women and found that there were three types of listeners: women who never listened in the morning, women who named serials to which they "usually" listened, and women who named other non-serial programs to which they "usually" listened. Lazarsfeld and Dinerman's (1949) findings suggest while there are reasons why people listen to certain programs on the radio. There are also differences in program preferences between these audiences as well. More contemporary radio research was conducted while music-intensive formats gained popularity in the '70s and '80s found similar results. Different radio formats have fairly distinct audiences (Peterson & Davis, 1974; Lull et al., 1981).

In the 1940s, there was also an interest in whether radio served an educational function. During this time, civic groups were lobbying for more educational programming on radio while the FCC had not yet determined how much time stations should be required to devote to educational programming. Researchers argued that "it would certainly facilitate the whole problem if there was more information available on the uses to which radio is put by its audiences. More should be known about those who definitely want to use radio for self-improvement" (Lazarsfeld, 1946, p. 54). Thus, the National Association of Broadcasters commissioned Denver's National Opinion Research Center to conduct the first nationwide survey of public attitudes toward radio. The scope of this study included questions regarding advertising and the role of broadcasters in society. The study also attempted to assess why people used radio. Nearly half of the population said they used radio for entertainment and only for educational purposes when

they were not using it for entertainment (Lazarsfeld, 1946). They also found that radio added to listener's information and knowledge in a number of areas, such as politics, homemaking, cooking, and music (Lazarsfeld, 1946).

Mendelsohn (1964) studied WMCA's (New York City) listeners to explore what function radio served in their lives. The study was based on a random sample of 1,000 telephone interviews and 150 intensive interviews. Mendelsohn (1964) found four major reasons why people listen to radio:

1. Utilitarian information and news
2. Active mood accompaniment
3. Release from psychological tension and pressure
4. Friendly companionship (p. 246)

He noted that "listeners simply do not get enough of news. Whether the 'newscast' is a warmed-over version of what was already heard, whether it added one or two 'new' details--does not seem to affect the listening habits of the listener" (Mendelsohn, 1964, p. 244). They will listen to a newscast even though they may have originally tuned in to a particular station for music. Secondly, radio provides listeners the ability to select programs that adapts to their psychological frame of mind. Radio helps them create and/or sustain "desired psychological climates" (Mendelsohn, 1964, p. 243). For example, if listeners want to relax, they will tune in to a Soft Rock or Easy Listening station. If they are in a more upbeat mood, then they can listen to rock and roll music.

Further, radio provides listeners a sense of structure which people said they needed to relieve them of day-to-day stress. Radio does this by serving as an accompaniment or a "bracket" to the day. "The cueing function of morning radio very often helps to set the listener's mood and his frame of mind" (Mendelsohn, 1964, p. 242). One respondent said:

> I like to know what to expect. These days with things as uncertain as they are, every little thing can affect my business. Even the weather can affect

> us. So I listen to the radio in the morning to find out what's in store. Sometimes when I wake up grouchy, radio puts me in a better mood. It starts me off on the right foot (Mendelsohm, 1964, p. 242).

Finally, the study suggests radio functions as a "companion" for people and fills the void during mundane tasks or when people are feeling alone. For example, people who are sometimes cut off from social interaction because of their occupation, such as truck drivers, use radio to keep them company and "in touch" with the world. These findings are important because they illustrate how radio has become entrenched in people's lives. In the early 1960s much of the media uses and gratifications type of research began to shift to television as it gained popularity. Radio was surviving the competition with television, and more research, such as Mendelsohn (1964) and Klapper (1960) began to describe how radio was possibly serving some different functions than television.

Troldahl and Skolnik (1968) investigated the meanings people have for radio. In a factor analysis of the responses made to 27 statements about radio use, six general patterns of factors were found: companionship, programming evaluation, worldly awareness, portability, pleasant environment, and abrasiveness (Troldahl & Skolnik, 1968). Weintraub (1971) found similar results in his replication of this study with teenagers. Dominick (1974) found also that radio was used as a companion or "portable friend." Tramer and Jefferes (1983) examined people who called radio talk shows and found similar results. People who were seeking companionship from calling the station were the more frequent callers (Tramer &Jefferes, 1983). Gantz et al. (1978) went a step further in their study of teenagers by investigating their gratifications and expectations of pop music. They found the music helps teenagers pass the time, relieves tension, sets the

mood, and keeps them company. These findings suggest that radio, both as a medium and content, may serve similar functions for the radio listener.

Research on why people use radio has found that people are seeking information, entertainment, an escape, relaxation, a way to stay in touch with the world, and interact with station personalities and others who may or may not share the same opinions about the radio station. Now that the Internet may be evolving into a separate medium, as some researchers argue (Morris & Ogan, 1996), are people using it for similar reasons as they have been using traditional media, specifically radio? Eighmey (1997) examined 30 web users' perceptions of commercial web sites. In a laboratory pilot study, these web users browsed five selected commercial web sites representing a range of commercial applications, a telecommunications company, a television network, a candy manufacturer, a shoe and sportswear company, and a packaged food manufacturer. The participants browsed the sites, then completed a six-point rating scale for each site after they felt satisfied with their visit. Eighmey (1997) found six factors of audience perceptions of commercial web sites: ease of use, marketing perceptions, credibility, entertainment value, interactivity, and information value. While these findings are based on a small sample, it does point out that the Web may offer similar uses and gratifications as radio and radio station web sites. Radio stations have recognized that the Internet population is growing and having a presence on the Internet may be vital to their image and competitive position in their particular markets. Is there a relationship between how people use radio and radio station web sites? This study attempts to provide a possible answer to this question by assessing the reasons why people use radio station web sites.

Radio is different from television because it relies on an auditory stimulus and the theatre of the mind. It allows people to do others things while listening. The Internet has combined the unique characteristics of radio, television, and print. Radio listeners who visit radio station web sites now have more elements added to their radio experience. It allows the audience to get immediate information as opposed to waiting on the phone or getting busy signals. They can now make instantaneous contact with the air personalities and the station via chat rooms and e-mail. Therefore using a radio station's web site may have a different set of uses than listening to radio in the traditional way. This study will examine this issue and if a relationship exists between visiting radio station web sites and audiences' future involvement with the radio station.

Parasocial Interaction

One element that has been shown to be an important gratification sought and/or obtained by some media audiences is parasocial interaction. Parasocial interaction (PSI) refers to the concept that individuals can become attached or closely identify with a medium and/or a personality performing on that medium. This type of allegiance to radio and television stations and personalities by individuals was explained by Horton and Wohl (1956), who first operationalized PSI. Parasocial interaction has been defined as the apparent face-to-face interaction between media characters and audience members. Horton and Wohl (1956) contended in the original conceptualization of this perspective, that a relationship between the audience and media character is formulated over time with repeated viewing or listening (as in the case of radio) and the audience begins to develop opinions about the "personae" that grows. "The personae is the typical and indigenous figure of the social scene presented by radio and television" (Horton & Wohl, 1956, p.

216). Through the media the personae is very influential and can claim an intimacy with the audience that makes them feel like they "know" him.

However, Horton and Wohl assert that the audiences' attitudes and expectations of the personae is not left entirely to their own experiences and intuitions. The audience is "coached" or "schooled" on what kind of man the personae is and how they should respond to him. The producers, actors, show hosts, etc. work hard to create the illusion that there is a bond between the "personae" and the audience. For example, during studio-audience talk shows or game shows, the audience is shown over and over again the appropriate way to interact with the host. Female contestants on *The Price is Right* (game show) show their adoration for Bob Barker by giving him a kiss when they first meet him on stage or win a prize. In addition, a show's press agents and promotion departments continuously remind the audience "that the performer should be loved and admired" (Horton & Wohl, 1956, p. 220). The media continuously gives audiences information about the lives of famous people. Newspapers such as *The National Enquirer* and *Star*, and television programs such as *Hardcopy* and *Inside Edition* are successful because of the public's appetite for information about these "personalities" they love and admire. Publicity campaigns are strategically designed to reinforce a sympathetic image of the performer to the audience. The Internet has allowed audiences to get even "closer" to their favorite personalities. These measures are taken to maintain audience interest and sustain the bond between the performer and his fans.

Most research has treated PSI as the result of a need or motivational state. Audience identification and interaction with media characters and situations fulfills expressive and affiliation needs (McGuire, 1974). Rosengren (1974) noted that the

relationship that existed between audience members and media programming during the media use experience can be considered a "consumer relationship." For example, "consumption relations may be exemplified by the little boy looking at the Western on TV, imagining himself right in the saddle of the hero, shooting down one rustler after another" (Rosengren, 1974, p. 278). Rubin, Perse, and Powell (1985) developed a conceptual model for predicting PSI in a study of television audiences' loneliness and the need for interaction. They developed a 20-item, five-point, PSI scale that measures the degree to which audience members feel they "interact" with their favorite news personality. They found support for the proposition that PSI and audience activity was an integral component in how people watched television news.

In a factor analysis of individuals' satisfaction with soap operas, Perse and Rubin (1988) found that "attention" and "PSI" were major contributors to program satisfaction. In another attempt to test the PSI scale's ability to assess the degree of intimacy offered by a program character, Auter (1992) manipulated the program content in an experimental study. He found that "PSI" was related to program content. "PSI scores were higher among respondents who saw a more intimate program and the highest scores were among respondents who not only saw the more intimate program, but who choose (the lead character) as their favorite character" (Auter, 1992, p. 179). Auter (1992) noted that these relationships develop like interpersonal relationships and these opinions affect how a person feels and acts toward this personae. In their study of viewers' reactions to television programs where characters "broke the fourth wall" and connected directly with the audience by speaking to them or glancing, Auter and Davis (1991) found that shows that invited viewers to participate were rated higher than those that did not "break the

fourth wall." The findings of this study suggest that people like to be included in the context of their media. They like to be "involved" with the show.

Much of parasocial interaction research has been conducted with the television medium; however, it may also be an appropriate way to look at the behavior of radio audiences, particularly at highly ranked radio stations with popular personalities. Popular radio and television stations on the Web are relying on their audiences' attraction to their personalities and programs to drive traffic on their sites. The interactive nature of the Web has arguably already 'involved' the visitor when they log on to the web site. They are already 'participating' in the experience of being involved with the station and the personalities. However, this study is investigating if there is a relation between this involvement with the radio station web site and the audiences' future involvement with the radio station. This study will not test the PSI scale, however, it will use the parasocial interaction perspective to examine and perhaps offer some explanation of how individuals who visit radio station web sites interact with radio stations.

Media Systems, Uses, Gratifications, and Dependency

The uses and gratifications perspective has been used in a number of studies to assess how people use the radio. This study will use this approach to examine how people use radio station web sites. The third research question asks whether there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations. Will they listen more, call in to win contests and request songs more, and/or visit the station's web site more? The possible answers to these questions deal

with how people may depend on radio or a radio station's web site for specific kinds of information that perhaps they choose to get from these sources. The media dependency approach may be a way to examine how using radio station web site may drive or influence future actions or behaviors with radio stations.

Ball-Rokeach and DeFleur (1976, p.5) noted that "if one hopes to account for changes in the cognitive, affective, or behavioral aspects of people's social realities brought about by mass communications information, one must take into account the interrelationships between audiences, media, and society." They contended that previous theoretical approaches studying communication effects lacked consideration of a critical component--society. According to their original conceptualization of media dependency, mass communication involves complex relationships between the audience, media, and society. "The nature of the tripartite audience-media-society relationship most directly determines many of the effects that the media have on people and society" (Ball-Rokeach & DeFleur, 1976, p. 5). Their focus is on the level of dependency audiences have on mass media information resources because it is a key variable in understanding media effects on beliefs, feelings, and behavior.

They define dependency as a "relationship in which the satisfaction of need or the attainment of goals by one party is contingent upon the resources of another party" (Ball-Rokeach & DeFleur, 1976, p. 6). For example, one may have a need to find the best prices for groceries or a need to gather various kinds of information (news) that will make people feel like they understand the world around them. Ball-Rokeach and DeFleur (1976) describes how individuals depend on the media to satisfy information needs:

> One form of dependency is based on the need to understand one's social world; another type of dependency arises from the need to act

> meaningfully and effectively in that world; still a third type of dependency is based on the need for fantasy-escape from daily problems and tensions. The greater the need and consequently the stronger the dependency in such matters, the greater the likelihood that the information supplied will alter various forms of audience cognitions, feelings, and behavior (p. 6).

The researchers' assumption is that as society grows more complex, the quality of the media improves and develops into a system that provides more "unique" information services. People are able to search for and gather more detailed information faster than before. When there is a high degree of change and conflict in the structures of society, people tend to depend on these media information sources more.

A shift is arguably occurring in the economic and social structure of the global community today. The Internet is just one element of what has been coined, "the Information Age" or "the Information Revolution." There is a specialization of media services and products with cable systems, satellite broadcasting, digital broadcasting, and the Internet. Essentially anyone in the world with a computer and a modem can create, market, and distribute any kind of information they desire to the world. The nature of Internet technology has created an atmosphere where people want more information faster because they are becoming accustomed to obtaining it that way. And as Ball-Rokeach and DeFleur (1976) have hypothesized, they may now be depending on these media sources more.

As individuals and societies seek mass media for their information, Ball-Rokeach and DeFleur (1976) note that specific kinds of cognitive, affective, and behavioral changes occur. When individuals use media, they resolve ambiguities; they formulate different attitudes about society; they may be influenced by agenda setting in the media,

they expand their beliefs about other people and places; and they may adjust their values (e.g., salvation, freedom, honesty). On an affective level, dependence on the media could possible trigger fear, anxiety, isolation, or "numbness" to violence if exposed to violent content for long periods of time (Ball-Rokeach and DeFleur, 1976). Finally, individuals may act or adjust their behavior as a result of a combination of cognitive and affective forces. As a result, individuals who resolve their ambiguity about an issue and formulate a new attitude and feeling about this issue may then decide to take some kind of action. For example, people who do not have a solid opinion on abortion may try to gather some information on the subject on the Internet. Their understanding of abortion could now perhaps help them formulate an opinion about the issue. The culmination of these events could lead them to donate money to or get involved with an organization for or against abortion.

The dependency model of mass communications takes into account the social realities people already hold as a result of enculturation and socialization by societal systems. The dependencies people have on media information are a result of the "nature of the sociocultural system, category membership, individual needs, and the number and centrality of the unique information functions that the media system serves for individuals and for society" (Ball-Rokeach & DeFleur, 1976, p. 18). The model hypothesizes that media effects occur when audiences become dependent on media to provide them with adequate frameworks for understanding and acting in the world. Media messages are then expected to impact audience's behavior in terms of cognitive, affective, and/or overt activity (Ball-Rokeach & DeFleur, 1976). This model is useful for examining audience's use of radio station web sites. The degree to which these visitors

have been exposed to a station's web site could suggest how dependent they may be on the web site and the information it provides.

The media system dependency model first conceptualized by Ball-Rokeach and DeFleur has been expanded and tested in several ways. McDonald (1983) found in a random sample telephone interview of 569 adults that the medium of primary reliance makes a difference in why people use different media. Wenner (1982) found that the gratifications obtained by television news viewers can predict how people become dependent on network news programs and *60 Minutes*. Grant et al. (1991) and Skumanich and Kintsfather (1998) found relationships between television dependency, television shopping, and parasocial relationships with the show host. It was also discovered that the act of purchasing on television reinforces dependencies on programming, resulting in more viewing, intensity of parasocial relationships, and more purchasing. While these studies expand and illustrate the application of the media dependency perspective, Rubin and Windahl's (1986) uses and dependency model of mass communication may provide a clearer explanation of the relationship between using media and depending on media.

Rubin and Windahl (1986) proposed an integrated model of uses and gratifications and media dependency. With an integrated perspective, they attempted to address some of the criticisms of uses and gratification, which treated mass communication in isolation from social factors by focusing too much on individual processes of information. They also noted that the media dependency model seemed to do the opposite and diminish the role of the active individual in selecting and interpreting

messages (Rubin & Windahl, 1986). They point out that media effects can be better explained by synthesizing the approaches:

> Dependency is deterministic, tracing media use back to social-structural influences. Uses and gratification, though, is voluntaristic, allowing for a more active communicator. An audience member is selective, tries to make sense out of content, and interacts with others about the content. Different societal and media settings, though, can foster different gratification-seeking behaviors. Uses and gratifications, then, adds a voluntaristic element to dependency, just as dependency adds more deterministic flavor to uses and gratifications (Rubin & Windahl, 1986, p. 186).

The uses and dependency model attempts to relate the uses and gratification's microperspective of individual media behavior to media dependency's macroperspective of media operating in society.

In the model, Rubin and Windahl (1986), state that within the structure of social and media systems, individuals seek the media to gratify needs, motives, or desires. When an individual strategically seeks out certain messages or habitually uses specific kinds of media, then dependency on that communication channel can occur. Societal, political, cultural, and interpersonal relationships can influence individual needs or motives to seek certain information on certain kinds of media. For example, information about the Internet has evolved in popular culture and in the media. Television networks, cable programs, movies, print publications, etc. incorporate the Internet in their programming, plots, screenplays, discussion topics, and features stories devoting special time or print space to 'interactive' activities. As mentioned earlier in this literature review, major companies and manufacturers are now developing and advertising products to assist people in understanding more about the Internet.

In summary, this discussion of media dependency and uses and dependency has provided another component to the theoretical foundation that will guide this study. Media use is an integral factor in media dependency. "Media interaction by itself may very well lead to increased dependency" (Nordlund, 1978, p.167). It can be expected that different people from different backgrounds may use the Internet for different reasons based on various, needs, motives, and societal conditions and influences. However, it can also be expected that there may be some common reasons why people use the Internet similar to using other media such as radio. In a more detailed factor analysis of Eighmey's (1997) laboratory pilot study of audiences' perceptions of commercial web sites, Eighmey and McCord (1998) found other factors directly related to using the Web and similar to previous media dependency conceptualizations. These new dimensions specifically related to web use are personal involvement and continuing relationship. These were emergent factors in this study. In fact, "personal involvement accounted for the largest amount of the variance in the ratings for the telecommunications company web site and served as one of the most differentiating dimensions in the contrasts among the five web sites" (Eighmey & McCord, 1998, p. 192).

The other emergent factor called continuing relationship had high mean ratings for the television network web site. Eighmey and McCord (1998) note this would suggest that television network web sites have a stronger potential to attract and hold audiences. Eighmey and McCord (1998) found that the continuing relationship factor discovered in this study is consistent with parasocial interaction research. They suggest that web sites projecting a "strong sense of personality" may encourage the development of a kind of parasocial relationship. This continuing relationship along with timely and

frequently updated information about program content apparently led to greater visitor intention to visit the web site again (Eighmey and McCord, 1998). This study attempts to examine why people use radio station web sites and if their time spent visiting is related to future web site visits and interaction with the radio station.

Perceptions of Products and Brand Loyalty

Audience's uses, gratifications, and dependency of various media may also be a function of their perceptions of the particular medium. As noted in Chapter One, audiences' perceptions of the media is important to their understanding and continued use of the media. Schiffman and Kanuk (1997) point out that for each individual, reality is a personal phenomenon based on a person's needs, wants, values, and personal experiences. Radio and television station managers conduct many audience perception-type studies in their perspective markets to gauge what their audiences think about their anchors, meteorologists, deejays, logos, station slogans, and so on. They understand that what is actually so about their station is not as important as what the consumer thinks is so. Analyses of these audience perceptions assist programmers and station mangers in making decisions about their stations. This same type of perceptual analysis of radio station web sites may also provide insight into how visitors to these sites value the site, use the site, and ultimately, listen to the station.

Moreover, marketing and consumer behavior researchers have also found a relationship between an individual's relative attitude toward an entity (brand, service, store, or vendor) and patronage behavior (Dick & Basu, 1994). Other research has found a relationship between perceived product value and purchase intentions (Parasuraman et al., 1994; Taylor and Baker, 1994). Consumer behaviorists and cognitive learning

theorists may argue over whether to define brand loyalty in terms of consumer behavior (i.e., frequency of purchase or total purchases) or consumer attitudes about various products; however, it is clear from research that perception of the product is a key component in understanding how a person uses, and will potentially use, a product. These studies are helpful in understanding what kinds of relationships that may exist between audience visits to radio station web sites and their attitudes and listening behaviors.

Summary of Communications Perspectives

Today, broadcasters and media executives seek information utilizing uses, gratifications, and dependency approaches that can assist them in determining what specific content is best suited to fulfill the needs of their varied audiences. Research has been slow to develop that assists broadcasters and other commercial product web site developers in evaluating their online ventures. However, it has been suggested that the benefits commercial web site users receive, such as entertainment, personal involvement, and relevance of information, are similar to those reported in previous uses and gratifications studies of media programming and the viewer rewards associated with television commercials (Eighmey, 1997; Plummer, 1971; Schlinger, 1979). The uses and gratifications approach is beginning to help researchers assess web site usage. The uses and dependency model will help researchers better understand the impact of web usage for particular media web sites.

The 500-television-channel universe and narrowly targeted radio station formats now provide audiences with more programming choices. In order to attract these

audiences, broadcasters and researchers must examine each of the uses, gratifications, and dependency perspectives and decide how to apply them. The parasocial interaction approach is also helpful in understanding how exposure to a medium such as a radio station web site could foster dependency as a result of the psychological and emotional "connection" that may happen between the web site visitor and the station. These approaches, along with marketing and consumer behavior perspectives that have been successful, can be useful in the future, particularly in understanding the audiences' use and dependency of the Web. Along with motivating researchers to approach media use differently, the uses and gratifications approach, albeit loose in its structure, is broad enough to include a number of areas of media research.

The Economics of Information

Introduction

The primary focus of this literature review is discussing research related to audience's use and dependency of media. Since the concentration of this examination is more specifically on the Internet, it is important to also discuss this study from an information science perspective. The Internet, by nature, is an information-based media system. Searching for information on the Internet involves an arguably similar retrieval process as searching a library online catalog or large information database such as Dialog. During this retrieval process, users make some determination about the *value* of the information obtained. This determination of the value of the information obtained and the value of the system may effect how the user uses the system. Use of the information system may foster dependency on that system. Thus, the uses and dependency model

may be applicable to how individuals use information database systems as well. A general understanding of how individuals use and value these information systems from research in information science and economics of information literature can provide additional support for the theoretical foundation for this study.

Economics of Information and Information Systems

In a seminal review of economics of information research, Repo (1987) describes 20 years of research from the information science discipline. In examining several empirical studies, he describes five levels on which to examine the economics of information: costs, effectiveness, efficiency, benefits, and value. He details some of the problems that exist in economics of information studies that range from vague definitions to methodological defects. Out of all methodologies used in the studies examined, Repo noted the best results were achieved and will continue to be achieved by the use of case studies.

King, Roderer, and Olsen's (1983) review covers the economic costs of information products and services, pricing information products and services, and the benefit aspect of economic analysis of information products and services. The observations found in this work serve as a model for examining the economics of information. King et al. (1983) note that the economics of information is concerned with the inputs, processes, and output comparison of information products and services. They discuss how there are a number of participants in the information and communication business, such as authors, publishers, and indexing services, that "do something" to the information that is produced. These entities use resources to produce the information which can be measured in terms of costs, such as labor, supplies, equipment, etc. (King et

al., 1983). These "input resources" allow producers to manufacture information "output," or products like journals and web pages or services like libraries and online search engines. Each "output has some value, which differs upon whose perspective the value is being viewed" (King et. al., 1983, p. 2). For example, if the perspective is that of an individual visiting a web site, then the input is viewed in terms of the amount of content on the web site, the speed of the download, or quality of the content, etc. Thus, an economic analysis of the system can be made by comparing the input (costs), output (quantities), and system performance associated with the process.

King et al. (1983) note that the cost, performance, attributes, productivity, efficiency, etc. of a system is dependent upon the user. In other words, the user of information products and services essentially determines the value of those products and services. For example, the user's perception of the value of information and price has an impact on their demand for the information. Web site producers are now depending on the number of visits or hits on their sites to project their potential income. These traditional cost-benefit relationships King et al. point out serve as a foundation for analyzing the information market place, specifically on the Web. In creating web sites, stations incur a certain amount of costs. These inputs are investments into the process of developing the information product. The output is the actual web site and the impact of sites on users. Therefore, an economic analysis could compare the inputs and outputs.

Bickner (1983) suggests that this process of economic analysis may not be as simple as it seems. In economics, the broad concept of cost encompasses both dollar and non-dollar costs. He outlines the innate complexities of cost and benefits by first pointing out that "if we define 'cost' to mean only dollar expenditures, then obviously we will not

be able to make rational choices simply by comparing cost, in this restricted sense, with benefits" (Bickner, 1983, p. 10). Bickner (1983) contends that the cost of something is the value of the benefits lost. For example, if broadcast stations use their computer resources to develop and maintain a web site, then those particular computer resources are not available for some other type of information-providing or image promotion function at the station. If the station reallocates a staff person's time to the web site project, then they are not available for alternative projects. So, the estimate of the cost of committing resources to a web site project at station, according to Bickner, is an estimate of the benefits that could otherwise have been obtained using those resources. "The real meaning of cost must always be found in the alternatives or forgone opportunities" (Bickner, 1983, p. 11). Hence, when conducting an economic analysis, Bickner suggests that one must seek to identify, measure, and then evaluate the benefits forgone by choosing one course of action rather than another. For example, a cost benefits analysis of broadcast stations maintaining a web site would examine the cost of producing the web site in house by evaluating the benefit of using an outside web design company.

McKenzie concurs with Bickner in his example of using the public library. He notes that there is a cost to "buying a book, but there is also a cost to taking a walk, watching a sunset, or making use of a 'free' public library" (McKenzie, 1979, p. 139). In other words, there is a cost of a person's time to use the public library because that person has chosen to give up some other activity to use the library. Therefore, the library is not "free" to the user. Further, if the user perceives an alternative to be of greater value, then he might choose it instead of the library. There is a cost to the library as well. If a circulated library book is lost, stolen, or damaged, there are costs in the form of

replacements, new book purchases, salaries etc. In developing web sites there is a perceived valued of developing a web site and visiting a web site. There are costs to the producer of the web site in terms of time, hardware, etc. There are also costs to the visitor to the site in terms of times, access, changes, equipment, etc. Each is foregoing an alternative activity, as is the case in all exchange activities, socially and economically.

A Model for Examining the Value of Information and Systems

In *Special Libraries: Increasing the Information Edge*, Griffiths and King (1993) present evidence of the usefulness, value, and impact of information, as well as how organizational libraries contribute to the benefits gained from its use. This book connects 27 independent studies performed with 17 companies, seven government agencies, as well as four national surveys totaling over 10,000 responses from scientists, lawyers, and other professionals. A review of their findings are as follows: Professionals who read more increase their productivity and quality of work; Organizations with libraries save professionals time and increase their productivity and quality of work; It costs organizations without libraries 7.2 times more in time and resources than organizations with libraries. (Griffiths & King, 1993).

The primary element contained in this work that is of interest to this study is Griffiths' and King's (1993) conceptual framework for measures used to analyze the efficiency of libraries, special libraries, and information organizations. Briefly stated, the framework is presented in five steps that build on each other: 1) The objects of evaluation and evaluation perspective; 2) Generic types of evaluation measures; 3) specific type of measures; 4) derived measures; and 5). interaction and externalizes. They further illustrate that libraries perform three basic types of functions: user-related, operational,

and support. The generic measures they discuss are inputs, outputs, usage, outcomes, and domain. The more specific measures are the amount, cost, and attributes of the resources used. The specific output measures look at the amount, quality, availability, timeliness, and accessibility of the products or service. The usage measure examines the amount of use and non-use along with the factors affecting use or nonuse. The outcome is the consequences of use and nonuse in terms of time saved, improved quality of work, productivity, etc. The domain measures are the environmental characteristic, such as the target population, the user or non-user population, and their needs. Griffiths and King (1993) point out that the derived measures show trends over time in terms of performance, effectiveness, cost-effectiveness, impact, and cost-benefit relationships.

Finally, interaction and externalities are factors that affect the measurement at all levels or perspectives. For example, changes in the performance or output attributes may impact usage. If a more experienced reference librarian with a stronger educational background replaces a retiring librarian, the quality of service may increase, which in turn might increase usage. Griffiths and King (1993) suggest that this change could have an effect throughout the economic model in terms of input costs and savings to the user in time. The increased amount of service may decrease the average unit costs and increase the net "benefit" to the user. Along with these interactions between measures, there are extraneous factors that affect measurements at all levels as well. For example, the characteristics of the target population, the general attitude of users and potential users, the price and quality of sources or service, and the amount of user's discretionary funds to obtain alternative sources of information may all impact usage and measurements.

Griffiths and King contend that this conceptual model is a work in progress with further research needed. However, the model is adequate for using as a foundation to understand how users assess the *value* of radio station web sites. The entire model has been outlined here to provide an understanding of how the value of an information system can be assessed from the user, developer, and publisher's perspective. The section of the model this study is primarily concerned with is the factors that affect the use of an information system. This portion of the model is similar to what this study is attempting to measure. What are the reasons why people visit radio station web sites? Is there a relationship between the time people spend using and their continued use of the web site and the actual radio station?

Other information science researchers have noted the importance of examining the value of information. Harmon (1984) suggests that just as the "impact" of information can be measured in terms of a uniformed system like in unit of energy (joules), the "value" of information can be measured through the use of conventional money or time units. For an information provider to measure the value of their information system can be a taxing enterprise. Repo notes that "when an organization measures the value of information in some particular situation, it has to ask the information user's opinion about information needs and study the information-use-contexts" (Repo, 1986, p. 382). Understanding how humans value information or the attributes of information should be an organization's primary objective when conducting research on their information systems (Morehead, Pejtersen, & Rouse, 1984). Mink (1979), Lancaster (1971), Elchesen (1978), Vickers (1976), Wilkinson (1980), and White (1985) have all investigated the value of information and cost-effectiveness of information services. The

concepts of assessing the value of information advanced in economics of information literature can be applied to assessing the value of radio station web sites.

Social Exchange Theory

Another theoretical approach this study uses to understand how visitors of radio web sites assess value is the social exchange theory. Of the three primary scholars who made seminal contributions to the formulation of this approach in sociology, Peter Blau (1964), James Coleman (1963), and George Homans (1961), Homans' work attempts to advance specific propositions that explain social behavior. This study will use these propositions as a component in developing a framework to understand how individuals use and *value* radio station web site.

Overall, Homans' approach to understanding social behavior in humans is that human behavior functions on a *pay-off* system. It depends on the amount and kind of reward and punishment one receives. Homans does not believe his propositions are altogether original ideas. For example, people sometimes make these statements: "I found so-and-so regarding," or "I got a great deal out of him," or even "Talking to her took a great deal out of me" (Homans, 1961, p. 13). Human beings have always appeared to explain their behavior by what they receive and what it cost for them to receive it (Homans, 1961). His purpose in outlining these propositions was not to destroy common sense, but to explain human behavior using a different approach, such as economics.

Propositions of Homans' Social Exchange

In order to provide a general understanding of his propositions, Homans uses the following scenario as an example. Note that in this example and in the following

discussion the words *Person* and *Other* will be used to represent two individuals who are interacting:

> Suppose that two people are doing paper-work jobs in an office. According to the office rules, each should do his job alone or, if help is needed, then consult the supervisor. One of the individuals, whom we shall call *Person*, is not skillful at the work and would get it done better and faster if he got help from time to time. In spite of the rules, this individual is reluctant to go to the supervisor, for to confess his incompetence might hurt his chances for promotion. Instead this person seeks out the other worker, whom we shall call *Other* for short, and asks for help. *Other* is more experienced at the work than is *Person*; *Other* works well and quickly alone and is left with time to spare, and will not go out of his way to look for a breach of the rules. *Other* gives Person help and in return Person gives *Other* thanks and expression of approval. The two individuals have exchanged help and approval (Homans, 1961, p. 31).

Proposition One: If in the past the occurrence of a particular stimulus-situation has been the occasion on which an individual's activity has been rewarded, then the more similar the present stimulus-situation is to the past one, the more likely he is to emit the activity, or some similar activity, now. If *Other* believes that he will receive the same reward or stimulus for helping *Person* he received before, he will help *Person* even if *Person* is looking helpless and does not ask for help.

Proposition Two: The more often within a given period of time an individual's activity rewards the activity of another, the more often the other will emit the activity. The more *Person* thanks *Other* for his help the more *Other* will help *Person*. The frequency of the activity will be proportionally related to frequency of the reward.

Proposition Three: The more valuable to an individual a unit of the activity another gives him, the more often he will emit activity rewarded by the activity of the other. The more *Person* needs help, the more he will ask for it and the more thanks he will give when he gets it: and the more *Other* needs approval the more often he will give help. So, the frequency of the "interaction between *Person* and *Other* depends on the

frequency with which each rewards the activity of the other and on the value of each of the activity he receives" (Homans, 1961, p. 55).

Proposition Four: The more often a man has in the recent past received a rewarding activity from another, the less valuable any further unit of that activity becomes to him. There is a rate of exchange between *Person* and *Other*. It is the number of activities between them in their interaction. The rate of exchange between approval and help tends to equal the value *Person* puts on help and the value *Other* puts on approval. Therefore, the less *Person* needs further help the less he will ask for help or give thanks. In classical economic theory this notion is better known as the law of diminishing returns. The exchange process as indicated by these propositions is similar to previously mentioned uses and dependency hypotheses. It can be expected that the more one uses a system and feels rewarded by the system the more one continues to use the system. The individual may become dependent on that system because they perceive it as being valuable.

The Value of Benefits and Social Exchange

During this exchange of rewards between individuals, it is sometimes possible for one party to get the better bargain. An individual may receive a better value for the things being exchanged. Homans maintains that just as the amount of the reward *Person* gives to *Other* varies with the reward *Other* gives to *Person*, the punishments they give vary also. The more one individual strikes another in the head, the more the victim may hit back because it is of benefit to the victim to hurt someone who has hurt them. However, the pain experienced during this altercation tends to outweigh the pleasure or benefit of revenge and therefore the interaction fails and does not grow.

There is a relationship between cost and benefits in this conceptualization. For any activity to incur cost, an alternative activity perceived as a benefit must be available to be forgone or given up. The cost of a unit of activity is the value of the benefit

obtainable through a unit of an alternative activity forgone. What this means in relation to Homans' example of *Person* and *Other* is that there is a cost to *Person* for asking *Other* for help. There is a cost for *Other* to give help to *Person.* The help *Person* gives and the benefit of that help *Other* receives is weighed against the costs, which may be *Person's* self-respect because of his admission to *Other* that he did know something. This is a component of the social exchange approach that this study will not address directly, however, it is included in this discussion for understanding the entire process. People who visit web sites may be using their computer at the expense of doing something else. This review has previously mentioned several studies that have found support (FIND/SVP, 1997) for the media displacement hypothesis and other research (Coffey & Stipp, 1997; Bromley & Bowles, 1995) that has not. However, from the social exchange approach, there may be support for the "media displacement" notion insofar as how individuals may give up their time with television or radio in exchange for time with the Web.

Psychic Profits and Social Exchange

Homans also contends that no exchange continues unless both parties have benefited to make a profit. If a person has one dollar and buys coffee from a store with the dollar, then the value of the benefit the person receives is equaled to his cost and therefore he breaks even. The benefit to the buyer is dependent on the value of the product. And for the store manager who bought the coffee and sold it at cost breaks even as well, neither makes an "accounting profit." Homans looks at this transaction from a different perspective. He describes another type of profit as a "psychic profit" because it refers to the idea that there can be a non-monetary profit involved in social exchanges. He maintains that for a moment of time the person sees the value of the coffee to be more than its cost. One may see the value of what he is buying greater than what he is giving up. Then this person has made a psychic profit. The store manager similarly has made a

psychic profit. Selling the coffee may be more valuable to him than having it on his shelf. So during the transaction, he has forgone the alternative use for the coffee just as the customer has forgone alternatives to using the dollar. He may not have made a profit on his books but he has been rewarded with removal of the product from his shelf. Homans notes, "The open secret of human exchange is to give the other man behavior that is more valuable to him than it is costly to you and to get from him behavior that is more valuable to you than it is costly to him" (Homans, 1961).

In sum, social exchange theory posits that relationships are primarily based on the ratio of costs and rewards to the individuals in the relationship. Homans approached examining social behavior in this manner. His use of elementary economic concepts provide insight on human interactions that are dynamic and complex. The social exchange perspective, as developed by Homans, does provide some explanations about social behaviors that in turn can be used to understand how businesses operate their web sites and how their visitors use them. In each element of a relationship, there is a perceived cost and reward including communicating in the relationship. From a business' point of view, communicating and exchanging information more efficiently with customers and clients foster better relationships between parties conducting business. In general, businesses have more potential to reap benefits by operating more efficiently at less cost. As noted earlier, the introduction of a new communications technology like fax machines, electronic mail, and the Internet, has provided businesses the capability to upgrade information transfer systems. Homans' four propositions may provide a foundation to help researchers studying the *value* of a media web sites.

More specifically, radio stations joining the web community are seeking rewards and approval for their efforts in the form of "hits" on advertiser's logos, "click-throughs," and users feedback about their web sites. Each station has different goals and expectations; however, the fact is that they are all searching for a way to make *real* profit.

They may experience what Homans terms a "psychic profit" if they receive some congratulatory email from their audience or recognition from some web site evaluation organization. The value of their site may seem greater if their increased ratings in the marketplace can be attributed to their web site presence. However, this positive exchange may be short lived if management does not experience a *real* profit.

When individuals use information technologies such as the Internet, they are perhaps seeking a *profit* as well. Visitors of radio station web sites are spending time on the site for some reason. If the individual is browsing the site ritualistically as Rubin (1984) discusses, then they may not be actively searching for specific kinds of information. Therefore, they may not be seeking a profit at that point in time as defined by social exchange. Perhaps their profit may come at a later time, when they determine that this is a web site that is valuable enough to continue browsing. Or, the radio station may become more appealing to listen to. On the other hand, visitors who are instrumentally using the radio station's web site to find specific information, entertainment, or interactions with the station, may experience a profit after evaluating their online experience. This evaluation may foster increased exchanges with the site and ultimately, dependency on the medium. Thus, Homans' social exchange perspective provides more support for the theoretical foundation for this study.

Literature Review Summary

The development of Internet technology has impacted the media industry. The literature presented here has shown how broadcasters have adopted the Web and the challenges they currently face. Some radio and television stations were the pioneers in developing web sites. Others began logging on as a competitive strategy in their respective markets. The web has enabled radio and television stations to develop innovative programming and promotional campaigns. Regardless of the motivation for stations investing in a web site, all stations are now wrestling with the common issue of

how to assess the value of their web product. Over the past year, companies that used discretionary resources to create the web site have begun next year's budget process. Stations are searching for ways to justify their future web projects. Red ink continues to flow on stations' ledger sheets, yet ideas of how to measure the effectiveness and value of web sites are slowly evolving, particularly in scholarly literature. One of the challenges in studying new technology is that technology tends to develop faster than research about the new technology. As stated before, although a standard form of web audience measurement research is something that advertisers, media buyers, and broadcasters are demanding (Hyland, 1998), it has been slow to materialize in the industry and academia.

At any rate, online life goes on and the studies presented here have pointed out that, for the most part, web sites are positive additions to a broadcast station. The Web has evolved into a giant information storage house. The number of radio stations with web sites has exploded since the fall of 1994. The goals stations had for their web site projects in 1994-95 were to simply create awareness, maintain a competitive edge in the marketplace, and improve customer service. Now more station managers are involved in the process and more interest has been shown in generating traffic to web sites and generating revenue from advertising. Radio station audiences have increasingly more access to the Web. The hyperlink capabilities and search features on the Web allow stations to provide their audiences with more immediate information and entertainment. Audiences seemed to have found web sites they enjoy visiting more than others; however, previous research has not be able to ascertain why. There is evidence that web sites that promote contests and giveaways are attracting more "hits" than non-promotional web sites. However, web site managers are trying to understand what these "hits" really mean. The value of the web site for radio stations comes primarily from the audience. The issue here is how the audience perceives the web site. To do this, we must examine who uses radio station web sites, how and why they value the content on these sites.

This study examines visitors of radio station web sites guided by the following questions: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web sites and listening and interacting with radio stations? Why people visit media web sites such as radio stations sites can be examined by a number of theoretical approaches, primarily uses and gratifications. The literature points out the host of research that investigated audiences' use of radio, television, and newspapers. Web use research has begun to assess who is browsing the Web, however, few have ventured into more detailed examination of who is visiting specific sites and for what reasons to date. Uses and gratifications studies point out that people use media for different reasons and that can be a function of their perception of media and how well their needs are satisfied. Along with uses and gratifications research, the there is an element of attachment and brand loyalty that occurs as individuals watch and interact with the media.

As noted earlier, broadcast stations with web sites are creating information for their audiences. Information science researchers have been studying information and database systems. There are similarities in the questions they have been investigating and the questions this study is asking. Information science research has found that there are benefits for companies to invest in an information resource officer. In addition, it suggests that information does have a value to the provider and the consumer. Information science research has also probed how users use various information retrieval systems in order to make them more efficient in their particular professions. They have found that the way information is represented on a system has an impact on the consumer's value of and continued use of the system.

Social exchange research provides another way to explain what may be taking place during a visit to a radio station's web site. The approach suggests individuals are always weighing the cost and benefits of their interactions. The notion can be extended

to the study of communication and information retrieval. Uses and gratifications research suggests that individuals use media to fulfill a need. There is a cost incurred to the individual when seeking satisfaction. The social exchange perspective says that individuals find value in what has satisfied their needs. These benefits are valuable and may motivate the individual to continue seeking that same source for their needs.

This review of literature has attempted to illustrate the complexity of the challenges facing broadcast station managers, web developers, and web researchers. Several theoretical approaches may be necessary to fully how people use the Web. This type of examination of web users is uncharted territory for communication research, therefore, this study is exploratory and this review of literature is a guide to understanding. These theoretical approaches are being applied to this new technology. This study, while experimental in nature, seeks to utilize the conceptualizations provided in these approaches to develop new conjectures that will add to the body of web research literature.

This study realizes that every radio station is different. What works for one station in one market may not work for another station in another market. However, for the most part, radio stations that invested thousands of dollars into their sites in 1995 are today trying to restructure them so they can see a profit or benefit. The goals of stations have been altered or changed altogether since 1995. They want to understand more about how they can turn their web sites into information tools that are valuable to their company. Understanding the complexity of how stations might determine the value their web sites is important because of the number of circumstances and conditions that may impact the operation. The success of stations' web site investments may hinge upon how well and efficiently they operate it and how effectively they evaluate it, which can be assessed by examining the user of the web site. This study suggests that understanding

how to determine the value of a web site from the visitor's perspective may help organizations plan for the future.

CHAPTER THREE

Methods of Analyses

Introduction

Web research is a new addition to communications literature. This study is seeking answers to questions about the Web that current research has been slow to investigate. This study examines visitors of radio station web sites guided by the following questions: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations? Studying the audience of traditional broadcast media has been accomplished using a variety of research methodologies, both quantitative and qualitative.

Online surveying has been found to be a reliable method to assess the behavior and attitudes of the Web audience (Pitkow & Kehoe, 1998; King, 1998). However, the online surveying methodology is still in its early stages of development as a tool to understand the Web audience. Due to the newness of this medium and the online surveying methodology, undertaking a study such as this is challenging and exploratory in nature. This study will utilize an online survey to collect responses from visitors from a sample of radio stations with web sites. Rock and Classic Rock formatted radio stations will be used as the sample of radio stations in this study.

Exploring the Research Questions

There have been a few benchmark studies that have provided some insight into the Web audience. However, this study attempts to explore, a more specific set of users, the radio web site audience, which has not been seriously examined to this point. Exploratory studies allow researchers the flexibility to ask questions that may not have

been asked in the same context before. In this section of Chapter Three, these research questions will be discussed in terms of their theoretical foundation and methods used to answer them.

(1) Who is visiting radio station web sites?

This exploratory study begins by assessing who visits radio station web sites. The study uses Rock and Classic Rock radio stations as the sample of radio web sites from which to solicit web site visitors to take the online survey. The survey instrument is designed to collect a variety of demographic data, such as age, sex, race, marital status, education, primary occupation, total household income, technology used to access the Web, and primary location while accessing the Web. The distribution of respondents across these demographic categories was first assessed to provide an understanding of the sample collected and the universe of Rock and Classic Rock radio station web site visitors. Next, these data were matched with samples from other reliable studies to gauge how this study's online sample compares. Two sub-questions were developed. The first one asks:

> (1a) How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of Rock and Classic Rock radio listeners?

This study examines the demographic profile of the Rock and Classic Rock radio audience based on data gathered by the Radio Advertising Bureau and the Simmons Research Company and compare it to the radio web site audience. The Simmons Research data contains demographic information about the Rock and Classic Rock radio listening audience in the United States. This study targeted specifically people who visit Rock and Classic Rock radio station web sites. The second sub-question asks:

> (1b) How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of general web users?

To examine this question, the study compares the demographic profile of the Rock and Classic Rock radio station web site audience with the GVU Center's web audience profile from its latest study (Pitkow & Kehoe, 1998). The GVU study has pointed out that the gender-gap in web users is closing (60% males, 40% female). It also notes that the median household income for web users is approximately $53,000, and nearly half (46.96%) have a college or advanced degree. Do these same demographic characteristics for the general web user hold true for a specific medium's web site audience such as radio? This comparison help provides an answer to this question and perhaps add more credibility to the notion that although the Web population is similar in some ways, different web sites may attract different niches in that general population. Both of these comparisons help to better understand the issue of reliability and bias in the online sampling process, specifically of radio station web site audiences. The comparisons also help researchers assess the representativeness of their sample collected online with the general radio station listener and general web user. Researchers will be able to assess how each of these three groups are similar or different to each other.

(2) Why do people visit radio station web sites?

As discussed in Chapter Two, the uses and gratifications approach has been used to study a wide range of mass media, particularly radio and television. The factor analysis statistical procedure has been widely used in research studying the uses and gratifications approach. Data reduction is a common tool used to provide explanations of previously unstudied phenomena. Researchers developed an instrument of scalar items consisting of various adjectives and descriptive phrases and asked individuals to indicate their degree of agreement to the items. As noted, Katz et al. (1974), Blumer and Katz

(1974), Rosengren et al. (1985), Rubin (1983), and others have been instrumental in developing this approach specifically in terms of understanding how the television audience uses television. It has been found that television audiences have a variety of uses and gratifications, including the need for information, relaxation, escape, companionship, value reinforcement, and interaction (Nordlund, 1978; Rubin, 1994).

Prior to television gratifications research, Herzog (1940, 1944) and Lazarsfeld (1940) examined radio audiences of soap operas and quiz programs. Herzog (1940) found that women listened to soap operas for an emotional release, advice on how to live, and to have something to dream about. Quiz programs served a competitive self-esteem and education function for listeners (Lazarsfeld, 1940). Other uses and gratifications of radio included companionship, information, entertainment, "mood" sustainer, interaction, station involvement, and a release mechanism (Mendelsohn, 1964; Troldhl and Skolnik, 1968; Dominick 1974). The scalar items used in this study were borrowed from items used in these studies.

Understanding why people visit radio station web sites will help which assess factors specifically related to web use that may be comparable with general radio listening uses and gratifications. For example, Eighmey (1997) found six basic uses and gratifications factors when studying audience perceptions of commercial web sites: ease of use, marketing perceptions, credibility, entertainment value, interactivity, and information value. Following the findings of previous radio research, it is expected that entertainment, information, companionship, relaxation, and interaction would be the leading use and gratifications factors. The online survey uses a scalar item instrument similar to previous uses and gratifications studies along with modification associate with

the distinctive capabilities of radio station web site features to answer this research question #2. The factor analysis procedure was conducted to identify general factors or types of uses individuals have for visiting radio station web sites. It will assess what the respondents in this study value in visiting radio station web sites.

(3) Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations?

In Question two, the uses and gratifications approach is assessing what the audience is seeking from the radio station web site. Question three seeks to understand if a relationship exists between the time spent visiting radio station web sites and the intent to visit the site again in the future. Also, this question explores if there is a relationship between visiting a radio station web site and future radio listening and interaction with the station by calling to request songs and enter contests. Three sub-questions were developed:

> (3a) Is there a relationship between the degree of exposure to a radio station web site and continued use of radio web sites?
>
> (3b) Is there a relationship between the degree of exposure to a radio station web site and continued use of radio?
>
> (3c) Is there a relationship between the degree of exposure to a radio station web site and audiences' intentions to call the station to try to win contests and requests songs?

Examining media audience attitudes and behavior is challenging and complicated because human beings are complex. Their attitudes and reactions to external stimuli, such as the media, can be affected by a variety of factors, including psychological and emotional ones. However, in Chapter Two a number of theoretical perspectives were discussed that could help this study better examine research question #3. In summary, media dependency (Ball-Rokeach & DeFleur, 1976), uses and dependency (Rubin &

Windahl, 1986), parasocial interaction (Horton & Wohl, 1956; Rubin, 1983; Auter, 1992), Griffiths' and King's (1983) conceptual framework of information systems assessment, and social exchange theory (Homans, 1961) all have a common conceptual theme. Each suggests that during the process of using the media or information systems, the user develops a relationship with the medium. Is there a linear relationship between the degree of exposure or time spent using a medium and future use?

In summary, these are the core research questions this study examines and a brief explanation of the theoretical approach for each question. Along with answering these research questions, another goal of this study is to continue to develop a systematic methodology of examining users of media web sites. In King's (1998) exploratory study of the uses and gratifications of location television station web sites, he placed an online survey on 27 U.S. local television station web sites and garnered 2,634 usable respondents. The goal of this study is to answer the core research questions and attempt to apply King's methodology using radio station web sites. The next few sections of this chapter will discuss the sample used in this study, explain the online survey and data collection process, and how the data will be analyzed.

Sample

The sample of radio stations used to solicit web site users were Rock and Classic Rock radio stations. The Arbitron Company (1998), BRS Radio Directory (1997), Radio and Records Online (1998), and Radio Advertisers Bureau (1997) use similar categories to classify various radio station formats. For example, some of the primary formats are as follows: Country, Alternative Rock, Rock and Classic Rock, Soft Rock, Urban

Contemporary, Easy Listening, Adult Contemporary, Spanish, Oldies/Nostalgia, and News/Talk. The Radio Advertisers Bureau (1997) explains that each radio format is targeted to and potentially reaches a different segment of the radio listening population. For example, Oldies radio stations generally play music from the '50s and '60s and target adults in their late 40s and older. The Alternative Rock radio stations generally play the latest new music from new rock bands. These stations typically target teens and younger twenty-somethings. Similarly, Rock and Classic Rock radio stations target different populations of people.

For this initial survey of radio station web site visitors, it was decided to choose a radio format that could possibly reach a large segment of the age demographic in between the very young radio listeners and older listeners. Rock and Classic Rock stations were chosen as the sample of radio stations and respondent sample. This format was chosen because the listeners of these stations represent a broad segment of middle-aged adults, 18-54 years old with an average age of approximately 35 years (Radio Advertisers Bureau, 1997). Future studies can investigate the other formats previously mentioned. The BRS Radio Directory (1997), at the time this study commenced, listed 363 radio stations on the Web that classify themselves as Rock or Classic Rock. Appendix E shows the full list of these stations. The list of stations from Broadcast Radio Service and Radio and Records Online Arbitron Listing was cross-referenced with the MIT List of Radio Stations on the Internet (1997), another extensive list of radio stations in the Web. All the Rock and Classic Rock stations on the BRS list were found on the MIT List. As a result, the original sample of Rock and Classic rock radio station from the BRS Radio Directory was used.

Self-Selection

As noted earlier, collecting information from individual users of the Web via survey methodology is a challenge. At this point in the Internet evolution, there is no central data bank of all the users of the Internet. Trying to contact and collect data from the some 112 million people in the world (Nua, 1998b) supposedly connected to the Web is not feasible. The online web survey using self-selection has proven to be a viable option for Internet researchers. The self-selection sampling technique is currently used by a number of major Internet user survey companies (Pitkow & Kehoe, 1998). In GVU's (1997) seventh online survey, they received over 87,000 unique responses from 19,970 unique respondents. GVU has been extremely successful employing the self-selection method. King (1998) garnered 2,634 respondents in his online survey of local television station web site visitors. Studying visitors of radio station web sites presents a similar challenge. However, utilizing a methodical and systematic research process, these challenges can be overcome. This study will utilize the self-selection sampling technique to reach radio station web site visitors. Previous studies have confirmed that it is a viable method of reaching web users.

There are several limitations of the self-selection process that warrant mentioning. Self-selection is a non-random sampling technique whose findings may not be generalizable to the entire population. In most surveys, whether phone or mail, a certain element of self-selection occurs. People choose to participate or not participate in the survey by declining on the phone or throwing away a mail questionnaire. Although using the self-selection technique does pose questions relating to the generalizability of the results, it is the most appropriate method for this survey because this study is interested is

reaching those members of the population who are web users of Rock and Classic Rock radio stations.

The target population for this study is people who visit radio station web sites, specifically Rock and Classic Rock radio station web sites. Radio stations target specific audiences with specific formats of music. This study seeks to assess this specific segment of the web audience. The sample collected in this study may not be random, however, this survey is targeting individuals that may choose to take the survey who are from the target population of the Rock and Classic Rock radio stations. These people are the microcosm (sample) of people who visit Rock and Classic Rock radio station web sites and listen to these types of radio stations. The survey is target sample that is representative of three groups: Rock and Classic Rock radio station web site visitor, Rock and Classic Rock radio listener, and the general web user. "Real data from real users online today" (Pitkow & Kehoe, 1997) is the kind of data that will hopefully allow this study to make some limited claims about these populations of people and how and why they visit radio station web sites.

Online Survey Design and Data Collection

The survey design process began by reviewing previous instruments from studies discussed in Chapter Two. A focus group session was conducted with communications and information science graduate students on January 21, 1998, at the University of Tennessee in Knoxville. The purpose of this focus group was to assess how and why these individuals used media related web sites. This assessment would help identify other reason why people use media web sites that may help with the design of the online

survey instrument. Appendix N lists a detailed outline of the focus group session. During the two-hour session, participants were asked to browse several media web sites and then discuss in a relaxed and open format their experience using media web sites. After the focus group session, the researcher restructured the online instrument to include items discovered in the focus group session. An online and laboratory pre-test was then conducted to examine issues such as instrument ambiguity and fatigue. The pre-test was conducted using a Classic Rock radio station web site in Knoxville, Tennessee. The laboratory test was conducted using a communications class at the University of Tennessee, Knoxville. These pre-tests provided the researcher with helpful information to restructure and adjust the online survey instrument, such as the layout of the survey and time to complete the survey.

The online survey (Appendix J) was created and placed on the Web utilizing S-WARE, an online surveying software package (Schmidt, 1997). This program created the HTML programming for the online survey and generated the CGI program to send the data from the survey to S-WARE's server. S-WARE's web site allowed the researcher to access the respondent's data and download it into Microsoft Excel and SPSS files for analysis.

Each Rock and Classic Rock radio station's webmaster in the sample of 363 radio station web sites was invited to participate via email. The invitation letter can be viewed in Appendix D. Two waves of email participation invitations were sent to all 363 radio stations. Then, follow-up phone calls were made to webmasters who had not immediately responded to the email. Attempts were also made to contact these stations by phone. Stations were asked to participate in the study by placing a link to the online

survey on their web site. They were asked to keep the link on the site for 30 days (February 8 – March 9, 1998). In exchange for their participation, stations were to be given an executive summary of the report and all of the "raw" data from respondents who indicated they found the online survey from their radio station's web site. The invitation to participate in the survey began during the first week of January 1998 and continued until the start of the survey. Twenty-seven (27) stations accepted the invitation. They were subsequently sent a letter explaining the data collection process and their station's responsibilities (Appendix I). They were also sent a JPEG image file to place on their web site that linked to the online survey. After the survey began, three (3) other stations joined the study. The final count of participating radio stations was 30.

Efforts were made to include as many stations from as many different U.S. markets (in size and demographics) as possible. During the recruitment process, radio stations in markets that had not yet responded to the invitation were contacted several times by phone and email. For example, radio stations in the Northwest (Idaho, Montana, Colorado), upper Midwest (Minnesota, Wisconsin), and Southeast (Georgia, Florida, Alabama) was slow to respond to the invitation. Therefore, stations in these states were contacted several more times than the others with hopes that several would join the project and represent that state and region of the country.

The goal in this selection process was attaining a representative sample of stations to participate in order to expose a representative population of radio station web site visitors to the online survey. The participating stations represented Arbitron ranked markets 3 - 254; for example Chicago; Dallas; Seattle; Albany, NY; Richmond, VA; San

Jose, CA. The stations used in the sample were grouped into their perspective markets by rank using the Radio and Records Online Arbitron Listings (1997) (Appendix H).

In the detailed letter of instructions to the radio stations, they were encouraged to place an announcement on their web site about the survey as well as mentioning it on the air. All participating stations placed the JPEG file and link to the survey on the front page of their station's web site (Appendix L). It is not known, however, how much on-air promotion each station used during the survey period.

The researcher participated in the solicitation of participants by searching each radio station's web site for interactive features such as chat rooms, bulletin boards, discussion pages and placing press releases (Appendix F) about the survey. Press releases were also sent to the following radio and broadcasting-oriented online trade newsletters, newspapers, and magazines: Airwaves (1998), iRadio (1998), Radio Data Group (1998), Radio and Records Online (1998), MJI Broadcasting (Rockdaily & Rocknews) (1998), Electric Village (1998), Radio Advertisers Bureau (1997), The Antenna (1998) and Airnews Online (1998). Several of these publications wrote articles about the radio station web site survey and placed a link to the survey online with the articles (Appendix K). These articles gave the survey more exposure to other Rock and Classic Rock stations that did not immediately agree to participate. For example, Electric Village/Rock Village, a syndicated web content provider for radio stations on the Internet, ran an article on their Rock station affiliate sites for one week and placed it in their archives for another week during the survey period. At the time of this survey, Rock Village had 59 affiliate radio stations.

MJI Broadcasting, which syndicates the newsletters Rockdaily and Rocknews wrote a news brief about the survey and ran it for two consecutive days during the second week of the survey. At the time of the survey, Rockdaily and Rocknews had 40 and 38 affiliate radio station respectively. These were the only two online publications where the possible audience reach could be measured. In total, the survey was placed indirectly through news stories on 135 stations that were affiliates of these online syndicators. Five of these stations were participants in the survey and one subscribed to two of the three syndicators. In summary, the survey was ultimately exposed to visitors on 129 radio station web sites along with the 30 participating stations during the four-week survey period. Sixty-two of the top 100 Arbitron ranked radio markets were represented and 93 of the total 265 Arbitron ranked radio markets (Appendix M). Although the survey was given limited exposure on these stations, the goal of including a representative sample of stations was achieved.

During the four-week survey period, 1,781 surveys were collected. In order to determine the uniqueness of each submission, a date and time stamp was recorded along with the IP addresses of each survey. Each submission was then examined for duplications and completeness. Since there was a mechanism on the online surveying software that alerted the participant if they had not completed a question, there was a very small chance that an incomplete questionnaire would have emerged from the data set. There were no incomplete surveys, however, 29 duplications were discovered. If two submissions had the exact Date and Time Stamp, IP Address, and exact responses for each question, then they were labeled duplicates and one was discarded. Due to possible computer or web browser malfunctions, several surveys were submitted again merely 3

seconds after the first time. These duplications were found and discarded from the data set. The final unduplicated data set was composed of 1,752 submissions.

The server used in this study also calculated the number of "hits" on the actual online survey page. It was discovered that approximately 3,175 unique IP Addresses (visitors) at least downloaded the survey into their browser. This number is an approximation because there may have been respondents that began the survey on one computer, stopped and perhaps finished it on another computer. Also, the researcher visited the survey site on several occasions during the first week of the survey period to make adjustments to the copy of the survey instrument. A completion rate was calculated by dividing the number of complete surveys (1,752) by the number of visits to the survey web site. The approximate completion rate, then, is the percentage of completed surveys collected from the population of potential respondents. The completion rate in for this study was 55%, which means that roughly one out of every two people who visited the online survey site completed a survey. Table 1[1] describes the number and percent of respondents and where they found they survey. Several factors may have had an impact on the response percentages for each radio station: station popularity in each respective market, level of web site development on-air promotion of the survey, and general daily web site traffic.

Data Analyses

The online survey instrument was designed to answer the three primary questions put forth in this study: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web

sites and listening to radio and interacting with radio stations? This section discusses how each component of the data set was analyzed. The instrument was divided into three parts. Part one focused on audience uses and gratifications, part two examined their future intentions, and part three assessed their demographic characteristics. The statistical procedures performed on each section were consistent with previous research.

(1) Who is visiting radio station web sites?

Respondents were asked to provide the following demographic information: sex, age, race, marital status, highest educational level completed, primary occupation, total household income, state of residence, city, and country, if outside the United States, technology used to access the Web, and physical location when accessing the Web. Table 2 shows the survey questions and response selections. Responses to these questions where summed and the mean scores for each demographic category were compared to similar demographic categories in (1a) the general population of classic rock radio listeners and (1b) the general Internet population based on the Eighth GVU study (Pitkow & Kehoe, 1998b).

(2) Why do people visit radio station web sites?

In this exploratory study, it was felt that a factor analysis would be useful in reducing the data to identify associations among the scalar items. The factor analysis would be instrumental in identifying some reasons why people visit radio station web sites. The set of uses and gratifications used to answer this question are found in questions #3-#12 and #14-#30 on the survey instrument. Table 3 describes each question

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[1] Tables are presented in Appendix A in numeric order.

and response selections. Question #13 allows the respondents to provide any other reasons why they visit radio station web sites. A cursory examination of these qualitative data in Appendix P will be used illustrate the factors that emerge from the analysis.

The 27 items used in this set were developed based on previous uses and gratifications research. The response options for these items use a Likert Scale design. While the validity of treating Likert scale data as interval has been questioned, there is a long tradition of using it as such, particularly in uses and gratifications. This exploratory study is grounded in the previous uses and gratificaions literature discussed in Chapter Two, particularly Katz et al. (1974) and Rubin et al.'s (1985) work. These and other studies from the uses and gratifications approach have consistently used the Likert scale in survey instruments to measure audiences' media use with the factor analysis procedure. The Likert scale is appropriate to use as interval level data because it is a weighted rating or score that measures levels of agreement or disagreement with a statement. This scale assumes that the levels of response options are equal in distance. It is the most commonly used scale in the study of mass media (Wimmer & Dominick, 1997).

Further, there is no nonparametric alternative to the factor analysis procedure as there is will other statistical tests, such as the correlation procedure. Therefore, in using the factor analysis, this researcher this study recognizes that kinds of errors raised by any violation of the assumption of interval level data would be greater in the exact factor analyzed measures. Since this used the factor analysis as an exploratory technique to answer research questions #2, it did not depend on an exact measure of loading, but rather

general level. Therefore, the researcher will be cautious in relying on specific values during the interpretation of the results.

The uses and gratification were designed to present several factors of use and gratifications that have been reliable in previous studies that dealt with radio, television, and web use. First, Troldahl and Skolnik (1968), Weintraub (1971), and Dominick (1974) found that information was a strong factor in why people listen to the radio. They used items such as, "I listen to the radio 'to hear what's happening in the world,' 'to hear the latest news,' 'to hear about new contests,' and 'because it's a good way to learn what's going on.'" Informational reasons for radio use was a consistent factor among these studies as well as recent web use studies. Similarly, Eighmey (1997), Eighmey and McCord (1998), and King (1998) used these types of questionnaire items to construct an "information use" dimension as a reason for visiting commercial web sites and local television station web sites. Therefore, this study borrowed the "information" conceptual dimension and questionnaire items, #3, #4, and #5 were constructed to assess the pattern of responses of visitors of radio station web sites.

The second set of gratification measures used were related to "entertainment." Entertainment as a conceptual dimension has been used in television uses and gratifications studies (Palmgreen and Rayburn, 1979; Rubin, 1983). In these studies, "entertainment" gratifications sought from television were measured in the following manner: "I watch television 'to be entertained,' 'because it entertains me,' 'because it's enjoyable,' and 'because it amuses me.'" Similar items were developed for questions #6 and #7. Question #7 ("I visit radio station web sites because they are entertaining") is the more standard "entertainment" item while question #6 borrows from Eighmey and

McCord's (1998) list of "entertainment" items for their investigation of individuals' perceptions of television network web sites ("This web site was a playful experience"). An item also included in Eighmey and McCord's (1998) study that explained 48% of the variance in the study's factor analysis was: "The web site was clever and entertaining." This exploratory study decided to use a reliable "entertainment" item from past uses and gratifications studies and one from a more recent study to assess their usefulness in conceptualizing "entertainment" as a factor in visiting radio station web sites.

The third set of items (Questions #8, #9, #25, and #26) in the survey dealt with audience's use of radio station web sites as a possible venue to "interact" with radio stations. This dimension was developed and introduced in this study. While it may be a new dimension for this particular kind of study, it borrows from a concept grounded in previous research, and that is the need for audiences to interact with the media (Nordlund, 1978). This need for audiences to feel a part of a program or close to a media personality has been called parasocial interaction (Horton & Wohl, 1956). The need for audiences to actively participate on-air at radio stations has been satisfied by the talk radio format as well as music formats by allowing listeners to call-in, give opinions, and request songs.

Moreover, this dimension was derived from the idea that radio stations, in general, provide listeners the opportunity to communicate via phone, fax, and postal mail with station personnel and air personalities. Similarly, features on web sites allow visitors to write messages and send email to the person or entity maintaining the web site. Since radio stations are now maintaining web sites, audiences have more ways to communicate with them. Bulletin boards, chat rooms, request forms, contest registration forms, station surveys, and feedback forms are now available for listeners. The "interactive" nature of

the Web has converged with the "interactive" nature of radio. The questionnaire items #8, #9, #25, and #26 were designed using specific statements about various ways to "interact" with radio stations: "I visit radio station web site 'so I can send the deejays e-mail,' 'voice my opinion to the station,' 'request songs,' 'sign up for contests.'" These new items were developed specifically for uses and gratifications studies related to the Web to assess the concept of visitors using radio station web sites to satisfy their need to communicate with people at radio stations.

Another function of radio noted in previous literature is the ability of radio to provide a release from psychological tension and pressure (Mendelsohn, 1964). In other words, radio helps people relax. Troldahl and Skolnik (1968) found that this relaxation function may be associated with radio's ability to help fill the void that may be caused by boring tasks or feelings of loneliness. In their small random sample telephone interview of 96 men and women in East Lansing, Michigan, the "companionship" factor loading was the strongest explaining 12% of the variance. Three of the items in this dimension were: "Radio cheers me up...I forget my problems," "Radio makes the time go faster for me," "Radio makes me feel like someone is home with me." This factor has both elements of relaxation and companionship. In questions #10, #11, and #12, people are asked to respond to the following statements: "I visit radio station web sites because 'it helps me pass the time,' 'helps me take my mind off of things,' and 'helps keep me company when I have nothing else to do.'" This dimension borrows from Troldahl and Skolnik's (1968) conceptualization of relaxation, that radio station web sites help people relax by helping them relieve tension and providing them with "something to do" or "something to interact with" when they are feeling alone.

The fifth set of items dealt with audiences' use of specific radio station web site features. King (1998) asked participants in his local television station web site survey if they liked particular features on Web sites, ranking them from a range of 1 - dislike, to 9 - like. He asked respondents about web site features, such as, email links, search tools, photographs, graphics, animated banners, live sound, and live video. For this study, King's list was modified and the statements were adjusted to ask participants to respond to a similar set of statements: "I enjoy visiting radio station web sites because I can download 'pictures from them,' 'audio clips from them,' 'video clips from them,' and 'their live broadcasts on my computer.'" These items were designed to assess the pattern of audience responses for using radio station web sites as a means to retrieve, be entertained by, and perhaps save pictures and graphics with the station's logo on them.

The sixth set of items is another exploratory dimension dealing with audiences' rating of various features on radio station web sites. This set uses two other items from King's (1998) list of Web features. Questions #19 and #20 ask if they enjoy visiting radio station web sites because of the web sites' colors and graphics. This dimension is exploratory and seeks to assess the pattern of responses in the factor analysis. The conceptualization of web site features, such as, color and graphics as a possible factor in why people visit radio station web sites is similar to previous research's assessment of features unique to radio. Previous studies found "portability" to be an attractive feature of radio and is a reason why people enjoy listening (Troldahl and Skolnik, 1968; Weintaub, 1971, Dominick, 1974). For example, two survey items used were "I enjoy listening to radio in my car" and "I like radio because you can take it anywhere." With the Web, radio stations have a visual component to their stations' programming. This

dimension was developed to assess the pattern of responses in audiences' perceptions of the color and graphics of these web sites.

Questions #28, #29, and #30 are primarily based on the parasocial interaction perspective. As mentioned earlier in this section, parasocial interaction is the audience's involvement with the media. It was explained in Chapter 2 that parasocial interaction research has primarily studied television. Therefore, it was determined that this study could explore this concept with radio station web sites by developing items that measure PSI. Rubin et al.'s (1985) PSI scale was consulted and three items were created that dealt specifically with radio stations and web sites. In this dimension, these items explore the idea that people visit radio station web sites because they can get more information about people that work at the station, because it makes them feel like they know the station, and because it makes them feel good about the station. The patterns of these responses will serve as a foundation for an extended PSI scale for radio stations with and without web sites.

Finally, five items were created due to their discovery in the focus group session conducted prior to the launch of the online survey. Comments from the discussion and written responses were examined and consistent themes were collapsed and developed into two basic sets of dimensions related to "convenience" and "useful information." Questions #14 and #22 are as follows: "I enjoy visiting radio station web site because 'they load quickly on my computer' and 'are always updated.'" Focus group participants talked about how they enjoyed visiting media web sites that were easy to use and were always updated. They disliked media web sites that were cumbersome to navigate,

vague, or not updated on a regular basis. It was important to them that the web sites they chose to browse were convenient and user-friendly.

Questions #21, #23, and #24 dealt with the web sites providing information the participants could use. Focus group participants discussed how they enjoyed retrieving specific kinds of information from media web sites, such as the names of the songs and artists that radio stations played on the air. They enjoyed browsing media web sites that had links to other sites that interested them. In summary, these last five items were developed from the ideas put forth by the participants in the focus group session. Since this study is focusing on a new medium, it is important to examine both new and traditional uses and gratifications dimensions and assess their reliability for future research and application.

These 27 uses and gratifications items were factor analyzed with Equimax rotation and a standard 1.0 cutoff for the eigenvalues. Since this is an exploratory study, a strict determination of the variance each factor contributed to the total variance was not outlined. The initial factor solution was examined. Conceptual dimensions were identified. Several exploratory steps were taken using various factor analysis procedures to examine the data. First, an initial factor analysis was performed on the 27 uses and gratifications items and examined for coherent conceptual dimensions. This initial examination found several clear patterns in the response items tested. However, several other dimensions were more ambiguous. Therefore, it was determined that another factor analysis that limited the number of extracted factors would be helpful in providing more concise dimensions. A second factor analysis was performed with a seven factor

extraction limit. These factors were again examined and conceptual dimensions were developed.

(3) Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations?

As explained earlier, three sub-questions were derived from this research question: (3a) Is there a relationship between the degree of exposure to a radio station web site and continued use of radio web sites? (3b) Is there a relationship between the degree of exposure to a radio station web site and continued use of radio? (3c) Is there a relationship between the degree of exposure to a radio station web site and audiences' intentions to call the station to try to win contests and requests songs? Investigating these questions involved a two-step process. First, survey items related to future web use and radio listening (survey questions #31-39) were factor analyzed similar to the procedure outlined in research question #2 to develop the three measures to test each of the research sub-questions listed above. As discussed earlier, with respect to the uses and gratification items, this exploratory study's instrument design remained consistent with previous uses and gratificaions literature. The Likert scale design was used to measure the variables in research questions #3. Still, wording was used to maximize perception as interval level responses and will take into consideration, in analysis, possible reliability and validity issues.

Three factors were identified as a result of the factor analysis. Then, the relationships between these factors and two independent variables that dealt with respondents' time spent visiting radio station web sites (survey questions #1 and #2) were examined using the Bivariate Rank correlation and One-Way ANOVA procedures.

First, nine items were developed on the survey to assess respondents' intentions in the next 12 months. Table 4 describes these items and their response selections. The conceptualization of these items is based on the proposition that during the process of using the media or information systems, the user develops a relationship with the medium (Horton & Wohl, 1956; Homans, 1961; Ball-Rokeach & DeFleur, 1976; Rubin, 1983; Rubin & Windahl, 1986; Auter, 1992; Griffiths & King, 1993). This exploratory study sought to examine several activities dealing with participating with radio stations. Some items from the aforementioned studies were modified and others were developed from the focus group session.

Statements #31 and 32 ("I plan to listen to radio more than I do now" and "I plan to listen to my favorite deejay more than I do now") were designed to measure respondents' intentions to listen to the radio station more. Statements #33 and #34 ("I plan to attend more events sponsored by radio stations" and "I plan to shop at advertisers I hear on the radio") were designed to measure respondents' intentions to go to station events and shop at businesses who advertise on the radio. Statements #35 and #36 ("I plan to call and request a song on the radio" and "I plan to call and try to win prizes on the radio") were designed to measure respondents' intentions to contact the radio station via phone and request a song or enter a contest. Statements #37-#39 ("I plan to visit more radio station web sites," "I plan to send e-mail to a radio station," and "I plan to talk to others about radio station web sites I have visited") were designed to measure how much respondents planned to communicate with radio stations via e-mail, visit other sites, and talk to others about the sites they have visited. These items were factor analyzed and conceptual dimensions were developed. An "Intent Index" was developed and this index

was used for subsequent analysis. The degree to which participants planned to participate in the activities found in the factor analysis may provide insight into their dependency on the medium.

The next step in exploring this research question was to assess the relationship between the indices developed from the factor analyses and the two independent variables. These independent variables were designed to measure respondents' exposure to radio station web sites. Table 5 describes the independent variables and their response selections. Bivariate Rank Correlation and One-Way ANOVA procedures were performed with these independent variables and intent indices to assess whether a linear relationship existed.

Summary

The methodology discussed in this section was designed to answer this study's primary research questions: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations? The online surveying methodology has been used by one of the first and largest web user surveyors (Pitkow & Kehoe, 1998b) as well as academic researchers (King, 1998). The goal in the sampling process was to acquire the most representative sample of radio stations and respondents to the online survey as possible. Due to the lack of a mechanism to randomly contact individuals who listen to radio stations and visit radio station's web sites, special efforts were made to increase the likelihood that the audiences would be aware of the online user survey on the participating radio station web sites. An

aggressive attempt was made to recruit a representative sample of U.S. Rock and Classic Rock radio stations with web sites. These stations were encouraged to use their airwaves to publicize the survey and give the survey link a prominent position on their web site. A focus group session was conducted and the online survey instrument used was pre-tested online in a laboratory before the actual survey period began. During the four-week survey period, 1,752 surveys were collected out of 3,175 hits on the survey web site. This exploratory study's methodology was successful when compared to similar studies, such as King's (1998) study of local television station web sites. Chapter Four explains the results of the analysis of these data.

CHAPTER FOUR

RESULTS

Introduction

The goal of this exploratory study was to attempt to determine how users value and use radio station web sites. Three primary research questions were used to guide this study. First, (1) Who is visiting radio station web sites? And more specifically, (1a) How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of Rock and Classic Rock radio listeners? (1b) How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of general web users? Second, (2) Why do people visit radio station web sites? Third, (3) Is there a relationship between visiting radio station web sites and listening and interacting with radio stations? And more specifically, (3a) Is there a relationship between the degree of exposure to a radio station web site and continued use of radio web sites? (3b) Is there a relationship between the degree of exposure to a radio station web site and future use of radio? (3c) Is there a relationship between the degree of exposure to a radio station web site and audiences' intentions to call the station to try to win contests and requests songs? This chapter is structured to discuss the findings of each of these questions and sub-questions in the order listed.

Section One
(1) Who is visiting radio station web sites?

The first part of this study attempted to understand the value of radio station web sites and assess who visits radio station web sites. Chapter Three described the section of the survey instrument that was designed to yield specific demographic information about the respondents. Data from nine categories of demographic characteristics were collected: sex, age, race, marital status, highest level of education completed, primary occupation, and total household income. Two other not necessarily "demographic" categories were included because described characteristics about the user that this particular study sought to examine: technology used to access the Web, and physical location when accessing the Web. This first section describes the demographic characteristics of the sample of radio station web sites visitors collected in this study.

Respondents' Demographic Information

Table 6 shows that slightly over three-fourths (75.8%) of the respondents were male and 24.2% were female. Table 7 shows the percentages of individuals in age categories. The age categories were borrowed from the Arbitron Ratings Research Report (The Arbitron Company, 1998). These particular categories are standard in the radio industry as the method to group the listening audience by age. Nearly 92% of the respondents were between 18-44. Almost 2% choose not to reveal their age.

Table 8 shows the race of the respondents. Almost 88% of the sample were White. Eight percent of the respondents were minorities, while another 4.5% chose not to report their race.

Table 9 shows the percentages of the respondents' marital status. Nearly half of the respondents reported they were married. Another 39.7% were single. The other 15.6% were either divorced, separated, widowed, living with another, or involved in some other type of arrangement.

Table 10 reports the respondents' highest level of education attained. Nearly two-thirds (63.4%) of the respondents had either some college or a college degree. Another 26.3% finished high school or vocational-technical school. And 6.5% had graduate degrees.

Table 11 shows the respondents' primary occupations. Nearly 28% of the respondents listed the technical and computer field as their primary occupation. Among the others, 15.6% reported their profession as management. Nearly 18% were blue collar, clerical, homemakers, and retired persons. Another 18.6% were in education or students and 2.9 choose not to say.

In Table 12, the respondents' total household incomes are reported. Twenty percent of the respondents chose not to reveal their total household income. Among the eighty percent who responded, 20% reported having a total household income between $50,000-$74,999 and nearly 24% between $30,000-$49,999. Nearly 13% reported a totally house income over $75,000.

Table 13 shows that the majority of the respondents reside in the United States. They represent every state in the United States except South Dakota. The core of the respondents reside within states that had radio stations participating in the online survey: Washington (22%), Texas (13%), California (10.7%), Tennessee (9.4%), and Nevada (6.1%). Table 14 further examines the 1.8% of respondents who live outside the United

States. They represent 14 Canadian Provinces and eleven other countries throughout the world, including, Japan, The Netherlands, New Zealand, and Brazil.

Table 15 shows the technology respondents used to access the Web. Nearly 61% of the respondents said they accessed the web with modem speeds of 28,800 bps and higher. Twenty-two percent reported they were accessing the Web with faster connections such as ISDN lines, T1 Lines, Cable Modems, and WebTV. Ten percent did not know the speed of their connection and the other 6.5% were accessing the Web with modems 14,400 bps or slower.

Table 16 indicates where the respondents said they were physically located when accessing the Web. Over two-thirds (70.7%) were at home in a bedroom, den, or home office. Twenty percent (20%) were on their computers at work and 9.3% were at school or some other place.

Respondents' Demographic Information Summary and Discussion

This section described the demographic profile of the respondents in this study. These questions were asked to provide this study a general idea of the characteristics of the people who visited radio station web sites. Over 75% of respondents were male. This was not a surprise due to the target audience of the Rock and Classic Rock format of radio stations participating in the sample. Nearly all of the respondents were between the ages of 18-44. The racial mix of the respondents was no surprise either. Whites accounted for 87.6% of the sample. The respondents were educated with 63.4% attending some college or having a college degree. In the total household income demographic, 22.8% earned less then $30,000, 23.9% earned between $30,00-$50,000, 32% earned more than $50,000. This would suggest that there was a fairly even distribution of income levels in this sample. Forty-five percent were married and nearly

40% were single. Over one-quarter of the respondents worked in a computer or technical occupation. Others worked in management, education, blue collar, and clerical occupations.

In addition, the respondents lived in a variety of places in the United States and the world. They represented each state in the United States, except South Dakota and 15 other countries, primarily Canada. Nearly 61% noted they connect to the Web at speeds 28,800 bps or higher. Almost 71% of respondents are accessing the Web from home, either in their living room, den, bedroom, or home office. These descriptive statistics provide a general understanding of the demographic characteristics of the sample collected for this study. These results serve as a benchmark for subsequent analyses discussed later in this chapter. The next step in exploring the first research question is to compare the profile of this sample with a reliable sample of people who listen to Rock and Classic Rock Radio stations and a reliable sample of the general Web user population.

(1a) How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of Rock and Classic Rock radio listeners?

One of the sub-questions in research question #1 was to assess how the demographic profile of the sample of visitors of Rock and Classic Rock radio station web sites compares with the audience profile of a sample of Rock and Classic Rock radio listeners. The goal for this sub-question was to assess how representative the sample in this study is to a sample from a reliable data set of a similar targeted group of people. Since the sample of stations used in this study are Rock and Classic Rock music stations, data from a secondary source complied by the Radio Advertising Bureau's Rock and Classic Rock Demographic Profile (1998) was used for the comparisons. The Radio

Advertising Bureau compiled data from the most recent (Fall 1997) research report conducted by the Simmons Media and Market Research Bureau, a radio research company who has been conducting market research for over 20 years. This report is based on a sample of 19,968 respondents projectable to the U.S. population of Adults 18 years and older. The sample was randomly selected and the data was collected via personal interviews, diaries, and telephone interviews. The segment of the Simmons Research Report population this study will use for comparison is Adults 18+ that reported they listened to Rock and Classic Rock Radio Stations (1,880 in the total sample). These seven categories were compared: gender, age, race, marital status, education, primary occupation, and total household income. In this section the sample in this study's survey will be referred to as the Web Site Survey and the sample used for comparison will be referred to as the Simmons Survey.

Radio Station Web Site Survey & Simmons Survey: Gender Comparison

While the Rock and Classic Rock radio format may be structured and programmed differently on various radio stations across the country, the music played in this format basically consists of rock and roll music from the 1960s, 70s, 80s, and early 90s. The gender split for this radio format is usually approximately two-thirds male and one-third female. Table 17 shows that both the Simmons Survey and Web Site Survey support this fact. In the Simmons Survey, 62.4% were male and 37.6% were female. In the Web Site survey, 75.8% were male and 24.2% were female. The Web Site Survey appears to have a larger gender gap than the Simmons Survey. Although the U.S. web user population's gender gap is closing, there is still a 20% difference, 59.46% male and 40.54% female (Pitkow and Kehoe, 1998b). Therefore, this may explain the higher

percentage of men versus women in the Web Site Survey. Since there are more men than women using the Web and listening to Rock and Classic Rock radio stations, examining both in the Web Site Survey sample may explain the higher percentage. These data suggest that the sample in the Web Site Survey matches well with the Simmons Survey's sample and may be a reliable sample of people who visit Rock and Classic Rock radio station web sites.

Radio Station Web Site Survey & Simmons Survey: Age Comparison

Table 18 describes the age comparisons of the sample of respondents in the Web Site Survey and Simmons Survey. The target age demographic for Rock and Classic Rock radio stations is generally 18-44, depending on the station and the market (Radio Advertisers Bureau, 1997). The majority of respondents in each Survey sample are between the ages of 18-44, 91.8% and 82.8% respectively. However, nearly two-thirds of the Web Site Survey's audience is between the age 18-34 while less than half (46.9%) of the Simmons Survey's audience is between the age of 18-34. This comparison suggests that in the age group category, the Web Site Survey's sample may younger than the Simmons Survey and therefore only moderately representative of Rock and Classic Rock radio listeners.

Radio Station Web Site Survey & Simmons Survey: Race Comparison

The Simmons Survey listed the three race categories, White, Black, and Other. The Web Site Survey used eight categories, so they were condensed to match the Simmons Survey's categories as noted in Table 19. As stated earlier, different radio formats attract different audiences. Nearly 88% of respondents in the Web Site Survey were White. This percentage is not much different from the Simmons Survey that reports

a 91.5% White audience. These samples match very well in the race category. This finding suggests the Web Site Survey's sample appears to have yielded similar racial groups. These data suggest that in the race demographic category, the Web Site Survey's sample is representative of the Rock and Classic Rock radio listener audience.

Radio Station Web Site Survey & Simmons Survey: Marital Status Comparison

The Web Site Survey and Simmons Survey collected data in several marital status categories such as Married, Single, Divorced, Separated, etc. These categories were condensed for comparison. Table 20 shows the marital status comparisons. There is a higher percentage of married people in the Simmons Survey, compared to The Web Site Survey respondents, 54% and 45% respectively. However, these data suggests the Web Site Survey sample matches well with the Simmons Research sample in the marital status category.

Radio Station Web Site Survey & Simmons Survey: Education Comparison

Table 21 shows the education category comparisons. Several categories were condensed for this comparison. Almost 72% of the Web Site Survey sample attended some college or had a college degree compared to 63.2% of the Simmons Survey sample. This difference in these data is probably due to the fact that it has been consistently reported that web audiences are highly educated (Pitkow and Kehoe, 1998b). Therefore, it would have been expected for the Web Site Survey to report low percentages in the grammar school/high school category. The Web Site Survey sample matched very well with the Simmons Survey sample.

Radio Station Web Site Survey & Simmons Survey: Occupation Comparison

Table 22 shows the comparisons for the respondents' primary occupation. For this comparison, the categories in this demographic were condensed from technical,

education, management, clerical, sales, professional, student, retired, homemaker and blue collar to three groups: white collar, blue collar, and other. These data suggest that the Web Site Survey sample is representative of the Rock and Classic Rock radio listener. There were almost as many White Collar workers in the Web Site Survey as there were in the Simmons Survey. This is not surprising due to the fact that is has been found that the primary occupations for the web audience is generally more technical and computer related (Pitkow and Kehoe, 1998a) which may explain why 27.3% Web Site Survey audience was represented in this category. There were twice as many blue collar workers in the Simmons Survey than in the Web Site Survey. Forty percent of the Web Site Survey's respondents were students. It appears that the only occupation group that seems to match in this demographic category is White Collar occupations.

Radio Station Web Site Survey & Simmons Survey: Total Household Income Comparison

Table 23 describes the comparison of the Web Site Survey and Simmons Survey's respondents' total household income. The income levels for each sample match each other in the $74,999 and under income categories. The Simmons sample has a higher percentage of respondents earning over $75,000 than the Web Site Survey sample. These data suggest that The Rock and Classic Rock radio station web site visitor is more representative of the middle to lower income categories of the Rock and Classic Rock radio listening audience than the higher income categories.

Radio Station Web Site Survey & Simmons Survey: Summary

The goal in this section was to assess how the Web Site Survey sample was to the Simmons Survey sample. Sometimes comparing fresh data with data from secondary sources can be a challenge because data may not be collected in the same types of categories, as was the case with comparing the demographic information of the Web Site Survey with the Simmons Survey data. The demographic questions on the Web Site

Survey were designed to mirror standard demographic questions and response categories of previous communications research and new media research. For each comparison some categories were condensed to provide a clearer comparison of these two samples of data. The comparison of the gender, age and race categories was nearly what this researcher expected. Both survey samples were over represented in the following categories: male, white, and the age group 18-44. The Web Site Survey audience was representative of the Simmons survey audience in marital status, education, occupations were also very similar in marital status, education, occupation and in the lower total household income categories.

The comparison of data from the Web Site Survey with the Simmons Survey data suggests that the Web Site Survey sample is quite possibly a representative sample. What has been shown here is that the target audience from the study of Rock and Classic Rock radio station web sites is fairly similar to the target listening demographic of Rock and Classic Rock radio stations. These results provide support for the notion that online sampling of a specific radio station format's target audience can garner a sample that is comparatively representative of both a radio station format's web site audience and target listening audience.

(1b) How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of general web users?

Another goal of this exploratory study was to assess how the demographic profile of the Web Site Survey sample compared with the demographic profile of general web user's survey. This was important because it would provide a better understanding of how similar or different a sample collected from specific types of web sites such as radio station web sites is from the general web user population. It will also assist future new media research projects with sample bias and representation issues. Finding similar

comparisons would give support to the online surveying methodology as it relates to gathering a sample of radio station web site visitors that is representative of the general web user population and radio station's web site audience. While there may be certain differences in samples from specific radio station web sites which may be a function of the station's format and target audience, it is important to examine these comparisons to understand which demographic categories are consistent in each sample. These examinations will help make the online surveying methodology more reliable. Similar to the comparisons conducted with the Simmons Research survey, descriptive statistics were used for comparison.

The general web user survey used to compare with the Web Site Survey is the Georgia Tech University GVU Center WWW User Survey, hereafter referred to as the GVU Web User Survey. The GVU center pioneered the field of Web-based surveying in January 1994. They implemented the first publicly accessible on-line survey in 1994 and have since conducted a survey every sixth months as a public service to the Web community (Pitkow & Kehoe, 1998b). Several other web user studies were considered, such as, Nielsen's (1996) Home Technology Report, Nielsen's (1997) Internet Demographic Survey, and FIND/SVP's American Internet Survey (Miller & Clemente, 1997). However, the GVU Web User Survey was chosen primarily for two reasons. First, this study's methodology has borrowed GVU's method of designing a user-friendly web site survey with clickable buttons and pop-up menus so web users could conveniently take the online survey at their own pace. The placement and user solicitation process was also borrowed. Second, the GVU Web User Survey has been collecting data online for nearly four consecutive years. This organization has published articles presented papers their findings and analysis of these data collections (Pitkow & Kehoe, 1998c). Therefore, it was decided that the GVU Web User Survey was the best and most reliable study to compare with the demographic profile of the sample in this

study. Future studies might consider the other surveys for comparison, particularly if the online surveying method could discover a way to draw a random sample of respondents.

As mentioned previously, the GVU Web User Surveys employ non-random self-selected sampling similar to the Web Site Survey. Participants are solicited in the following manner:

> 1. Announcements on Internet related newsgroups (e.g., comp.infosystems.www.announce, comp.internet.net-happenings, etc.),
> 2. Banners placed on specific pages on high exposure sites (e.g., Yahoo, Netscape, etc.)
> 3. Banners randomly rotated though high-exposure sites (e.g., Webcrawler, etc.),
> 4. Announcements made to the www-surveying mailing list, a list maintained by GVU's WWW User Surveys composed of people interested in the surveys, and
> 5. Announcements made in the popular media, (e.g., newspapers, trade magazines, etc.) (Pitkow & Kehoe, 1998b).

As explained in Chapter Three, the Web Site Survey solicited participating radio stations and survey participants in a similar fashion. Announcements were placed on high exposure sites that were specifically targeted to help increase the likelihood that the majority of Web users would have been given an equal opportunity to participate in the both types of surveys. GVU's Eighth WWW User Survey was used for the comparisons in this study (Pitkow & Kehoe, 1998b). This Eighth User Survey collected a sample size of over 10,000 respondents. The GVU Web User Survey collected data from individuals reporting they were from the U.S. and other countries. Since the U.S. was the target audience for the Rock and Classic Rock radio station web site visitors, the 8,510 GVU respondents to the demographic questions and reported they were from the U.S. were used for the comparisons in this study. The goal here is to compare samples that are as representative of their target population as possible. The demographic profile for the Web Site Survey and the GVU Web User Survey sample were condensed and compared or the following variables: gender, age, race, marital status, education, and total

household income. The 'web connection speed' category was not compared, because the GVU Web User Survey did not report its findings of this category by location, i.e. USA, Europe, etc.

Radio Station Web Site Survey & GVU Web User Survey: Gender

The Simmons Survey shown in the previous section pointed out that the typical listening audience for the Rock and Classic Rock format radio station is male dominated. Coupled with the fact that the survey was conducted on the Web from Rock and Classic Rock radio stations, it was not surprising that three-fourths of the Web Site Survey audience was male, compared to GVU Web User Survey's 59.46% male audience. Table 24 shows the gender comparisons of the audience for the Web Site Survey and GVU Web User Survey. These data suggest that for this gender comparison the Web Site Survey sample may not match the general web user, however it does suggest that the sample of Rock and Classic Rock radio station web site visitor are representative of general the web user who is male.

Radio Station Web Site Survey & GVU Web User Survey: Age

Table 25 shows the age comparisons between the Web Site Survey and GVU Web User Survey. Out of the sample of 8,510 people who responded to the GVU Web User Survey's general demographic questions, 8,141 people were 18 years old an older, which was the target age group for this study. Overall, the Web Site audience was targeted to a more specific audience, that could be considered a subset of the general web user, than the GVU Web User Surveys'. Almost 92% of the Web Site Survey's sample are between 18-44 in age, while approximately 67% of GVU Web User Survey's sample are in the

same age group. This finding suggests that the Web Site Survey sample may be younger and not representative of the general web user.

Radio Station Web Site Survey & GVU Web User Survey: Race

In Table 26, the racial characteristics of the Web Site Survey sample and GVU Web User Survey sample are compared. These two samples have nearly identical racial profiles. The vast majority of each sample is White, 86.7% for the Web Site Survey sample and 88.4% for the GVU Web Survey sample. This racial profile of the general web user has been consistent over the eight surveys conducted by the GVU Web Survey Center (Pitkow & Kehoe, 1998b). This comparison suggests that in the race category, the Web Site Survey audience is representative of the general web site audience.

Radio Station Web Site Survey & GVU Web User Survey: Marital Status

Table 27 shows the marital status comparisons between the Web Site Survey and GVU Web User Survey. The data suggest that the Web Site Survey audience is representative of the general web user in the martial status category.

Radio Station Web Site Survey & GVU Web User Survey: Education

Table 28 describes the education attainment comparisons between the Web Site Survey and GVU Web User Survey. It is not surprising that the respondents in both web surveys were highly educated. At least two-thirds of both audiences had either attended some college or have a college degree. While the GVU Web User Survey sample had a slightly higher percentage of graduate degrees compared to the Web Site survey's sample, the Web Site Survey audience is representative of the general web user in the education category.

Radio Station Web Site Survey & GVU Web User Survey: Total Household Income

Table 29 describes the total household income comparisons between the Web Site Survey and GVU Web User Survey sample. The Web Site Survey matches the GVU survey in each income bracket. These data suggest that in the total household income category, the Web Site Survey audience is representative of the general web user.

Radio Station Web Site Survey & GVU Web User Survey: Summary and Discussion

The goal in this section was to assess how similar or different the sample from this study was to GVU Web User Survey's sample. The Web Site Survey sample was essentially a subset of GVU Survey's sample. The Web Site survey sample collected for a specific type of web site whereas the GVU sample represented people who browse different kinds of web sites. Since both these were samples were collected online, they were expected to be similar in a few demographic categories, such as, gender, education and income based on previous research by the GVU Center. Previous studies reported that respondents were mostly male, a high percentage attaining college and graduate degrees, and having average total household incomes of near $55,000 (Pitkoe and Kehoe, 1998a). However, this exploratory study sought to compare the targeted Web Site Surveys sample with the GVU's general web sample to assess what categories would be similar or different. This analysis would assist future studies with other radio formats in examining their demographic data as being representative of the general web user as well as their targeted population. Since the targeted population of web users are within the set of web users, in certain categories such as age, gender, and race, the profiles may match.

The demographic profile of the Web Site survey's sample matched the GVU survey sample in the following categories: race, education, income, and marital status. In

of the age and gender categories, the Web Sit Survey's sample was not as representative o the general web user.

The comparisons made from these data suggest that the demographic profile of the respondents in the Web Site survey may be representative of the general web user. Since the Web Site Survey audience was a subset of the general web audience, there were some demographic categories that matched and others that were not as representative. This finding suggests that samples collected online from specific radio station web sites may be representative of the general web user and the general web user of that specific web site. However, in a targeted sample such as a radio station web site visitors, one may be able to find that the sample was not biased to the general web user.

Section One Summary and Discussion

In this section, an attempt was made to answer this question of who is visiting radio station web sites. First, 75.8% of the respondents in this study were male, 87.6% were white, and 97.1% were between the ages of 18-44. Nearly 72% had attend college or attained a college degree and almost one-third reported a total house income of over $50,000 and higher. They worked in a variety of occupations including technical and computer fields, management, blue collar, and clerical.

The sample used in this study, from Rock and Classic Rock radio station web sites matched the general Rock and Classic Rock radio listener. This suggests that the sample collected for the study is representative of the target population of people who listen to Rock and Classic Rock radio stations and visit their web sites. These data also

suggest that the sample collected from the radio station web sites audience is representative of the general web user.

These data suggest that perhaps the three populations of individuals from the Web Site Survey, GVU Survey, and Simmons Survey are separate populations of people that may be subsets of each other. The sample collected for this study is representative of the target demographic of Rock and Classic radio station. In the age and gender categories, which are key demographic group, there may not be as much bias in the targeted sample. This means that it may be possible to conduct an online survey of people who visit a particular radio station's web site and collect an unbiased sample that is representative of the radio station format's target audience. Now that it has been discovered to a certain extent who is visiting Rock and Classic Rock radio station web sites, the next section will examine why they are visiting these sites.

Section Two
(2) Why do people visit radio station web sites?

This section of Chapter Four reports the findings that attempt to explain why people visit radio station web sites. As discussed in Chapter Two and Three, the uses and gratifications approach has been used to study a wide range of mass media, particularly radio and television. This was the approach used in this exploratory study of why people visit radio station web sites. To remain consistent with previous research, the factor analysis procedure was used to collapse a set of Likert scale items into "use" factors that were logical in conceptualization and had some theoretical foundation. This section discusses the steps taken in this study to analyze the data and what factors were found that may explain radio station web site use.

Exploratory Factor Analysis

The main purpose in this part of the study was to determine whether there were any underlying factors in the patterns of people's responses to the 27 radio station web site use statements on the online survey. Survey questions #3-#12 and #14-#30, as explained in Chapter Three, were used for this part of the analysis. In questions #3-#12, respondents were asked to indicate their agreement with each reason for visiting radio station web sites across five response options ranging from "a lot like my own reason" to "not at all like my own reason." In questions #14-#30, respondents were asked to indicate their agreement with each reason for visiting radio station web sites across a similar Likert scale, five response option, ranging from "strongly agree" to "strongly disagree." As noted in Chapter Three, these 27 items used a Likert scale and were borrowed from a variety of uses and gratifications research and modified with uses that specifically relate to web use. Further, as discussed earlier, with respect to the uses and gratification items, this exploratory study's instrument design remained consistent with previous uses and gratificaions literature. Wording in the Likert scale design was used to maximize perception as interval level responses and will take into consideration, in analysis, possible reliability and validity issues.

The factor analysis procedure was used to examine the data. In the previous uses and gratifications studies mentioned in Chapters Two and Three, a variety of factor retention requirements were used, some more liberal than others. In this exploratory study, it was determined to remain consistent with previous research and require a 1.0 minimum eigenvalue and consider primary loadings of at least .40 or higher in defining.

A more conservative criterion of at least two primary loadings of .40 or higher was required to retain a factor. The purpose of this initial factor analysis was to examine the factors and scales for any problems, identify commonalties among the factors, and to determine which factors would be used for subsequent analyses. A principal factor analyses was performed with equimax rotation. Eight factors emerged. Table 30 shows the eigenvalues for the first ten factors in the initial factor analysis. Using the 1.0 cutoff for eigenvalues, eight factors accounted for 62.1% of the variability. Table 31 shows the rotated factor matrix for the 27 items in the analysis.

Factor 1: Makes Me Feel Good. People's responses to four items suggesting that people visit radio station web sites because it gives them a "nice feeling" were quite consistent. This factor showed the strongest pattern of responses found. The person who strongly exhibits this pattern of response agrees that visiting radio station web sites "makes me feel good about that radio station." He visits these sites because they always have something on the web site that makes him visit it again. He likes the fact that the web sites give him more insight into the radio station because he can "get information about who works at the station" there. He agrees with the statement that visiting radio station web sites "makes me feel like I know the station." The visitor is wanting more than just information, since the desire for "information" exhibits itself as Factor 6. Feeling good about the station is an affective gratification that appears manifest in web site visitors' longing to know things about the station. The four items in this dimension were kept together for subsequent analysis.

Factor 2: Downloading. This factor dealt directly with specific comments about downloading items from the radio station's web site. They consistently agreed that they

enjoyed visiting radio station web sites because they could download pictures, audio clips, video clips, and listen to the radio station's live broadcasts. One variable that did not demonstrate much consistency with these four loadings was the item: "I enjoy visiting because they load quickly on my computer." This item loaded stronger in Factor 3. It appears to deal more with convenience and/or the user friendliness of the web site. Therefore it will be moved to Factor 3 in subsequent analyses.

Factor 3: Aesthetics. This third factor comprised people's responses to statements that dealt with the affinity towards the visual features of the web site were consistent. They enjoy visiting radio station web site because they like their colors and graphics. Another item, whose factor loading was .51554, dealt with statements that they visited the web sites because the sites load quickly on their computers. This item did not load as strongly as the other two because items may have had some associations with other factors; however, it was retained in the factor for more examination.

Factor 4: Convenience of Information and Interaction. This fourth factor of why people visit radio station web sites is not as clear as the first three essentially because three different groups loaded in this factor. First, while the loadings on the items in this factor were fairly consistent, they were not very strong. Further, the items in this dimension seemed to relate to three uses of radio station web sites: an aesthetic or convenience appeal, information, interaction. People said they like updated radio station web sites with access to information about their favorite bands and artists. Second, they enjoy visiting these web sites because there are links to other information they can use. In addition, they enjoy the fact that they can request songs on-line and sign up for contests, which appears to satisfy their desire to interact with radio station online.

When analyzing the secondary loadings for each of these items, it was discovered that perhaps the individual question responses may touch on a variety of factors. The items, "I can find out the names and artists of the songs they play" and "They are always updated" loaded with .55268 and .55460 respectively in this factor, which is moderate but not very strong. Their secondary loading was in Factor 3, Aesthetics, with .30551 and .31256 respectively. This suggests that there was a possibly that these items may be associated in that factor as well.

The primary loadings for "They have links to other web sites I like" and "They have information I can use" were .43018 and .54647 respectively. They showed moderate strength but appeared to touch other factors. Therefore, the secondary loading for these two items were assessed and they loaded into Factor 6 at .30107 and .41585 respectively. These loading showed some association with the items in Factor 6.

It appeared that these items, "I can request songs" and "I can sign up to win contests" had some association with "interaction" because their secondary loadings were above .40 in Factor 7. In sum, this items in this factor seemed to touch many other factors in the analysis.

Factor 5: Relaxation. This pattern of responses deal directly with the notion that people visit radio station web sites to take their minds of other things and relax. Three items loaded strongly in this factor. This web site visitor who typified the response pattern in this factor said he visits radio station web sites to "pass the time," "because it helps me take my mind of things," and "because it help keeps me company when I have nothing else to do." Visiting these web sites is somewhat of an escape or relief. The

radio station web site is somewhere these people can go to relax and unwind. This factor was retained for subsequent analyses.

Factor 6: Information. Apparently, a fair number of people like the radio station web site's ability to provide "the latest concert information" and "information about community events." They like visiting these radio station web sites because "it's a good way to learn what's going on." These loaded moderately strong in this factor and was retained for subsequent analysis.

Factor 7: Interaction. In this factor, people said they visited radio station web sites to e-mail the deejays and voice their opinions.

Factor 8: Entertainment. This general pattern of responses consisted of how radio station web sites were a source for entertainment. People responded that they visited radio station web sites to "play" and because they are "entertaining." These two items loaded fairly consistently in this dimension. This factor was retained for subsequently analyses.

Summary and Discussion

This exploratory factor analysis was conducted to assess what items in the survey could be grouped together in conceptual dimensions. To remain consistent with uses and gratifications research (Rubin, 1979), each factor was examined, along with the variables' primary and secondary loadings in each factor. At the beginning of this initial analysis, it was discovered that eighth factor extracted was possibly problematic because it may have forced an improper solution. It may have possibly been over-factored because its eigenvalue barely reached 1.0. That was an indication that one of the factors identified may not be statistically strong enough to create a stable factor. The possible limitation of

using Likert scale data also calls for caution in over-factoring, particularly with eigenvalues close to one. Factors 1, 2, 5, and 8, they were retained because they "fit" the data. Since the factor analysis procedure allows the research some flexibility in the determination of the number of factors to "fit" the data, it was determined that further factor analysis on these 27 items would be beneficial.

Second Factor Analysis with Seven Factor Extraction Limit

A second factor analysis with iterations and equimax rotation was performed on the 27 items using a seven factor extraction limit. The extraction limit was included in the procedure to differentiate and address the issue raised by the eight-factor solution. better assess the conceptual dimensions explored in the first analysis. First, Table 32 shows the 27 items, final groups of factors, means and standard deviations. Responses ranged from 1 to 5, "not at all like my reason" and "strongly disagree" and "exactly like my reason" and "strongly agree." Table 33 is a factor matrix that describes the seven extracted factors which together explains 58.3% of the variance. This matrix also shows the factors with the alpha scores from the reliability tests. The seven principal factors of visiting radio station web sites were:

Factor #1: Feels Good to Know the Radio Station. This factor's loadings remained the same compared to the eight-factor factor analysis. The factor had an eigenvalue of 6.41949 and four items loaded, "It makes me feel like I know the radio station," "It makes me feel good about the station," "They have information about people who work for the station," and "They always give me a reason to visit their sites." The factor accounted for 23.8% of the common variance. This factor also makes conceptual sense, appearing to reflect respondents' gratification or need to feel close to the radio station.

Factor #2: Aesthetics. This second factor had an eigenvalue of 2.09501 and five items loaded, "I like their colors," "I like their graphics," "They are always updated," "I can find out the names and artists of the songs they play," and "They load quickly." The factor accounted for 7.8% of the common variance. These items dealt with the visual appeal respondents seem to like about radio station web sites. These items focused on the aesthetic appeal of the site because they refer to how convenient and timely the web site may be to the user or the type of radio station web site they may prefer. This suggest that Radio station web sites appeal to users because they are visually attractive and are not cumbersome to use.

Factor #3: Downloading. This factor had an eigenvalue of 1.87999 and Four items loaded, "I can download audio clips from them," "I can download video clips from them," "I can listen to their broadcast live on my computer," "I can download picture from them." The factor accounted for 7% of the common variance. These items suggest people's enjoyment of the "bells and whistles" on radio station web sites. They enjoy the fact that they can download files on their computer and play with them as well as listen to the station live on their computer, if possible.

Factor #4: Interaction. This factor had an eigenvalue of 1.59521 and four items loaded, "So I can send the deejays e-mail," "So I can voice my opinion to the radio station," "I can request songs," and "I can sign up for to win contests." The factor accounted for 5.9% of the common variance. These items dealt with the various features on radio station web sites. Respondents in this dimension enjoy being able to "talk back" to the radio station either by sending e-mail, requesting songs, entering contests, or voicing opinions.

Factor #5: Information. This factor had an eigenvalue of 1.46851 and five items loaded, "Because it's a good way to learn what's going on," "To get information about community events," "To get the latest concert information," "They have information I

can use," and "They have links to other web site I like." The factor accounted for 5.48% of the common variance. Similar to the web in general, radio station web sites, as this factor appears to suggest, are a source of information for the user. Respondents enjoy the fact that they are able to retrieve useful information on radio station web site.

Factor #6: Relaxation. This factor had an eigenvalue of 1.23427 and three items loaded, "Because it helps keep me company when I have nothing else to do," "Because it helps me pass the time," and "because it helps me take my mind of things." The factor accounted for 4.6% of the common variance. This factor describes how using the radio station web site may be a relaxing type of activity that helps users past the time.

Factor #7: Entertainment. This factor had an eigenvalue of 2.09501. Two items loaded, "Because I have fun playing with them," and" Because they are entertaining," The factor accounted for 3.9% of the common variance. This dimension may be considered the weakest of the seven, however, they do provide some information that may suggest that the web site may be used to fill an "entertainment" gratification.

Summary and Discussion

Restricting the factor extraction limit to seven provided a clearer picture of the pattern of responses to the 27 survey items. At the beginning of this initial analysis, it was discovered that eighth factor extracted was possibly problematic because it may have forced an improper solution. It may have possibly been over-factored because its eigenvalue barely reached 1.0. The second analysis grouped these six variables into more explicit conceptual arrangements.

This second factor analysis suggests there are seven general reasons why people visit radio station web sites. The importance of these factors to the visitors of the web sites are illustrated by a ranking of their mean scores in table 34. The responses to the survey questions, as mentioned previously, ranged from 1 to 5. One equals a "strong disagreement" with a statement or "not at all like their reason" for visiting radio station

web sites. Five represents a "strong agreement" with a statement or "exactly like" their reason for visiting radio station web sites.

The first reason why people visit radio station web site is because it makes them feel good when they can learn more about the radio station they may listen to. It appears that having knowledge or more information about a radio station makes the respondents feel good about that station. Second, they visit these web sites because of their graphics, because they are updated and load quickly on their computer. These aesthetic features are important because they may perhaps give the respondents a reason to visit the site again. Third, these web sites provide user with a variety of "keep-sakes" with station logos and pictures to download. Web users and can retrieve tangible items on their desktop and store and use them for whatever reason. Owning an item with a radio station's logo may be important to them.

Fourth, visitors of radio station web sites enjoy playing with these web sites and being entertained by the content. Fifth, visitors like the factor that radio station web sites provide useful information about things that are important to them. Sixth, people visit radio station web sites so they can send the deejays e-mail, request songs, voice their opinion, and simply interact with the radio station, in general. Finally, people visit radio station web sites for relaxation and to pass the time.

Section Three
(3) Is there a relationship between visiting radio station web sites and listening and interacting with radio stations?

This section discusses the results of analyses conducted to see if a relationship exists between visiting radio station web sites and visitors' intent to listen to the radio, participate in radio station activities, and continue visiting radio station web sites. The

process of analysis for this section of the study was twofold. First, an exploratory factor analysis was performed on the responses to survey questions #31-#39. As mentioned previously, this exploratory sought to remain consistent with previous uses and gratifications research by developing a set of items to identify common themes, as they exist. These survey questions were designed to examine three types of audiences' intentions, listening to radio more, visiting station web sites more, and contacting station more. The factor analysis procedure in this process mirrored the process described for research question #2. Next, the conceptual dimensions found were tested with two independent variables designed to measure the audience's time spent visiting radio station web sites. The independent variables were used to assess possible relationships by performing correlations with the dependent variables.

Part One

Exploratory Factor Analysis on Audience Intentions

The purpose of this exploratory factor analysis was to determine whether there were patterns in the responses to the audience "future intent" statements on the online survey. These items were designed Survey questions #31-#39 were used for this part of the analysis. Respondents were asked to indicate the degree to which they intend to participate in various activities in the next twelve months. Respondents were asked to indicate their agreement with each "activity" across a Likert scale of five response options ranging from "strongly disagree" to "strongly agree."

Similar to the exploratory factor analysis discussed in Section Two, it was determined to remain consistent with previous research and require a 1.0 minimum

eigenvalue and consider primary loadings of at least .40 or higher. A criterion of at least two primary loadings of .40 or higher was required to retain a factor. The purpose of this initial factor analysis was to examine the factors and patterns of response and determine which factors would be used for subsequent analyses. A principal factor analyses was performed with equimax rotation. This initial examination attempted to assess all of the factors and loadings. Table 35 reports the initial factor analysis eigenvalues. Using the 1.0 cutoff for eigenvalues, three potential factors emerged accounting for 61.5% of the variability. Table 36 shows the rotated factor matrix.

Factor #1: Contact Radio Stations. The items in this dimension loaded the strongest of the pattern of responses found. The factor means that people have an intention to call, fax, or email a radio station. These three items dealt with visitor's intentions to contact radio stations via telephone, e-mail, or by physically attending a station sponsored event. The first two items, "I plan to call and request a song on the radio" and "I plan to call and try to win prizes on the radio" loaded strongly in this dimension. However, the "I plan to send e-mail to a radio station" and " I plan to attend more events sponsored by radio stations" items also tended to loaded moderately in two other factors. "Send e-mail" loaded in the primary factor with .54599 and its secondary loading, .51397 was in Factor 3, which will be discussed next. "Attend more station events" loaded in Factor 1 with .50534 and its secondary loading, .47716 was in Factor 2, Listening to Radio More." This split in factors with fairly similar loadings might suggest that these item may touch the other factors. Sending e-mail to a radio station may be similar to visiting radio station web sites more and talking to others about them.

Factor #2: Listen to Radio More. Factor loadings for the items in their factor were strong, .83348 and .84869. A person who strongly exhibits this pattern of response agrees that they intend to listen to radio more and to their favorite air personality on the radio. This pattern appeared strong enough to stand as a two-item factor. As mentioned in dimension 1, "attend station events" item loaded in this dimension with .47716. This was not a very strong loading, however, it was retained for further examination.

Factor #3: Visit More Radio Station Web Sites and Share with Others. This factor is primarily concerned with people's intent to spend more time using radio station web sites and talking to others about their experience. This measure was designed based on questionnaire items from previous parasocial interacting research, particularly Rubin et al. (1979). The "send e-mail" to radio stations item discussed earlier loaded in this dimension with .51397. While it is its secondary loading, it does suggest that perhaps sending email to stations may be a part of people's intentions to continue to build a relationship with a radio station vis-a-vis the radio station's web site. In other words, this item may have a similar meaning in both Factors 1 and 3.

Shop at Advertisers. The purpose of this item was to measure how likely people would say that they would shop at businesses they heard on the radio. This item did not load above .4 in any factor. This might suggest that this statement did no connect with the people in this study. Since the item did not meet the criterion outlined it was discarded.

Summary and Discussion

Three factors emerged from this exploratory analysis, Contact Radio Stations, Listen More to Radio, and Visit More Radio Station Web Sites & Share With Others. It

was discussed earlier that there were two items in Factor #1 that appeared to load in other dimensions. Their primary loadings satisfied the .4 requirement. Conceptually, they both dealt with visitors' intentions to make "contact" with radio stations. To further assess this dimension's accuracy and the other two, reliability tests were performed. Table 37 describes the reliability tests and the items included in each test.

Each factor was tested with all original items plus combinations of the two items previously labeled 'problematic', "Send e-mail" and "Attend station events." Factor 1 remained strong with the inclusion or exclusion of each of these items. Therefore, either including them or excluding either of them for the factor did not seem to sacrifice its reliability. The alpha level dropped roughly 7% in Factor 2 when the items were tested with "Attend station events." This finding suggests that the original items in this factor should remain minus the item, "Attend station events." While the alpha level for Factor 3 increased 4% when "Send e-mail" was included, it was decided that these response patterns would be examined by keeping the items in their primary loading factor. Since this was an exploratory study, these options were considered when examining how to restructure these factors. In sum, it was determined that these items should remain in their primary factor. The "shop at advertisers" item was excluded. Since an item was deleted from the list, the factor analysis was performed again to finalize the conceptual dimensions.

Second Factor Analysis on Audience Intentions

A second factor analysis with iterations and equimax rotation was performed excluding the "Shop at advertisers" item. Table 38 shows a factor matrix that describes

the three extracted factors, their eigenvalues, internal reliability, and the means and standard deviations for each item. The three factors explains 67.3% of the variance.

Factor #1: Contact Radio Stations. The factor had an eigenvalue of 3.05626. Four items loaded ranging from .52263 to .83149 and the factor accounted for 38.2% of the common variance. This factor describes the respondents' intentions to have some sort of contact with the radio stations. These responses describe several avenues for them to contact stations, such as via e-mail, telephone, or attending a station event.

Factor #2: Listen to Radio More. These two represent respondents' intentions to listen to radio more. In fact, respondents who exhibit this pattern plan to listen to their favorite deejay more as well. This factor had an eigenvalue of 1.23223 and the loadings for these two items were .85403 and .86063. The factor accounted for 15.4% of the common variance.

Factor #3: Visit More Radio Station Web Sites & Share with Others. This factor shows that a strong pattern exists between these two responses: "I plan to visit more radio station web sites" and "I plan to talk to others about the web sites I visit." This pattern appears to suggest is there is an association between visitors' intent to visit more radio station web sites and talk to other people about them. This factor had an eigenvalue of 1.10805. The range in loadings for these two items were from .79121 to .81431. The factor accounted for 13.7% of the common variance.

Summary

To remain consistent with previous research methodologies, the items designed for section of the instrument were factor analyzed to developed three measures of "intent." These factors describe the respondents' intentions in the next 12 months. Three

factors were developed in the exploratory analysis and solidified in the second factor analysis: Contact Radio Stations, Listen to Radio More, and Visit More Radio Station Web Sites & Share with Others. First, respondents say they plan to contact radio station via email, phone, or by attending a station event in the next twelve months. The second measure means that radio station web site visitors plan to listen to radio more and their favorite deejay. Third, visitors say they play to revisit these radio station web sites and talk to other people about them. These are three "intent" measures that focus on how individuals perceive themselves behaving in the next 12 months. Part Two explains how these factors were used to ascertain whether or not a relationship exists between visiting radio station web site and listening and interacting with radio stations.

Part Two

Part Two of Section Three discusses the results of the tests conducted to answer the sub-questions of research question #3: (3a) Is there a relationship between the degree of exposure to a radio station web site and future use of radio station web sites? (3b) Is there a relationship between the degree of exposure to a radio station web site and future use of radio? (3c) Is there a relationship between the degree of exposure to a radio station web site and audiences' intentions to call the station to try to win contests and requests songs? Part One of this section developed three indices whose relationships with two independent variables were tested. These independent variables were discussed in Chapter Three: Average time spent browsing radio station web sites per day and Time of first visit to a radio station web site. Table 39 shows the variables and relationships that are examined. First, error bar plots of the mean scores versus the independent variables

were constructed to visually examine the distributions. Second, a bivariate rank correlation was performed on each pair in all three questions utilizing the Kendall's tau to examine whether or not a linear relationship exists. Finally, the one-way ANOVA was also performed on each pair of variables.

(3a) Is there a relationship between the degree of exposure to a radio station web site and future use of radio station web sites?

This question was answered by assessing the relationship between these two pair of variables: Visit More Radio Station Web Sites & Share with Others and the Average Time Spent Browsing a Radio Station Web Site; Visit More Radio Station Web Sites & Share with Others and Time of First Visit to a Radio Station Web Site. Error bar plots were constructed on both pair to examine the distribution of responses across the independent variable. The error bar plots for each pair are shown in Figures 1[2] and 2.

In Figure 1, this initial observation shows that as the respondents time spent browsing radio station web sites increases, their intent to visit more radio station web sites increases as well. This plot shows a fairly wide gap between those who spend "less than five minutes" browsing and those who spend more than 30 minutes browsing radio station web sites.

In Figure 2, this error bar plot shows a varied distribution pattern. Individuals whose first time visit was only a week ago have the largest mean score of planning to visit more radio station web sites. However, no real detectable pattern was discovered in this initial visual examination. In order to directly examine the relationships between these two variables, a bivariate rank correlation was performed which is shown in Table 40.

In the first pair of variables, the value of Kendall's is .265 (sig=.000). This suggests that there is statistically significant yet moderate correlation between respondents intending to visit more radio station web sites and their average time spent browsing radio station web sites. Kendall's coefficient for the second relationship is .018 (sig=.366). This suggests that there is no meaningful correlation between the respondents' intent to visit more radio station web sites and the time of their first visit to a radio station web site.

The error bar plots and Kendall's tau correlation were helpful with the initial assessment of the relationships between the variables under investigation. In addition, the one-way ANOVA was used to further examine the difference between the responses provided in each dependent variable against the three Intent Indices. For sub-question (3a) a one-way ANOVA was performed on each pair of relationships.

Table 41 reports the results of the one-way ANOVA of respondents' intent to visit more radio station web site and share with other by the average time spent browsing radio station web sites. This test showed there was a significance difference (sig=.000) between the means of the average time spent browsing groups' responses at $p < .05$. The Scheffe Test showed which groups were significantly different from each other. The groups 2 and 3, "5-10min" and "10-15min," were significantly different from group 1, "Less than 5 min." Group 3, "15-30min," was significantly different from groups 1 and 2. And groups 5 and 6, "30-60min" and "Over 1 hour," were significantly different from all the other groups. This suggests there is a difference in the intent to visit more radio station web sites among people in this sample, based on their average time spent per day

[2] Presented are presented in Appendix B in numeric order.

browsing radio station web sites. The correlation previously found that a small relationship existed between these variables. This finding adds support to the suggestion that people who are spending more time browsing radio station web sites per day are more likely to visit more radio station web sites and talk to others about them in the future.

Table 42 reports the results of the one-way ANOVA of respondents' intent to visit more radio station web site and share with other by the first time visiting a radio station web site. Even though the rank correlation between those visiting more radio station web sites and sharing with others and time of first visit to a radio station web site found no significant correlation, an ANOVA was performed to examine the between groups differences. The next ANOVA test showed there was a statistically significant difference (sig=.038) between the means of the groups' responses at $p< .05$ level. However, the Scheffe Test did not find individual differences among the groups responses at $p< .05$.

(3b) Is there a relationship between the degree of exposure to a radio station web site and future use of radio?

This question is answered by determining the relationship between these two pairs of variables: Listen to Radio More and the Average Time Spent Browsing a Radio Station Web Site; Listen to Radio More and Time of First Visit to a Radio Station Web Site. First, error bar plots were constructed on both pairs to examine the distribution of responses across the independent variable. The error plot for each pair is shown in Figures 3 and 4.

Figure 3 shows an almost identical distribution pattern as was described in Figure 1. It appears that people who spend less time browsing radio stations' web sites do not

plan to listen to the radio more in the next 12 months. In contrast, respondents who indicate they spend 10-15 minutes or more browsing radio station web sites' appear to score higher on the Intent Index. This cursory review suggests that there may be a linear relationship between these two variables. Figure 4 shows a similar distribution pattern for these two variables as was found between browsing web radio station web sites and intent to browse more radio station web sites. No apparent linear relationship is evident in this plot. However, a bivariate rank correlation was performed to more closely examine the relationships between these two variables.

Table 43 shows the results of the bivariate rank correlation of respondents' intent to listen to radio more by their average time spent browsing radio station web sites and time of first visit to a radio station web site. With regard to the relationship between Intent Listen to Radio More and Average Time Spent Browsing, the value of Kendall's tau, .173 (sig=.000) suggests that there is a small linear and statistically significant relationship. Kendall's coefficient for the second correlation is -.011 (sig=.580). This suggests that there is not a statistically significant correlation between the respondents' intent to listen to radio more and the time of their first visit to a radio station web site. The results from these initial examinations were similar to the results for the variables tested in question #3a. Following the procedure designed for this set of analyses, the one-way ANOVA was performed to further examine these relationships.

Tables 44 shows the one-way ANOVA of respondents' intent to listen to radio more by their average time spent browsing radio station web sites. The ANOVA test showed there was a statistically significant difference (sig=.000) between the means of the groups' responses at $p < .05$. The Scheffe Test showed which groups were statistically

significant different from each other. The difference between Group 3, "10-15min" and group 1, "Less than 5 min" was statistically significant. In addition, the difference between groups 4, 5, and 6 and group 1 was statistically significant. This suggests there is a difference in the intent to listen to radio more between the people in this sample based on their average time spent per day browsing radio station web sites. The correlation previously indicated that a small linear relationship existed between these variables. Understanding which groups are different from each other adds support to the suggestion that people who are spending more time browsing radio station web sites per day are more likely to listen to radio more in the future.

The ANOVA test in Table 45 showed no statistically significant (sig=.142) differences between the means of the groups' responses at $p < .05$.

(3c) Is there a relationship between the degree of exposure to a radio station web site and audiences' intentions to call the station to try to win contests and requests songs?

The variable used to answer this question were: contacting radio stations and the average time spent browsing a radio station web site and contacting radio stations and the time of first visit to a radio station web site. First, error bar plots were constructed on both pair to visually examine the distribution of responses across the independent variable. Figure 5 is the error bar plot of the mean intent to contact radio station versus the average time spent browsing radio station web sites. A visual examination of the distribution of responses in Figure 5 shows a pattern that emulates the previous two like comparisons in sub-questions #3a and #3b. It appears that the individuals who spend more time browsing appear to have a greater intent to call radio stations and try to win contest and request songs compared to the individuals who spend less time browsing.

This graph does illustrate a possible linear relationship between these variables. The distribution shown in Figure 6 is also similar to Figures 2 and 4. There appears to be no possible linear relationship between the time of fist visit to a radio station's web site and the intent to contact radio stations.

Therefore, the relationships between these pair of variables were measured utilizing a bivariate rank correlation, the results of which are described in Table 46. There appears to be a small, though statistically significant, correlation between a person's average time spent browsing radio station web sites and their intent to contact radio stations. Kendall's tau coefficient for this relationship was .181 (sig=.000) However, Kendall's tau reports no statistically significant correlation between the time of first visit to a radio station web site and intent to contact radio stations. Kendall's tau coefficient for this relationship was 001 (sig=.950). Finally, one-way ANOVAs were performed on both pair of variables to further to examine their possible relationships. Tables 47 and 48 show the results of these two tests.

The ANOVA test in Table 47 showed there was a statistically significant difference between the means of the groups' responses at $p < .05$ (sig=.000). The Scheffe Test showed that groups 2, 3, 4, 5, and 6 were all significantly different from group 1,"Less than 5 min." This suggests that there is a difference in the average time people spend browsing radio station web sites and their intentions to contact radio stations. People who spend more than five minutes browsing radio station web sites may be more likely to contact a radio station compared with people who spend less than five minutes browsing a radio station web site.

The ANOVA test in Table 48 showed there was no statistically significant difference between the means of the groups' responses at $p < .05$ (sig=.216). This finding suggests that there was no statistically significant difference found in the time of first visit to a radio station web site and intent to contact radio stations.

Part Two Summary and Discussion

Part two outlined the results of the analyses conducted to answer the sub-questions in research question number three. A summary of the results is outlined in Table 49. This study used two independent variables that provided two measures of the length of time exposed to radio station web sites. In each sub-question, linear relationships were only found when the independent variable, "average time spent browsing a radio station web site, " was used.

First, this finding suggests that this variable may be a better measure to assess the possibility of relationships existing between browsing radio station web sites and listening to radio. It also suggests that there may be a connection between the length of time browsing radio station web sites and seeking to browse more radio station web sites and talking to others about them. There may be an emotional or psychological attachment that occurs between the individual and the radio station they are visiting on the Web. In addition, these data suggest that there may be a link between individuals' time spent browsing radio station web sites and listening to radio more. There may also be a connection between the time spent browsing radio station web sites and intention of contacting a radio station either by phone, e-mail or 'on location.

In this set of analyses, the other independent variable, "time of first visit to a radio station web site," attempted to measure the length of time respondents had been browsing

radio station web sites. It was found in the plot of the distribution that the majority of the respondents in each sub-question had been visiting radio station web sites for more than 6 months. However, the length of time respondents had been visiting radio station web sites showed no apparent linear relationship with their intent to listen to radio more, browse more radio station web sites, or contact radio stations as indicated by the bivariate rank correlation tests. This suggests that length of time an individual has been visiting a radio station web site may not be a factor in understanding their future use of radio station web sites or contact with radio stations.

Thus, the findings in this section do support affirmative answers to the three sub-questions. There is a relationship between the visiting radio station web site and the future use of radio station web sites and talking others about them. There is a relationship between visiting radio station web site and listening to radio more in the future. There is a relationship between visiting radio station web sites and interacting with the radio station in the future. Whether or not radio station web sites motivate or foster more web site visits, contact with radio stations, or more radio listening is a challenge for future studies in the area. These findings indicate with a certain level of confidence that there is a relationship between time spent browsing a web site and individuals' future listening and interactions with radio stations and their web sites.

Summary of Results

The purpose of this exploratory study was to answer these three primary questions: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web sites and

listening and interacting with radio stations? The chapter has discussed the results of the analyses performed that provided some answers to these questions.

First, it was discovered that 75.8% of the respondents in this study were male, 87.6% were white, and 97.1% were between the ages of 18-44. This was not a surprise, due to the format of the radio stations and their target audience participating in the sample. If this study would have used another station format, there may have been more diversity in the sample, especially in the gender and race categories. The Web survey respondents were, educated with nearly two-third attending college or having a college degree. Nearly 72% had attend college or attained a college degree and almost one-third reported a total house income of over $50,000 and higher. Forty-five percent were married and 39.7% were single. They worked in a variety of occupations other than technical and computer fields, such as, management, blue collar, and clerical. The web survey respondents came from every state in the United States, except for South Dakota, as well as 14 Canadian Provinces and 11 other countries and the world. Almost 61% respondents connected to the Web at speeds of 28,800 or higher.

The demographic profile of this sample is representative of the Rock and Classic Rock radio listening population as well as the general web user population. In the demographic categories of gender, age, race, education, and income, the percentages of each category in the sample collected for this study matched the a national sample of Rock and Classic Rock radio listeners. This would suggest that the sample collected online is may be representative of the target population it sought to reach. With the exception of gender and race, the same demographic categories were also representative of the general web user. The GVU Web User Survey was a sample of a general

population of web users whereas the sample collected in this study targeted a specific audience from a specific radio station format. The sample collected for this study was a subset of the general web user population. These data suggests that while there may be some bias in the sample of web users collected in this study, the sample is representative of the Rock and Classic Rock radio station web site visitor.

Second, why do these people visit radio station web sites? The factor analysis conducted ranked seven primary reasons why people visit radio station web sites. First, these data suggest that people visit these site because it makes them feel good to know more about the radio station they are visiting on the web. Second, they visit these web sites because they are pleasant to browse, convenient, timely, and user-friendly. Further, these web sites provide users with a variety of station paraphernalia to download, such as station logos, screen savers, audio clips of the deejays, and pictures of station promotions. Fourth, visitors enjoy interacting with the radio stations online. They visit because they like to voice their opinions and communicate with the air personalities via e-mail. The fifth reason why people visit radio station web sites is that they enjoy accessing useful information about their favorite artist and about the community they live in. Sixth, they browse these web sites to find entertainment and just to play around. Finally, people browse radio station web sites to get their minds off of other things and relax.

These data suggest that these are some basic reasons why people visit radio station web sites. The "entertainment," "information," and" relaxation" factor are similar to previous radio uses and gratifications (Mendelsohn, 1964, Troldahl & Skolnik, 1968). The "download" factor as well as the "interaction" factor is similar to findings discuss in Chapter Two from more recent web studies (Eighmey, 1997, Eighmey & McCord, 1998).

These data indicate that radio station web sites may have a different set of uses for visitors than traditional media.

Finally, is there a relationship between visiting radio station web sites and listening and interacting with radio stations? This study's answer to this question did not seek to find causation. The study, however, focused on exploring the possible relationships that may exist between time visiting radio station web sites and future intentions to browse more radio station web sites, listen to radio more, and contact radio stations. A small yet statistically significant linear relationship was found in each of the aforementioned areas. Figures 7, 8, and 9 illustrate these relationships. These findings suggest that the time spent visiting a radio station web site may have some connection with how individuals interact with radio stations in the future. These individuals plan to listen to radio more and contact these radio stations. Perhaps these individuals are receiving a benefit from these web sites that is attracting and provides them with a reason to visit again and/or get more involved with that particular radio station by calling in to win a contest or request a song.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, LIMITATIONS, & RECOMMENDATIONS

Introduction

The emergence of the Web as a potential promotional tool and revenue generator has prompted many media organizations such as radio to adopt this technology into their operations. In 1996, approximately 300 U.S. radio station had web sites. In 1998, there are over 3,000 radio stations with web sites (Felt, 1998). Nearly one-third (27%) of U.S. radio stations now have a presence on the Web (BRS Radio Directory, 1998). Many of these web sites have been developed without the assistance scholarly research that focuses on the audiences' use of specific types of web sites, such as radio station web sites. Therefore, the purpose of this exploratory study sought to add to the growing body of web site research. This study utilized theoretical approaches from previous research along with an online surveying method. This study focused on the following exploratory questions: (1) Who is visiting radio station web sites? (2) Why do people visit radio station web sites? (3) Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations? This chapter will discuss the findings presented in Chapter 4, conclusions, limitations of the study, and recommendations for future research.

Research Question 1: Who is visiting radio station web sites?

This question was designed to assess the demographic characteristics of the sample surveyed online. Two other sub-questions also included are discussed later. The

first part of the analysis examined the sample by itself. This study indicates that the majority of the people who visit Rock and Classic Rock radio station web sites were white males between the ages of 25-44 years old. In addition, the study indicates that the majority of the sample had attended college and nearly half report an annual total household income between $30,000-$74,999. Over half of the respondents were married and nearly half were single. Over one-fourths of the respondents worked in technical or computer related fields, while others worked in management, clerical and blue collar type jobs. Further, the respondents represented 49 states in the United States and 15 other countries. Finally, this study suggests that the majority of respondents access the Web from home, at speeds of both 28,800 bps or higher.

To better understand who is visiting radio station web sites, it was necessary to compare the demographic profile of the sample surveyed in this study with other research with targeted similar populations. Sub-questions (1a) and (1b) compared the demographic characteristics of the sample surveyed in this study with a sample of radio listeners and web users. The analysis would help radio station web site researchers understand how representative their online sample may be of their target demographic as well as how to deal with sample bias issues.

Research Question (1a): How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of Rock and Classic Rock radio listeners?

The demographic profile of the sample from this study was compared with the demographic profile of the sample of data from the target audience of Rock and Classic

Rock radio listeners. The majority of respondents in both samples were white males between the ages of 25-44. Based on an examination of the distributions in each demographic category, the sample from this study is representative of the sample of Rock and Classic Rock radio listeners.

Research Question (1b): How does the Rock and Classic Rock radio station web site audience profile of the sample collected in this study compare with the audience profile of a sample of general web users?

This question assessed how the demographic profile of the sample surveyed in this study compared with the demographic profile from a sample from a general web user survey. The demographic profile of the Web Site survey's sample matched fairly well with the GVU survey sample. The comparisons made from these data indicate that the demographic profile of the respondents in the Web Site survey may be representative of the general web user audience in some demographic categories, such as race, education, marital status, and income and not representative in the age and gender categories. The data would suggest that there may be some sampling bias in the Web Site Survey's target audience because it is a subset of the general web audience. However, these data suggest that in the age and gender categories, there may be some differences between these two samples that would distinguish them.

Summary

This study found that mostly white men between 25-44 visit Rock and Classic rock radio station web sites. The demographic profile of this audience is representative of the general population of Rock and Classic Rock radio listeners with some sample bias

due to the fact that the sample was drawn from a large set of general web users. These findings indicate that a representative sample of a targeted audience can be collected from radio station web sites with similar target audiences.

Research Question 2: Why do people visit radio station web sites?

The purpose of this question was to explore reasons why people visit radio station web sites. This exploratory study borrowed from uses and gratifications research to design the online survey instrument. This study found seven primary reasons or seven "appeals" radio station web site provides visitors: 1) Feels good to know the radio station, 2) Aesthetic Appeal, 3) Downloading Appeal, 4) Interaction Appeal, 5) Information Appeal, 6) Relaxation Appeal, and 7) Entertainment Appeal. In addition, space was provided for respondents to write in their reasons for visiting radio station web sites. Some of these qualitative responses will be used to illustrate these seven appeals. Appendix P contains the full list of qualitative responses.

1). It Feels Good To Know the Radio Station

The number one reason why respondents say they visit radio station web sites is that it makes them feel like they "know" the station. Respondents say they visit because "It make me feel good about the station." As discussed earlier, the relationship that develops between audiences and the media, especially media personalities is known as parasocial interaction. Respondents in this study appear to have strong feelings for the radio stations that developed the web sites they were visiting. Visiting the web site makes them feel good about the station. Their responses suggest that they are very curious about what the on-air personalities look like and what's going on with 'their' radio station. Respondents

say, they like to "Get insight into the DJ's", "To show my kids what their favorite deejays look like", "to see what a face for radio really means", "to see pictures of the DJ's...otherwise I'd never know how truly ugly they are." Respondents say they want to feel like they are a part of the station. They want to "just to check out what's going on." The web site gives them an opportunity to keep "informed on what is happening" and find out about "future radio sponsored events."

This research suggests that based on the amount of time the respondents had been visiting radio station web sites, it appears likely that they had developed an affinity for the radio station prior to visiting the web site. Perhaps this involvement with the radio station motivates them to "log-on." Radio stations reinforce these feelings and enhance their overall station image through its web site. Similar to previous parasocial interaction research, it appears that it is important for the web site visitor to have a relationship with the radio station. It makes them feel good to be "involved" and know things about the people they listen to.

Similar to Auter and Davis' (1991) findings, the respondents in this study believe that having more information and knowledge about the radio station makes them feel good about the radio station. Finding information about the radio station from its web site may also fulfill two of the social and psychological needs put forth by Katz et al.'s (1973), cognitive and social integrative. They now know what the deejays look like and where the station is located. They are also able to share this information with their friends which may give them a sense of pride and status. In summary, web site visitors want to feel like they have a more complete image of the station and its on-air personalities.

These data indicate that the image audiences have of radio stations may be obtained by gaining more knowledge about the station, which may be found on the web site.

2) Aesthetic Appeal

The items that compose this factor relate to features, such as web site colors, graphics, and their timeliness. As mentioned in Chapter Three, previous radio uses and gratifications research has found that radio offers several features such as "portability" that make it easy for individuals to use. Radio also serves as "background noise" and individuals can get information "quickly" (Troldahl and Skolnik, 1968, Weintaub, 1971, Dominick, 1974). This factor indicates that radio station web sites have certain aesthetic features that seems to offer visitors another set of conveniences like traditional radio. Katz et al. (1973) point out that people use media to satisfy affective needs, which may include things that provide an "aesthetic" or pleasurable experience. Respondents say they enjoy radio station web sites' visual appeal. "It's groooooooovey, man," as one respondent points out. They "just like looking at different web sites and pictures." Further, they "like to see the creative talent of the web designers;" "the way the web sites are put together;" the "different designs and cool graphics." They enjoy visiting sites that are updated and change on a daily or weekly basis. They revisit these sites because "there's always something new to see."

These data indicate that respondents may be creating images in their mind about the station while visiting the site. This basic visual information allows them to "see who they are listening to." The web site "supplements what they hear on the radio with pics." Being able to "see" radio is fascinating to them. One visitor says the web site "lets you see the personality of the station." It is evident that the visual atmosphere and user-

friendly environment a station creates on their site is very important to the web site visitor. It allows them to make a deeper connection with the radio station that has perhaps been somewhat of a visual mystery to them. The radio station web site may fulfill part of an emotional need to access features on the site that are convenient and pleasing to the eye.

3). Downloading Appeal

This factor deals with the various features specific to web technology that many radio stations offer on their web sites. Respondents visit these sites because they can download pictures, audio clips, video clips and listen to the station live. Real Audio, AudioNet and other streaming technologies have enabled individuals from anywhere in the world to listen to the radio. This is a feature respondents say they enjoy on these web sites. Streaming technologies help people who live in areas of the U.S. that cannot clearly receive radio signals, if at all. Some respondents say they listen to radio on the web because "I can't get a station where I am." Some point out, "Where I live the radio sucks," and others enjoy having the "live radio feed in the office." Clearly, the capability to listen to a station anywhere in the world is appealing to web site visitors. They can "listen to their music while surfing" and doing other activities.

Respondents also enjoy downloading funny audio and video clips of things the air personalities are talking about on the air. The audio and video clips, pictures, icons, screen savers with station logos, and other downloadable items on these sites attract visitors. These are some of the main features respondents say motivates them to revisit the sites. These items give them a tangible piece of the radio station. Again, it makes them feel like they are a part of the station. It makes them feel good about the station.

Respondents now have something to show their friends and colleagues. It may satisfy their need to have credibility and something to share with their family and peers (Katz et al., 1973).

4). Interaction Appeal

Radio stations provide listeners with the opportunity to communicate with them on and off air. Respondents in this study say they visit radio station web site because they can send the deejays email, voice their opinions, request songs, and sign up to win contests. Listeners can fax or call in to request songs and enter contests and to simply talk to the deejays or station personnel. This factor was derived from the idea that radio stations offer audiences the ability to interact with them. Interaction is defined in this factor as listeners or web site visitors who contact radio station personalities or managers through the station's web site, such as email. The discovery of this factor indicates that people enjoy corresponding with radio station personalities, staff, and listeners who they may meet online in the radio station chatroom. This interaction process is one of the primary components Horton and Wohl (1956), Auter (1992), and Auter and Davis (1992) have found to be important in audiences developing parasocial relationships with the media and personalities. Auter and Davis (1992) found that the audience enjoys being included in the context of the media. They like to be involved. This factor describes how respondents in the study appear to enjoy being involved with radio station in the manner. They feel like that are "in-touch" with the station.

"Interactivity is where it's at," states one respondent. The visitors of the radio station web sites in this study enjoy communicating with the deejays and the station via e-mail. They also like to chat in stations' chat rooms and express their opinion on topics

discussed with other people in the chat room, on discussion boards or on the air. Interacting with the station via the Internet in more "convenient" than calling the station on the phone. They say, "Web sites are a good way to communicate with radio stations without spending half a day on the phone. I can enter the web site and do my business and leave the site with no hassle." Signing up for contests on the web is a big hit with visitors. One says, "I actually win more stuff from the web site than I'd ever win by phone. I can enter contests without the busy signal." Visitors say they can request songs and communicate with the deejays they have something in common with, such as the one that "plays the guitar like me." Instantaneous communication with the radio station is appealing. Respondents enjoy interacting as long as the "deejay e-mails them back." The mean for this factor was also compared to the first four factors. However, its strong loadings in the factor analysis demonstrate that "interaction" is important to the respondents in this study.

5). Information Appeal

This factor indicates that people enjoy visiting radio station web sites because they provide them with information "they can use." They visit these site to get information about community events, the latest concert information, links to other web site, and because it's a good way to learn what's going on. For example, job opportunity links are frequently mentioned as a helpful resource on radio station web sites. Overall station programming information, playlists, local concerts and bands are appealing to visitors as well. Visitors say they enjoy having access to "good links to artists they like" and information about "new LP and song releases." Weather forecasts and school closings are also very useful and timely. The mean for this factor was low compared to

the first four factors. However, the strong loadings for items in this factor suggest that the information utility function served by radio station web sites is important to audiences.

6) Relaxation Appeal

Relaxation was a strong factor. This factor suggests that people visit radio station web sites to relax, "pass the time" and to "take their minds off of things." They visit because it's helps keep them company when there is nothing else to do. People in this study indicated that they enjoy visiting radio station web site because it relaxing. Similar to factors four and five, this factor ranked low (M=2.0694) compared to the first five factors. Using the web may not be a "relaxing" activity for these respondents.

This finding is consistent with King's (1998) study of the uses of local television station web sites. The "relaxation" factor's mean ranked low with those respondents also." The physical nature of browsing radio station web sites, or any web site, involves pointing and clicking. These are activities that involve typing and moving the computer's mouse. Browsing the web may be different than watching television or just listening to radio. Those activities arguably do not require much effort except to turn the set on, change the channel, and adjust the tuning. Individuals in this study may feel that navigating the Web is a more "involved" process. They may approach this medium differently.

7). Entertainment Appeal

This factor suggests that radio station web sites are fun for the visitors. It offers them opportunities to be "entertained." They visit these radio station web sites because they have "fun playing with them." The items that compose this factor were borrowed from

previous radio and television uses and gratifications studies and new media research which pointed out that entertainment was an important factor in why people visited web sites (Eighmey & McCord, 1998). Respondents say these web sites are "just fun" and visit for "the pure enjoyment factor." They enjoy playing around with and laughing at specific content on web sites. Many just check the site "to see what the morning idiots are doing next." Sites that are entertaining are what respondents say captures and keeps their attention. Several examples of why respondents in this study say they enjoy visiting radio station web sites are: "The girls on Win-Girl-Wednesday Contest," "Pics of the deejays at stunts they pull," "The KKLZ hysterical newsletter," "sick jokes," and "nudity." These data indicate that radio station web site visitors enjoy entertaining web sites. They enjoy the games and gimmicks. Being entertained may be another component of the parasocial relationship that develops between audiences and media. It is another reason why they may continue to revisit the site.

Summary

In summary, this exploratory factor analysis found seven general types of uses for radio station web site: 1) Feels good to know the radio station, 2) Aesthetic Appeal, 3) Downloading Appeal, 4) Entertainment Appeal, 5) Information Appeal, 6) Interaction Appeal, and 7) Relaxation Appeal. These findings indicate that the people who visit radio station web sites enhance their experience with the radio station. People visit radio station web sites to get more information about a radio station and have fun. They want to be entertained and interact with those who work at the station. The web site offers them a chance to make a deeper connection with their radio station. The web site is

another way for them to feel close to the station. The results of this factor analysis are exploratory, however, they provide some insight in understanding this phenomena.

Research Questions #3: Is there a relationship between visiting radio station web sites and listening to radio and interacting with radio stations?

This question was designed to ascertain if there was any connection between visiting radio station web sites and future radio listening, participating in future radio station activities, and visiting the radio station web site again. The theoretical foundation for this question is grounded in research from communications, sociology, and information science disciplines, which suggest that during the process of using the media or information systems, the user develops a relationship with the medium (Horton & Wohl, 1956; Homans, 1961; Ball-Rokeach & DeFleur, 1976; Rubin, 1985; Rubin & Windahl, 1986; Auter, 1992; Griffiths & King, 1993). Media use is an integral factor in media dependency. In fact, "Media interaction by itself may very well lead to increased dependency" (Nordlund, 1978, p. 167). It was not the goal of this exploratory study to assess whether using radio station web sites caused visitors to listen to the radio more, but to examine whether or not a relationship existed between a visitor's exposure to a web site and their intention to participate with the radio station in three specific ways in the future. Three sub-questions were used to answer the primary research question. The following summarizes the findings for each sub-question.

(3a) Is there a relationship between the degree of exposure to a radio station web site and continued use of radio station web sites?

These data found that a relationship does exist between the amount of time visitors spend on radio station web sites and their intent to visit radio station web sites in the future and talk to others about them. The analyses performed found a moderate yet statistically significant correlation between respondents' intent to visit more radio station web sites and their average time spent browsing radio station web sites. This means that people who spend more than 30 minutes browsing a radio station web site on an average day are probably more likely to revisit the site. For someone to spend more than 10 minutes on any web site, there is arguably something there that engages them. People who spent less than five minutes on a radio station web site may be browsing for curiosity or searching for a specific piece of information and moving on to another site. This finding does not mean that people who browse for only a few minutes a day will not visit the web site again. The evidence indicates that the intent to visit more radio station web sites intent index is likely to increase as the time spent visiting a radio station web site increases.

(3b) Is there a relationship between the degree of exposure to a radio station web site and future use of radio?

These data found that a relationship does exist between the amount of time visitors spend on radio station web sites and their intent to listen to radio in the future. The analyses performed found a small, yet statistically significant, correlation between respondents' intent to listen to radio more and their average time spent browsing radio station web sites. This means that people who spend more than 15 minutes browsing a radio station web site on an average day are probably more likely to listen to the radio more. This could mean that people who browse radio station web site may find

information there which leads them back to the actual radio for more details. Radio stations promote their on-air contests on their web sites which specifically encourage visitors to listen. This finding does not specifically assess whether or not people will listen to the same radio station they are browsing on the Web, however it does show there is a connection between the two.

(3c) Is there a relationship between the degree of exposure to a radio station web site and audiences' intentions to call radio stations to try to win contests and requests songs?

The findings for this question suggest that a relationship does exist between the amount of time visitors spend on radio station web sites and their intent to call radio stations to try to win contests and request songs. The analyses performed found a small yet statistically significant, correlation between respondents' intent to contact radio stations and their average time spent browsing radio station web sites. This means that the more time people spent browsing radio station web sites, the more likely they are to contact the radio station to enter a contest or request a song. Some radio stations that promote their on-air programming on their web sites and encourage their web visitors to listen and browse. Many of these contests are two-fold. They encourage them to listen on the radio and e-mail your entry or response to a contest on the station's web site. This finding suggest that the more time people spend visiting a radio station web site, the more likely they may be to call the station to try to win contests and request songs. This kind of interaction between the user and radio station may foster more excitement about the radio station to the user which may increase the chances of them getting more involved with the station via contests.

Summary

Several of the theoretical approaches mentioned earlier, such as media dependency, parasocial interaction, and social exchange may be able to explain why a relationship was found between visiting radio station web sites and listening to radio and interacting with radio stations. These possible explanations will be outlined in detail later. Respondents' intention to participate with the radio stations in the future appear to increase as their time spent on the radio station's web site increased. This indicates that a relationship does exist between visiting radio station web site and future interactions with radio stations in three specific areas: visiting radio station web sites again, listening to radio, and contacting radio stations.

Conclusions

The first research question was designed to assess the demographic characteristics of the sample surveyed online and how this sample collected online compared with samples from other research targeting similar groups of people who listen to the radio and who use the Web. The results of several of the demographic profiles of the respondents in this sample were not surprising. Rock and Classic Rock formatted radio stations generally target an audience consisting of white males between 25-44. The sample in this study compared favorably with a national Rock and Classic Rock radio station listener profile. Therefore the study indicates that a sample that is fairly representative of the target audience for a radio station can be collected online from that particular radio station.

Surveys of web users such as the GVU survey tend to yield high concentrations of respondents who have attended college or have attained a college degree. Income levels,

education, occupation, and marital status were standard categories used on many survey instruments in previous studies primarily to provide some insight into the lives of the respondents. The distributions in these categories were similar in both the sample collected for this study and the GVU sample. This indicates that that surveyed respondents in this study are representative of the general web user in certain categories such as gender, race, age, income, and education. This finding provides support for the notion that a representative sample from a targeted audience can be collected on the Web.

It was interesting that the majority of respondents in this study accessed the Web from home. In this study, 70.6% of the respondents access the Web from home. In King's (1998) study of visitors of local television station web sites, he found that 80.1% of respondents accessed the Web from home. Almost a quarter (24.4%) of the audience in this study and nearly 35% in King's study accessed the Web at 28,800 bps. While many computers are now upgrading to standard 33,600 bps and 56,600 bps modems, current Web users based on these data are still connecting at 28,800 bps. This is important for radio station web developers to understand because users may not be able to quickly download sites designed with an extraordinary concentration of graphics, animations, and Java scripts. This does not mean that radio station web developers should not offer such features, because 20% of respondents in this study accessed the Web from their computers at work. Of this 20%, over half use either Ethernet-Network or T1 Line connections. Therefore, web developers may consider offering two versions of their site: a "shocked" version containing Java and fancy animations and a "mild" version, which contains images and text that download quickly with a low speed connection.

While future studies will have to examine this, these data suggest that the web audience for a radio station may be a reflection of the general radio listener of that type of station. The target audiences of country, adult contemporary, and urban contemporary radio stations may be found on country, adult contemporary, and on urban contemporary radio station web sites. This is important for researchers because having a reliable and representative data set collected online would allow them to examine relationships between variables and draw some conclusions about the audience being studied.

The second primary research question found seven reasons why people visited radio station web sites. The first four reasons appear to satisfy several of the social and psychological needs people have for using the media as espoused by Katz et al. (1973). Feeling good about knowing the radio station appears to satisfy both a cognitive and affective need. Respondents in the study enjoying getting information about the radio station. Attaining this information makes them feel good which seems to satisfy their need for pleasure and emotional experiences.

The strength of this factor indicates that visiting radio station web site helps visitor and listeners become more knowledgeable about the station. They visit these site to get more information and visiting these site makes them feel good about the station. Many of the qualitative responses indicate that the respondents were somewhat curious about what the air personalities looked like. The radio station web site can provide them with the visual information along with more details about who they have been listening to on the radio.

As noted earlier, a radio station may be somewhat of a mystery to some people. Acquiring this information "fills in the gaps" some people have in their minds about the

people on the other side of the radio. They may feel a sense of relief to finally see the pictures of the air personalities they have come to listen to, which makes them feel good about the radio station.

The first factor appears to illustrate in a more general sense, the cognitive and emotional needs that are satisfied by the radio station web site. Factors two, three, and four, "Aesthetic Appeal," "Downloading Appeal," and "Entertainment Appeal" seems to describe the specific the kinds of aspects of radio station web sites people enjoy that provide them with this "good" feeling about the radio station. Some people like the layout of the web site. Visitors enjoy visiting web sites that "download" quickly and are updated often. These particular abstract appeals along with the concrete visual presentation of the web site may offer the visitors a positive experience on that radio station web site, which may help feel good about that radio station.

More specifically, a web site visitor's experience online may be enhanced also by various types of features that a person can download, such as pictures and audio clips. This study indicates that these features allow visitors to acquire more than just information about the station. They can store pictures of their favorite air personalities and station logos on their computers to be used and desktop backgrounds or screen savers. This factor illustrates another level of contact that helps the audience feel good about the station they listen to.

The "Entertainment Appeal" is another aspect of a radio station's web site that may provide visitors a "good" feeling about the radio station. Entertainment may help satisfy the audiences' need for pleasure and escape. Entertainment may help the web site visitor relax, laugh, or provide a diversion during or after a stressful day. The evidence

from this study suggests that visitors enjoyed being entertained by radio station web sites. Radio station web sites that are able to provide satisfying entertainment to the visitor may be perceived as more valuable because they make the visitor feel "good" about the radio station.

Factors five and six, "Information Appeal" and "Interaction Appeal," are interesting because they were not ranked as high as the first four factors in the study. A logical explanation may be that these two factors are fairly obvious reasons why people browse the Web, in general. "Gathering information" and "interacting" are an integral part of a user's web site experience. In order to obtain information, user must interact with the system. People may initially decide to visit a radio station web site to get retrieve some kind of information. The experience involves interacting with the buttons and menus on the web site. They are fifth and sixth on this list of seven reasons why people visit radio station web sites for this reason.

However, they are strong factors because in the process of accessing information and interacting on the radio station web site, respondents may be "getting to know" the radio station. They are "involved" with the radio station by interacting and searching for information. As noted earlier in the qualitative statements, this interactivity is appealing for some of the visitors. Previous research has shown that audiences enjoy being "involved" with the media. It helps them feel like they are "in-touch" with what is going on. Gaining more knowledge about a radio station and having the opportunity to send and receive email from the air personalities may help foster and emotional bond with the audience and the radio station. The radio station web site offers a one-on-one type of interaction with the audience where the station can connect directly with audience and the

audience and connect with them on a seemingly personal level. This helps the audience feel "good" about the radio station.

The seventh factor is similar to factors five and six in that it also had a low mean score. Relaxation may be influenced by the same factors as "information" and "interaction." This may not be the first reason people may give to indicate why are browse the web. As discussed earlier in the summary for this factor, the Web, for the respondents in the study, is not a place where they relax, physically. Pointing and clicking the mouse on a computer may be an "involving" activity for more people. This may be the reason why this factor had the lowest mean score. The fact that respondents did not seem to find relaxation as an important reason why they visit radio station web sites could suggest reasons why people may not be visiting radio station web sites.

This study found seven general reasons why people visit radio station web sites. These data suggests that radio station web sites may be used as a compliment to listening to radio stations. Individuals may listen to the radio on their way to work and visit their web site at the office and then visit their web site to find out what is happening on the radio the next time they plan to listen.

People that listen to radio stations develop ideas, perceptions, and some times emotions for their favorite radio station and air personality. On the other hand, radio station web sites may be just an avenue for entertainment. They may simply visit these sites for a quick laugh or a break from what they were doing. This study indicates that people enjoy getting to know more about their favorite radio station, and the various activities and features on the web site seem to help them do that.

For research questions #3, several explanations may be offered that could explain why a relationship was found between visiting radio station web sites and listening and interacting with radio stations. First, this exploratory study may have scratched the surface of a possible dependency relationship developing between the visitor of these web sites and radio stations. Ball-Rokeach and DeFleur's (1976) assumption that as society grows more complex, the quality of the media improves and develops into a system that provides more "unique" information services, may be what is taking place with the Internet. People can now search for more and gather more detailed information faster than before. When there is a high degree of change and conflict in the social structures of society, people tend to depend on specific media for information. Radio station web sites have become media systems that provide unique specialized information functions for listeners of those particular radio stations. Listeners are able to download archived news and audio clips, live broadcasts, as well as chat with other listeners about what is going on at the radio station or anywhere else. Therefore, listeners are able to obtain information from these web sites that they may not be able to get anywhere else. The findings in this study indicate that the possibility for this to occur exists.

Rubin and Windahl's (1986) argument is essentially the same. They point out that within the structure of social and media systems, individuals seek the media to gratify needs, motives, or desires. When individuals strategically seek out messages or use specific kinds of media then dependency on that media can occur. Furthermore, societal pressures and interpersonal relationships can influence individual needs or motives to seek certain information from certain kinds of media. Today, the Internet has become a part of the social structure of the social system in the United States and

arguably the global economy. Societal institutions from the government to private corporations have stressed the importance of "being connected." Perhaps the reason why people in this study intend to use the web more and contact radio stations more may be a function of the influence of this shift in technology. Many radio stations began developing web sites because their primary competitor in the marketplace developed one. Now, stations may feel compelled to have a web presence because they may fear being perceived as "technologically deficient." Visitors of these sites may fear they will 'miss out' on something very important if they do not continue to visit these stations' web sites.

A second approach that may explain the relationships found in Research Questions #3 is parasocial interaction. As briefly mentioned earlier, there is a good chance that many of the respondents in this study have already developed a relationship with the radio station. Nearly 70% had been visiting radio station web sites for at least six months. This indicates that they may have some developed some affinity for the station and/or the content on the web site. Horton and Wohl (1956) contend that the relationship between the audience and a media character is formulated over time with repeated viewing or listening and the audience begins to develop opinions about the "personae" that grows. This involvement with radio stations and their web site may have been evolving and developing to the point where respondents would indicate that they spend a great deal of time browsing these radio station web sites and will continue to visit the sites and be involved with the radio station as well.

An approach from information science literature offers another perspective in understanding these relationships. It was discussed earlier how searching for information on the Web involved a similar retrieval process as searching a library online catalog or

large information database such as Dialog. During this retrieval process, users make some determination about the *value* of the information obtained. This determination of the value of the information obtained and the value of the system may impact the use of the system by the user. When individuals browse radio station web sites a similar process occurs. The user searchers for information and makes an evaluation of not only the content of information retrieved but an evaluation of the entire retrieval process.

Griffiths and King's (1993) conceptual framework for evaluating information and information systems provides a helpful approach to understanding how a relationship could exist between time spent using an information system and future use of that system. In this framework, they point out four attributes of the information users obtain from information systems that may impact their future use of the system: quality, timeliness, availability, and accessibility. When users retrieve information they consider its quality. Is the information on a radio station's web site relevant to the visitor? Did the web site provide enough information for the visitor? Next, users of information systems do consider the timeliness of response of the system. Is the web site updated? Can users navigate and download information quickly on the web site or is it slow? Third, the availability of the service may also be considered. What services are provided on radio station web sites to make it easier to visit and communicate with the radio station? Are there links on the web site to software companies that provide programs that will help users browse the web site faster and easier? Finally, users evaluate the accessibility of the system. Do users have access to the radio station's entire web site at any time? These are a few attributes individuals use to evaluate an information system, such as a radio station web site. Griffiths and King (1993) suggest that a value of the information

retrieved and the process by which it was obtained is determined by the user of the system. A positive evaluation of these attributes by the user may foster more use of the system. As mentioned previously, nearly 70% of the respondents had been visiting radio station web sites for over 6 months. During this period of time, a positive value of the web site may have been developed. The visitors may have been receiving benefits they enjoy. Therefore, they are more likely to report that they intend to listen to the radio more and contact the radio station more.

Finally, the social exchange theory may also provide some perspective on why the relationship exists. Chapter Two describes Homan's (1961) assertion that relationships are based on a system of costs and benefits. The more individuals feel like they are being rewarded, the more they will continue their activity. The frequency of their activity is proportional to the frequency of the reward. In other words, the more visitors of radio station web sites feel as though the web site is providing them a reward for their time spent accessing and navigating, then the more likely they will continue to visit the site. Homan's approach notes that the users of a system may become dependent on that system if they perceive it as being valuable.

In this study, time is considered a value measure. The more time spent browsing the radio station web site means that the visitor may value the web site more and thus intends to visit it more and listen to the radio station more. The primary cost of visiting radio station web sites is a person's time. However, individuals who are being rewarded or benefiting in direct proportion to the time they are spending, will continue to use the system. A relationship exists here because respondents feel as though they are being rewarded by the radio station. They feel they are experiencing a "psychic profit" as

Homans (1961) notes. Therefore, until the rewards of visiting radio station web sites diminish, it is possible that visitors may continue to visit them.

All of these approaches to media use relate back to uses and gratifications. In each of these approaches there are similar elements that can perhaps be linked together in a mass media use perspective. These findings moderately support the basic underlying premise common in the theoretical perspectives discussed in this study, which is, people use media for different reasons and there is may be a connection between how they value specific medium and their use. These findings suggest that people may be using the web for similar reasons as television and radio, while at the same time adopting new uses with the new features the Web offers. Time spent browsing web sites may have some connection with individuals browsing habits to specific web sites as well as how they value the entity that produces the web sites. One focus group respondent noted, "If I go to a company's site and it's not well designed and it's not interesting, I definitely judge that company as being behind the time technologically. They may have a great up-to-date land network, however, if their web site is not interesting or functional, then I think that company's behind the times." Thus, radio station web sites may have some value to the user. The more they visit the site the more they may want to continue to visit, however, if they are not receiving those benefits that they may be accustomed to receiving from that site or others, they may log-off.

Limitations and Recommendations

The findings in this exploratory study provide a foundation for future research on radio station web sites. As radio stations continues to adopt and integrate web sites into

their station operations, the need for research about the people who are visiting these web sites will be needed. The primary limitation of this study was the self-selected sample. However, as explained in Chapter Three, this exploratory study sought to obtain a representative sample of respondents who visit Rock and Classic Rock radio station web sites. There was some evidence that the sample collected in the study was representative of the general Rock and Classic Rock radio station web site audience as well as the general radio listener of this particularly format. Thirty radio stations from a variety of radio markets participated. Therefore, this study can make some limited claims about radio station web site visitors, however the findings are not generalizable to the web user population or the radio listener population. Second, the online instrument itself may have been limitation. While over half of the people that began the survey finished it, the length may have been a factor in some participants not completing the survey.

There are several ideas this research can offer future studies in this area. An important aspect of exploring the first research question was trying to assess how reliable the sample collected was. For future studies that use online survey techniques to survey visitors of radio station web sites and other specific media such as local television station web sites, it is important to know what may be expected from the data set. Future studies should compare demographic profiles to see if this pattern of similarities holds true. Researchers can use the GVU Web Survey demographic profiles as a benchmark to test the reliability of their sample in terms of how they match with the general web use sample.

The findings in the study suggest that more research should be conducted that replicates this study's assessment of the demographic characteristics of radio station web

site audiences. The Simmons Market Research Report used in this study is an excellent secondary source. Future studies should examine radio stations in each radio format, News-Talk, Country, Urban Contemporary, etc.

While these findings may add to the uses and gratifications literature and provide a foundation for future studies on how people use radio station web sites and other media web sites, replication will be needed to make more conclusive assertions about why people visit radio station web sites. One area to begin a future study is examining qualitative data. Appendix P outlines the qualitative responses received from the sample in this study. The methodology of this study did not include an in depth qualitative analyses. However based on a cursory review of the qualitative responses, the respondents talked a great deal about how these radio station web sites provided them with a connection with their "home town." Some people discussed how they enjoyed "feeling like they were home again" by listening to the radio station's live broadcasts on the Web. Perhaps there may be a deeper reason for visiting radio station web sites that may be discovered in these data. Therefore, a thematic analysis of responses to similar qualitative questions will be beneficial. This may provide some rich data that can be used to develop a better uses and gratifications questionnaire for radio station web site use. For example, future studies could examine the "Relaxation" dimension further by testing other statements related to relaxing and escapism as a need to for using the media. Analysis of qualitative data will help researchers refine the 27-item uses and gratifications instrument used in this study.

The seven factors this study found that describe why people visit radio station web sites are a launching pad to build a research agenda. The more that is known about

the people that visit these web sites, the more equipped radio station web developers will be in meeting the need of the people that visit these sites. The following are three recommendations based on these findings that may assist radio stations with web sites in their future projects.

First, web developers should understand how critical the 'brand' is to the web site visitor. The fact people are visiting a particular site means they are interested in obtaining information about a particular station. Stations may have the same weather report on their web sites. However, the web sites that draw visitors are the ones that find new and interesting ways to design pages that separate their brand from other stations in the market and the world. These findings suggest that radio stations should attempt to capture the special 'local' qualities manifested in their station's programming and imaging and uniquely incorporate those qualities into the web site.

Second, on-air personalities should be utilized on radio station web sites. In radio, the air personalities are extremely important to the user. They should be consistently and constantly used and promoted on the web site because the audience enjoys hearing about them and seeing what they are doing next. Visitors want to know more about the people they have come to depend on for news, information, and entertainment. People like to feel as though they "know" the on-air personalities. They like to be included in online chat room activities, contests, etc. Web site visitors also enjoy getting e-mail responses from their favorite deejays.

Third, web site visitors enjoyed retrieving things that remind them of their favorite radio station. Downloadable screen savers, audio/video clips, ways to purchase station merchandise, and sign up for station newsletters and chat sessions are just a few of

the kinds of interactive activities visitors enjoy on radio station web sites. Stations in large and small markets can compete on the Web. More scientific data is needed to help stations plan their future web site development decisions.

Although there were some limitations to this exploratory study, the findings indicate that people are visiting radio station web sites for certain reasons. These recommendations can assist future studies that examine visitors of other media web sites such as, television networks, newspapers, and magazines. Perhaps a new theoretical approach may be generated to better assess audiences' use of new media. This study provides another step towards understanding how traditional media organizations and people use the Internet.

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APPENDICES

APPENDIX A

TABLES

Table 1	
The Number & Percent of Respondents & Where They Found the Survey	
Station	**Count (%)**
KISW-FM	424 (24.2%)
WEGR-FM	127 (7.2%)
KEGL-FM	112 (6.4%)
KKLZ-FM	112 (6.4%)
KSJO-FM	110 (6.3%)
WAQY-FM	65 (3.7%)
KRQR-FM	62 (3.5%)
WWCT-FM	58 (3.3%)
KRZR-FM	57 (3.3%)
KZEP-FM	57 (3.3%)
KSHE-FM	50 (2.9%)
WKQB-FM	48 (2.7%)
KKRW-FM	43 (2.5%)
WIMZ-FM	40 (2.3%)
WKDF-FM	40 (2.3%)
WRXL-FM	37 (2.1%)
WZZO-FM	36 (2.1%)
WING-FM	35 (2%)
WSKZ-FM	13 (.7%)
WXLP-FM	12 (.7%)
KYGL-FM	9 (.5%)
WUIC-FM	8 (.5%)
WVNA-FM	7 (.4%)
KRXQ-FM	6 (.3%)
WPXY-FM	6 (.3%)
WVBR-FM	5 (.3%)
KGMO-FM	3 (.2%)
WKVT-FM	3 (.2%)
WKZQ-FM	2 (.1%)
WKLC-FM	1 (.1%)
Other East Coast Classic Rock/Rock Radio Stations	78 (4.4%)
Other West Coast Classic Rock/Rock Radio Stations	29 (1.6%)
Rock Daily, Rock News, Rock Village, AOL Boards	23 (1.3%)
Online Radio Journals/Magazines/Newsletters	25 (1.4%)
Did not say	9 (.5%)
Total	1752 (100%)

Table 2	
Survey's Demographic Questions & Response Options	
Questions	**Responses**
41. What is your sex?	a). Male b). Female
42. What is your age?	a). 18-24 b). 25-34 c). 35-44 d). 45-54 e). 55-64 f). 65-74 g). 75+ h). I'd rather not say
43. What is your race?	a). White b). Black c). Hispanic d). Asian e). Native American f). Multi-Racial g). Other h). I'd rather not say
44. What is your marital status?	a). Married b). Single c). Divorced d). Separated e). Widowed f). Living with another g). I'd rather not say
45. Please indicate the highest level of education completed.	a). Grammar School b). High School c). Voc/Tech(2 year) School d). Some college e). College f). Master's Degree g). Doctoral Degree h). Professional Degree i). Other j). I'd rather not say
46. Which category best represents your primary occupation.	a). Technical/Computer Related b). Education c). Management d). Clerical e). Blue Collar f). Homemaker g). Student h). Retired i. Other j). I'd rather not say
47. Which category best describes your total household income?	a). Less than $10,000 b). $10,000-$19,999 c). $20,000-$29,999 d). $30,000-$39,999 e). $40,000-$49,999 f). $50,000-$74,999 g). $75,000-$99,999 h). $100,000+ i). I'd rather not say
48. If you live in the United States, please type your state's 2 letter abbreviation. Non-U.S. residents type "XX" in the box and answer the NEXT question.	Example: TN
49. If you do NOT live in the United States, please type in your city & country here.	Example: Cairo, Egypt
50. What technology do you USUALLY use to access the Web?	a). 9600bps modem b). 14400bps modem c). 28800bps modem d). 32000bps + e). ISDN Line f). Ethernet/Network g). T1 Line h). Cable Modem I). WebTV j). I don't know
51. When accessing radio station web sites, where are you usually physically located?	a). In my bedroom at home b). In my living/den at home c). In a school computer lab d). In my home office e). On my computer at work f). In some other place

Table 3	
Survey's Uses and Gratifications Questions & Response Options	
Click on the response that best matches your reasons for visiting radio station web sites. "I visit radio station web sites..."	**Please indicate the extent to which you agree or disagree with the following statements: "I enjoy visiting radio station web sites because..."**
Choose from the following responses: a). Not at all like my reason b). Not much like my reason c). Somewhat like my reason d). A lot like my reason e) Exactly like my reason	**Choose from the following responses:** a). Strongly disagree b). Disagree c). Neutral d). Agree e) Strongly agree
3. To get the latest concert information.	14. They load quickly on my computer.
4. To get information about community events.	15. I can download pictures from them.
5. Because it's a good way to learn what's going on.	16. I can download audio clips from them.
6. Because I have fun playing with them.	17. I can download video clips from them.
7. Because they are entertaining.	18. I can listen to their broadcasts live on my computer.
8. So I can send the deejays e-mail.	19. I like their colors.
9. So I can voice my opinion to the radio station.	20. I like their graphics.
10. Because it helps me pass the time.	21. I can find out the names and artists of the songs they play.
11. Because it helps me take my mind off of things.	22. They are always updated.
12. Because it helps keep me company when I have nothing else to do.	23. They have links to other web sites I like.
13. Here you may type in other reasons why you visit radio station web sites:	24. They have information I can use.
	25. I can request songs.
	26. I can sign up to win contests.
	27. They always give me a reason to visit their sites.
	28. They have information about people who work for the station.
	29. It makes me feel like I know the radio station.
	30. It makes me feel good about the radio station.

Table 4
Survey's Future Radio and Web Use Questions & Response Options
Please click the response that best matches your intentions in the next 12 months: "In the next 12 months I plan to..."
Choose from the following responses: a). Strongly disagree b). Disagree c). Neutral d). Agree e) Strongly agree
31. I plan to listen to radio more than I do now.
32. I plan to listen to my favorite deejay more than I do now.
33. I plan to attend more events sponsored by radio stations.
34. I plan to shop at advertisers I hear on the radio.
35. I plan to call and request a song on the radio.
36. I plan to call and try to win prizes on the radio.
37. I plan to visit more radio station web sites.
38. I plan to send e-mail to a radio station.
39. I plan to talk to others about radio station web sites I have visited.

Table 5	
Independent Variables: Questions & Response Options	
On an average day, how long do you spend browsing radio station web sites?	**When did you first visit a radio station's web site?**
Choose from the following responses: a). Less than 5 mins b). 5-10 mins c). 10-15 mins d).15-30 mins e). 30-60 mins f). Over 1 hour	**Choose from the following responses:** a). Today b). A week ago c). A months ago d). 6 months ago e). 6-12 months ago f). Over 1 year ago

Table 6					
Gender of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	Male	1328	75.8	75.8	75.8
	Female	424	24.2	24.2	100
	Total Responses	1752	100	100	100

Table 7					
Age of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	18-24	490	28.0	28.0	28.0
	25-34	709	40.5	40.5	68.4
	35-44	406	23.2	23.2	91.6
	45-54	98	5.6	5.6	97.2
	55-64	11	0.6	0.6	97.8
	65-74	2	0.1	0.1	97.9
	75+	4	0.2	0.2	98.2
	Rather not say	32	1.8	1.8	100
	Total Responses	1752	100	100	100

Table 8					
Race of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	White	1534	87.6	87.6	87.6
	Black	11	0.6	0.6	88.2
	Hispanic	36	2.1	2.1	90.3
	Asian	10	0.6	0.6	90.9
	Native American	29	1.7	1.7	92.5
	Multi-Racial	26	1.5	1.5	94.0
	Other	26	1.5	1.5	95.5
	Rather not say	79	4.5	4.5	100
	Total Responses	1751	99.9	100	

Table 9					
Marital Status of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	Married	788	45	45.0	45.0
	Single	696	39.7	39.7	84.7
	Divorced	118	6.7	6.7	91.4
	Separated	21	1.2	1.2	92.6
	Widowed	3	0.2	0.2	92.8
	Living with Another	96	5.5	5.5	98.3
	Other	30	1.7	1.7	100
	Total Responses	1752	100	100	

Table 10					
Education of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	Grammar School	20	1.1	1.1	1.1
	High School	322	18.4	18.4	19.5
	Vocational/Tech School	138	7.9	7.9	27.4
	Some College	661	37.7	37.7	65.1
	College Graduate	450	25.7	25.7	90.8
	Master's Degree	75	4.3	4.3	95.1
	Doctoral Degree	17	1	1	96.1
	Professional Degree	21	1.2	1.2	97.3
	Other	17	1	1	98.2
	Rather not say	31	1.8	1.8	100
	Total Responses	1752	100	100	

Table 11					
Primary Occupation of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	Technical/Computer	478	27.3	27.3	27.3
	Education	60	3.4	3.4	30.7
	Management	274	15.6	15.6	46.4
	Clerical	84	4.8	4.8	51.2
	Blue Collar	215	12.3	12.3	63.5
	Homemaker	26	1.5	1.5	65.0
	Student	267	15.2	15.2	80.2
	Retired	10	0.6	0.6	80.8
	Other	285	16.3	16.3	97.1
	Rather not say	51	2.9	2.9	100
	Total Responses	1750	99.9	100	

Table 12					
Total Household Income of Respondents					
		Frequency	Percent	Valid %	Cum. %
Valid	Less than $10,000	125	7.1	7.1	7.2
	$10,000-$19,999	111	6.3	6.3	13.5
	$20,000-$29,999	165	9.4	9.4	23.0
	$30,000-$39,999	222	12.7	12.7	35.7
	$40,000-$49,000	196	11.2	11.2	46.9
	$50,000-$74,999	351	20.0	20.0	67.0
	$75,000-$99,999	136	7.8	7.8	74.8
	Over $100,000	88	5.0	5.0	79.8
	Rather not say	352	20.1	20.1	100
	Total Responses	1746	99.7	99.7	

Table 13				
Residency of Respondents Inside and Outside of the U.S: U.S. Respondents' State of Residency Shown				
		Frequency	Percent	Valid %
Valid	Washington	389	22.2	22.2
	Texas	228	13	13.0
	California	188	10.7	10.7
	Tennessee	165	9.4	9.4
	Nevada	1.6	6.1	6.1
	Illinois	89	5.1	5.1
	Massachusetts	61	3.5	3.5
	North Carolina	54	3.1	3.1
	Virginia	51	2.9	2.9
	Ohio	40	2.3	2.3
	Pennsylvania	40	2.3	2.3
	Arkansas	30	1.7	1.7
	Alabama	24	1.4	1.4
	Missouri	22	1.3	1.3
	Mississippi	22	1.3	1.3
	Florida	18	1.0	1.0
	Oregon	17	1.0	1.0
	New York	16	0.9	0.9
	Michigan	15	0.9	0.9
	Connecticut	14	0.8	0.8
	Kentucky	11	0.6	0.6
	New Jersey	10	0.6	0.6
	Iowa	9	0.5	0.5
	Wisconsin	9	0.5	0.5
	Georgia	8	0.5	0.5
	Indiana	8	0.5	0.5
	Oklahoma	8	0.5	0.5
	Maryland	6	0.3	0.3
	Arizona	5	0.3	0.3
	Colorado	4	0.2	0.2
	Minnesota	4	0.2	0.2
	Louisiana	3	0.2	0.2
	Nebraska	3	0.2	0.2
	New Mexico	3	0.2	0.2

Table 13 continued				
Residency of Respondents Inside and Outside of the U.S: U.S. Respondents' State of Residency Shown				
		Frequency	Percent	Valid %
	South Carolina	3	0.2	0.2
	Utah	3	0.2	0.2
	Vermont	3	0.2	0.2
	Alaska	2	0.1	0.1
	Delaware	2	0.1	0.1
	Hawaii	2	0.1	0.1
	Idaho	2	0.1	0.1
	North Dakota	2	0.1	0.1
	New Hampshire	2	0.1	0.1
	West Virginia	2	0.1	0.1
	District of Columbia	1	0.1	0.1
	Kansas	1	0.1	0.1
	Maine	1	0.1	0.1
	Rhode Island	1	0.1	0.1
	Wyoming	1	0.1	0.1
	Reside in Outside U.S	32	1.8	1.8
	Did not Report	12	0.7	0.7
	Total Responses	1752	100	100

Table 14				
Residency of Respondents Inside and Outside of the U.S: International Respondents' Country and City of Residency Shown				
Valid		Frequency	Percent	Valid %
	Frederic, Canada	3	0.2	0.2
	Kingston, Canada	3	0.2	0.2
	Toronto, Canada	3	0.2	0.2
	Ontario, Canada	2	0.1	0.1
	Auckland, New Zealand	1	0.1	0.1
	Burlington Ontario, Canada	1	0.1	0.1
	Calgary, Canada	1	0.1	0.1
	Campinas, Brazil	1	0.1	0.1
	Chemainus, Canada	1	0.1	0.1
	Copenhagen, Denmark	1	0.1	0.1
	Guam, US	1	0.1	0.1
	Halifax, Canada	1	0.1	0.1
	Joensuu, Finland	1	0.1	0.1
	Lampertheim, Germany	1	0.1	0.1
	London, United Kingdom	1	0.1	0.1
	Maasaland, The Netherlands	1	0.1	0.1
	Manilla, Phillippines	1	0.1	0.1
	Mannheim, Germany	1	0.1	0.1
	Nagano, Japan	1	0.1	0.1
	New Brunswick, Canada	1	0.1	0.1
	Port Hope, Canada	1	0.1	0.1
	Regina, Canada	1	0.1	0.1
	Rota, Spain	1	0.1	0.1
	Seeley's Bay, Ontario Canada	1	0.1	0.1
	Vancouver, Canada	1	0.1	0.1
	US Residents	1720	98.2	98.2
	Total	1752	100	100

Table 15					
Technology Used by Respondents to Access the Web					
		Frequency	Percent	Valid %	Cum. %
Valid	9600 bps modem	28	1.6	1.6	1.6
	14400 bps modem	86	4.9	4.9	6.5
	28800 bps modem	428	24.4	24.4	31.0
	32000 bps or higher modem	637	36.4	36.4	67.3
	ISDN Line	46	2.6	2.6	70.0
	Ethernet or Network Connection	191	10.9	10.9	80.9
	T1 Line	104	5.9	5.9	86.8
	Cable Modem	21	1.2	1.2	88.0
	WebTV	30	1.7	1.7	89.7
	I don't know	180	10.3	10.3	100
	Total Responses	1751	99.9	100	

Table 16					
Respondents' Physical Location When Accessing the Web					
		Frequency	Percent	Valid %	Cum. %
Valid	Bedroom at Home	329	18.8	18.8	18.8
	Home Den/Living Room	579	33.0	33.1	51.9
	School Computer Lab	76	4.3	4.3	56.2
	In My Home Office	330	18.8	18.8	75.0
	Computer at Work	350	20.0	20.0	95.0
	Some Other Place	87	5.0	5.0	100
	Total Responses	1751	99.9	100	

Table 17		
Gender of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
Male (%, Count)	75.8 (1328)	62.4 (1173)
Female (%, Count)	24.2 (424)	37.6 (707)
Total Responses (%, Count)	100 (1752)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs)		

Table 18		
Age of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
18-24 (%, Count)	28 (490)	12.5 (236)
25-34 (%, Count)	40.5 (709)	34.4 (646)
35-44 (%, Count)	23.2 (406)	35.9 (674)
45-54 (%, Count)	5.6 (98)	12 (225)
55-64 (%, Count)	0.6 (11)	2.6 (50)
65+ (%, Count)	0.3 (6)	2.6 (49)
Rather not say (%, Count)	1.8 (32)	n/a
Total Responses(%, Count)	100 (1752)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs)		

Table 19		
Race of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
White (%, Count)	87.6 (1538)	95.3 (1792)
Black (%, Count)	0.6 (11)	1.9 (35)
Other (%, Count)	11.9 (206)**	2.8 (53)
Total Responses (%, Count)	99.9 (1751)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs) **Category condensed. Includes: Hispanic, Asian, Native American, & Multi-Racial.		

Table 20		
Marital Status of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
Married (%, Count)	45.0 (788)	54.0 (1015)
Single (%, Count)	39.7 (696)	29.3 (551)
Other (%, Count)**	15.3 (268)	16.7 (314)
Total Resposes (%, Count)	100 (1752)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs) **Category condensed. Includes: Divorced, Separated, & Living with another.		

Table 21		
Education of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
Grammar/High School (%, Count)	19.5 (342)	26.9 (506)
Some College (%, Count)**	45.6 (799)	35.9 (675)
College Graduate (%, Count)	25.7 (450)	27.3 (513)
Other (%, Count)***	9.3 (161)	9.9 (186)
Total Responses (%, Count)	100 (1752)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs) **Condensed category: Includes vocational/technical school. ***Condensed categories: Includes graduate and professional degrees.		

Table 22		
Primary Occupation of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
White Collar	51.1(896)	57.5 (1080)
Blue Collar	12.3 (215)	29.8 (561)
Other	36.5 (639)**	12.7 (240)
Total Responses (%, Count)	99.9 (1752)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs) **40% of this category are 'students.'		

Table 23		
Total Household Income of Respondents from Radio Station Web Site Survey and Simmons Survey*		
	Web Site Survey	**Simmons Survey**
Less than $30,000 (%, Count)	22.8 (401)	21.35 (403)
$30,000-$49,999 (%, Count)	23.9 (418)	28.4 (533)
$50,000-$74,999 (%, Count)	20.0 (351)	26.0 (488)
$75,000-$99,999 (%, Count)	7.8 (136)	13.4 (252)
Over $100,000 (%, Count)	5.0 (88)	10.85 (204)
Rather not say (%, Count)	20.1 (352)	n/a**
Total Responses (%, Count)	99.7 (1746)	100 (1880)
*Persons 18+ Listening to Classic Rock Radio (Mon-Sun 24hrs) **Category not listed.		

Table 24 Gender of Respondents from Radio Station Web Site Survey and GVU Web User Survey		
	Web Site Survey	**GVU Web User Survey**
Male (%, Count)	75.8 (1328)	59.46 (5060)
Female (%, Count)	24.2 (424)	40.54 (3450)
Total Responses (%, Count)	100 (1752)	100 (8510)

Table 25 Age of Respondents from Radio Station Web Site Survey and GVU Web User Survey		
	Web Site Survey	**GVU Web User Survey***
18-24 (%, Count)	28 (490)	17.9 (1461)
25-34 (%, Count)	40.5 (709)	26.8 (2188)
35-44 (%, Count)	23.2 (406)	22.18 (1806)
45-54 (%, Count)	5.6 (98)	18.54 (1509)
55-64 (%, Count)	0.6 (11)	7.26 (591)
65-74 (%, Count)	0.1 (2)	3.1 (253)
75+ (%, Count)	0.2 (4)	.6 (49)
Rather not say (%, Count)	1.8 (32)	3.49 (284)
Total Responses (%, Count)	100 (1752)	100 (8141)
*Persons 18+ responding to the survey question (8,141 persons)		

Table 26 Race of Respondents from Radio Station Web Site Survey and GVU Web User Survey		
	Web Site Survey	**GVU Web User Survey**
White (%, Count)	87.6 (1538)	88.44 (7526)
NonWhite (%, Count)*	6.5 (112)	7.14 (607)
Other (%, Count)	6.0 (105)	4.43 (377)
Total Responses (%, Count)	99.9 (1751)	100 (8510)
*Category condensed. Includes: Hispanic, Asian, Native American, & Multi-Racial.		

Table 27		
Marital Status of Respondents from Radio Station Web Site Survey and GVU Web User Survey		
	Web Site Survey	**GVU Web User Survey**
Married (%, Count)	45 (788)	41.84 (3561)
Single (%, Count)	39.7 (696)	36.44 (3101)
Other (%, Count)*	15.3 (208)	21.71 (1848)
Total Responses (%, Count)	100 (1752)	100 (8510)
*Other category includes: Divorced, Widowed, Living with another & Other.		

Table 28		
Education of Respondents from Radio Station Web Site Survey and GVU Web User Survey		
	Web Site Survey	**GVU Web User Survey**
Grammar/High School (%, Count)	19.5 (342)	14.14 (1203)
Some College (%, Count)	45.6 (799)	39.23 (3339)
College Graduate (%, Count)	25.7 (450)	27.67 (2355)
Graduate Degree (%, Count)	6.5 (113)	17.66 (1503)
Other (%, Count)	2.8 (48)	1.29 (110)
Total Responses (%,Count)	100 (1752)	100 (8510)

Table 29		
Total Household Income of Respondents from Radio Station Web Site Survey and GVU Web User Survey		
	Web Site Survey	**GVU Web User Survey**
Less than $30,000 (%, Count)	22.8 (401)	24.14 (2046)
$30,000-$49,999 (%, Count)	23.9 (418	24.3 (2068)
$50,000-$74,999 (%, Count)	20.0 (351)	18.67 (1589)
$75,000-$99,999 (%, Count)	7.8 (136)	8.5 (723)
Over $100,000 (%, Count)	5.0 (88)	8.31 (707)
Rather not say (%, Count)	20.1 (352)	16.18 (1377)
Total Responses (%, Count)	99.7 (1746)	100 (8510)

Table 30		
Initial Factor Analysis Eigenvalues		
Factor	**Eigenvalues**	**Variance %**
1	6.41949	23.8
2	2.09501	7.8
3	1.87999	7.0
4	1.59521	5.9
5	1.46851	5.4
6	1.23427	4.6
7	1.05920	3.9
8	1.00513	3.7
9	.93632	3.5
10	.90048	3.3

Table 31								
8-Factor Factor Analysis Matrix (Rotated)								
Items (I visit radio station web sites...)	**Factor 1**	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Factor 6**	**Factor 7**	**Factor 8**
3. To get the latest concert information.	-.07995	-.00972	.08575	.20456	.00812	**.66133***	.18841	-.06585
4. To get information about community events.	.08184	.05487	.08911	-.06475	.00943	**.75925***	.05555	.05201
5. Because it's a good way to learn what's going on.	.09606	.01977	.03105	.13961	.05473	**.69690***	.11000	.26222
6. Because I have fun playing with them.	.06181	.02373	.12995	-.05727	.19719	.05652	.16430	**.72572***
7. Because they are entertaining.	.16136	.09762	.04180	.04937	.11846	.09024	.04457	**.75138***
8. So I can send the deejays e-mail.	.13780	.03750	.01139	-.01185	-.02980	.04159	**.81355***	.17263
9. So I can voice my opinion to the radio station.	.06677	-.00851	.03349	.02262	-.03782	.19223	**.78406***	.12282
10. Because it helps me pass the time.	-.01330	-.01098	-.00225	.02046	**.79528***	-.03690	-.01918	.10010
11. Because it helps me take my mind off of things.	.09266	.05128	.10328	.00963	**.80343***	.06274	.00143	.12966
12. Because it helps keep me company when I have nothing else to do.	.00174	.02600	.00325	.03682	**.80432***	.02666	.00474	.08875
14. They load quickly on my computer.	.21718	.20726	**.51554***	.01505	.09383	.19614	.00232	-.16120
15. I can download pictures from them.	.26029	**.57215***	.40746#	-.10248	.10189	.14667	.14172	-.07813
16. I can download audio clips from them.	.03438	**.85854***	.10424	.09267	.00477	.03851	.05770	.08790

Table 31 continued

8-Factor Factor Analysis Matrix (Rotated)

Items continued (I visit radio station web sites...)	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
17. I can download video clips from them.	.09225	**.78857***	.20535	.09675	.06390	.08387	.11340	.00296
18. I can listen to their broadcasts live on my computer.	-.04683	**.59630***	-.10858	.28831	-.02974	-.09179	-.08932	.20621
19. I like their colors.	.09441	.10816	**.80130***	.20283	.04455	.01157	.07982	.22766
20. I like their graphics.	.20366	.05051	**.75988***	.26072	.00339	.06227	.06390	.25461
21. I can find out the names and artists of the songs they play.	-.00517	.18814	.30551	**.55268***	.05731	.09830	.20300	.04652
22. They are always updated.	.26841	.05482	.31256	**.55460***	.00488	.13293	.02207	.11575
23. They have links to other web sites I like.	.22142	.14583	.15549	**.43018***	.00705	.30107#	-.12033	.14683
24. They have information I can use.	.30605	.10930	.02836	**.54647***	-.01372	.41585#	-.06479	.06175
25. I can request songs.	.06972	.20100	.09527	**.58602***	.10143	-.02823	.48279#	-.11032
26. I can sign up to win contests.	.21831	.15674	.15465	**.44734***	.09054	.09658	.41602#	-.13554
27. They always give me a reason to visit their sites.	**.54778***	.08419	.21363	.37983#	.04168	.09524	.10165	.15796
28. They have information about people who work for the station.	**.73781***	.05465	.15826	.10228	.00099	.05231	.15741#	.10524
29. It makes me feel like I know the radio station.	**.82073***	.09272	.16588#	.12710	.04758	.07058	.15607	.16218
30. It makes me feel good about the radio station.	**.76409***	.08182	.22325#	.13495	.09150	.08329	.12021	.16171
Eigenvalue	**6.1495**	**2.095**	**1.88**	**1.5952**	**1.4685**	**1.2343**	**1.0592**	**1.0051**
Variance % (Total 62.1%)	**23.8**	**7.8**	**7**	**5.9**	**5.4**	**4.6**	**3.9**	**3.7**

***Primary loadings; #Secondary loadings (4.0 cutoff criteria)**

Table 32		
7-Factor Factor Analyses' Items, Means, and Standard Deviations		
Items (1 to 5 scale) and Factors (Mean, St. Dev.)	**Mean**	**St. Dev.**
#1 Feels Good to Know the Radio Station (3.6435, .7512)		
It makes me feel like I know the radio station.	3.6591	.9349
It makes me feel good about the radio station.	3.6499	.8952
They have information about people who work for the station.	3.7110	.9404
They always give me a reason to visit their sites.	3.5540	.9346
#2 Aesthetics (3.3323, .6618)		
I like their colors.	3.0337	.9689
I like their graphics.	3.4306	.9324
They are always updated.	3.5248	.9700
I can find out the names and artists of the songs they play.	3.5391	.9778
They load quickly on my computer.	3.1331	.9134
#3 Downloading (3.2803, .7459)		
I can download audio clips from them.	3.4837	1.0505
I can download video clips from them.	3.0069	.9668
I can listen to their broadcasts live on my computer.	3.5962	1.2113
I can download pictures from them.	3.1525	.9857
#4 Interaction (2.8124, .8350))		
So I can send the deejays e-mail.	2.1592	1.2782
So I can voice my opinion to the radio station.	2.3539	1.3016
I can request songs.	3.1605	1.0259
I can sign up to win contests.	3.5757	1.0353
Table 32 continued		
7-Factor Factor Analyes' Items, Means, and Standard Deviations		
Items (1 to 5 scale) and Factors (Mean, St. Dev.)	**Mean**	**St. Dev.**

#5 Information (2.8903, .6855)		
To get information about community events.	2.0400	1.0696
To get the latest concert information.	2.3002	1.1968
They have information I can use.	3.7870	.8055
They have links to other web sites I like.	3.5854	.9106
#6 Relaxation (2.0694, .9803)		
Because it helps keep me company when I have nothing else to do.	1.8162	1.1423
Because it helps me pass the time.	2.3916	1.2872
Because it helps me take my mind off of things.	2.0006	1.1749
#7 Entertainment (3.2520, 1.0334)		
Because I have fun playing with them.	3.0303	1.2594
Because they are entertaining.	3.4737	1.1994

Table 33							
7-Factor Factor Analysis Matrix and Factors (Rotated)							
Factors	**Factor 1**	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Factor 6**	**Factor 7**
Factor #1: Feels Good to know the Radio Station							
It makes me feel like I know the radio station.	**.82126***	.14124	.10345	.16606	.07211	.04309	.19427
It makes me feel good about the radio station.	**.76576***	.20056	.09498	.13208	.08419	.08684	.19558
They have information about people who work for the station.	**.73507***	.12917	.06303	.16378	.04785	-.00679	.14794
They always give me a reason to visit their sites.	**.59793***	.31306	.11040	.16606	.16691	.07168	.05435
Factor #2: Aesthetics							
I like their colors.	.11136	**.79713***	.13999	.09816	.00926	.04073	.27372
I like their graphics.	.23110	**.78225***	.08534	.09225	.07741	.00829	.26843
They are always updated.	.35246	**.49743***	.09348	.12483	.24949	.05662	-.07275
I can find out the names and artists of the songs they play.	.07444	**.48435***	.21967	.30838	.20706	.10299	-.12561
They load quickly on my computer.	.18473	**.41821***	.21589	.00169	.13570	.05343	.00492
Factor #3: Downloading							
I can download audio clips from them.	.03568	.08770	**.86357***	.08430	.05136	.00741	.07557
I can download video clips from them.	.08425	.16612	**.79321***	.13895	.07829	.05377	.04060
I can listen to their broadcasts live on my computer.	.01424	.02715	**.61473***	-.02168	.01232	.02436	-.00770
I can download pictures from them.	.20459	.24830	**.56891***	.11914	.06093	.04968	.13066
Factor #4: Interaction							
So I can send the deejays e-mail.	.11398	-.05415	.01743	**.78634***	.00184	-.05378	.27334
So I can voice my opinion to the radio station.	.04424	-.02235	-.02791	**.76481***	.15386	-.06244	.22616
I can request songs.	.14890	.28292	.22084	**.59843***	.08476	.14363	-.28391
I can sign up to win contests.	.26578	.26483	.17093	**.50160***	.16250	.10895	-.21203

Table 33 continued							
Final Factor Analysis Matrix and Factors							
Factors	**Factor 1**	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Factor 6**	**Factor 7**
Factor #5: Information							
Because it's a good way to learn what's going on.	.10027	.04847	.02138	.12494	**.70895***	.06125	.25446
To get information about community events.	.03949	-.00114	.04408	.03472	**.70162***	-.02222	.18797
To get the latest concert information.	-.07536	.11477	-.01030	.22456	**.66880***	.00416	-.04583
They have information I can use.	.38568	.22279	.13890	.04494	**.54082***	.04185	-.14944
They have links to other web sites I like.	.28662	.30438	.17583	-.03672	**.40040***	.05305	-.02120
Factor #6: Relaxation							
Because it helps keep me company when I have nothing else to do.	.00105	.00276	.02771	.01719	.02586	**.80357***	.08638
Because it helps me pass the time.	-.01250	-.00021	-.00869	-.01013	-.03640	**.79636***	.09077
Because it helps me take my mind off of things.	.08284	.07389	.05445	.00462	.04624	**.79475***	.16369
Factor #7: Entertainment							
Because I have fun playing with them.	.06598	.11175	.02942	.12529	.05888	.21330	**.69556***
Because they are entertaining.	.18833	.07970	.11060	.03091	.13280	.15503	**.64050***
Eigenvalue	**6.14949**	**2.09501**	**1.87999**	**1.59521**	**1.46851**	**1.23427**	**1.05920**
Internal Reliability (alpha)	**.8264**	**.7315**	**.7168**	**.6818**	**.6665**	**.7461**	**.5840**
Variance % (Total 58.3%)	**23.8**	**7.8**	**7**	**5.9**	**5.4**	**4.6**	**3.9**
***Primary loadings**							

Table 34		
7-Factor Factor Analysis Factor Scores Means and Standard Deviations		
Factors Ranked By Means	**Mean**	**St. Dev.**
#1 Feels Good to Know the Radio Station	3.6435	.7512
#2 Aesthetics	3.3323	.6618
#3 Downloading	3.2803	.7459
#4 Entertainment	3.2520	1.0334
#5 Information	2.8903	.6855
#6 Interaction	2.8124	.8350
#7 Relaxation	2.0694	.9803

Table 35		
Initial Factor Analysis Eigenvalues for "Intent" Items		
Factor	**Eigenvalues**	**Variance %**
1	3.18097	35.3
2	1.24754	13.9
3	1.10805	12.3
4	0.88264	9.8
5	0.70591	7.8
6	0.61116	6.8
7	0.47338	5.3
8	0.40167	4.5
9	0.38867	4.3

Table 36			
Initial Factor Analysis Matrix for "Intent" Items			
Factors (In the Next 12 Months I Plan to...)	**Factor 1**	**Factor 2**	**Factor 3**
31. Listen to the radio more than I do now.	.02306	**.83348***	.16699#
32. Listen to my favorite deejay more than I do now.	.10921#	**.84869***	.08130
33. Attend more events sponsored by radio stations.	**.50534***	.47716#	.06752
34. Shop at advertisers I hear on the radio.	.23252#	**.38842***	.23100
35. Call and try to win prizes on the radio	**.82844***	.09063#	.06276
36. Call and request a song on the radio.	**.82220***	.14487#	.13042
37. Visit more radio station web sites.	-.00612	.13876#	**.78552***
38. Send e-mail to a radio station.	**.54599***	.04797	.51397#
39. Talk to others about radio station web sites I have visited.	.16582	.16270#	.81325*
eigenvalues	**3.18097**	**1.24754**	**1.10805**
Variance % (Total 61.5%)	**35.3**	**13.9**	**12.3**
***Primary loadings #Secondary loadings (4.0 cutoff criteria**			

Table 37	
Reliability Scores for "Intent" Items	
Factors (Items Included in Analysis)	**alpha**
#1: Contact Radio Stations (All Items)	.7280
#1: Contact Radio Stations (Excluding "Send e-mail")	.6999
#1: Contact Radio Stations (Excluding "Attend station events")	.7218
#1: Contact Radio Stations (Excluding "Send" & "Attend")	.7370
#2: Listen to Radio More (All Items)	.7455
#2: Listen to Radio More (All Items Plus "Attend station events")	.6705
#3: Visit More Radio Station Web Sites & Share with Others(All Items)	.5953
#3: Visit More Radio Station Web Sites & Share with Others (All Items Plus "Send e-mail")	.6368

Table 38			
Factor Analysis Matrix and Factors for "Intent" Items			
Factors and Items (Mean, St. Dev.)	**Factor 1**	**Factor 2**	**Factor 3**
Factor #1: Contact Radio Stations			
Call and try to win prizes on the radio. (3.4800, 1.1079)	**.83149***	.07876	.06897
Call and request a song on the radio. (3.1313, 1.0649)	**.82821***	.14037	.13909
Send e-mail to a radio station. (3.4024, .9485)	**.55820***	.00447	.51152
Attend more events sponsored by radio stations. (3.0617, 1.0219)	**.52263***	.45175	.07043
Factor #2: Listen to Radio More			
Listen to my favorite deejay more than I do now. (3.1571, .9067)	.13591	**.86063***	.10312
Listen to the radio more than I do now. (3.3232, .9005)	.05526	**.85403***	.18671
Factor #3: Visit More Radio Station Web Sites & Share with Others			
Talk to others about radio station web sites I have visited. (3.5434, .9325)	.18058	.14866	**.81431***
Visit more radio station web sites. (3.6360, .9068)	.00097	.13738	**.79121***
Eigenvalue	3.05626	1.23223	1.09604
Internal Reliability (alpha)	.7280	.7445	.5953
Variance % (Total 67.3%)	38.2	15.4	13.7

***Primary loadings**
Item means based on 1 to 5 scale: 1=strongly disagree, 5=strongly agree.

Table 39			
Description of Variables Under Examination for Research Question #3			
Is theira relationship between...	**And...**		
Independent Variables	**Dependent Variables**		
	Question #3a	**Question #3b**	**Question #3c**
Average Time Spent Browsing a Radio Station Web Site Per Day a). Less than 5mins b). 5-10mins c). 10-15mins d).15-30mins e). 30-60-mins f). Over 1 hour	Visit More Radio Station Web Sites & Share with Others	Listen to Radio More	Contact Radio Stations
Time of First Visit to a Radio Station Web Site a). Today b). A Week ago c). A months ago d). 6 months ago e). 6-12 months ago f). Over 1 year ago	Visit More Radio Station Web Sites & Share with Others	Listen to Radio More	Contact Radio Stations

Table 40		
Bivariate Correlations of Respondents' Intent to Visit More Radio Station Web Sites and Share BY Average Time Spent Browsing Radio Station Web Sites and Time of First Visit to a Radio Station Web Site		
	Kendall's tau (Correlations)	
Variables	**Coefficient**	**2-Tailed Significance (p< .01)**
Intent to Visit More Radio Station Web Sites and Share with Others BY Average Time Spent Browsing	.265	.000
Intent to Visit More Radio Station Web Sites and Share with Others BY Time of First Visit	.018	.366
1752 Valid cases		

Table 41

One-Way ANOVA of Respondents' Intent to Visit More Radio Station Web Sites and Share with Others BY Average Time Spent Browsing Radio Station Web Sites

Descriptives

Average Time Spent Browsing	N	Mean	Std. Deviation	Std. Error
Less than 5min	624	3.2628	.7936	3.177E-02
5-10min	431	3.5186	.7003	3.373E-02
10-15min	297	3.6785	.6952	4.034E-02
15-30min	231	3.7468	.7146	4.701E-02
30-60min	92	4.0652	.6639	6.922E-02
Over 1 hour	77	4.1169	.6878	7.83E-02

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	114.710	5	22.942	42.923	.000
Within Groups	939.783	1746	.538		
Total	1054.493	1751			

Scheffe Test (p< .05)

	Mean	Groups	Sig. Diff. from (x) Group(s)
Less than 5min	3.2628	1	2,3,4,5,6
5-10min	3.5186	2	1,4,5,6
10-15min	3.6785	3	1,5,6
15-30min	3.7468	4	1, 2,5,6
30-60min	4.0652	5	1, 2, 3, 4
Over 1 hour	4.1169	6	1, 2, 3, 4

Table 42

One-Way ANOVA of Respondents' Intent to Visit More Radio Station Web Sites and Share with Others BY Time of First Visit to a Radio Station Web Site

Descriptives

Time of First Visit	N	Mean	Std. Deviation	Std. Error
Today	191	3.4764	.8695	6.291E-02
A week ago	89	3.7135	.8524	9.036E-02
A month ago	266	3.5207	.7627	4.676E-02
6 months ago	305	3.4492	.7842	4.490E-02
6-12 months ago	384	3.5612	.7375	3.764E-02
Over 1 year ago	517	3.5803	.7502	3.299E-02

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.076	5	1.415	2.359	.038
Within Groups	1047.417	1746	.600		
Total	1054.493	1751			

Table 43		
Bivariate Rank Correlations of Respondents' Intent to Listen to Radio More BY Average Time Spent Browsing Radio Station Web Sites and Time of First Visit to a Radio Station Web Site		
	Kendall's tau Rank Correlations	
Variables	**Coefficient**	**2-Tailed Significance (p< .01)**
Intent to Listen to Radio More BY Average Time Spent Browsing	.173	.000
Intent to Listen to Radio More BY Length of Time Since First Visit	-.011	.580
1750 Valid cases		

Table 44

One-Way ANOVA of Respondents' Intent to Listen to Radio More BY Average Time Spent Browsing Radio Station Web Sites

Descriptives

Average Time Spent Browsing	N	Mean	Std. Deviation	Std. Error
< 5min	624	3.0665	.8461	3.387E-02
5-10min	430	3.1767	.7387	3.562E-02
10-15min	296	3.3564	.7804	4.536E-02
15-30min	231	3.4459	.7315	4.813E-02
30-60min	92	3.5272	.7239	7.547E-02
Over 1 hour	77	3.5974	.8547	9.740E-02

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.729	5	10.346	16.615	.000
Within Groups	1085.980	1744	.623		
Total	1137.710	1749			

Scheffe Test (p< .05)

	Mean	Groups	Sig. Diff. from (x) Group(s)
< 5min	3.0665	1	2,3,4,5,6
5-10min	3.1767	2	2,3,4,5,6
10-15min	3.3564	3	1,4,5,6
15-30min	3.4459	4	1, 2,5,6
30-60min	3.5272	5	1, 2,5,6
Over 1 hour	3.5974	6	1, 2,5,6

Table 45

One-Way ANOVA of Respondents' Intent to Listen to Radio More BY Time of First Visit to a Radio Station Web Site

Descriptives

Time of First Visit	N	Mean	Std. Deviation	Std. Error
Today	191	3.2723	.9329	6.750E-02
A week ago	89	3.3764	.9332	9.892E-02
A month ago	266	3.1617	.8220	5.040E-02
6 months ago	304	3.1957	.7973	4.573E-02
6-12 months ago	384	3.2969	.7693	3.926E-02
Over 1 year ago	516	3.2297	.7530	3.315E-02

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.381	5	1.076	1.657	.142
Within Groups	1132.329	1744	.649		
Total	1137.710	1749			

Table 46		
Bivariate Correlations of Respondents' Intent to Contact Radio Stations BY Average Time Spent Browsing Radio Station Web Sites and Time of First Visit to a Radio Station Web Site		
	Kendall's tau Rank Correlations	
Variables	**Coefficient**	**2-Tailed Significance (p< .01)**
Intent to Contact Radio Stations BY Average Time Spent Browsing	.181	.000
Intent to Contact Radio Stations BY Length of Time Since First Visit	.001	.950
1751 Valid cases		

Table 47

One-Way ANOVA of Respondents' Intent to Contact Radio Stations BY Average Time Spent Browsing Radio Station Web Sites

Descriptives

Average Time Spent Browsing	N	Mean	Std. Deviation	Std. Error
Less than 5min	624	3.0353	.8040	3.219E-02
5-10min	430	3.3110	.7136	3.441E-02
10-15min	297	3.4226	.6781	.3.935E-02
15-30min	231	3.4113	.7512	4.943E-02
30-60min	92	3.5543	.6607	6.889E-02
Over 1 hour	77	3.5649	.8105	9.237E-02

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60.766	5	12.153	21.712	.000
Within Groups	976.738	1745	.560		
Total	1037.503	1750			

Scheffe Test (p< .05)

	N	Groups	Sig. Diff. from (x) Group(s)
Less than 5min	624	1	2,3,4,5,6
5-10min	431	2	1
10-15min	297	3	1
15-30min	231	4	1
30-60min	92	5	1
Over 1 hour	77	6	1

Table 48

One-Way ANOVA of Respondents' Intent to Contact Radio Statoins BY Time of First Visit to a Radio Station Web Site

Descriptives

Time of First Visit	N	Mean	Std. Deviation	Std. Error
Today	191	3.3482	.7901	5.717E-02
A week ago	89	3.2051	.8035	8.518E-02
A month ago	266	3.2002	.7855	4.817E-02
6 months ago	305	3.2762	.7498	4.293E-02
6-12 months ago	384	3.3203	.7538	3.847E-02
Over 1 year ago	516	3.2432	.7706	3.393E-02
Total	1751	3.2688	.770	1.840E-02

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.191	5	.838	1.415	.216
Within Groups	1033.313	1745	. 592		
Total	1037.503	1750			

Table 49			
Summary of Results for Research #3 Sub-Questions			
Sub-questions	**Kendall's tau (sig)**	**One-Way ANOVA p<.05**	**Is there a Linear Relationship?**
Sub-question #3a			
What is the relationship between the average time visiting a radio web site per day and people's intent to visit more radio station web sites and share their experiences with others?	.265 (.000)	Statistically significant between groups difference	A small yet statistically significant relationship
What is the relationship between the time of first visit to a radio web site and people's intent to visit more radio station web sites and share their experiences with others?	.018 (.366)	Shows some statistically significant between group difference	No statistically significant relationship
Sub-question #3b			
What is the relationship between the average time visiting a radio web site per day and people's intent listen to radio more?	.173 (.000)	Statistically significant between group difference	A small yet statistically significant relationship
What is the relationship between the time of first visit to a radio web site and people's intent to listen to radio more?	-.011 (.580)	No statistically significant between groups difference	No statistically significant relationship
Sub-question #3c			
What is the relationship between the average time visiting a radio web site per day and people's intent to contact radio stations?	.181 (.000)	Statistically significant between group difference	A small yet statistically significant relationship
What is the relationship between the time of visit to a radio web site per day and people's intent to contact a radio station?	.001 (.950)	No statistically significant between groups difference	No statistically significant relationship

APPENDIX B

FIGURES

Figure 1

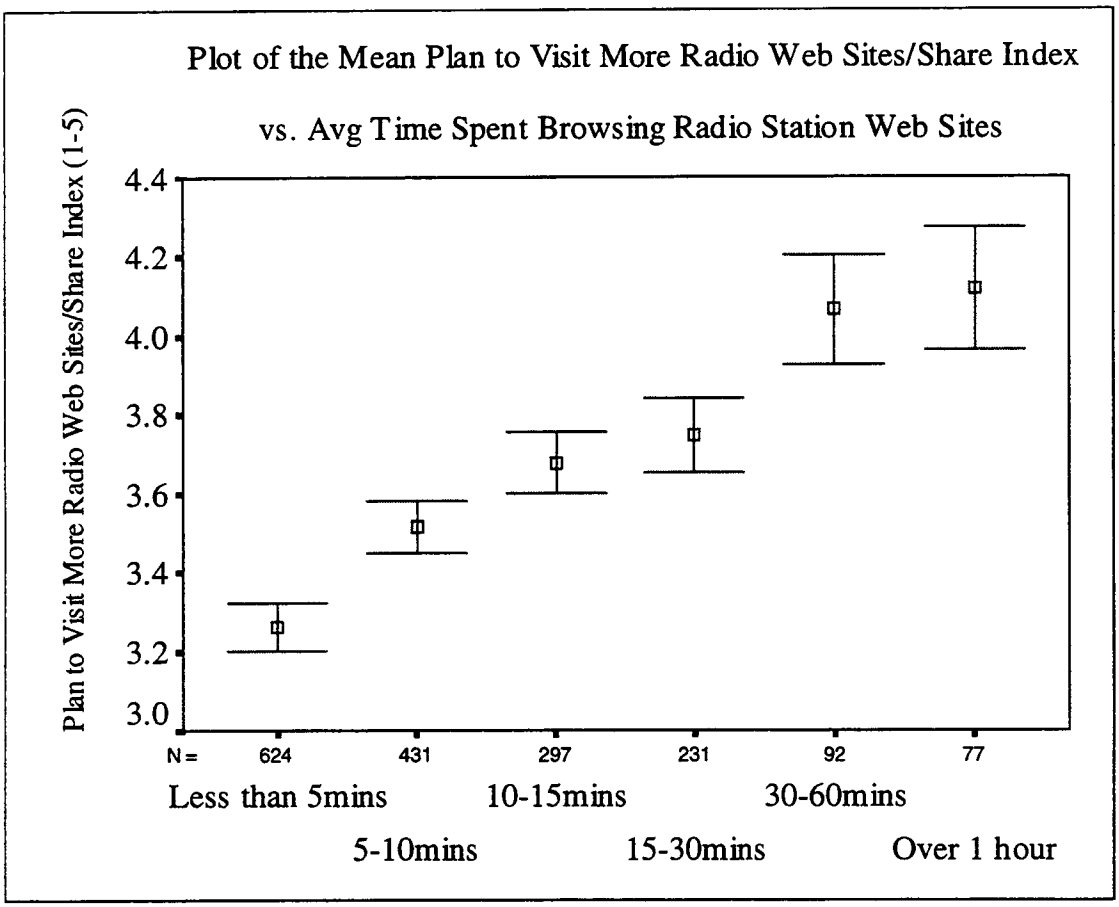

Plot of the Mean Plan to Visit More Radio Web Sites/Share Index
vs. Avg Time Spent Browsing Radio Station Web Sites
Plan to Visit More Radio Web Sites/Share Index (1-5)
4.4
4.2
4.0
3.8
3.6
3.4
3.2
3.0
N =
624
431
297
231
92
77
Less than 5mins
5-10mins
10-15mins
15-30mins
30-60mins
Over 1 hour

Figure 2

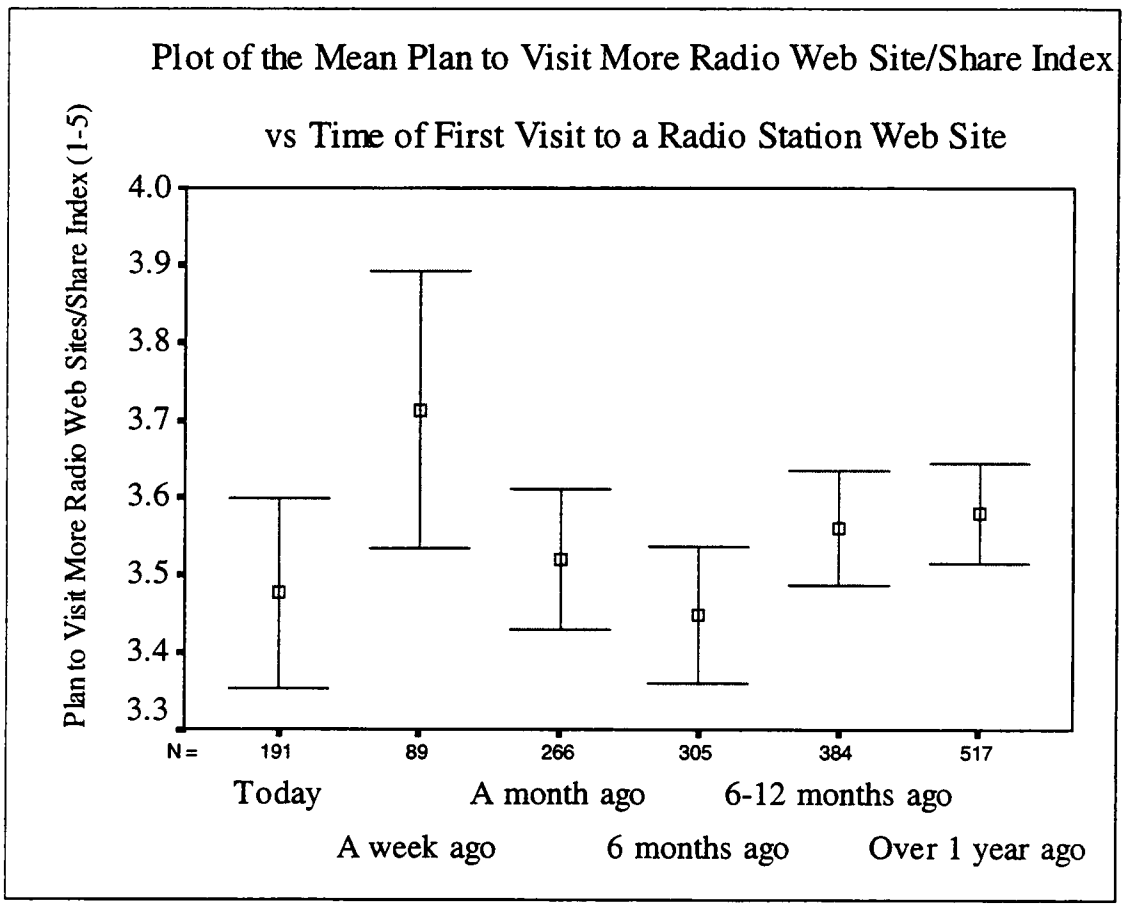

Plot of the Mean Plan to Visit More Radio Web Site/Share Index
vs Time of First Visit to a Radio Station Web Site
Plan to Visit More Radio Web Sites/Share Index (1-5)
4.0
3.9
3.8
3.7
3.6
3.5
3.4
3.3
N=
191
89
266
305
384
517
Today
A week ago
A month ago
6 months ago
6-12 months ago
Over 1 year ago

Figure 3

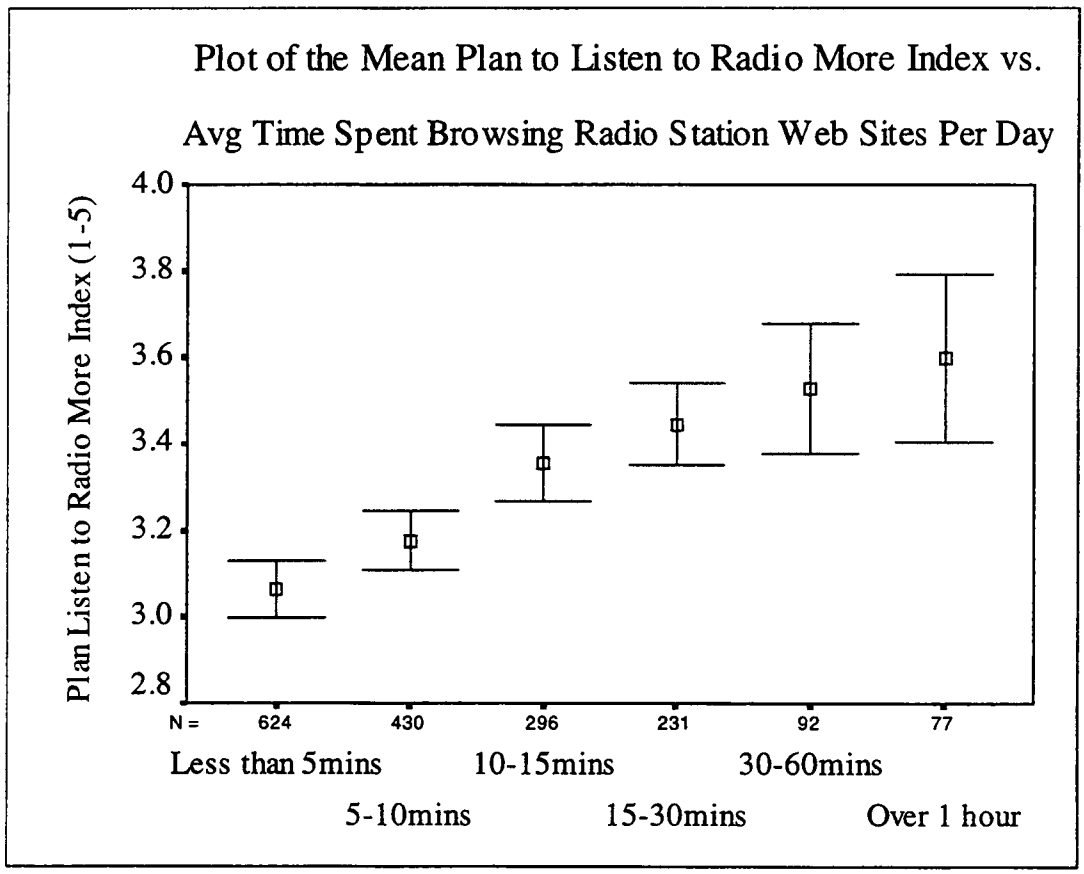

Plot of the Mean Plan to Listen to Radio More Index vs.
Avg Time Spent Browsing Radio Station Web Sites Per Day
Plan Listen to Radio More Index (1-5)
4.0
3.8
3.6
3.4
3.2
3.0
2.8
N =
624
430
296
231
92
77
Less than 5mins
5-10mins
10-15mins
15-30mins
30-60mins
Over 1 hour

Figure 4

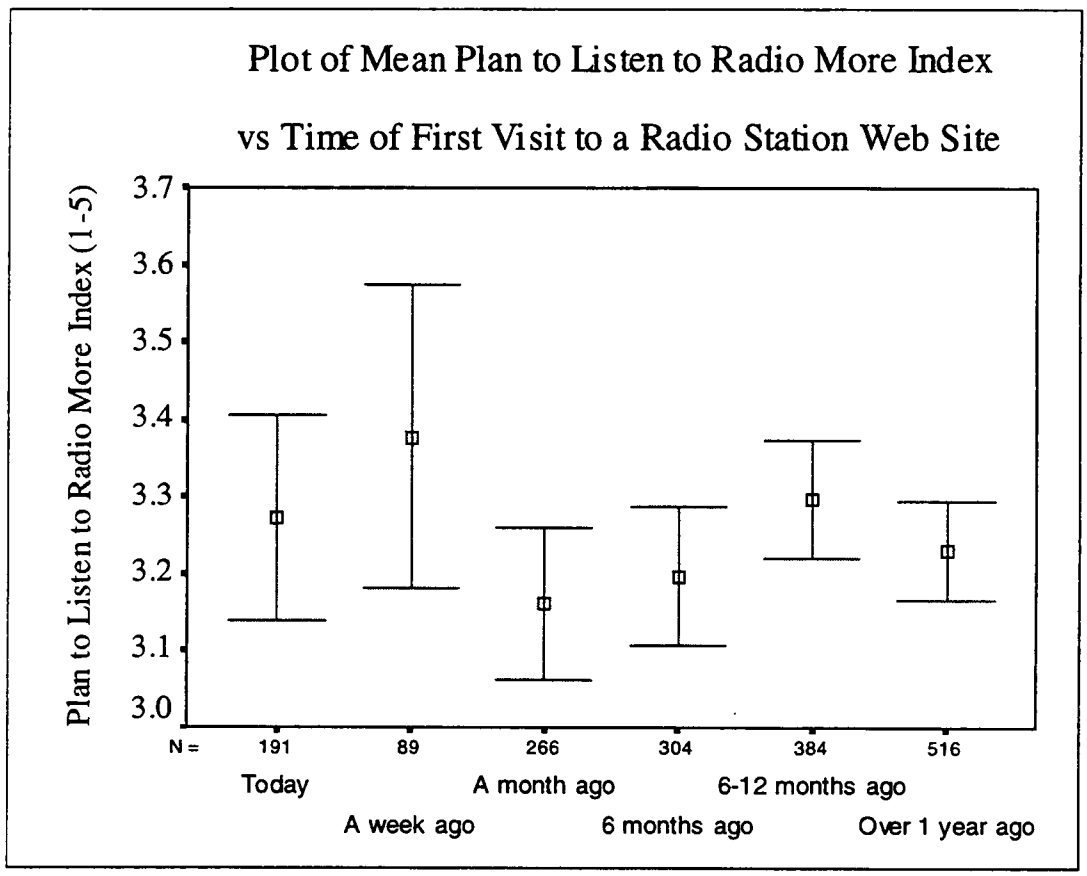

Plot of Mean Plan to Listen to Radio More Index
vs Time of First Visit to a Radio Station Web Site
Plan to Listen to Radio More Index (1-5)
3.7
3.6
3.5
3.4
3.3
3.2
3.1
3.0
N =
191
89
266
304
384
516
Today
A week ago
A month ago
6 months ago
6-12 months ago
Over 1 year ago

Figure 5

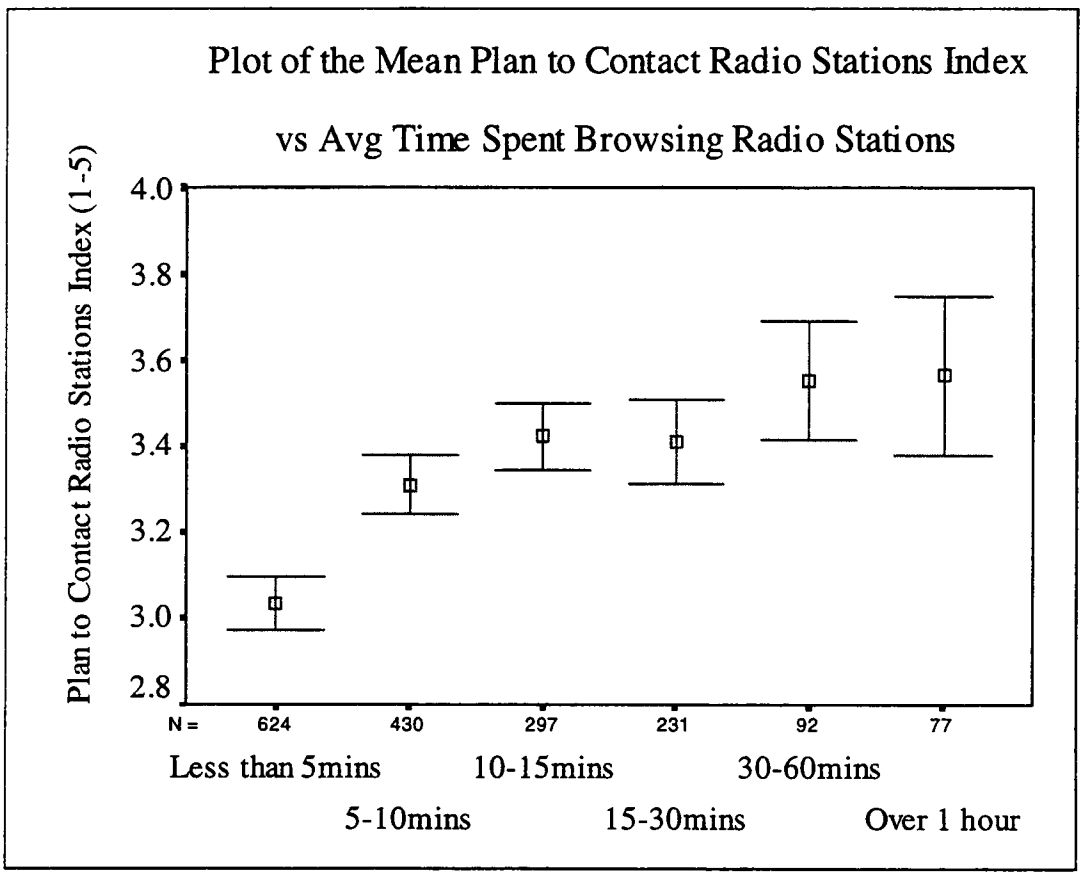

Plot of the Mean Plan to Contact Radio Stations Index
vs Avg Time Spent Browsing Radio Stations
Plan to Contact Radio Stations Index (1-5)
4.0
3.8
3.6
3.4
3.2
3.0
2.8
N =
624
430
297
231
92
77
Less than 5mins
5-10mins
10-15mins
15-30mins
30-60mins
Over 1 hour

Figure 6

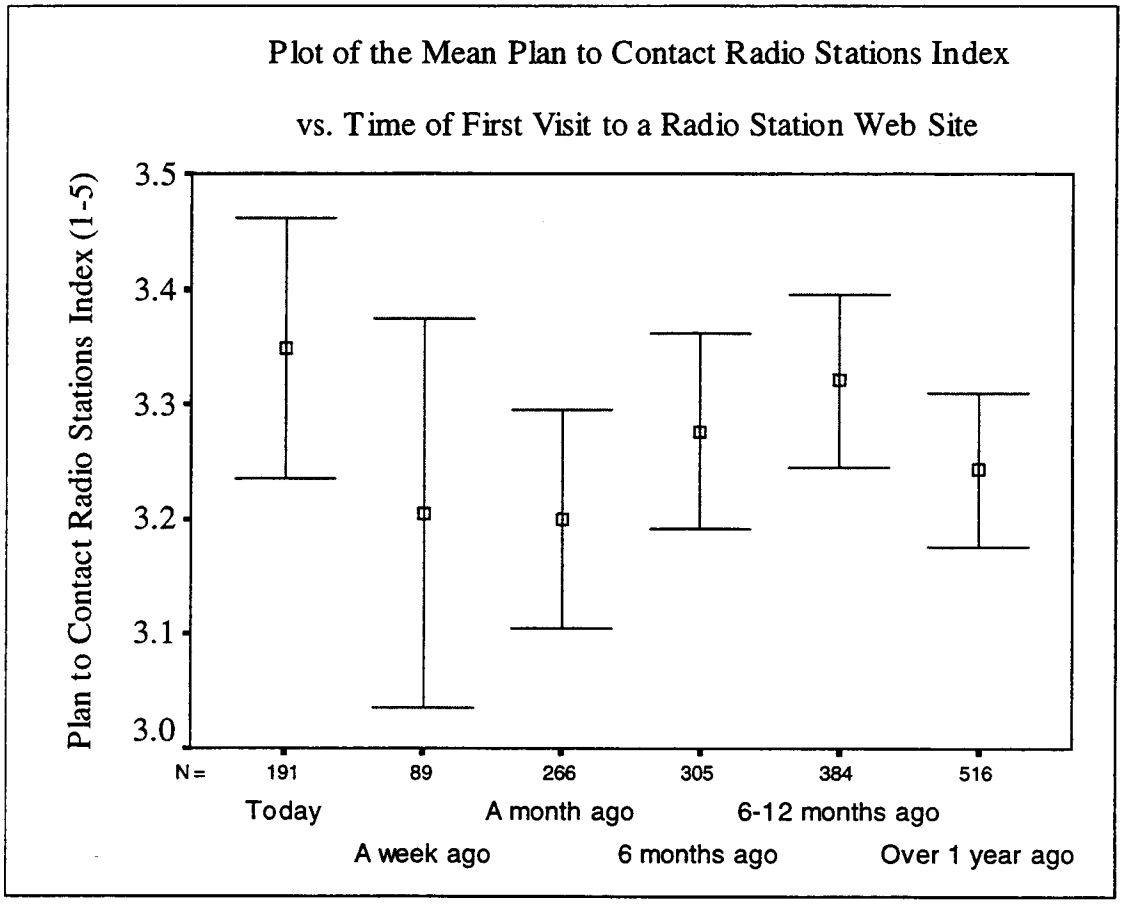

Plot of the Mean Plan to Contact Radio Stations Index
vs. Time of First Visit to a Radio Station Web Site
Plan to Contact Radio Stations Index (1-5)
3.5
3.4
3.3
3.2
3.1
3.0
N=
191
89
266
305
384
516
Today
A week ago
A month ago
6 months ago
6-12 months ago
Over 1 year ago

Figure 7

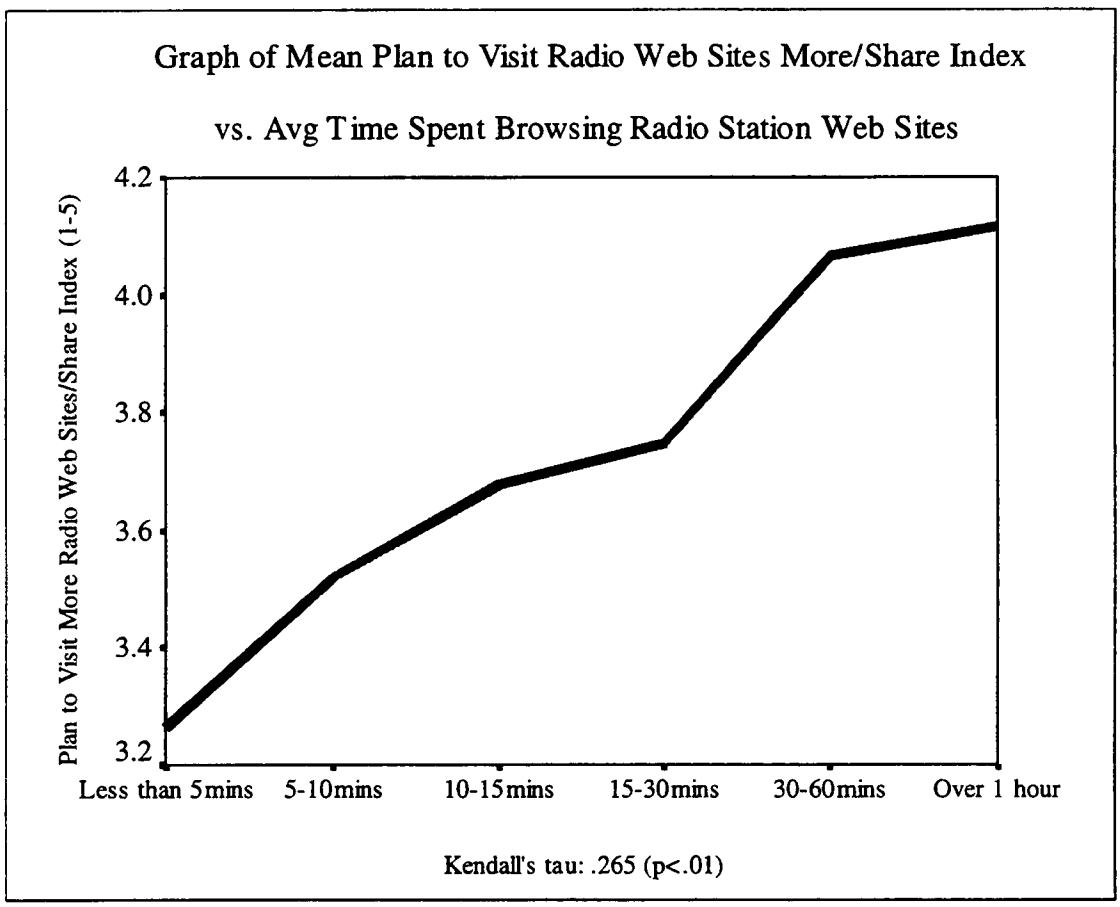

Graph of Mean Plan to Visit Radio Web Sites More/Share Index
vs. Avg Time Spent Browsing Radio Station Web Sites
Plan to Visit More Radio Web Sites/Share Index (1-5)
4.2
4.0
3.8
3.6
3.4
3.2
Less than 5mins
5-10mins
10-15mins
15-30mins
30-60mins
Over 1 hour
Kendall's tau: .265 (p<.01)

Figure 8

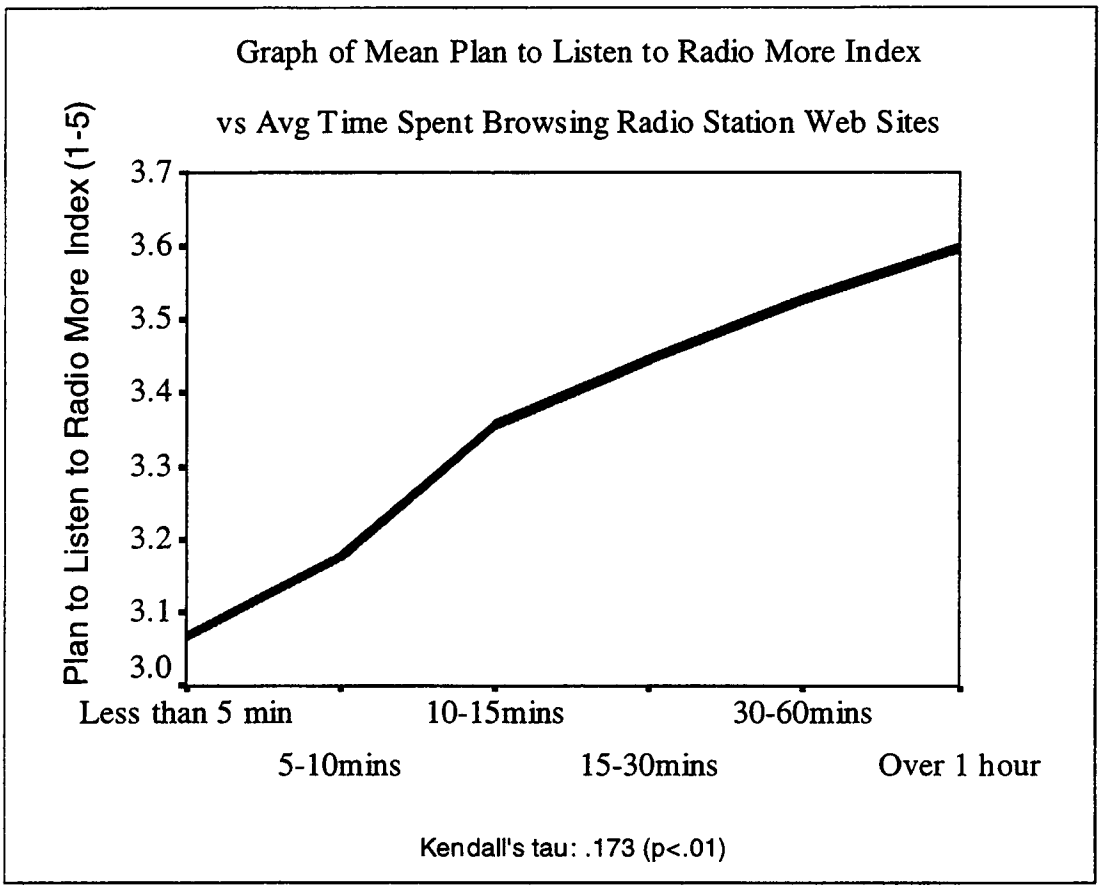
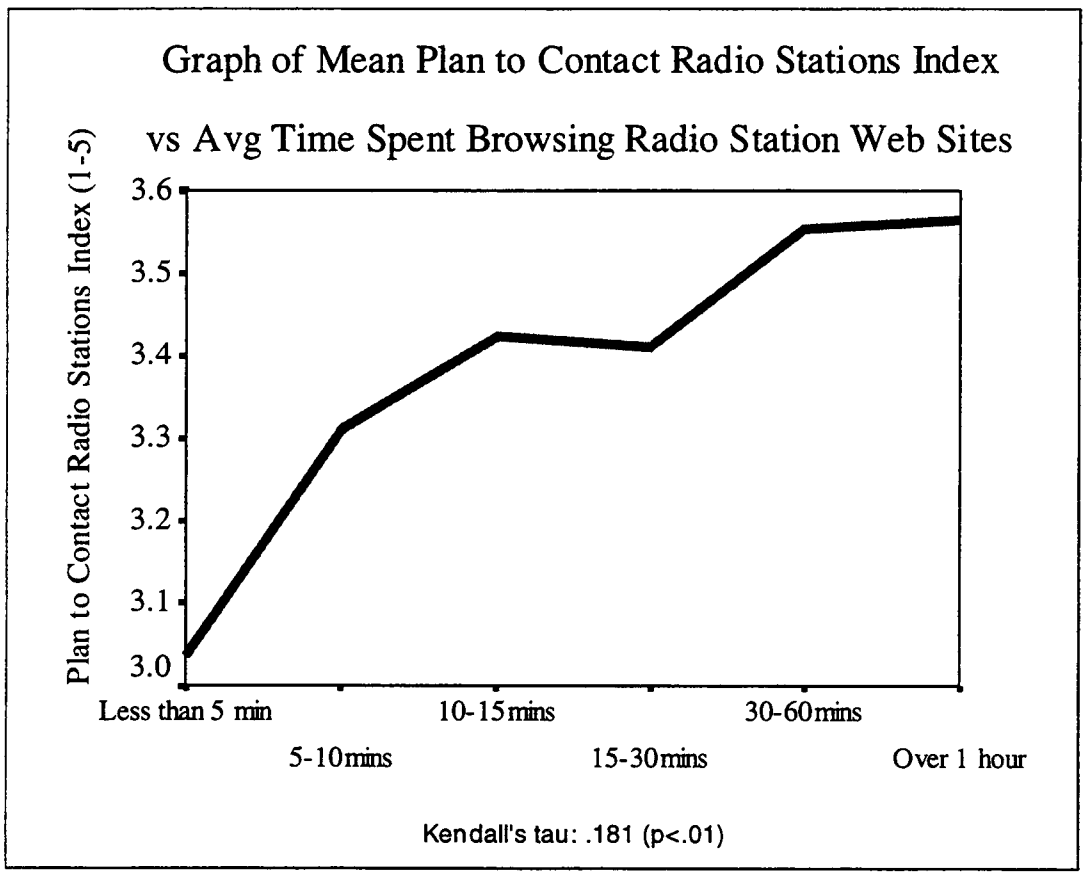

Graph of Mean Plan to Listen to Radio More Index
vs Avg Time Spent Browsing Radio Station Web Sites
Plan to Listen to Radio More Index (1-5)
3.7
3.6
3.5
3.4
3.3
3.2
3.1
3.0
Less than 5 min
5-10mins
10-15mins
15-30mins
30-60mins
Over 1 hour
Kendall's tau: .173 (p<.01)

Figure 9


Graph of Mean Plan to Contact Radio Stations Index
vs Avg Time Spent Browsing Radio Station Web Sites
Plan to Contact Radio Stations Index (1-5)
3.6
3.5
3.4
3.3
3.2
3.1
3.0
Less than 5 min
5-10mins
10-15mins
15-30mins
30-60mins
Over 1 hour
Kendall's tau: .181 (p<.01)

APPENDIX C
A Conceptual Framework for Web Site Cost-Benefit Analyses Based on Griffiths and King's (1993) Model

A Conceptual Framework for Web Site Cost-Benefit Analyses Based on Griffiths and King's Model

Inputs(Resources used to create the web site)

The Number of Resources

of Words on the site
of Images on the site
of Pages on the site
of Links
of Banners
of Advertisements
of Computers used for site
of Files used for site
of Personnel working on the site
of Hours working on the site
of Updates to the site
of Software packages/products used
of ISP Services used
of Hardware connections

Cost of Resources

$ of Personnel
$ of Computer system/software
$ of Software Packages
$ of Maintenance
$ of ISP service
$ of Design Service
$ of Hardware connections

Attributes of Resources

of Years of experience of the design personnel
of Favorable reviews of the computer software
Speed of the system

Outputs (Product/Services Produced)

The cost of output

$ of the web site; subscription rates, special pages

Attributes of output

-Quality; Content comprehensive
-Timeliness; Updated regularly
-Availability; Always able to download
-Accessibility; Web site can be logged onto

Usage(Use and Non Use)

The Number of Users and Non Users

of visitors
Reach Duplication- # of unique visitors
of pages viewed
Avg. time spent per page

Most frequently accessed pages or files
Usage by organization and Internet hierarchy
Usage by geographic location
Entry and Exit points
Referring sites
Raw Visit Depth-# of pages exposed to during a single visit
Visit Depth-# of unique pages exposed to during a single visit
Primary Navigational patterns
Cross site navigational patterns
Visitor loyalty and repeat visits

Outcomes (Consequences of Use and Non Use)

Time saved as a result of visiting the web site
Increased time spent listening/watching of the radio or television station
Improved perception of radio or television station functions; news, music
Improved perception of on-air talent
Improved perception of station image

Domain (Environmental Characteristics)

Target population
Demographic, psychographic, and behavioral characteristics of visitors
Visitor and Non Visitor
Visitor and Non Visitor information needs

APPENDIX D

Invitation Letter to Radio Stations

Invitation Letter to Radio Stations

To: WEBMASTER, GM, Sales Manager, Air Talent & PD.

Do you want to know why people visit your web site? We want to know too. My name is Reggie Murphy and I am a member of the Radio Research Group at the University of Tennessee in Knoxville, TN. We are doing a national survey of people who visit radio station web sites. We've chosen rock and roll radio stations because, of course, WE LIKE TO ROCK!

We are inviting you along with approximately 360 rock and roll radio stations with web sites to participate. Participation is voluntary and costs NOTHING. All you have to do is place a "Link" on your station's web site. That "Link" will take the visitor to our survey. After they complete the survey, we will provide them a link to get back to your station's web site. The survey is being conducted for RESEARCH purposes only.

Here's what you'll get:
1). You'll get an executive summary of our results. FREE!
2). You'll get the RAW DATA from every respondent that indicated on the survey they came to our survey from YOUR station's web site. FREE! You can use this data to look at your own listeners. The results can help you to develop a customized on-line survey of your own.
3). The executive summary and raw data combined can help you make adjustments and/or improvements to your web site.
4). Your radio station can receive a tremendous amount of national and international exposure because we will be mentioning all the participating radio stations in our promotional announcements on various radio oriented "news groups", bulletin boards, and in on-line and print trade journals.

Would you like to participate in this project? (mark with "X")
YES!!! We would like to participate_____ No thanks_____
If YES, please provide the following information so that we can contact you.
Name/Position:
Station:
Phone Number:
E-mail address:

Who is the WEBMASTER that we will need to provide the "Link"(URL) to our survey?
Name:
Phone Number:
E-mail address:

If you have any questions or need more information about this project please feel free to contact me, Reggie Murphy. e-mail: rmurphy1@utk.edu ph: (423)974-4291 or (423)558-7706

APPENDIX E

The Sample of Rock and Classic Rock Radio Stations on the Web

United States Rock Stations On the Web
(In Alphabetical Order)

KAOY - 101.5 fm - Kealakekua HI ~ Rock
KATT - 100.5 fm - Oklahoma City OK ~ Rock
KAZR - 103.3 fm - Pella/Des Moines IA ~ Lazer 103.3 - Rock
KBER - 101.1 fm - Ogden/Salt Lake City UT ~ Rock
KBOY FM - 95.7 fm - Medford OR ~ Rock
KCAL FM - 96.7 fm - Redlands/San Bernardino CA ~ Rock
KDEZ - 100.5 fm - Jonesboro AR ~ Rock
KDKB - 93.3 fm - Mesa/Phoenix AZ ~ Rock
KDUX FM - 104.7 fm - Aberdeen WA ~ Rock
KECH FM - 95.3 fm - Sun Valley ID ~ Rock
KEGL - 97.1 fm - Fort Worth/Dallas TX ~ Rock
KEYJ FM - 107.9 fm - Abilene TX ~ Rock 108 - Rock
KEZO FM/AM - 92.3 fm - Omaha NE ~ Rock 1490 am - Omaha NE ~ Rock (s-FM)
KFFX - 104.9 fm - Emporia KS ~ FOX 105 - Rock
KFMW - 107.9 fm - Waterloo IA ~ Rock
KFMX - 94.5 fm - Lubbock TX ~ FMX - Rock
KGGO - 94.9 fm - Des Moines IA ~ Rock
KGGY - 102.3 fm - Dubuque IA ~ Rock 102.3fm - Rock
KGRR - 97.3 fm - Dubuque IA ~ GRREAT ROCK & ROLL - Rock
KHOP - 95.1 fm - Oakdale/Modesto/Stockton CA ~ Real Rock 95.1 - Rock
KILO - 94.3 fm - Colorado Springs CO ~ Rock
KIOC - 106.1 fm - Orange/Beaumont TX ~ Big Dog 106 - Rock
KIOZ - 105.3 fm - San Diego CA ~ Rock
KISS - 99.5 fm - San Antonio TX ~ Rock
KISW - 99.9 fm - Seattle WA ~ Rock
KKGB - 101.3 fm - Sulphur/Lake Charles LA ~ Rock
KLBJ FM - 93.7 fm - Austin TX ~ Rock
KLKX - 93.5 fm - Rosamond/Antelope Valley CA ~ Rock
KLOL - 101.1 fm - Houston TX ~ Rock
KLOS - 95.5 fm - Los Angeles CA ~ Rock
KLPX - 96.1 fm - Tucson AZ ~ Rock
KLUK - 107.9 fm - Laughlin NV/Bullhead City AZ ~ Lucky 108 - Rock
KMKF - 101.5 fm - Manhattan KS ~ Rock
KMOD FM - 97.5 fm - Tulsa OK ~ Rock
KMTN - 96.9 fm - Jackson WY ~ Rock
KNCN - 101.3 fm - Sinton/Corpus Christi TX ~ C-101 - Rock
KOMP - 92.3 fm - Las Vegas NV ~ Rock
KOZE FM - 96.5 fm - Lewiston ID ~ Z-Rock - Rock
KQRC - 98.9 fm - Leavenworth KS/Kansas City MO ~ Rock
KQRS FM - 92.5 fm - Golden City/Minneapolis MN ~ Rock
KQRX - 95.1 fm - Midland/Odessa TX ~ Rock
KQWB FM - 98.7 fm - Moorehead MN/Fargo ND ~ Rock

KQXC - 102.5 fm - Wichita Falls TX ~ Q102 - Rock
KRAB - 106.1 fm - Green Acres/Bakersfield CA ~ Rock
KRCH - 101.7 fm - Rochester MN ~ Laser 101.7 - Rock
KRKR - 107.9 fm - Roy/Salt lake City UT ~ K-Rock - Rock
KRKX - 94.1 fm - Billings MT ~ Rock
KRNA - 94.1 fm - Iowa City IA ~ Rock
KRQR - 106.7 fm - Orland/Chico CA ~ Z-Rock
KRTN FM - 93.7 fm - Raton NM ~ Rock/Oldies/Classic Rock/Country
KRXQ - 93.7 fm - Roseville/Sacramento CA ~ Rock
KRZR - 103.7 fm - Hanford/Fresno CA ~ The Wild Hare - Rock
KRZZ - 96.3 fm - Derby/Wichita KS ~ Rock
KSFX - 100.5 fm - Roswell NM ~ Rock
KSHE - 94.7 fm - Crestwood/St. Louis MO ~ Rock
KSJO - 92.3 fm - San Jose CA ~ Rock
KSPQ - 93.9 fm - West Plains MO ~ Rock
KSUP - 106.3 fm - Juneau AK ~ Rock
KTSR - 92.1 fm - College Station TX ~ Rock
KTUX - 98.9 fm - Carthage TX/Shreveport LA ~ 99X - Rock
KTXQ - 102.1 fm - Fort Worth/Dallas TX ~ Rock
KTYD - 99.9 fm - Santa Barbara CA ~ Rock
KUFO - 101.1 fm - Portland OR ~ Rock
KUPD FM - 97.9 fm - Tempe/Phoenix AZ ~ Rock
KUTZ - 98.9 fm - Lampasas/Austin/Killeen TX ~ Rock
KWBR - 95.3 fm - Pismo Beach/San Luis Obispo CA ~ Rock
KXFX - 101.7 fm - Santa Rosa CA ~ Rock
KXUS - 97.3 fm - Springfield MO ~ US97 - Rock
KXXI - 93.7 fm - Gallup NM ~ Rock
KXXR - 93.7 fm - Minneapolis MN ~ 93X - Rock
KZBB - 97.9 fm - Poteau OK/Fort Smith AR ~ Zebra 97.7 - Rock
KZCD - 94.3 fm - Lawton OK ~ Rock
KZDC - 1250 am - San Antonio TX ~ Rock
KZGL - 95.9/101.7 fm - Cottonwood/Flagstaff AZ ~ Rock
KZLE - 93.1 am - Batesville AR ~ The Max 93one FM - Rock
KZOQ - 100.1 am - Missoula MT ~ Rock
KZRR - 94.1 fm - Albuquerque NM ~ Rock
KZZE - 106.3 fm - Eagle Point/Medford OR ~ Rock
WAAF - 107.3 fm - Worcester/Boston MA ~ Rock
WAOR - 95.3 fm - Niles MI/South Bend IN ~ Rock
WAPL FM - 105.7 fm - Appleton/Green Bay WI ~ Rock
WAQX FM - 95.7 fm - Manlius/Syracuse NY ~ Rock
WARQ - 93.5 fm - Columbia SC ~ Rock
WBAB - 102.3 fm - Babylon/Long Island NY ~ Rock
WBUZ - 106.5 fm - Delta/Toledo OH ~ Rock
WBYR - 98.9 fm - Van Wert OH/Fort Wayne IN ~ The BEAR - Rock
WBZX - 99.7 fm - Columbus OH ~ Rock
WCAD - 105.7 fm - San Juan PR ~ Alfa Rock - Rock

WCCC FM - 106.9 fm - Hartford CT ~ Rock
WCIZ - 93.5 fm - Watertown NY/Kingston ON ~ CIZ FM - Rock
WCKW FM - 92.3 fm - La Place/New Orleans LA ~ Rock
WCLG FM - 100.1 fm - Morgantown WV ~ Rock
WCMF FM - 96.5 fm - Rochester NY ~ Rock
WCPR - 97.9 fm - Wiggins/Biloxi MS ~ Rock
WDHA FM - 105.5 fm - Dover/Morristown NJ ~ Rock
WDDJ - 96.9 fm - Paducah KY ~ Rock
WDVE - 102.5 fm - Pittsburgh PA ~ Rock
WDRK - 103.5 fm - Callaway/Panama City FL ~ Rock 103 - Rock
WEBN FM - 102.7 fm - Cincinnati OH ~ Rock
WEZX - 106.9 fm - Scranton/Wilkes-Barre PA ~ Rock
WFBQ - 94.7 fm - Indianapolis IN ~ Rock
WFRD - 99.3 fm - Hanover/Lebanon NH ~ 99 Rock - Rock
WFYV FM - 104.5 fm - Atlantic Beach/Jacksonville FL ~ Rock 105 - Rock
WGIR FM - 101.1 fm - Manchester NH ~ ROCK 101 - Rock
WGLF - 104.1 fm - Tallahassee FL ~ Gulf 104 - Rock
WGLO - 95.5 fm - Pekin/Peoria IL ~ Rock
WHDQ - 106.1 fm - Claremont/Lebanon/Hanover NH ~ Rock
WHEB - 100.3 fm - Portsmouth NH ~ Rock
WHJY - 94.1 fm - Providence RI ~ Rock
WHMH FM/WVAL - 101.7 fm - Sauk Rapids/St. Cloud MN ~ Rockin' 101 - Rock
660 am - Sauk Rapids/St. Cloud MN ~ Rock (s-FM)
WHOG - 95.7 fm - Ormond By The Sea/Daytona FL ~ The Hog - Rock
WIHN - 96.7 fm - Normal/Bloomington IL ~ I-97 - Rock
WIIL - 95.1 fm - Kenosha/Milwaukee WI ~ Rock
WIMK/WUPK - 93.1 fm - Iron Mountain MI ~ K-Rock - Rock
94.1 fm - Marquette MI ~ Rock (s-FM)
WIOT - 104.7 fm - Toledo OH ~ Rock
WIQB FM - 102.9 fm - Ann Arbor MI ~ Rock 103 - Rock
WIRX - 107.1 fm - St. Joseph/Benton Harbor MI ~ Rock
WIYY - 97.9 fm - Baltimore MD ~ 98 Rock - Rock
WIZN - 106.7 fm - Vergennes/Burlington VT ~ Rock
WJRR - 101.1 fm - Cocoa Beach/Orlando FL ~ Rock
WJST - 106.3 fm - Fort Myers Villas FL ~ Rock
WJXQ - 106.1 fm - Jackson/Lansing/Battle Creek MI ~ Q106 fm - Rock
WKCB FM - 107.1 fm - Hindman KY ~ The Killer B 107 - Rock
WKDF - 103.3 fm - Nashville TN ~ Rock
WKGB FM - 92.5 fm - Susquehanna/Binghamton NY ~ Rock
WKHY - 93.5 fm - Lafayette IN ~ Rock
WKIT FM - 100.3 fm - Brewer/Bangor ME ~ Rock
WKLC FM - 105.1 fm - St Albans/Charleston/Huntington WV ~ Rock
WKLT/WKLZ - 97.5 fm - Kalkaska/Traverse City MI ~ Double Rock KLT - Rock
98.9 fm - Petoskey/Cheboygan MI ~ Rock (s-FM)
WKLS - 96.1 fm - Atlanta GA ~ Rock
WKMZ - 97.5 fm - Martinsburg WV ~ Rock

WKPE FM - 104.7 fm - Orleans/Cape Cod MA ~ Rock 104.7 The Cape - Rock
WKQQ - 98.1 fm - Lexington KY ~ Rock
WKQZ - 93.3 fm - Midland/Saginaw MI ~ Rock
WKRR - 92.3 fm - Asheboro/Greensboro/Winston-Salem NC ~ Rock
WKSM - 99.5 fm - Fort Walton Beach FL ~ 99 Rock - Rock
WKVT FM - 92.7 fm - Brattleboro VT ~ Rock
WKZQ FM/AM - 101.7 fm - Myrtle Beach SC ~ Rock
1520 am - Myrtle Beach SC ~ Rock (s-FM)
WLVQ - 96.3 fm - Columbus OH ~ Rock
WLVY - 94.3 fm - Elmira NY ~ 94Rock - CHR
WLZR FM - 102.9 fm - Milwaukee WI ~ Rock
WMFS - 92.9 fm - Bartlett/Memphis TN ~ 92.9 MFS - Rock
WMMR - 93.3 fm - Philadelphia PA ~ Rock
WMMS - 100.7 fm - Cleveland OH ~ The Buzzard - Rock
WMRR - 101.7 fm - Muskegon Heights MI ~ Rock
WMZK - 104.1 fm - Merrill/Wausau WI ~ Rock
WNCD - 106.1 fm - Niles/Youngstown OH ~ CD 106/The Wolf - Rock
WNDD/WNDT - 95.5 fm - Silver Spirngs/Ocala FL ~ Wind-FM - Rock
92.5 fm - Alachua/Gainesville FL ~ Rock (s-FM)
WONE FM - 97.5 fm - Akron OH ~ Rock
WOUR - 96.9 fm - Utica/Rome NY ~ Rock
WPDH - 101.5 fm - Poughkeepsie NY ~ Rock
WPLR - 99.1 fm - New Haven/Bridgeport CT ~ Rock
WPXC - 102.9 fm - Hyannis/Cape Cod MA ~ Rock
WPYX - 106.5 fm - Albany NY ~ Rock
WQBZ - 106.3 fm - Fort Valley/Macon GA ~ Rock
WQLZ - 92.7 fm - Taylorville/Springfield IL ~ Rock
WQKK - 99.1 - Edensburg/Johnstown PA ~ 99QWK - Rock
WQTL - 106.3 fm - Ottawa/Lima OH ~ Rock
WQUT FM - 101.5 fm - Johnson City TN ~ Rock
WQZK FM - 94.1 fm - Keyser WV ~ Rock
WRBR FM - 103.9 fm - South Bend IN ~ The Bear - Rock
WRCN - 103.9 fm - Riverhead/Long Island NY ~ Rock
WRCX - 103.5 fm - Chicago IL ~ Rock
WRIF - 101.1 fm - Detroit MI ~ Rock
WRKR - 107.7 fm - Portage/Kalamazoo MI ~ Rock
WRKT - 100.9 fm - North East/Erie PA ~ Rocket 101 - Rock
WROV FM - 96.3 fm - Martinville/Roanoke VA ~ 96.3 ROV - Rock
WRQK FM - 106.9 fm - Canton OH ~ Rock
WRUF FM - 103.7 fm - Gainsville FL ~ Rock
WRXL - 102.1 fm - Richmond VA ~ Rock
WRXZ/WFFM - 106.1 fm - Sylvester/Albany GA ~ Rock
105.7 fm - Ashburn GA ~ Rock(s-FM)
WSFL FM - 106.5 fm - Bridgeton/New Bern NC ~ Rock
WSFM - 107.5 fm - Southport/Wilmington NC ~ Rock
WSPL - 95.7 fm - La Crosse WI ~ Rock

WSTZ - 106.7 fm - Vicksburg/Jackson MS ~ Z 106 - Rock
WTAK FM - 106.1 fm - Hartselle/Huntsille AL ~ Rock
WTAO - 105.1 fm - Murphysboro/Carbondale IL ~ Rock
WTFX - 100.5 fm - Louisville KY ~ Rock
WTKX FM - 101.5 fm - Pensacola FL ~ TK 101 - Rock
WTPA - 93.5 fm - Mechanicsburg/Harrisburg PA ~ Rock
WTUE - 104.7 fm - Dayton OH ~ Rock
WVBR FM - 93.5 fm - Ithaca NY ~ Rock
WVRK - 102.9 fm - Columbus GA ~ ROCK 103 - Rock
WWBN - 101.5 fm - Tuscola/Flint MI ~ BANANA 101.5 - Rock
WWBR - 102.7 fm - Mt. Clemens/Detroit MI ~ The Bear - Rock
WWCT - 105.7 fm - Peoria/Bloomington IL ~ Rock
WWDC FM - 101.1 fm - Washington DC ~ Rock
WWUC - 105.7 fm - Union City TN ~ The QUAKE 105.7 - Rock
WWWV - 97.5 fm - Charlottesville/Harrisonburg VA ~ 3WV - Rock
WXCM - 97.1 fm - Hawesville KY ~ 97X - Rock
WXKE - 103.9 fm - Fort Wayne IN ~ Rock 104 - Rock
WXLP - 96.9 fm - Moline IL/Devenport IA ~ 97X - Rock
WXTB - 97.9 fm - Clearwater/Tampa FL ~ Rock
WYNF - 107.9 fm - Coral Cove/Sarasota FL ~ YNF - Rock
WYSP - 94.1 fm - Philadelphia PA ~ Rock
WZBH - 93.5 fm - Georgetown DE/Ocean City MD ~ The Beach - Rock
WZMT - 97.9 fm - Hazleton/Scranton PA ~ 98Rock - Rock
WZNF - 95.3 fm - Rantoul/Champaign IL ~ Rock
WZOW - 97.7 fm - Goshen/Elkhart/South Bend IN ~ Rock
WZTA - 94.9 fm - Miami Beach FL ~ Rock
WZXL - 100.7 fm - Wildwood/Atlantic City NJ ~ Rock
WZXR - 99.3 fm - South Williamsport PA ~ Rock
WZZO - 95.1 fm - Bethleham/Allentown PA ~ Rock
WZZQ FM - 107.5 fm - Terre Haute IN ~ Rock 107.5 - Rock
WZZR - 92.7 fm - Stuart/Fort Pierce FL ~ Rock

United States Classic Rock Stations On the Web (Alphabetical Order)

KAGL - 93.3 fm - El Dorado AR ~ The Eagle - Classic Rock
KARO - 103.3 fm - Caldwell/Boise ID ~ Classic Hits
KBFX - 100.5 fm - Anchorage AK ~ 100.5 the Fox - Classic Rock
KBRQ - 102.5 fm - Hillsboro/Waco TX ~ Classic Rock
KCBS FM - 93.1 fm - Los Angeles CA ~ Arrow 93fm - Classic Hits
KCFX - 101.1 fm - Harrisonville/Kansas City MO ~ The Fox - Classic Rock
KCMT - 98.9 fm - Chester/Quincy CA ~ The Komet FM 99 - Classic Rock
KCRR - 97.7 fm - Grundy Center/Waterloo IA ~ Classic Rock
KDAG - 96.9 fm - Farmington NM ~ Big Dog 96.6 - Classic Rock
KDBB - 104.3 fm - Bonne Terre MO ~ B 104.3fm - Classic Rock
KDXE - 95.9 fm - Sulphur Springs TX ~ Dixie 95-9 - Classic Rock

KEGX - 106.5 fm - Richland/Tri-Cities WA ~ Classic Rock
KGB FM - 101.5 fm - San Diego CA ~ Classic Rock
KGMO - 100.7 fm - Cape Girardeau MO/Carbondale IL ~ Classic Rock
KGON - 92.3 fm - Portland OR ~ Classic Rock
KHTC - 96.9 fm - Phoenix AZ ~ Eagle 96.9 - Classic Hits
KICA FM - 98.3 fm - Farwell TX/Clovis NM ~ KClassic - Classic Rock
KIKX - 104.7 fm - Ketchum/Twin Falls ID ~ Classic Hits
KIOT - 102.5 fm - Los Lunas/Albuquerque NM ~ Arrow 102.5 - Classic Rock
KITI FM - 95.1 fm - Winlock/Centralia WA ~ Live 95 - AC-Classic Hits
KJFX - 95.7 fm - Fresno CA ~ The Fox - Classic Rock
KKBB - 99.3 fm - Bakersfield CA ~ Classic Rock
KKBS - 92.7 fm - Guymon OK ~ Classic Rock
KKFM - 98.1 fm - Colorado Springs CO ~ Classic Rock
KKEG - 92.1 fm - Fayetteville AR ~ Classic Rock
KKEZ - 94.5 fm - Fort Dodge/Des Moines IA ~ Z94 - Classic Rock
KKHG - 104.1 fm - Tucson AZ ~ Classic Rock
KKHK - 99.5 fm - Denver CO ~ The Hawk 99.5 - Classic Rock
KKLZ - 96.3 fm - Las Vegas NV ~ Classic Rock
KKPT - 94.1 fm - Little Rock AR ~ Classic Rock
KKQQ - 102.3 fm - Volga/Brooking SD ~ Classic Rock
KKRW - 93.7 fm - Houston TX ~ The Arrow - Classic Rock
KLFX - 107.3 fm - Nolanville/Killeen TX ~ Classic Rock
KLIP - 105.3 fm - Monroe LA ~ Classic Rock
KLIZ FM/KLLZ FM/AM - 107.5 fm - Brainerd MN ~ The Power Loon - Classic Rock
99.1 fm - Walker MN ~ Classic Rock 1600 am - Walker MN ~ Classic Rock
KLKK - 103.1 fm - Clear Lake/Mason City IA ~ 103.1 The Fox - Classic Hits
KLOG - 1490 am - Kelso/Longview WA ~ Classic Hits/Sports
KLZK - 104.3 fm - Brownfield/Lubbock TX ~ Classic Rock
KLZX FM - 106.9 fm - Brigham City/Salt Lake City UT ~ Classic Rock
KLZY - 92.5 fm - Powell WY ~ Z 92 - Classic Rock
KLZZ - 103.7 fm - Waite Park/St. Cloud MN ~ The Power Loon - Classic Rock
KMJX - 105.1 fm - Conway/Little Rock AR ~ Classic Rock
KQCL/KQPR - 95.9 fm - Fairibault MN ~ Power 96 - Classic Rock
96.1 fm - Albert Lea MN ~ Classic Rock (s-FM)
KPEZ - 102.3 fm - Austin TX ~ Z102 - Classic Rock
KPFX - 107.9 fm - Fargo ND ~ Classic Rock
KPLN - 103.7 fm - San Diego CA ~ Classic Hits
KRFX - 103.5 fm - Denver CO ~ Classic Rock
KRKQ - 98.3 fm - Boone/Des Moines IA ~ 98 Rock - Classic Rock
KRKZ - 93.5 fm - Altus OK ~ Z93 - Classic Rock
KRQC - 92.7 fm - Marina/Monterey CA ~ Classic Rock
KRTN FM - 93.7 fm - Raton NM ~ Rock/Oldies/Classic Rock/Country
KRXO - 107.7 fm - Oklahoma City OK ~ Classic Rock
KSAN - 107.7 fm - San Mateo/San Francisco CA ~ Classic Rock
KSD FM - 93.7 fm - St. Louis MO ~ Classic Rock

KSEG - 96.9 fm - Sacramento CA ~ Classic Rock
KSLX - 100.7 fm - Scottsdale/Phoenix AZ ~ Classic Rock
KSTR - 96.1 fm - Montrose/Grand Junction CO ~ K-Star 96.1 - Classic Rock
KTWS - 98.3 fm - Bend OR ~ The Twins - Classic Rock
KUFX - 94.5 fm - Gilroy/San Jose CA ~ KFOX - Classic Rock
KWRQ - 102.1 fm - Clifton/Safford AZ ~ Q102 - Classic Rock
KXGO - 93.1 fm - Acata/Eureka CA ~ Adult Alternative/Classic Rock
KXLP - 93.1 fm - New Ulm/Mankato MN ~ Classic Rock
KYLC - 93.5 fm - Osage Beach MO ~ Rock 93.5 - Classic Rock
KYGL - 106.3 fm - Texarkana AR ~ Classic Rock
KZAP - 96.7 fm - Paradise/Chico CA ~ Classic Rock
KZEL FM - 96.1 fm - Eugene OR ~ Classic Rock
KZEP - 104.5 fm - San Antonio TX ~ Classic Rock
KZOK FM - 102.5 fm - Seattle WA ~ Classic Rock
KZOZ - 93.3 fm - San Luis Obispo CA ~ Classic Rock
KZPS - 92.5 fm - Dallas TX ~ Classic Rock
KZRO - 100.1 fm - Dunsmuir/Mt. Shasta CA ~ Classic Hits
WAAL - 99.1 fm - Binghamton NY ~ Classic Rock
WACL - 98.5 fm - Elkton/Harrisonburg VA ~ Cool 98.5 - Classic Hits
WAQY FM - 102.1 fm - Springfield MA ~ Rock 102 - Classic Rock
WARW - 94.7 fm - Bethesda MD/Washington DC ~ Classic Rock
WAWC - 103.5 fm - Syracuse IN ~ Wawasee 103.5 - Classic Hits
WBGG FM - 105.9 fm - Ft. Lauderdale/Miami FL ~ Classic Hits
WBHG - 101.5 fm - Meredith/Gilrord NH ~ Classic Rock
WBRJ - 106.7 fm - Mount Sterling/Quincy IL ~ Classic Rock
WBOP - 106.3 fm - Churchville/Harrisonburg VA ~ Classic Rock
WCCN FM - 107.5 fm - Neillsville WI ~ The Rock - Classic Rock
WCDQ - 92.1 fm - Sanford ME/Portsmouth NH ~ Classic Rock
WCSX - 94.7 fm - Birmingham/Detroit MI ~ Classic Rock
WDGL - 98.1 fm - Baton Rouge LA ~ Eagle 98.1 - Classic Rock
WEFX - 95.9 fm - Norwalk/Bridgeport CT ~ The Fox - Classic Hits
WEGR - 102.7 fm - Memphis TN ~ Classic Rock
WEMR FM - 107.7 fm - Tunkhannock/Wilkes-Barre PA ~ Endless Mountains Rock-Classic Rock
WERO - 93.3 fm - Washington/New Bern NC ~ Arrow 93.3 - Classic Rock
WFWI - 92.3 fm - Fort Wayne IN ~ The FORT - Classic Hits
WGFM/WGFN/WCKC - 105.1 fm - Cheboygan/Petosky MI ~ Classic Rock
89.1 fm - Glen Arbor/Traverse City MI ~ Classic Rock (s-FM)
107.1 fm - Cadillac/Traverse City MI ~ Classic Rock (s-FM)
WGFX - 104.5 fm - Gallatin/Nashville TN ~ ARROW 104.5 - Classic Rock
WGLX FM - 103.3 fm - Wisconsin Rapids/Wausau WI ~ Classic Rock
WGRF - 96.9 fm - Buffalo NY ~ 97 Rock - Classic Rock
WGTK - 100.9 fm - Middlebury VT ~ K 101fm - Classic Rock
WHCN - 105.9 fm - Hartford CT ~ 105HCN - Classic Rock
WHFX - 92.7 fm - St. Simons Island/Brunswick GA ~ The Fox - Classic Rock
WHTQ - 96.5 fm - Orlando FL ~ Classic Rock

WIMZ - 103.5 fm - Knoxville TN ~ Classic Rock
WING FM - 102.9 fm - Springfield/Dayton OH ~ Ohio's Wing 102.9 - Classic Rock
WJAA - 96.3 fm - Austin/Seymour IN ~ Classic Rock
WJEQ - 102.7 fm - Macomb IL ~ Classic Rock
WJJO - 94.1 fm - Watertown/Madison WI ~ Classic Rock
WKGR - 98.7 fm - Fort Pierce/West Palm Beach FL ~ Classic Rock
WKQB - 106.9 fm - Southern Pines/Fayetteville NC ~ B 107 - Classic Rock
WKQH - 104.9 fm - Stevens Piont /Wausau WI ~ Q 104.9 - Classic Hits
WLAV - 96.9 fm - Grand Rapids MI ~ 97 LAV-FM - Classic Rock
WLEE FM - 96.5 fm - Williamsburg/Richmond VA ~ Classic Hits
WLFX - 97.1 fm - Ocean Pines/Ocean City MD ~ 97.1 The Fox - Classic Rock
WLUP FM - 97.9 fm - Chicago IL ~ The LOOP - Classic Rock
WLXY - 100.7 fm - Northport/Tuscaloosa AL ~ Classic Rock
WMFX - 102.3 fm - St. Andrews/Columbia SC ~ Classic Rock
WMGG - 101.5 fm - Gallipolis OH/Huntington WV ~ Magic 101 - Classic Rock
WMGK - 102.9 fm - Philadelphia PA ~ 102.9 MGK - Classic Hits
WMOO - 92.1 fm - Derby Center VT ~ 92MOO - Classic Hits
WMXR - 93.9 fm - Woodstock VT/Lebanon NH ~ Magic 94 - Classic Hits
WNAP FM - 93.1 fm - Indianapolis IN ~ Classic Hits
WNCX - 98.5 fm - Cleveland OH ~ Classic Rock
WNEW FM - 102.7 fm - New York NY ~ Classic Rock
WNNJ FM - 103.7 fm - Newton/Morristown NJ ~ Classic Hits
WNNR FM - 103.5 fm - Sodus/Rochester NY ~ Classic Rock
WOCT - 104.3 fm - Baltimore MD ~ The Colt - Classic Hits
WOZZ - 93.5 fm - New London/Appleton WI ~ Classic Rock
WPHD - 94.7 fm - Tiago PA/Elmira NY ~ 95 the Met - Classic Rock
WPNH FM/AM - 100.1 fm - Plymouth NH ~ Classic Rock
am - Plymouth NH ~ Classic Rock (s-FM)
WQMF - 95.7 fm - Jeffersonville IN/Louisville KY ~ QMF - Classic Rock
WQRK - 105.5 fm - Bedford IN ~ Classic Rock
WRBA - 95.9 fm - Springfield/Panama City FL ~ Arrow 95.9 fm - Classic Rock
WRFQ - 104.5 fm - Mount Pleasant/Charleston SC ~ Classic Hits
WRFX - 99.7 fm - Kannapolis/Charlotte NC ~ Classic Rock
WRIC FM - 100.7 am - Richlands VA ~ Classic Rock
WROQ - 101.1 fm - Anderson/Greenville SC ~ Rock 101 - Classic Rock
WRRK - 96.9 fm - Braddock/Pittsburgh PA ~ Classic Rock
WRVE - 99.5 fm - Schenectady/Albany NY ~ The River - Classic Rock
WRVV - 97.3 fm - Harrisburg PA ~ The River - Classic Rock
WSKZ - 106.5 fm - Chattanooga TN ~ KZ-106 - Classic Rock
WSSS - 104.7 fm - Charlotte NC ~ STAR 104.7 - Classic Hits
WSRR FM - 98.1 fm - Millington/Memphis TN ~ Star 98 - Classic Hits
WSUE - 101.3 fm - Sault Sainte Marie MI ~ Classic Rock
WTBT - 105.5 fm - New Port Richley/Tampa FL ~ Classic Rock
WTUX - 102.1 fm - Meridian MS ~ Classic Rock
WTYX - 94.7 fm - Jackson MS ~ Classic Hits
WVNA FM - 100.3 fm - Tuscumbia AL ~ Classic Rock

WWFO - 99.9 fm - Lafayette/Tallahassee FL ~ The Fox - Classic Rock
WWJM - 106.3 fm - New Lexington/Zanesville OH ~ Classic Rock
WWRO - 100.7 fm - Pensacola FL ~ Classic Rock
WWRX FM - 103.7 fm - Westerly/Providence RI ~ Classic Rock
WWWO - 93.5 fm - Hartford City/Muncie IN ~ Classic Rock
WXFX - 95.1 fm - Prattville/Montgomery AL ~ The Fox - Classic Rock
WXRG - 105.9 fm - Pascagoula/Biloxi MS ~ Classic Rock
WXRR - 104.5 fm - Hattiesburg/Laural MS ~ Rock 104 - Classic Rock
WYAV - 104.1 fm - Myrtle Beach SC ~ Classic Rock
WYBB - 98.1 fm - Folly Beach/Charleston SC ~ Classic Rock
WYFM - 102.9 fm - Sharon PA/Youngstown OH ~ Y103 - Classic Hits
WYMG - 100.5 fm - Jacksonville/Springfield IL ~ Classic Rock
WYNU - 92.3 fm - Milan/Jackson TN ~ Power 92 - Classic Rock
WZLX - 100.7 fm - Boston MA ~ Classic Rock
WZNX - 106.7 fm - Sullivan/Decatur IL ~ The Fox - Classic Rock
WZOZ - 103.1 fm - Oneonta NY ~ Classic Rock
WZRR - 99.5 fm - Birmingham AL ~ Classic Hits 99.5 - Classic Hits
WZRW - 95.1 fm - Marion/Meridian MS ~ Arrow 95.1 - Classic Rock
WZUU - 92.3 fm - Allegan/Kalamazoo MI ~The Zoo 92.3 - Classic Rock

APPENDIX F
Press Release to Organizations

Press Release to Organizations

Press Release
Date
To:

The Radio Research Group at the University of Tennessee-Knoxville is conducting an on-line survey of people who visit rock and roll radio station web sites. The study is investigating what people think about radio station web sites. The findings will help radio stations in understand what visitors of radio station web sites WANT.

From February 9, 1998 - March 8, 1998, approximately 30 Rock and Roll radio stations across the United States will have the survey LINKED to their web site. All participating radio stations are listed at this URL: http://funnelweb.utcc.utk.edu/~reggie/radio/rockstations.html

Reggie Murphy, Survey Director, says this is a pilot study.
"This is one of the first research projects examining people who visit radio stations websites. We are starting with Rock stations and hope to study all the major radio formats. We think that this kind of research is needed to help stations figure out what 'real' impact their websites are having on their visitors."

For more information about this research project, contact Reggie Murphy. rmurphy1@utk.edu (423)974-4291 333 Communications Bldg, University of Tennessee-Knoxville, TN 37996. Rock and Classic Rock stations with websites can still join the list of participating stations. Contact Reggie Murphy to participate.

APPENDIX G
Letter to Stations Returning Data

Letter to Stations Returning Data

Hi: (webmaster)

I would like to first thank you again for helping me with The Radio Station Website Survey. It has been a tremendous success. We collected data from 1,752 respondents. You can see the Executive Summary at the URL: http://funnelweb.utcc.utk.edu/~reggie/radio/surveyresults.html

I have attached to this e-mail the RAW DATA from your respondents. The data is in a TAB-DELIMITED TEXT FILE. What this means is that this is a regular text document and the data is in columns and rows separated by TABS. You should be able to open up this text file in a Spread Sheet Program, such as, Microsoft Excel. The data are numbered as follows, Q1, Q2, Q3, ..Q52. I would suggest that you print a copy of the survey from the WEB to see the "Actual Questions" as well as what the numerical values in the data represent. For example, most of the questions follow a standard Likert Scale: Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, & Strongly Agree=5. The responses to the demographic type questions are numbered in ascending order. For example, Age: 18-24=1, 25-34=2, 35-44=3, etc. Here's the URL for the On-line Survey: http://funnelweb.utcc.utk.edu/~reggie/radio/surveypage.html

There were many variables that seemed to determine the response rate of this survey. Some of them were, how long the station had been on the web, how many visitors the website was receiving prior to participating in the survey, on-air promotions, special features on the site that are updated daily, and whether or not the station was netcasting. I noticed that stations who were netcasting or conducting on-line contests/promotions appeared to had a better responses rate than others.

I hope these data will give you some extra information to assist you with your station's website development. Best wishes to you. I really appreciate your help. I hope to have my dissertation complete by August 1998.

If you have any questions or problems downloading your data, please contact me: rmurphy1@utk.edu PH (423)974-4291. I would be more that happy to SNAIL mail this information to you.

Regards, Reggie Murphy

APPENDIX H
Participating Rock and Classic Rock Radio Stations

Participating Rock and Classic Rock Radio Stations

MKT	POP	CALLS	CITY, STATE	FT
3	6,953,200	WUIC-FM	Chicago, IL	
8	3,621,500	KEGL-FM	Dallas-Fort Worth, TX	R
9	3,393,000	KKRW-FM	Houston, TX	CR
13	2,744,800	KISW-FM	Seattle, WA	R
17	2,094,500	KSHE-FM	St.Louis, MO	R
28	1,358,400	KRXQ	Roseville/Sarramento, CA	R
30	1,339,500	KSJO-FM	San Jose, CA	
34	1,203,100	KZEP-FM	San Antonio, TX	R
42	962,000	WAQY-FM	Springfield/Harftord, MA	CR
42	962,000	WKVT-FM	Brattleboro, VT	R
43	943,000	WEGR-FM	Memphis, TN	R
44	934,000	WKDF-FM	Nashville, TN	R
45	905,000	KKLZ-FM	Las Vegas, NV	CR
54	823,500	WING-FM	Springfleid/Dayton, OH	CR
56	782,500	WRXL-FM	Richmond, VA	R
57	732,700	WPXY-FM	Albany-Schenectady, NY	CR
64	604,400	KRZR-FM	Hanford/Fresno, CA	R
65	599,900	WZZO-FM	Allentown/Bethleham, PA	R
100	384,400	WSKZ-FM	Chattanooga, TN	CR
115	358,000	WVNA-FM	Tuscumbia, AL	R
123	331,500	WKQB-FM	Southern Pines/Fayetteville, NC	CR
132	294,100	WXLP-FM	Moline, IL/Davenprot, IA	R
156	217,200	WKLC-FM	St. Albans/Charleston/Hunt, WV	R
185	171,100	WKZQ-FM	Myrtle Beach, SC	R
186	170,600	KRQR-FM	Orland/Chico, CA	R
228	118,400	WWCT-FM	Peoria/Bloomington, IL	R
241	102,800	KYGL-FM	Texarkana, AR/TX	CR
254	83,200	WVBR-FM	Ithaca, NY	R
.	27,033	KGMO-FM	Carbondale, IL	CR
202X	143,100	KBOY-FM	Medford, OR	R

APPENDIX I
Letter of Instructions to Participating Stations

Letter of Instructions to Participating Stations

Hey

We are READY TO ROCK with our Rock Radio Station Website Survey! Again, I thank you and for agreeing to participate. The survey officially begins at 12 Mid Monday, February 9, 1998 and ends 12mid Sunday, March 8, 1998.

Here's what you need to do:
1. I have attached with this e-mail a JPG file for you to place on your website. LINK THE
FOLLOWING URL TO THE GRAPHIC:
http://funnelweb.utcc.utk.edu/~reggie/radio/survey.html

Place this text: "Click Here to Take the Survey!" underneath the graphic.

Here's the raw HTML version, if you need to use it: <A HREF="http://funnelweb.utcc.utk.edu/~reggie/radio/survey.html"><img src="utklogo.JPG" border=0 alt="UTKlogo">
Click Here to Take the Survey!</A>

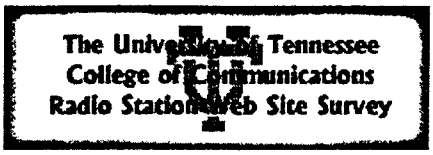
Please leave this link on your site for the duration of the survey period.
2. Please place the graphic on the FRONT page of your website. You can configure it on the front page and/or on other pages on your site as you see fit. We ask that you place it in an area that your visitors will have an opportunity to see it.

3. During the 4 weeks of this survey, we encourage you to ENCOURAGE your listeners to stop by your site and take the survey. Let them know that you want their opinions! If you already commit 'air-time' to promoting your website, GREAT! If not, this a great opportunity for you to begin. We also encourage you to do an on-line contest(giveaway CDs, concert tickets, station stash, etc.) to drive traffic to your site. This will help increase the number of possible respondents. Use your own judgment as to how much promotion you want to do.

That's all you have to do. We'll take care of the rest. This will be a team effort. Our goal to get at least 100 respondents per station. I know we can do that and MORE! I will be available for on-air interviews, news stories, information source for press releases, or anything you may need to make this survey a success on your website.

25 ROCKIN' Radio stations across the U.S. are signed up to participate with more to join within the next week. Go to this web site to see who's participating:
http://funnelweb.utcc.utk.edu/~reggie/radio/rockstations.html
If you have any questions, problems, or just need to contact me, here's my info:
Reggie Murphy: rmurphy1@utk.edu ph: (423)974-4291 or (423)558-7706

APPENDIX J
The Radio Station Web Site Survey Online Survey



This was the first page each visitor was shown when they choose to take the survey. It is a standard INFORMED CONSENT form designed to give the user some information about the study and to assure them that their reponses would be anonymous and remain confidential. Click on the LEFT BLUE button below to see the survey

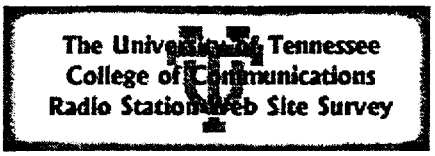
Thank you for stopping by our Radio Station Web Site Survey. We are conducting a national survey on how people use radio station web sites. We want to know what you think about the radio station web sites you visit. Please be reminded that your responses are **anonymous** and the results will remain **confidential**. Your reponses will be used for **research** purposes only. You must be **18 years or older** to participate. Your participation is completely voluntary and you may end the survey at any time. After you complete the survey, there will be a link provided for you to go back to the radio station's web site you were visiting.

Yes! I would like to take the survey!

No. I do not wish to participate.

If you have any questions about this survey, please feel free to contact the Survey Directors:
rmurphy1@utk.edu or **bjbates@utk.edu** **PH (423)974-4291**

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Thank you for agreeing to participate in this very important project. If you have reached this page, then you must be **18 years or older**. This survey should take you approximately 10 minutes. Please answer the questions as best you can. Again, thank you for your participation. Regards, Survey Director.

1. On an average day, how long do you spend browsing radio station web sites?

Choose from the fol

2. When did you first visit a radio station's web site?

Choose one of these a

We want to know why you visit radio station web sites. Click on the response that best matches your REASONS for visiting radio station web sites.

I visit radio station web sites...

3. To get the latest concert information.

Choose one of these re

4. To get information about community events.

Choose one of these re

5. Because it's a good way to learn what's going on.

Choose one of these re

6. Because I have fun playing with them.

Choose one of these re

7. Because they are entertaining.

Choose one of these re

8. So I can send the deejays e-mail.

Choose one of these re

9. So I can voice my opinion to the radio station.

Choose one of these re

10. Because it helps me pass the time.

Choose one of these re

11. Because it helps me take my mind off of things.

Choose one of these re

12. Because it helps keep me company when I have nothing else to do.

Choose one of these re

13. Here, you may type in other reasons why you visit radio station web sites.

Now, we would like to know why you enjoy visiting the radio station web sites you currently browse. Please indicate the extent to which you agree or disagree with the following statements:

I enjoy visiting radio station web sites because...

14. They load quickly on my computer.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

15. I can download pictures from them.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

16. I can download audio clips from them.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

17. I can download video clips from them.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

18. I can listen to their broadcasts live on my computer.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

19. I like their colors.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

20. I like their graphics.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

21. I can find out the names and artists of the songs they play.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly agree

22. They are always updated.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly agree

23. They have links to other web sites I like.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

24. They have information I can use.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

25. I can request songs.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

26. I can sign up to win contests.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

27. They always give me a reason to visit their sites.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

28. They have information about people who work for the station.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

29. It makes me feel like I know the radio station.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

30. It makes me feel good about the radio station.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

Stay with us, we are almost done. Now thinking about the radio station(s) you like to listen to, please click the response that best matches your INTENTIONS in the next 12 months.

In the next 12 months I plan to...

31. I plan to listen to radio more than I do now.
Choose from the fol

32. I plan to listen to my favorite deejay more than I do now.
Choose one of these a

33. I plan to attend more events sponsored by radio stations.
Choose from the fol

34. I plan to shop at advertisers I hear on the radio.
Choose from the fol

35. I plan to call and request a song on the radio.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

36. I plan to call and try to win prizes on the radio.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

37. I plan to visit more radio station web sites.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

38. I plan to send e-mail to a radio station.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

39. I plan to talk others about radio station web sites I have visited.
◯ Strongly Disagree ◯ Disagree ◯ Neutral ◯ Agree ◯ Strongly Agree

40. Please type the radio station's CALL LETTERS (ex. WXYZ, KXYZ) or the name of the web site

that lead you to this survey.

Only a few more questions and then we are done. We want to know a little information about you and your computer. Remember, this survey will remain anonymous and your answers will be very helpful.

41. What is your sex?
◯ Male ◯ Female

42. What is your age?
Choose from these cat

43. What is your race?
Choose from the fol

44. What is your marital status?
Choose from the fol

45. Please indicate the highest level of education completed.
Choose from the following c

46. Which category best represents your primary occupation.
Choose from the foll

47. Which category best describes your total household income?
Choose from the fol

48. If you live in the United States, please type your state's 2 letter abbreviation. Non-U.S. residents type "XX" in the box and answer the NEXT question.

49. If you do NOT live in the United States, please type in your city & country here.

50. What technology do you USUALLY use to access the Web?
Choose from these respo

51. When accessing radio station web sites, where are you usually physically located?
Choose from the following l

52. Is there anything else you would like tell us about your experience visiting radio station web sites? If so, please write the space provided.

You are done! Thank you for your opinions!
Click below to SUBMIT your responses to this important study and GO BACK to your ROCK RADIO STATION'S web site.

If you have any questions or want to learn more about this study,
click here to contact the Survey Director, rmurphy1@utk.edu.

eset the pag ubmit My Responses

CLICK HERE TO GO TO THE UTK RADIO STATION WEBSITE SURVEY EXECUTIVE SUMMARY

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APPENDIX K
Articles About Survey from Online Publications

Beat

As The World Rocks...

~By Scott Warden~

CLAPTON CHANGES THE WORLD


Eric Clapton

Eric Clapton has dealt with his share of drug problems, and now he's dealing with other people's drug problems. In a rare interview with CNN's Larry King, Clapton, who has been sober for the last ten years, revealed details of a new treatment center he has started on the Caribbean island of Antigua. "It's a place I have made my second home for the last 15 years," explained Clapton in reference to the island, not the treatment facility. "I have seen a lot of problems there, and no one to attend to them. There's a lot of misinformation about the whole thing down there. I am primarily doing it for people who have no money that need treatment." Under the guidance of Anne Vance, who opened and ran the famous Betty Ford Clinic, the aptly-titled Crossroads Center -- "I wouldn't have come up with that [name] because obviously it would be too reflective of my career," he said -- will work from a 12-step foundation. "I think group therapy is probably the key success of any treatment center," he added.

And speaking of drugs, Clapton rebuked any rumors of his replacing Jerry Garcia in the Grateful Dead. "This is the first I have heard of it," Clapton told King, but added, "I would have loved to have played with them actually. That would have been great fun, just to pick up some of that vibe that ... just to figure it out."

Clapton's new record, *Pilgrim*, will hit the stores March 3, and a U.S. tour will follow shortly thereafter -- without the Grateful Dead.

HIGH ROLLING STONES

First they play a corporate party in Hawaii, and now they cater to the Hollywood highbrow crowd with an exclusive show in Las Vegas. What are those Rolling Stones up to?! Yep, Mick and the boys made their final stop of the Bridges to Babylon Tour Feb. 16 with a special performance at the Hard Rock Hotel in the city of Lost Wages.


The Rolling Stones

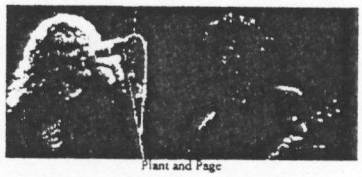
The venue seats a mere 1,400, most of whom were Hollywood stars. Scattered among the crowd were Tommy and Pamela Lee, Penny Marshall, Drew Barrymore, Sting, Brad Pitt, Leonardo DiCaprio, Johnny Depp, Elisabeth Shue, Chris O'Donnell, Dennis Hopper, Robert Wagner, Chris

EARLY ELTON EQUALS REG WITH AN EDGE

Remember when Elton John was, er, actually good? You know, like, around 1969, when he was singing a cover of the Who's "Pinball Wizard"? Well, lest your memory fails you, Purple Pyramid/Cleopatra Records is coming to the rescue. No, they're not going to market some new memory pill. In April, the record label will release a collection of early Elton John recordings of other people's material, such as Norman Greenbaum's smash, "Spirit in the Sky." *Elton John: 16 Chart Busting Hits* features recordings made by the future superstar when he was known by his real name, Reg Dwight. "It sounds like early, classic Elton John, except he's doing other people's songs," Brian Pererra, president of Los Angeles-based Cleopatra Records, told the *Los Angeles Times*. "It's going to appeal to collectors as well as new fans."


Elton John photo Marlene Goldman

The recordings were unearthed last month by Purple Pyramid/Cleopatra executives who were looking for vintage Deep Purple material.


Plant and Page

PAGE & PLANT: ROCK 'N' ROLL POT PIE

Led Zeppelin is back together. How is that possible when John Bonham is dead? Well, the mechanics of cloning are growing more and more advanced everyday and by the time the band hits the road, Bonzo's clone should be ready to roll. Sound too good to be true? It is, but Jimmy Page and Robert Plant are going to go out on the road in May anyway in search of the great mystic unknown. Well, they're really going out to support their forthcoming new album, Jim and Bob's Funky Chicken Fandango, uh, that's *Walking into Clarksdale* which will be out on April 21. According to MTV News, the album is chock full of new material, unlike 1994's *No Quarter*, and was produced by the former Led Zep-types. The first single will hit the airwaves in late March and the duo will take on the concert halls of America sometime in mid-May.

A CLOSER LOOK AT SOME TRULY CLASSIC

O'Donnell, Dennis Hopper, Robert Wagner, Chris Rock, Tom Arnold, Eddie Murphy, Ed McMahon, Jenny McCarthy, David Spade, and members of Kiss. Sheryl Crow was there too, but she opened the show. The Stones kept 'em happy with renditions of hits like "Brown Sugar," "Miss You," "Honky Tonk Women," and "Gimme Shelter, " as well as new songs such as "Thief in the Night."

A SURVEY OF ROCK PROPORTIONS

So you're looking around the Web for a photo or your favorite deejay or the title of a song you heard on the radio yesterday, and damn, you can't find it. You're so frustrated, you need to vent. Where do you go? Well, emailing the station would be a good place to start, but another good place would be this survey conducted by the Radio Research Group at the University of Tennessee-Knoxville. Through March 8, these folks are asking classic rock listeners/Web users about their Web habits. "This is one of the first research projects examining people who visit radio stations' Web sites," says survey director Reggie Murphy. "We think that this kind of research is needed to help stations figure out what 'real' impact their Web sites are having on their visitors."

There's no fee to take part in the survey, but no prizes either. Think of it as a request line of the '90s.

ALBUMS

You buy the albums, see the band in concert, but fans rarely, if ever, get to see the creative process of their favorite records. Of course, that's all going to change now with the new video series from Rhino Entertainment that takes viewers from the conception through the birth of classic albums. The first two to be released will be for Paul Simon's *Graceland* and Stevie Wonder's *Songs in the Key of Life*. Both albums were insanely popular, albeit at very different times (1986 and 1976 respectively). Instead of just hearing the music, fans will get to hear the artists and people involved with the project build a context in which they remember the music. For instance, Simon's *Graceland* sold some 14 million copies worldwide, which probably cheered him up a bit since he had recently gone through a divorce, had a reunion with Art Garfunkel go sour, and had his previous album fall flat commercially. Both releases should be out in mid-March for around $20 with other album documentaries from the Grateful Dead, Jimi Hendrix, and Fleetwood Mac to follow.


Paul Simon

The Quarry (News Library)

Prefer text links?

{ RockVillage Home | News | Perspective | Interview | CD Reviews | RockGod | Trivia | Poll | Game | Cam Links | Chat | InteracToons | The Missing Link | Help }

FEEDBACK

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RockDaily.com™

Channel 97 WRK
ROCK'n'ROLL Klassics

Thursday, February 19, 1998

- n news
- y yesterday
- p picks
- f feature
- j join
- b back to station

Waiting on Friends

The **Rolling Stones** have rescheduled two Canadian shows postponed in January because of ice storms. They'll make up a Montreal stadium date with two arena shows on April 19 and 20. Toronto's makeup show is April 26, still in a stadium. A Syracuse, N.Y., show has been rescheduled for April 17.
Jam! Music

CDNOW

Mind's Ayes

Bob Dylan's Grammy-nominated *Time out of Mind* tops the *Village Voice*'s prestigious Pazz & Jop Critics' Poll for 1997, edging out albums by relative youngsters **Radiohead** and **Cornershop**. Meanwhile, Dylan and **Fleetwood Mac** have joined the list of acts performing at the Grammys next Wednesday.
The Village Voice Worldwide

CDNOW

Monster Mash

Former **Nine Inch Nails** drummer-programmer **Chris Vrenna** is remixing **Green Day**'s "Brain Stew" for the *Godzilla* soundtrack, due in May. "Brain Stew" originally appeared on 1995's *Insomniac*.
MTV News Online

CDNOW

Rush Job

Rush are combing through 30 years of concerts for an upcoming live album, their fourth. The album, expected late this year, will follow up the band's 1996 studio effort, *Test for Echo*.
Allstar

CDNOW

rage against the machine

Harmonica Convergence

Blues Traveler John Popper, who recently underwent hip-replacement surgery, appears in a new Gatorade TV commercial with basketball star **Michael Jordan**. Popper, who plays harmonica in the ad, rambles on to MTV News about Jordan's "focus."
MTV News Online

Given To Deny

Contrary to what critics say, **Creed** "doesn't sound anything like **Pearl Jam** . . . It's just the vocals," contends guitarist **Mark Tremonti**. He adds, "Maybe five years from now, they'll be like: 'You're a Creed rip-off.'"
Ottawa Sun/Jam! Music

CDNOW

Radio Gaga

Have an opinion on radio stations' websites? Then take 10 minutes out of your busy day to answer a University of Tennessee grad student's questionnaire. You must be 18 to participate.
UT-Knoxville Radio Station Web Site Survey

CDNOW
BUY MUSIC NOW, GET $5.00 OFF!

Picks: Cogs in the Machine

Temporary workers get no health insurance, no job stability and no respect. Check out an online zine for temps and their sympathizers in RockDaily.com's Picks.
RockDaily.com Picks

news | yesterday | picks | feature | join | back to station

– staff mailbox –



Dress & Undress...

click

First hit. Last word.

Thursday, February 19, 1998

Brimful of Noel

Noel Gallagher may appear on **Cornershop**'s next album, says Cornershop frontman **Tjinder Singh**. Gallagher played bass for Cornershop at some shows on **Oasis**' recent U.S. tour, for which Cornershop opened. Meanwhile, the owner of the Oasis Superstore says merchandise recently seized from him by British authorities will be returned, since it's all "genuine and official."
The Alternative Oasis News Page

Somewhat Cool Brittania

Bob Dylan's *Time out of Mina* was 1997's best album, according to the 441 critics who voted in the *Village Voice*'s annual Pazz & Jop poll. **Radiohead** and **Cornershop** grabbed second and third place, respectively. **Chumbawamba** and the **Verve** were runners-up to **Hanson** in the singles category.
The Village Voice Worldwide

CDNOW

Tune Stew

Former **Nine Inch Nail** Chris Vrenna is reworking **Green Day**'s "Brain Stew" for the *Godzilla* soundtrack, due in May. Vrenna is producing, editing and programming new parts for the song, which originally appeared on Green Day's 1995 album *Insomniac*.
MTV News Online

CDNOW

Credit in the Legal World

Courtney Love wants Orange County, Fla., to reimburse her for $27,543 in legal fees she incurred defending herself against charges that she hit two teenagers during a 1995 **Hole** show in Orlando. The charges were thrown out by a judge who said some violence can be expected at any alternative-rock show.
Orlando Sentinel Online

Drinkin' Buddies

Blues Traveler's John Popper appears with **Michael Jordan** in a new Gatorade commercial, playing the harmonica on the "Be Like Mike" jingle. Popper advises focusing really hard on your goals if you want to be like Mike.
MTV News Online

CDNOW

Proving the Rule

Singer-songwriter **Elliott Smith** is excited about his Oscar nomination for Best Original Song -- for "Miss Misery" from *Good Will Hunting* -- but doesn't envision a film music career. "In general," he says, "pop songs in movies are kind of a drag."
Addicted to Noise

CDNOW

Talk Radio

Why do you surf radio-station websites? That's what a University of Tennessee graduate student wants to know for his dissertation. He's set up an online survey to find out.
UT-Knoxville Radio Station Web Site Survey

Picks: Frozen Lido Deck

Is curling really just shuffleboard on ice? Hell, no -- players use brooms! Learn about the no-longer-just-an-exhibition sport in RockNews.com's Life Pick.
RockNews.com Picks

news | yesterday | picks | chart | feature | join | back to station

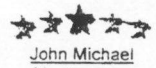
-- staff mailbox --

AXE RADIO The music is in your head. Let it out!

LIVING "On the Side of Angels"

CDNOW BUY MUSIC NOW, GET $5.00 OFF!

Thursday, February 19, 1998



John Michael Montgomery

CONCERT NEWS

The Gift That Keeps on Giving

★ Last week, **Garth Brooks** said he would continue donating earnings from sales of *Sevens* to **Oprah Winfrey**'s Angel Network for each week the album sells more than 100,000 copies. The numbers are in for last week's sales: 124,000. Business Wire/Yahoo! CDNOW

On the Wings of a Dove

★ **LeAnn Rimes** received two Dove Awards nominations Tuesday from the Gospel Music Association, one for *You Light up My Life – Inspirational Songs*, the other for her recording of "I Know Who Holds Tomorrow." **Bob Carlisle**, the writer of "Butterfly Kisses," received nominations for Best Artist and Best Male Vocalist. Associated Press/washingtonpost.com

Shania on the Shelf

★ Canadian writer **Dallas Williams** has written an unauthorized biography called *Shania Twain: On My Way*. "I was looking at her more generously than some American would," Dallas says of his flattering, 232-page book. *Calgary Sun*/Jam! Country Music

Not Road Ready

★ For the first time since her tour with **Tim McGraw**, **Mindy McCready** will sing next week at Country Radio Seminar, a Nashville trade show. Next month, she'll start shooting a pilot for a television sitcom based loosely on her own life – it's about a young country singer raising two brothers. Country Standard Time CDNOW

Setting His Site

★ **Jim Lauderdale**, whose single "Goodbye Song" is just hitting the airwaves, also has a new website. You can check tour dates and listen to audio clips there; soon you'll be able to get information about tai chi, a martial art that is one of the singer's passions. Jim Lauderdale CDNOW

Get on the Bus

★ Two country music hotspots – Branson, Mo., and Nashville – are the best cities for motorcoach travel, according to the American Bus Association's annual "Best and the Rest" survey. It says Branson also offers the best value for the money spent. PR Newswire/Yahoo!

Web of Influence

★ How do radio listeners use the Web? That question is the subject of a study being conducted at the University of Tennessee College of Communications. If you have a minute to fill out their survey, click here: UT-Knoxville Radio Station Web Site Survey

Published to the World: February 2, 1998

theAntenna

Volume Three Issue Two

BREAKING NEWS

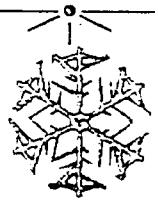
- University of Tennessee student conducts radio station survey.
- Introducing the country's first all-Web college radio station.

compass
bottom line
webmasters
thermometer
jobs
tool box
archives

—contact us—



feature



STORM COVERAGE
Recent severe weather had many scrambling to the Web. The most successful stations for online storm coverage are speaking out!!

LATEST TIP IN THE CLINTON SCANDAL?
If you were 'blessed' with the latest find in the Clinton case, would you.....

Thermometer

◆ THERE'S A NEW STATION ON TOP!
Come vote for your favorite TV station sites!!

Sign up to receive theTransmitter, theAntenna's newsletter.

Your E-Mail:

I want theTransmitter

◆ Advertising Opportunities

Compass

◆ BALTIMORE:
With four stations facing off in the online arena, the quality level will soon skyrocket. Check out this emerging market!!

Bottom line

◆ STATIONS GET SERIOUS ABOUT WEB:
Microsoft brushes against local affiliate, KPIX claims Web profits, the do's and don'ts for your site, and more.

Webmasters

◆ SITE NEED A TUNEUP? The best online coverage of the President, dissecting online video, the unwrapping of CBSNow--all in this month's Webmasters.

"Want to contribute to theAntenna?"

ACADEMY of Internet Broadcasters SM

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Radio Stations

US 101
Sunny 92
Power 94
The Mountain
Kicks FM
KZ 106
Talk 102
GT 108
Lite Mix 105
WDOD AM
WNOO AM
NewsTalk 1150
Smooth Jazz 93
J 103
Country Star 98
WFLI AM
WDEF AM
91 Rock
Classical 90.5
NPR/Music 88
WMBW 88.9
WDYN 89.7
WLMR 1450

Radio Formats

Country
Adult Contemp
Rock-N-Roll
Urban
Top 40
Oldies
News/Talk
NAC Jazz
Religious
Classical

Radio Ratings

Fall 1997
Summer 1997
Spring 1997
Winter 1997
Fall 1996
Summer 1996

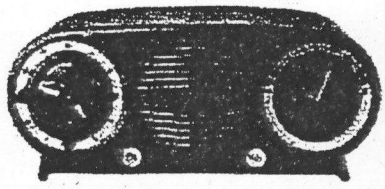
This site best viewed using Netscape 3.0



For up-to-date news on national radio, along with the latest music charts, visit the Radio & Records Online website.



Want to know what is on TV tonight? Check out the Prevue Online website from



Scenic City Radio

"Chattanooga on the air... and on the Web"

News Headlines - Updated March 30, 1998

Lubbell Sells Christian WBDX

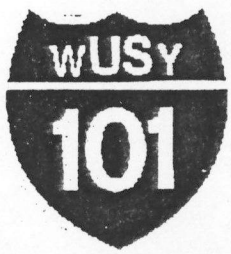
Bob Lubell, President of RA-AD of Trenton Inc., has reportedly sold contemporary Christian WBDX - J103 to Partners For Christian Radio Inc., headed by director Dean Arnold. According to the trade magazine **Radio & Records**, the purchase price was $1,189,395.

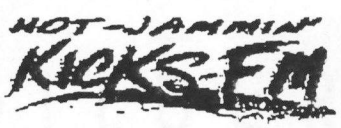
Station Surveys Faxed

Surveys to each station in Chattanooga that have a listed fax number have been sent out in the quarterly update of our station database. Over the next several days, be looking for updated information on formats, airstaffs, websites and email addresses, and phone numbers. If you work for a local station and have information to add or correct, please send it to us via email at ScenicWeb@aol.com or by fax to 861-4129

Monthly Ratings Released - US101 Still On Top

The monthly ratings have been released for Chattanooga, and country powerhouse US101 maintains it's dominant position in the market. In a distant second, adult contemporary Sunny 92 continues to gain ground, posting their best numbers in some time. Urban Power 94 stays in third, while modern rock 96.5 The Mountain keeps growing, taking sole possession of fourth place in the market, just behind Power.





Fifth place is a tie between classic rock KZ 106, with their lowest numbers in some time, and the surging Top 40/Rhythmic Kicks FM, which continues to climb, benefiting from both the demise of former Top 40 competitor Star 98 (now country) and the return of Caddilac Jack to morning drive. Seventh place also results in a tie, with news/talk Talk 102.3 and oldies GT 108 sharing the same percentage of the radio audience in town. Closing out the top ten are adult contemporary Lite Mix 105, who has seen several key staff changes in the past month, and nostalgia WDOD-AM.

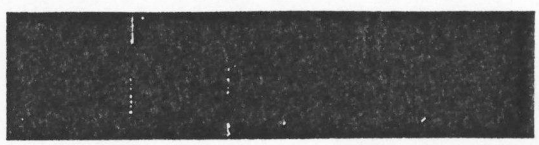
Cook leaves GT-108, Mitchell returns to the airwaves

Afternoon host Joe Cook has left oldies GT-108 to return to his home state of Alabama as the new Program Director of the oldies station in Birmingham. Longtime KZ-106 air personality Dale Mitchell, who handled promotions the classic rock Station, takes over the afternoon drive slot. KZ-106 afternoon co-host Kelly McCoy takes over promotions as Dale focuses on his new airshift.



Bloomington Management Buys Out Company

Bloomington Broadcasting Corp., parent company of Radio Chattanooga which owns classic rock KZ 106, oldies GT-108, Talk 102, and News/Talk 1150, entered into an agreement recently to sell its stock to a new



Comcast Cable for complete listings.

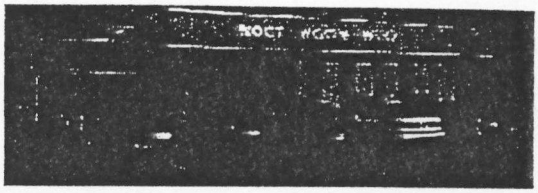
See what's on!

Another great radio website is Friday Morning Quarterback. We like them because they mentioned the website in their February 13 issue.

FMQB

Like the way this website is put together? We use Chattanooga's own Scenic City Web Design for all of our web-based needs. And in the ever-changing web world of today, we like their motto:

ALWAYS UNDER CONSTRUCTION



corporation with the same name but consisting of station management.

The privately held (and formerly family-owned) company has 17 stations in Grand Rapids; Bloomington, IL; Chattanooga, TN; Johnson City-Kingsport-Bristol; and Columbia, SC. Current President/CEO Ken Maness will remain in that position with the new entity. Boston-based M/C Partners and First Union National Bank's Media & Communications Group financed the deal. The terms of the deal were not disclosed.

Brewer Broadcasting Buys Two Cleveland Stations

Brewer Broadcasting of Chattanooga, owner of urban Power 94 and NAC/Jazz Smooth Jazz 93 announced today the purchase of Thomason Broadcasting of Cleveland which includes WALV Alive 95 and WBAC-AM. Keith Griffen, former sales manager at WDEF-TV Channel 12, will assume duties as General Manager of the two Cleveland stations beginning March 10.

Bill Thomason, owner of Thomason Broadcasting, started his radio career in 1948 and bought WBAC in 1978, and then put WALV on the air in 1983. He said that one of the main reasons that he sold the company to Brewer Broadcasting was that president Jim Brewer plans to continue programming the stations in a similar manner with the same station personnel.

The University of Tennessee College of Communications has finished conducting their national survey on how people use radio station web sites. If you would like to view the results of the survey, simply visit funnelweb.utcc.utk.edu/~reggie/radio/surveyresults.html

University of Tennessee College of Communications Radio Station Website Survey

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Comments, Suggestions, Corrections, Information?
Send it to KellyLockhart@yahoo.com

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Previous recipients include **Howard Stern, Robert Uhlman** (BDS inventor) and KROQ/Los Angeles personality **Rodney Bingenheimer.** The money raised from the dinner will be donated to The Rick Carroll Scholarship Fund, which is awarded to students in the communications department at California State University.

MURRAY IS GETTING RESTLESS: Music industry vet Drew Murray, who has been consulting projects for Red Ant and Mayhem Records, is now doing the same for Restless Records, and has set up shop in Restless' NYC headquarters. Reach Drewski at 212-930-4971.

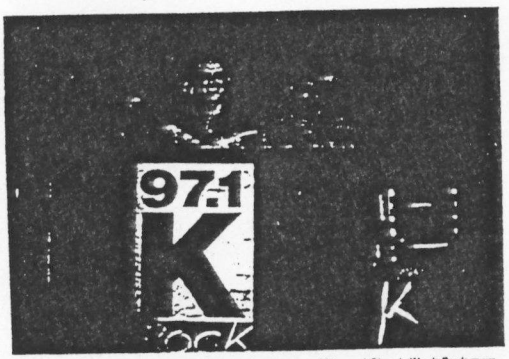
BIG RADIO = BIG MONEY: A number of radio groups announced record results from the fourth quarter of 1997. Chancellor Media reported their fourth quarter after tax cash flow rose 52.1% to $43.3 million, compared to $28.5 million in the fourth quarter of 1996. Consolidated net revenues increased 180.4% to $248.8 million from $88.7 million last year. Broadcast cash flow was $117.3 million for the fourth quarter of 1997, a 187.3% increase over $40.8 million for the corresponding period of 1996. Chancellor, however, reported a fourth quarter net loss attributable to common stockholders of $31.7 million, or $0.27 per share, compared with net income attributable to common stockholders of $0.9 million, or $0.01 per share, for the 1996 fourth quarter. Meanwhile, Clear Channel announced their just completed fourth quarter was the most successful in the company's history. After tax cash flow increased 95% to $76.3 million, or $.75 per share, compared to $39.2 million, or $.50 per share, for the same quarter in 1996. Gross revenue increased 101% to $258.1 million, as a result of improvement in existing station operations, additional stations acquired during 1997 and the acquisition of Eller Media Corporation in April 1997. Finally, Jacor posted net revenue in the fourth quarter of $161.6 million, a 68% increase over the same quarter last year. Broadcast cash flow grew to a fourth quarter record of $56.4 million, a 53% increase over the prior year. After tax cash flow in the fourth quarter increased to $27.4 million from $13.3 million, an increase of 106%. For the full year of 1997, net revenue climbed to $530.6 million, up from $223.8 million in the prior year, broadcast cash flow increased to $173.8 million vs. $72.7 million in 1996. The company has also closed three separate securities offerings for gross proceeds of $542.6 million. After underwriter fees, net proceeds totaled $525 million. The three separate securities offered were Common Stock, 8% Senior Subordinated Notes due 2010, and Liquid Yield Option Notes (LYONs) due 2018.

OMNIAMERICA CLOSES ON TOWER COMPANIES: Hicks, Muse, Tate & Furst-owned OmniAmerica has completed two transactions involving broadcast towers and wireless communications sites in Miami, Orlando and Tampa, Florida; Dallas, Texas; and Milwaukee, Wisconsin. The aggregate transaction value of the two acquisitions is in excess of $50 million. In the first of the two transactions, OmniAmerica has acquired TowerCom L.P. of Jacksonville, Florida. The acquisition includes two existing towers located in Florida and a 1221 foot tower under construction in Milwaukee. OmniAmerica will also acquire Miller Transmission Tower Company, of New York, the leading broadcast tower owner in the Dallas/Ft. Worth market. This acquisition includes two towers and a third one that is under construction.

RADIO WEBSITE SURVEY: The Radio Research Group at the University of Tennessee-Knoxville is conducting an on-line survey of people who visit radio station's Web sites. Approximately thirty Rock radio stations across the country have the survey link displayed on their Web sites. For a comprehensive list of participating stations visit this URL: http://funnelweb.utcc.utk.edu/~reggie/radiorockstations.html. The survey will be asking people that frequent radio station Web sites what they want from the sites and what they think of the sites that they visit through March 8. For more information about participation in the survey, contact the survey director, Reggie Murphy, at rmurphy1@utk.edu.



AEROSMITH HAS A TASTE OF INDIA IN MARYLAND: WIYY/Baltimore kicked off the "Year of 19-98 Rock" on January 3 with a concert from Aerosmith. 50 station listeners won tickets to a "Taste Of India" party held backstage at the USAirways Arena. The band stopped by the party to hang out with 98 Rock and served as guest DJ's on the station. (L-R): Aerosmith's Tom Hamilton, Joey Kramer, Joe Perry and Steven Tyler; WIYY's Mark Ondayko and Kirk McEwen.



DI DINK DOE!: WKRK/Detroit was recently host to two of Howard Stern's Wack Pack members when Crackhead Bob and Fred "The Elephant Boy" stopped by for a happy hour remote. (L-R): Crackhead Bob; K-Rock afternoon host Millen; Fred "The Elephant Boy."

"Your improved site provides the most ROCK info I've ever pointed a mouse at. The look is great, and the ease of getting around is exceptional."
-Greg Mull, PD, WXRC/Charlotte
www.fmqb.com

APPENDIX L
Examples of Participating Station's Placement of Logo and Link to the Online Survey

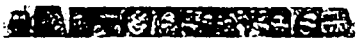

events

the local show

the


concerts

jocks 


photos

www . links

e - m a i l

RockDaily .COM

University of Tennessee
College of Communications
Radio Station Website Survey
Click Here To Take The Survey

compunet
THE SERIOUS BUSINESS CHOICE

Some areas on this site updated daily. Modified on March 4, 1998

11663

Welcome to 100-DOT-7 KGMO Online!

Thanks to all of you classic rock buffs in the heartland that made KGMO the number one station again this year.* More than 109,000 persons in the greater Cape Girardeau, Carbondale, Paducah area are cranking nothing but the good stuff with All Rock and Roll Classics 100-Dot-7 KGMO! Oh yeah, those rednecks in the morning... John Boy and Billy... Well, they're the number one morning show!#

* Arbitron, Spring 1997, Paducah/Cape Girardeau DMA, cume persons 12+ Mon-Sun 6a-Midnight

Arbitron, Spring 1997, Paducah/Cape Girardeau DMA, cume persons 12+ Mon-Fri 6a-10am

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VISIT OUR
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ONLY IN

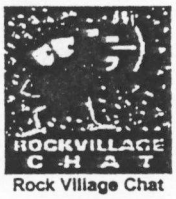
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Take a Walk on the Web Wild Side!



Rock Village



Rock Village Chat

Withers Broadcasting of Missouri

MIX 104.7 "TODAY'S HIT MIXTURE"

AM 1550 KAPE
Great Music All Day... Great Talk All Night

Today's Country 97.3

AM 1520 KRHW
The Memories Station

901 South Kingshighway, Cape Girardeau, MO 63703
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Request Line: (573) 339-1007
Fax: (573) 651-4100
e-mail:KGMO@ldd.net

Marshall Stewart

February 11, 1998

The only web site with its own radio station

- music
- news
- staff
- fun
- requests
- seattle
- on the street
- ticket exchange
- reference desk

Add Active Channel

Seattle Sidewalk

Nice Stuff they've said about us

Get Extreme and win an Extreme Prize Pack

This week's Win a Girl Wednesday

Conspiracy Theory: now on PPV Win free stuff

And the winner is:
1998 Grammy Awards Nominees
1998 Oscar Nominees

Valentine's Day Surfing

Interactive Cartoon.

Voice your opinion in this Radio Station web site survey

Download your free KISW Internet Explorer 4.01

Check out the M's '98 Season Schedule and get ready to play ball!

Visit Twisted Radio Online

Give us your Ultimate CD Sides

KISW Cool Sites & Webcams and Seattle Info

Download KISW Screensavers, browsers, audio players

KISW online archives

Bob Rivers' *Twisted Tunes* <> Random *Twisted Tunes*

- Listen
- Ski Report
- School Info
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- Weather
- Traffic
- Horoscopes
- Chat Room

Text-Only | KISW News | KISW Staff | KISW Music | Seattle Info
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KISW Radio • 712 Aurora Ave. N. • Seattle, WA • 98109 • Phone: (206) 285-ROCK Fax: (206) 282-7018
Request lines: 421-ROCK or 1-800-783-ROCK

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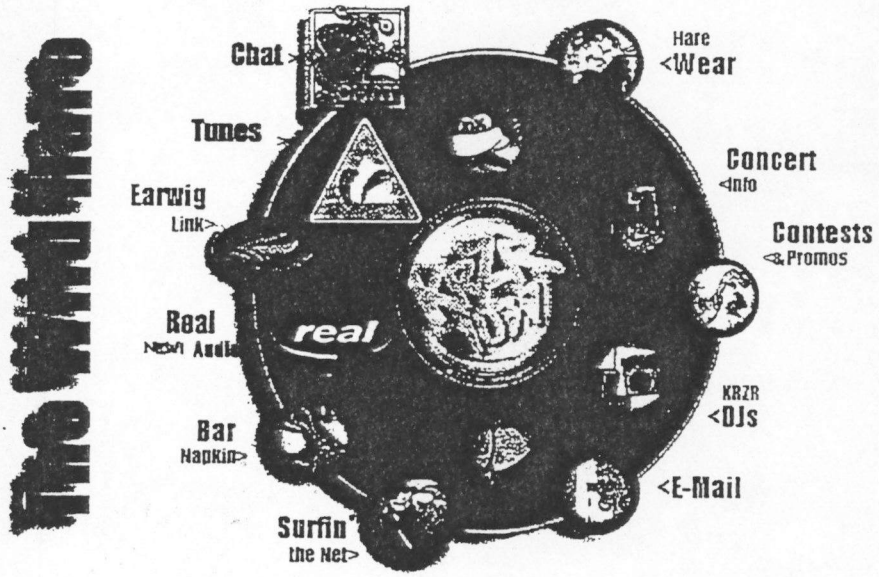
contact: webmaster@kisw.com
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Best experienced with Internet Explorer

AREA 51

4134 E. Shields Ave.
Fresno, Ca 93710
Arena Line
1-209-222-5301

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Updated 28 February 1998

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KSJO 92.3

AIRSTAFF | PROMOTIONS | KSJO MUSIC | ROCK SHOP

EVENTS & CONCERTS

PAYCHECK PAYOFF

Mountain Madness



SKI REPORT

Listen to KSJO Live on the Internet

Click on a speaker to listen.

If you don't have Netshow, click below:

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STUPID PEOPLE Stories

Hot Dates

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NEW NATIONAL SURVEY

Rock 102
30 years of CLASSIC ROCK

Here Today Gone to Maui is coming to Rock 102!!! We follow up our Bahamas Trips with a Vacation for two to the magical Hawaiian Island of Maui....any takers? On our web page click onto WHAT'S HAPPENING, we have the latest Concert and Movie Listings plus The Rock 102 Events Calendar will update you on what kind of trouble we're getting into around town. Surf our COOL LINKS and discover our favorite internet sites; It's TAX Time so check out our sites at BIG BUCKS! Beginning this Monday we celebrate the Winter Olympic Games with Rock 102's Rock and Roll Olympics...you will have to hear it to believe it. Ahhhhhhhh! Tropical Island of Maui is mine....details on Rock 102, Springfield's ONLY Classic Rock.

backstage pass
what's happening
bribes
contact
cool links
personals & classifieds
Rock 102 chat







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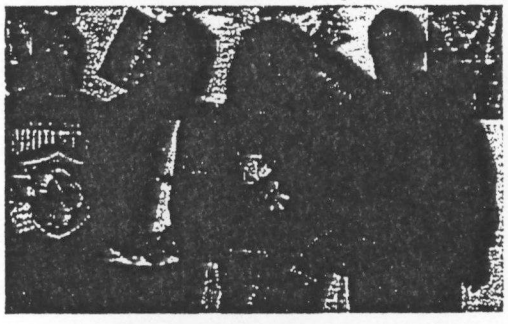


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Playing the Songs You Grew Up with...
103.5 WIMZ Knoxville Tennessee's Exclusive
Classic Rock Station

Some of our on location pictures:



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RealAudio

This site uses RealAudio and RealVideo.

Windows95 users: Create an instant shortcut on your desktop to WIMZ.COM. Just clip and drag the WIMZ.COM link to your desktop.

[The Phil & Billy Page || Weekly Calendar || WIMZ Concert and Calendar Info || Meet the Jox || Feedback || Join our mailing list || Link to WIMZ || Classic Rock Sites & Cool Places OnLine]



'SHOCKME'





Feelin' Lucky?

Wind... check it out!

new

"chat"





Stations

shows here you can check out the different shows on kdf

beg place a request. . . just try your luck, maybe someone will play it!?

voices now you'll understand why people have said, "You have a face for radio."

gigs check who is playing and where

noise view and take a listen to the songs on our playlist and 'Buzztracks'

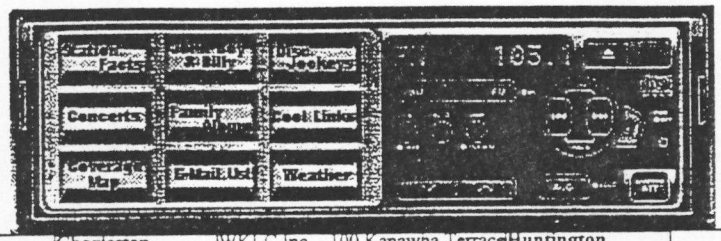
promo you buy it and we get free advertising

links a place to see links we find special and also a chance for us to thank all those who have assisted



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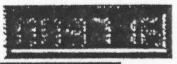


Charleston	WKLC Inc. - 100 Kanawha Terrace	Huntington
(304)722-3308	St. Albans, WV 25177	(304)743-1051
Fax (304)727-1300	email: rock105@newwave.net	Fax (304)525-1300

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Welcome to B107 On The Web!!!!!
Good Afternoon
Time: 17:10 Date: 2/11/98

WOW, You are visitor number 

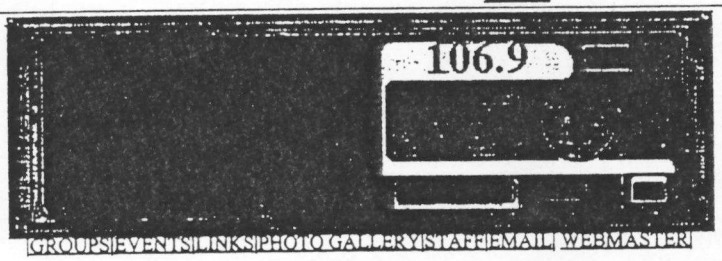
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Please take this Survey

CLASSIC ROCK B107 WKQB JOHN BOY & BILLY 106.9 FM

Enter to Win the AC/DC Boxed Set - CD's & More. HERE!

Click here to either start or stop the message.

Please Read & sign at our guestbook

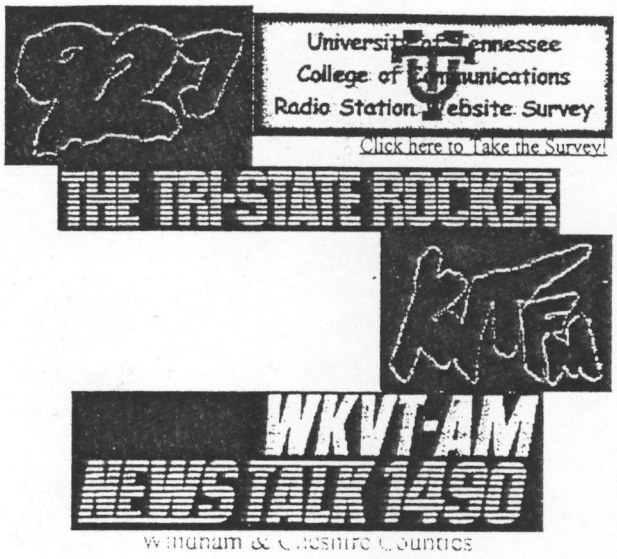


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Graphx Kingdom Select Site Award

Eye Candy Award Winner

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- Classic rock bands
- Area Concert venues
- News and Weather
- Tri-State Area

Email us at: wkvt@together.com

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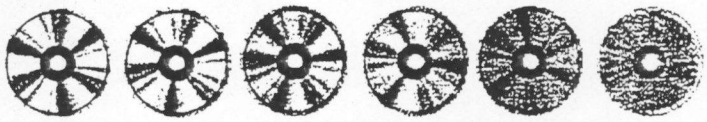
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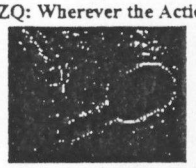
Welcome to 101.7 WKZQ Online.
"The Home of Rock'N Roll"

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WKZQ: Wherever the Action is



WKZQ Broadcasts LIVE!

WKZQ can be reached at:

P.O. Box 2389
Myrtle Beach, SC 29577

(803) 448-4739 Business
(803) 626-7300 Requests

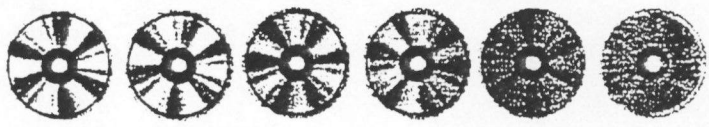
Or send email to wkzq@aol.com. We encourage viewers to send in requests, comments, and suggestions. WKZQ gladly welcomes any suggestions that viewers feel will improve our web site.

Check out the Rock and Roll Hall of Fame, or look up your favorite bands.

Check out WKZQ's DJs and programming time. View the DeeJay's picture by choosing their name.

- "Banana Jack" - Mornings
- "Scooter" - Mid-Day
- "Summer" Nights
- "Daren Taylor -Program Director
- "Rhapsody" - Over Night

Leave us a message in our guestbook



WSKZ-FM Chattanooga, TN

Having trouble hearing WSKZ on AudioNet? Click here!

DJs E-Mail Links



Gold Card Plus

NEW - Listen to KZ-106's sign-on from 1978!

Chattanooga's heritage Rock & Roll station since 1978.

Check out our special 20th Anniversary web page while you're here.

We want to hear from you. E-mail us at kz106@chattanooga.net
Studio Line: (423) 642-9106



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| How to Conact Us | E-Mail | DJs | Links | Listen | Weather Radar | 20 Years of KZ-106 |

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Visits Since September 15, 1997

Last Modified: Monday, February 09, 1998

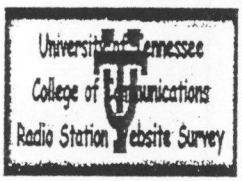
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#1 Radio Station In The Quad Cities! Now We're In Huntsville; watch out...

WVNA

FM 100 & AM 1590

Contests & Promotions, etc.

- See The Jim Jackson Page!
- 

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News, Weather, & Events



- WHNT TV19
- Events:

ROCK·106

WWCT FM - Peoria IL - USA

You are visitor number 167269 *to rock106.com*

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Check out Career Line

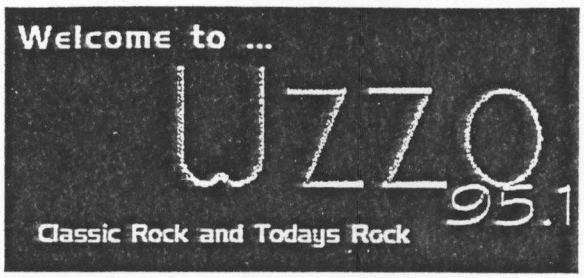
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WXLP • 1229 Brady Street • Davenport, Iowa 52803 • (319) 326-2541
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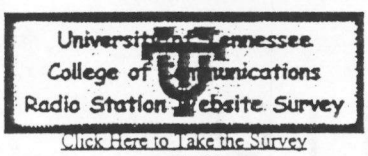


HOT NEWS

- Check out the newest way to get updated on what's happening at WZZO! - Click Here!
- Now you can listen to WZZO anywhere on the planet!! - Click here for details.
- Click Here to listen to WZZO over the Internet!!!! - Click to listen
- We've updated our Scrapbook, so check it out!
- Check out our currents events - Click Here!
- Hey! Do you need a job? - Click Here
- Check out the NASCAR events scheduled to appear on WZZO!
- OUR CONTEST LINE IS CHANGING TO 610-720-9595







Click Here to Take the Survey



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is WPYX , Albany

Capitaland's Rock and Roll Authority!

Listen to PYX 106
(requires NetShow)

Rock News

- DJ's & Staff
- Media Archives
- Concerts & Promotions
- Uncle Vito's Compound
- Download Microsoft Net Show (1.75Mb)
- Pyx 106 chat
- Feedback
- Contact Us



Bob Wolf
"Wakin' Up with the Wolf"



Rocky Kowalski
a.m. news & attitude



- Hear Clips from Chris Rush's new CD at the Chris Rush page
- To hear selections from "Chris's Head", go to The Wolf's Home Page
- Click Here to take a survey on Radio Station Websites

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Webmaster: Joel Marshall (click to e-mail me)

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home | dj's & staff | pyx 106 live chat | concert & promos
vito's compound | pyx media archives | e-mail, phone & fax | listen live
feedback | to listen live, download Net Show

APPENDIX M
Affiliate Radio Stations of Online Publications: Electric (Rock) Village, Rockdaily, and Rocknews

Affiliate Radio Stations of Online Publications: Electric (Rock) Village, Rockdaily, and Rocknews

Mkt	Pop	Station	FT
5	4,065,300	WMMR - 93.3 fm – Philadelphia PA ~ Rock	R
6	3,679,000	WRIF - 101.1 fm – Detroit MI ~ Rock	R
7	3,621,500	KZPS - 92.5 fm - Dallas TX ~ Classic Rock	CR
9	3,393,100	KKRW - 93.7 fm – Houston TX ~ The Arrow - Classic Rock	CR
10	3,264,900	WEGQ - 93.7 fm – Lawrence/Boston MA ~ Eagle 93.7 - 70/80's Oldies	CR
11	2,984,300	WBGG FM - 105.9 fm – Ft. Lauderdale/Miami FL ~ Classic Hits	CH
12	2,925,700	WKLS - 96.1 fm – Atlanta GA ~ 96Rock - Rock	R
13	2,744,800	KZOK FM - 102.5 fm – Seattle WA ~ Classic Rock	CR
17	2,094,500	KSHE - 94.7 fm – Crestwood/St. Louis MO ~ Rock	R
18	2,074,000	KSLX - 100.7 fm – Scottsdale/Phoenix AZ ~ Classic Rock	CR
18	2,074,000	KUPD FM - 97.9 fm – Tempe/Phoenix AZ ~ Rock	R
19	2,069,500	WOCT - 104.3 fm – Baltimore MD ~ The Colt - Classic Hits	CH
20	2,029,000	WRRK - 96.9 fm – Braddock/Pittsburgh PA ~ Channel 97 - Classic Rock	CR
21	1,906,400	WTBT - 105.5 fm - New Port Richley/Tampa FL ~ Classic Rock	CR
21	1,906,400	WXTB - 97.9 fm – Clearwater/Tampa FL ~ Rock	R
24	1,629,900	KGON - 92.3 fm – Portland OR ~ Classic Rock	CR
24	1,629,900	KUFO - 101.1 fm – Portland OR ~ Rock	R
27	1,362,600	KQRC - 98.9 fm – Leavenworth KS/Kansas City MO ~ Rock	R
28	1,358,400	KRXQ - 93.7 fm – Roseville/Sacramento CA ~ Rock	R
28	1,358,400	KSEG - 96.9 fm – Sacramento CA ~ Classic Rock	R
30	1,339,500	KUFX - 104.9 fm – Fremont/San Jose CA ~ K-FOX - Classic Rock	CR
31	1,261,800	WWRX FM - 103.7 fm - Westerly/Providence RI ~ Classic Rock	CR
37	1,097,400	WRFX - 99.7 fm – Kannapolis/Charlotte NC ~ Classic Rock	CR
40	984,900	WGRF - 96.9 fm – Buffalo NY ~ 97 Rock - Classic Rock	CR
42	962,000	WHCN - 105.9 fm – Hartford CT ~ 105HCN - Classic Rock	CR
42	962,000	WCCC FM/AM - 106.9 fm - Hartford CT ~ Rock 1290 am - West Hartford CT ~ Rock (s-FM)	R
44	934,000	WGFX - 104.5 fm – Gallatin/Nashville TN ~ ARROW 104.5 - Classic Rock	CR
44	934,000	WKDF - 103.3 fm – Nashville TN ~ Rock	R
46	897,300	WNNR FM - 103.5 fm – Sodus/Rochester NY ~ Classic Rock	CR
51	845,700	KPEZ - 102.3 fm – Austin TX ~ Z102 - Classic Rock	CR
54	823,500	WTUE - 104.7 fm – Dayton OH ~ Rock	R

56	782,500	WRXL - 102.1 fm – Richmond VA ~ Rock	R
64	604,400	KRZR - 103.7 fm – Hanford/Fresno CA ~ The Wild Hare - Rock	R
73	520,600	WTPA - 93.5 fm – Mechanicsburg/Harrisburg PA ~ Rock	R
77	496,800	WKVT FM - 92.7 fm – Brattleboro VT ~ Rock	R
86	424,400	KKBB - 99.3 fm – Bakersfield CA ~ Classic Rock	CR
92	408,800	WNCD - 106.1 fm – Niles/Youngstown OH ~ CD 106/The Wolf – Rock	R
94	392,600	WQUT FM - 101.5 fm – Johnson City TN ~ Rock	R
99	384,600	WFWI - 92.3 fm - Fort Wayne IN ~ The FORT - Classic Hits	CH
101	383,000	WDHA FM - 105.5 fm - Dover/Morristown NJ ~ Rock	R
102	381,000	WROV FM - 96.3 fm – Martinville/Roanoke VA ~ 96.3 ROV - Rock	R
126	308,400	KNCN - 101.3 fm – Sinton/Corpus Christi TX ~ C-101 - Rock	R
132	294,100	WXLP - 96.9 fm – Moline IL/Devenport IA ~ 97X - Rock	R
148	250,200	WQBZ - 106.3 fm - Fort Valley/Macon GA ~ Rock	R
171	193,200	WRKR - 107.7 fm – Portage/Kalamazoo MI ~ Rock	R
182	174,200	WFBY - 106.5 fm – Clarksburg WV ~ FBY - Classic Rock	CR
186	170,600	KZAP - 96.7 fm – Paradise/Chico CA ~ Classic Rock	CR
192	164,300	WCVS - 96.7 fm – Virden/Springfield IL ~ 70's Oldies	CR
208	136,900	KQWB FM - 98.7 fm – Moorehead MN/Fargo ND ~ Rock	R
214	134,500	KLZZ - 103.7 fm - Waite Park/St. Cloud MN ~ The Power Loon - Classic Rock	CR
214	134,500	WHMH FM/WVAL – 101.7 fm - Sauk Rapids/St. Cloud MN ~ Rockin' 101 - Rock 660 am - Sauk Rapids/St. Cloud MN ~ Rock (s-FM)	R
234	114,300	WQWK - 97.1 fm – University Park/State College PA ~ QWK ROCK - Rock	R
247	92,700	KRCH - 101.7 fm – Rochester MN ~ Laser 101.7 - Rock	R
255	82,500	WBOP - 106.3 fm – Churchville/Harrisonburg VA ~ Classic Rock	CR
n/l	27,033	KGMO - 100.7 fm – Cape Girardeau MO/Carbondale IL ~ Classic Rock	CR
n/l		KLKK - 103.1 fm - Clear Lake/Mason City IA ~ 103.1 The Fox - Classic Hits	CH
n/l		KQCL/KQPR - 95.9 fm - Fairibault MN ~ Power 96 - Classic Rock 96.1 fm - Albert Lea MN ~ Classic Rock (s-FM)	CR
n/l		KXLP - 93.1 fm - New Ulm/Mankato MN ~ Classic Rock	CR
n/l		WIRX - 107.1 fm - St. Joseph/Benton Harbor MI ~ Rock	R

Rock Daily Stations

Mkt	Pop	Station	FT
5	4,065,300	WMGK - 102.9 fm – Philadelphia PA ~ 102.9 MGK - Classic Hits	CHR
6	3,679,000	WWBR - 102.7 fm - Mt. Clemens/Detroit MI ~ The Bear - Rock	R
7	3,621,500	KEGL - 97.1 fm - Fort Worth/Dallas TX ~ Rock	R
8	3,535,000	WARW - 94.7 fm – Bethesda MD/Washington DC ~ Classic Roc	CR
10	3,264,900	WAAF - 107.3 fm – Worcester/Boston MA ~ Rock	R
16	2,227,400	KXXR - 93.7 fm - Minneapolis MN ~ 93X - Rock	R
17	2,094,500	KSD FM - 93.7 fm - St. Louis MO ~ Classic Rock	CR
19	2,069,500	WIYY - 97.9 fm - Baltimore MD ~ 98 Rock - Rock	R
20	2,029,000	WRRK - 96.9 fm - Braddock/Pittsburgh PA ~ Channel 97 - Classic Rock	CR
23	1,756,100	KRFX - 103.5 fm - Denver CO ~ Classic Rock	CR
29	1,358,400	WLZR FM - 102.9 fm - Milwaukee WI ~ Lazer 103 - Rock	R
31	1,261,800	WHJY - 94.1 fm - Providence RI ~ Rock	R
40	984,900	WGRF - 96.9 fm - Buffalo NY ~ 97 Rock - Classic Rock	CR
50	851,400	WQMF - 95.7 fm - Jeffersonville IN/Louisville KY ~ QMF - Classic Rock	CR
51	845,700	KJFK - 98.9 fm - Lamapasas/Austin TX ~ Talk	T
55	792,600	WAAL - 99.1 fm - Binghamton NY ~ Classic Rock	CR
57	732,700	WPYX - 106.5 fm - Albany NY ~ Rock	R
59	709,200	WFBC FM - 93.7 fm - Greenville SC ~ B 93.7 - CHR	CHR
62	638,800	WEZX - 106.9 fm - Scranton/Wilkes-Barre PA ~ Rock	R
66	596,600	WLAV - 96.9 fm - Grand Rapids MI ~ 97 LAV-FM - Classic Rock	CR
70	547,400	WAQX FM - 95.7 fm - Manlius/Syracuse NY ~ Rock	R
75	503,300	WBUZ - 106.5 fm - Delta/Toledo OH ~ Rock	R
82	452,600	KMJX - 105.1 fm - Conway/Little Rock AR ~ Classic Rock	CR
97	389,200	WPLR - 99.1 fm - New Haven/Bridgeport CT ~ Rock	R
101	383,000	WDHA FM - 105.5 fm - Dover/Morristown NJ ~ Rock	R
108	368,800	WRUF - 850 am - Gainesville FL ~ News/Talk	NT
117	349,400	WHEB - 100.3 fm - Portsmouth NH ~ Rock	R
118	341,000	WSTZ - 106.7 fm - Vicksburg/Jackson MS ~ Z 106 - Rock	R
119	338,800	WZZR - 92.7 fm - Stuart/Fort Pierce FL ~ Rock	R
121	337,100	WMMM FM - 105.5 fm - Verona/Madison WI ~ Alternative Rock	AR
122	334,100	KHOP - 95.1 fm - Oakdale/Modesto/Stockton CA ~ Real Rock 95.1 - Rock	R
142	260,600	WOUR - 96.9 fm - Utica/Rome NY ~ Rock	R
153	231,100	WZAT - 102.1 fm - Savannah GA ~ Z102 – Rock	R

181	174,300	WAPL FM - 105.7 fm - Appleton/Green Bay WI ~ Rock	R
182	174,200	WPXC - 102.9 fm - Hyannis/Cape Cod MA ~ Rock	R
248	92,200	KZCD - 94.3 fm - Lawton OK ~ Rock	R
n/l		KMKF - 101.5 fm - Manhattan KS ~ Rock	R
n/l		KLIZ - 1380 am - Brainerd MN ~ News/Talk/Sports	NTS
n/l		WHDQ - 106.1 fm - Claremont/Lebanon/Hanover NH ~ Rock	R
n/l		KDAG - 96.9 fm - Farmington NM ~ Big Dog 96.6 - Classic Rock	CR

Rocknews Stations

Mkt	Pop	Station	FT
3	6,953,200	WRCX - 103.5 fm - Chicago IL ~ Rock	R
5	4,065,300	WPLY - 100.3 fm - Media/Philadelphia PA ~ Alternative Rock	AR
6	3,679,000	WRIF - 101.1 fm - Detroit MI ~ Rock	R
7	3,621,500	KTXQ - 102.1 fm - Fort Worth/Dallas TX ~ Rock	R
8	3,535,000	WHFS - 99.1 fm - Annapolis/Baltimore MD/Washington DC ~ Alternative Rock	AR
8	3,535,000	WRQX - 107.3 fm - Washington DC ~ Mix 107.3 - Hot AC	HAC
9	3,393,100	KRBE - 104.1 fm - Houston TX ~ CHR-Top 40	CHR
10	3,264,900	WFNX - 101.7 fm - Lynn/Boston MA ~ Alternative Rock	AR
11	2,984,300	WZTA - 94.9 fm - Miami Beach FL ~ Rock	R
16	2,227,400	KZNR/KZNZ/KZNT - 105.1 fm - Lakeville/Minneapolis MN ~ Zone 105 - Alternative Rock	AR
23	1,756,100	KBPI - 106.7 fm - Denver CO ~ Alternative Rock	AR
25	1,569,900	WEBN FM - 102.7 fm - Cincinnati OH ~ Roc	R
28	1,358,400	KWOD - 106.5 fm - Sacramento CA ~ Alternative Rock	AR
29	1,342,500	WLUM - 102.1 fm - Milwaukee WI ~ Alternative Rock	AR
31	1,261,800	WBRU - 95.5 fm - Providence RI ~ Alternative Rock	AR
32	1,237,600	WBZX - 99.7 fm - Columbus OH ~ Rock	R
33	1,220,300	WPTE - 94.9 fm - Virginia Beach/Norfolk VA ~ The Point - Adult Alterntive	AA
34	1,203,100	KISS - 99.5 fm - San Antonio TX ~ Rock	R
36	1,124,000	WRZX - 103.3 fm - Indianapolis IN ~ X103 - Alternative Rock	AR
38	1,042,800	WJRR - 101.1 fm - Cocoa Beach/Orlando FL ~ Rock	R
40	984,400	WEDG - 103.3 fm - Buffalo NY ~ 103.3 The Edge - Alternative Rock	AR
49	865,400	WPBZ - 103.1 fm - Okeechobee/West Palm Beach FL ~Alternative Rock	AR
50	851,400	WTFX - 100.5 fm - Louisville KY ~ Rock	R
53	834,600	WPLA - 93.3 fm - Callahan/Jacksonville FL ~ Alternative Rock	AR
55	792,600	WRAX - 107.7 fm - Birmingham AL ~ 107.7 the X - Alternative Rock	AR

56	782,500	WBZU - 106.5 fm - Richmond VA ~ Alternative Rock	AR
62	638,800	WZMT - 97.9 fm - Hazleton/Scranton PA ~ 98Rock – Rock	R
64	604,400	KFRR - 104.1 fm - Woodlake/Fresno CA ~ New Rock 104 - Alternative Rock	AR
64	604,400	KFRR - 104.1 fm - Woodlake/Fresno CA ~ New Rock 104 - Alternative Rock	AR
66	596,600	WKLQ - 94.5 fm - Holland/Grand Rapids MI ~ KLQ - Alternative Rock	AR
70	547,400	WKRL FM/WKLL - 100.9 fm - North Syracuse NY ~ K-Rock - Alternative Rock 94.9 fm - Frankfort/Utica NY ~ Alternative Rock (s-FM)	AR
87	419,900	KAEP – 105.7 fm - Spokane WA ~ 105.7 The Peak - Adult Alternative	AA
88	415,800	KAZR – 103.3 fm - Pella/Des Moines IA ~ Lazer 103.3 - Rock	R
120	337,800	WRQK FM - 106.9 fm - Canton OH ~ Rock	R
208	136,900	KQWB FM - 98.7 fm - Moorehead MN/Fargo ND ~ Rock	R
234	114,300	WGMR - 101.1 fm - Tyrone/State College/Altoona PA ~ Revolution 101 – Alternative Rock	AR
n/l	23,700	WTAO – 105.1 fm - Murphysboro/Carbondale IL ~ Rock	R
n/l		WNXT – 1260 am - Portsmouth OH	n/l

APPENDIX L
Focus Groups Information

Focus Groups Information

Participant Screener

Thank you for expressing interest in my focus group session. Please answer the following questions for me so that I can make arrangements and finalize the list of participants. Note that the information I am asking you to provide for me will be confidential. No one except for me will have access to it.

Please check (use an x) the response that best represents you in the following categories:

Sex: M___ F_____
Age: 18-24____
25-34____
35-44____
45-54____
55-64____
65+_____

Check (use an x) any of the following media web sites that you have visited within the past year:

___Television web sites: (ex. CNN, ABC-TV, Local TV station sites)
___Newspaper web sites: (ex. USA Today, Local Newspaper sites)
___Magazine web sites:(ex. Time, Newsweek, Local Magazine sites)
___Radio station web sites:(ex. ABC Radio, Local radio station sites)
___Internet Magazine or Newspaper sites

If you have visited any other media oriented web site that is not mentioned here please briefly specify:

Are you available on Tuesday January 20, 1998 from 3:00pm-4:15pm?
Yes_____
No_____

If Yes, may I have a phone number to contact you?
PHONE#-(423)

Thanks so much for your cooperation.
Reggie Murphy

Focus Group Session
Informed Consent Form

Thanks again for agreeing to participate in this focus group session. The information you provide in this session will be confidential. No one will have access to the data except me. The information will be stored and locked in a secure area of my apartment when I am not working with it. I will audio tape portions of this session for clarification purposes only.
After I transcribe the information, the tapes will be destroyed.

The session will last 1 hour. If we go over time and you still want to talk, that will be fine.
In this session, you will spend a few minutes browsing some web sites. Then we will talk about your experience surfing the web. This session is informal and you are free to leave before the session is over if you need to without penalty. Refreshments are available for you during the session. At the conclusion of the session you will be paid $10 for your participation.

I understand the information stated in the above two paragraphs. I understand that this session is voluntary and I am free to leave at any time without penalty.

_____	_____	_____
(print name)	(Date)	(signature)

Focus Group Moderator's Session Guide

1. What are some specific web sites you visit frequently?

2. Why do you visit those specific sites you have listed?

3. Why do you visit "Media" web sites?

4. Have you visited Television Sites? Why?

5. Have you visited Radio Sites? Why?

6. How does visiting specific web sites impact your life?

7. What keeps you going back to these sites?

Focus Group Discussion Starters

1. **What are some specific web sites you visit frequently?**

2. **Why do you visit those specific sites you have listed?**

3. **Why do you visit "Media" web sites?**

Sex: M___ F___

Age: 18-24___
25-34___
35-44___
45-54___
55+____

Focus Group Session Transcript

What kinds of sites do you like?

Andy: News Sentinel, Syndicated Cartoon Sites, Yahoo News, Real Audio

you get the sound and the video

Charles: I like newspapers. One of the reasons is that if I miss seeing an article or if I saw it and I want to see it again and I've thrown my original away, the web site is real good for that. The web site has more room for pictures and graphics. If I ever want to download the information b/c I want to distribute it for a class, or if I have somebody that I want to send an article on email , its easy to copy and paste on e-mail. I like to go to distance places that I may not be able to get a hold of the actual original newspaper. especially the London times. CNN Yahoo, Time Newsweek. Breaking news that has not had a chance to make it. I've never used tv or radio sites until now.

Edward: Unless I'm strong armed into it, I don't usually visit media related sites. I use the internet primarily for personal enjoyment. I use Excite a lot. for research hobbies and anything. one of the best search engine. Use the UTKs web site for newsletter. Automotive web sites I like. Car fanatic. Would like to work for a magazine. Visit sites that peak my interest. I've I'm forced to visit media sites.

Meredith. Editor and Publishers web site. FOR WORK. Gov't statistic sites. My homepage. SPJ Page. Cyber news, copyright law etc.

Steve: My trade mags. Ziggy net, wired., news.com, see what's going on in my field. multi-media. computer wacks them and bring them in. I don't have to browse on line. I find clients on the web. I look at web sites that are so bad. So I can help them.

Meredith: there's something to say for quick loading. I don't like waiting. I want it NOW!

Steve: yeah there is something to say for quick loading and downloading.

Edward: I think there's a mentality that if you are a real company then you have a web site, if you don't, then what's the matter with you. There are a few holdouts out there, but in general if you want to be considered a legitimate business, then you'll have a web site of some sort.

Marcie: Magazine and Newspaper freak. I cruise the new for those to see which hard copy I am going to buy this week. I teach a class. I like to go to time and CNN and NPR and see what the top stories are and how people cover it for class to see which stories I'll used for my current event quiz in class. I visit the ones from Paducha KY; I visit that b/c I'm from there. Chamber of commerce. I do a lot of traveling, so I like to visit those sites to see those areas I'm going.

James: I go to tellecast, weather site. I'm from VA. I can search the major cities that have airports. If I'm doing research, I used Alta vista, excite, yahoo, and I might get pulled into a media web site. I might get into usatoday. So if a search engine pulls me into a site like that I would go. I'd like to see more mags have more full text available on the web.

Charles: I used it(media web site) if I could get more articles from magazines.

James: well then they will not make their money so I don't see that happening.

How many of you have gone by a television web site? Why did you initially go?

Meredith: Contacts. Contacts. I need to know who is what at the station now. b/c they change constantly. So instead of me calling and saying is Joe blow there and they say no he's not, I can know who they are and ask to speak to 'this' person or that' person.

Marcie: news

Steve: keep track of friends there. Vince is at this station doing this. You don't have to call people and ask them where everyone is.

Andi: well Fox43 has been doing this lately, they'll say see us on the web, you just go by and look at it. And the x-files has a web site and for some reason the computer is in the same room as the television so I watch tv and go to the web site.

Meredith: you should have seen when ER simulcasted with the web. I was in class one night and we were let out early, so we could all go home and rush home and watch but no one could get through.

As anyone else had that same experienced where you will see a site on television and then go and look it up on the web?

Andi: Car companies do that to....

Steve: I don't have a tv or radio so there's no other place I get information. If I could get to a good newpapers I'd read it. I look at CH 8 news and I shut it off b/c the news on CH 8 is not good. In terms of quality, you can get better quality on the web.

As you ever heard of a station promoting some aspect of their web site?

Edward: I guess in general like you hear "visit www. dah dah dah dot com". It's become a general promotion. They may be trying to appeal to a younger audience possibly. Ya know it's hip to have a web site. As far at contests, I'd imagine that I would be a good venue to do a contest. I personally haven't heard anything special above and beyond the normal programming what's on the web site.

Charles: I have heard both more and more programs on the radio and TV that conclude by giving a URL just in case you want to contact the producer about that. But until I stepped into this room, I had never thought about the actual stations themselves. I never really thought about them having them until tonight. Ch 10 Ch6.

Meredith: I don't like any of the local radio station around enough to check them out.

Marcie: I'm not brand loyal on radio stations. I'm a channel flipper. The only reason why I'd go to the site to find a radio station, if I'm going to be someplace for a while then I'll go and see what the NPR station is. I'm just not very loyal to a station.

James: I've heard more and more radio stations advertising their web address. I've never visited one. Tonight's the first time and I visited WUOT and there was nothing there. They had the program listing that I did not know that was there. And that was good to know but I just listen on my way to work and on my way home from work and that's it, so I hear the daily news that way. One good thing, I would go to a radio station site if I heard an interview that I liked and I knew that they had put the transcript on there or notes, id' go to the site then. And what crossed my mind when I saw that if I heard a song that I liked and I knew that they had the play list up, I could go and find out. Because radio stations are bad about they'll play a song, but they'll never tell ya what is were or whom it was by. So if they had a play list then I'd go look up the song that I really liked...as long as they gave me the time that it was playing so I'll know which one it was.

Steve: the funny thing is that it is easy to.

Edward: the big story at Baylor was lifting the ban on dancing. I was a staff member at the newspaper there at the time. So I remember the editor of the newspaper was interviewed by NPR and I remember what sounded like a radio coming from his office and I went in there and he was playing a real audio file off the NPR web site that was this radio in the room. So to me that would be a real interesting incentive to visit a web site if they had real audio clips where you can just download it and play them. To me that would be really cool.

Charles: this would make me visit a radio station web site more. If some of the information that sometimes is periodically broadcast on the radio, if that would be on their page, so that I did not have to listen to 2 dozen songs, some it like and some I didn't I order to finally get information like is a certain highway I'm using this afternoon closed. Is there a wreck on it? Is I blocked or not. And instead of having to wait 45mins for the next time Pete Michael's comes on, it would be great if I could get to a computer and find that information. Same thing for like school closings, especially in this area where 3

flakes of snow is enough to close all the schools and about half of the other institutions here. Instead of waiting till the next time the 'we got your closings' to get the information, then wait 15 mins for 40,000 names to be read and you are not even sure whether you heard yours or not because they are saying them to fast. I could get online and scan down that list and find out in a fraction of the wasted listening time. Those are two things. I don't know if that's available but if it is, then I'd certainly consult radio station web sites. For the first time b/c I've never done it.

What are some other reasons that would motivate you to visit a radio station web site?

Steve: there's a station in CO that has bluegrass on it's real audio, so I just listen to that. Now I can just listen to blue grass and clean my house. It gives me music that I want to listen to.

Charles: Can you get real audio from a distant radio station?

Steve: Yeah....there's on in Finland, and you can get Finish rock and it's hilarious. The WUTK radio station has it.

Charles: I don't have a computer at home, so I'm limited to things only visual. I can only use the campus facilities. In lab settings it's hard to use it unless you have headphones.

Meredith: the News center has a hotline that we are putting on real audio by the beginning of March. Soon as we get things re-set and done. We are the only college news center that will be doing this. We are going to archive it.

ME: why are they doing this?

Meredith: More reach. We get almost 500 calls a month on the hotline just getting quotes mostly local mostly Eastern Tennessee, some all state, we want to go more national, we want our professor to be known world wide not just know in the southeast.

Steve: we put PR video news releases on-line so that stations' can download the video right into a file and edit it. If they need stock footage, etc. to use in a story and it work.

The stations loved it. It's just expensive and it takes too long to down load now. In 4 -5 years we may be able to do that.

How do you feel when you visit web sites?

Charles: I want to have qualification information as to who developed this site. Since any one can put up a site. I want to know who's creating the site. Who's sited? And why.

Many of you use computers for work and school, is there any other reason why you use the web?

Andi: I use it a lot to find things to use, find software, I use a lot of communication software. I don't spend a lot of my time browsing. Because I'm too busy talking. I like to go to software site to see what's out their, download it and say oooh this is neat.

Edward: For some of these automakers, if you want to know cutting edge stuff you go to them. I want to know the latest information. What the NEWSEST model is. Especially the Chrysler Corporation web sites. They put the newest models on there even before the magazines publish them. So I get a sense of getting REAL cutting edge information...sometimes you have to go to AOL sites to get the real good stuff.

Meredith: who want to sift through all of AOL 's advertising.

Marcie: I use it for purely entertainment. I do a whole lot of browsing mostly for our entertainment. I like to go to the chamber of commerce, there's an Italy wine site that I like, E-online I like it. I look at other schools.

Do you all browse the web to relax?

Edward: I'm a certified car nut. YES. For me the web is one of my primary means of entertainment.

Charles: I've spent many hours browsing around and I go from here to there and it was never my initial purpose for sitting down at the computer. I'm amazed at the number

hours that have transpired while I'm working. I get lots of pleasure though random and laybrithm type of browsing.

After the finish browsing a web site, how do you feel about a particular company that produces that site? Since you go by these sites often how do you feel after you leave them?

Marcie: if it's a good designed page. I like to see good designed page. Like the pathfinder stuff like time and southern living are functional sites. They are not necessarily pretty to look at. I like to look a the pretty to look at ones, then I feel pretty good and then I go hey this is pretty cool and I feel pretty good about that. I'm usually like I've gotten way off base hear I just needed to quit now. So you come off thinking that first of all, I've done something to improve myself maybe and learn a little bit and not having to work at it.

James: If I go to a company's site and it's not well designed and it's not interesting, I definitely judged that company as being behind the times technologically. They may have a great up-to-date land network or whatever, if their web site is not interesting or functional it's got some good stuff it then I think that company's behind the times.

Meredith: For me though I gotten look at it like this: I'm not here to look at the pretty graphics, I'm here to find something for a paper and doing my research. I'm not looking at all the cute pictures

Charles: I'm sort of torn if I'm in a hurray. I welcome being able to get the information quickly and I know that the well designed graphics and stuff tend to slow that down. On the other hand I like seeing that people who put the page together obviously knew what they were doing about putting that stuff on and imbedding it so that it looks good.

James: I many need to qualify myself, part of a well-designed site is that is has to have some content. The graphics are nice; it should have some good graphics...

Charles: I've e come across a site that has flooded your eye with ever color of the rainbow, until you began to really get down into the page. And if I get to the feeling that somebody has just overwhelmed my eyes but haven't given the brain matter anything it can use, enjoy, appreciate, or benefit from, then I'll come away with just a bad of an impression as if I came to a black letter on a gray background page and shotty approach to doing it. Both would turn me off.

What makes you go back to a particular?

Marcie: The information I get:

Charles: If it answered a question and satisfied me so that I had a good feeling and took something away from it. And I have a similar question. I'll still have that.

Andi: if it changes. I don't like to go back. If a site if I check it two or three times a week and it's exactly the same I will probably not go back to if in 6 months. And you can see last updated. And you see it says updated 6 months ago, you are not gonna a miss anything.

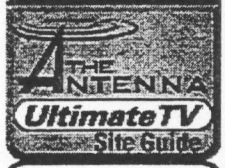
Meredith: I'm the exact opposite. I use 12 web pages at work everyday. If they change, my entire day then I have to spend 3 hours to find what I was looking for. So there's frames and heavy graphics, I turn it all off, I want information only.

Edward: it's a balance between the two. It depends on what my originally purpose for getting on line was. Like if it was for research. All I want is the cold hard facts. I think if you are looking at it from a commercial context you need to have a balance of both entertaining and colorful graphics and information for instance, some of the car web sites, if I know they are updated once a week or a couple of weeksy aknow.... I'm an information nut, I want to know the latest and greatest, but if it's also in black and white real drab graphics I probably wont visit as often as like say JAVA Roll overs which are kinda cool to play with.

Steve: Daily changing content. If I visit a site more than twice it does b/c I can get info that I can wack off of it. You can waste so much time clicking all the idiot links. The only other time I browse is when I have a note pad and I'm wacking other peoples ideas. I want something different everyday otherwise there's no point.

APPENDIX O
Articles in Online Publications About this Research Project







Content

Why people visit radio station Web sites

Reggie Murphy
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Since broadcasters have jumped on the Web, they have been asking the same kind of question: Who's out there and how can I develop my station's web site to better reach them and keep their attention.

Many broadcasters on the web are creating Web sites without the aid of much scientific research or professional web developers. There have been two landmark Web research projects in the past 8 months designed to focus on who is visiting broadcast media Web sites. Researcher Randall King examined who was visiting television station web sites and why (See "**The Uses and Gratifications of the World Wide Web: An Audience Analysis for Local Television Broadcasters**" [http://www.ptloma.edu/academicdepartments/communications/king/intro.html]). I recently commenced a series of studies designed to find out how people use radio station Web sites. My first project concentrated on the Rock and Classic Rock radio station Web site visitor. I found several common reasons why people visit radio and television station Web sites: information, entertainment, and audio/video clips.

Thirty (30) U.S. radio stations participated in the study by linking an on-line survey to their Web Site. The study collected responses from 1,752 people over a four-week period (February 9, 1998 - March 8, 1998). The on-line questionnaire asked respondents a series of questions related to their use of radio station web sites. A set of "value" measures were developed, compared, and ranked on a 1 to 5 scale (5 = high value, 1 = low value). These "value" measures suggest what aspect of visiting radio station web sites respondents find most appealing.

The study found six primary reasons why people visit Rock and Classic Rock radio station web sites. The reasons are listed below based on their mean scores

(1-5). More details on the methodology and statistical procedures will be available when the dissertation for this study is completed in August, 1998. People visit Rock and Classic Rock radio station web sites because:

1. It Feels Good To Know (3.64)---The Web site makes people feel like they "know" the radio station.
2. Aesthetic Appeal (3.33)---They enjoy the Web sites' visual appeal.
3. Downloading Appeal (3.28)---They enjoy listening to "live" and downloading audio/video clips.
4. Entertainment Appeal (3.25)---They enjoy "playing" with and being entertained by the site's content.
5. Information Appeal (2.89)---They enjoy getting information about the station and what's going on in their community.
6. Interaction Appeal (2.81)---They enjoy interacting with the deejays and the station via e-mail.

Six Reasons Why People Visit Rock and Classic Rock Radio Station Web Sites:

1. ***It Feels Good To Know***
   Respondents say they enjoy visiting these sites because it makes them feel like they KNOW the radio station. Respondents say, they like to "Get insight into the DJ's", "To show my kids what their favorite deejays look like", "to see what a face for radio really means", "to see pictures of the DJ's....otherwise I'd never know how truly ugly they are." Respondents say they want to feel like they are a part of the station. They want to "just to check out what's going on." The Web site gives them an opportunity to keep "informed on what is happening" and find out about "future radio sponsored events."

   In summary, feeling good about a radio station is very important to the visitors of the station's Web Site. The station can reinforce these feelings and overall station image through its Web site. Web Site visitors want to feel like they have a more complete image of the station and its on-air personalities.

2. ***Aesthetic Appeal***
   Respondents say they enjoy the web sites' visual appeal. They say they "just like looking at different web sites and pictures." They enjoy visiting sites that are updated and change on a daily or weekly basis. These are some of their actual comments: "I like to see the creative talent of the web designers", "I like to look at the way the Web sites are put together", "I like to see different designs, cool graphics", "To see what is new and creative on KISW's Web Site."

   As mentioned previously, this data suggests the respondents may be creating images in their mind about the station while visiting the site. This "basic visual information" allows them to "see who they are listening to." The web site "supplements what they hear on the radio with pics". Being able to "see" radio is fascinating to them. It is evident that the visual atmosphere a station creates on their site is very important to the Web Site visitor. It allows them to make a deeper connection with the radio station that has perhaps been somewhat of a visual mystery to them.

3. ***Downloading Appeal***

"TO LISTEN LIVE" is another major reason why respondents say they visit radio station Web Sites. Streaming technologies have enabled individuals from anywhere in the world to listen to the radio. This helps people who live in areas of the U.S. that cannot clearly receive radio signals, if any at all. Some respondents say, "I can't get a station where I am." Some point out, "Where I live the radio SUCKS" and others enjoy having the "live radio feed in the office." Clearly, the capability to listen to a station anywhere in the world is appealing to Web site visitors. They can "listen to their music while surfing" and doing other activities.

Respondents also enjoy downloading funny audio and video clips of things the air personalities are talking about on the air. The audio and video clips, pictures, icons, screen savers with station logos, and other downloadable items on these sites have "high appeal." These are some of the main features they say keeps them coming back. These items give them a tangible piece of the radio station.

4. ***Entertainment Appeal***
   Respondents say they go to these Web sites for ENTERTAINMENT. They say, "it's just fun" and visit for "the pure enjoyment factor." They enjoy playing around with and laughing at specific content on the web site. Many just check the site "to see what the morning idiots are doing next." Sites that are entertaining are what respondents say captures and keeps their attention. To illustrate further, these are some of the respondents' actual comments about what entertains them at various web sites: "Twisted Tunes by Bob Rivers", "The girls on Win-Girl-Wednesday", "The KKLZ Web Site has a hysterical newsletter", "sick jokes", "Bob & Tom Broadcasting on the web", "Mark & Brian", "All the humorous web sites WRXL talks about on the air", "Pics of the deejays at stunts they pull."

5. ***Information Appeal***
   Respondents say they enjoy visiting radio station Web sites that provide them with updated information THEY CAN USE. For example, job opportunity links are frequently mentioned as a helpful resource on radio station Web Sites. Overall station programming information, playlists, local concerts and bands are appealing. Visitors say they enjoy having access to "good links to artists they like" and information about "new LP and song releases". Respondents value the ability to find specific kinds of information, such as, weather forecasts and school closings.

6. ***Interaction Appeal***
   "Interactivity is where it's at," states one respondent. The visitors of the radio station Web sites in this study enjoy interacting with the deejays and the station via e-mail. They also like to chat in stations' chatrooms and express their opinion on topics discussed on discussion boards or on-the-air. Signing up for contests on the web is a big hit with visitors. One says, "I actually win more stuff from the web site than I'd ever win by phone. I can enter contests without the busy signal." Visitors say they can request songs and communicate with the deejay that "plays the guitar like me."

So how can these findings help radio and television station web site developers? First, web developers should understand how critical your 'brand' is to the web site visitor. That's your hook. The fact they are

visiting your site means they are interested in obtaining information from "your" station. The other stations may have the same 5-day forecast on their web site; however, you must find new and interesting ways to design yours so that it separates your brand from the other stations in the market.

Second, use your on-air personalities. In radio, the air personalities are extremely important to the user. Who are your "franchise" players at your television station? Use them and promote them on your Web site. Visitors want to know more about the people they have come to depend on for news, information, and entertainment. People like to feel as though they "know" the people on your air. They include them in online chat room activities, contests, etc. Web site visitors enjoy getting e-mail from their favorite anchor.

Third, give your Web site visitors something to help them remember you. Downloadable screen savers, audio/video clips, ways to purchase station merchandise, and sign up for station newsletters and chat sessions are just a few of the kinds of interaction activities visitors enjoy on radio station Web sites. You must find what works for your station.

These are just a few comments based on my research that I believe could help web developers as well as sales staffs educate clients who may be unfamiliar with how and why people are using the radio and television Web sites. As more research like this is conducted, the more we will begin to understand that attitudes and behaviors of Web site users. Check out [http://funnelweb.utcc.utk.edu/~reggie/radio/surveyresults.html] to read The full Executive Summary of this project.

The Radio Station Web Site Survey is a part of a dissertation by Reginald E. Murphy. The dissertation and more extensive analysis of these results will be available in August, 1998. Future studies will investigate web sites for other radio formats (News-Talk, Urban Contemporary, Country, etc.) and examine the similarities and or differences in how people use them.

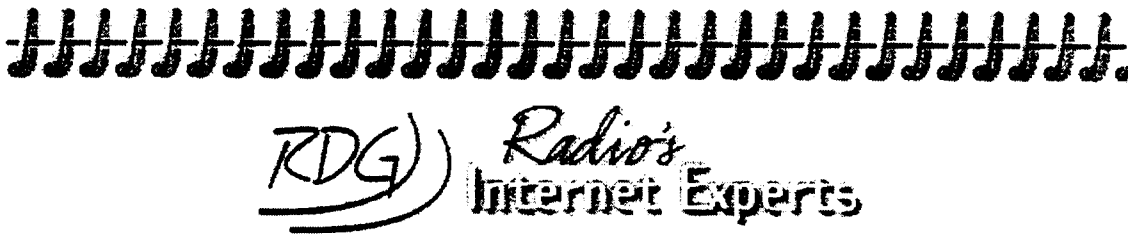
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Back to Content

[Top]



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RDG-NEWS # 34 -- March 25, 1998
A weekly newsletter serving the Radio Station Web Community
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WHY PEOPLE VISIT ROCK STATION WEB SITES

RDG NEWS

First, lots of Radio Data Group news to announce this week --

RDG/MICROSOFT PARTNERSHIP
Radio Data Group, Inc. is pleased to announce an agreement with Microsoft to become an official Microsoft NetShow Service Provider. NetShow is Microsoft's powerful multimedia streaming solution. RDG is expanding its multimedia production facilities, and will soon be producing NetShow versions of station audio clips and TV commercials for all RDG clients. We believe the coming integration of NetShow with Windows 98 will lead to many easy-to-do multimedia opportunities for radio stations.

RDG & MEDIA EXCHANGE INTERNATIONAL
Radio Data Group is pleased to welcome a premier client: Washington DC's Media Exchange International. RDG was selected to help MEI create a revolutionary new global Internet marketplace for multimedia products. MEI is the first independent online marketplace for professional video, audio, photos, graphics and data -- adding the Internet to existing satellite and terrestrial link delivery services. You can read about key MEI partner United Press International at http://www.upi.com/corp/news/980319d.html

NEW RDG SITES
A newly redesigned WSSS-FM, Charlotte site debuted this week at http://www.wsss.com, joining the new look at KMPS-FM, Seattle's site at http://www.kmps.com.

RDG STAFF CHANGES
We're pleased to welcome Stephen Rouse to the RDG staff as a Web Developer. Among other sites, Stephen has worked on the Wolf Trap Foundation website at http://www.wolf-trap.org, one of the Washington area's top concert venues.

We're sad to report that Developer Michael Sprouse has left RDG to accept a position as Art Director with Deskgate Technologies. During Michael's time at RDG he was responsible for the design and development of many RDG clients, including the River (WRVX), WRKO, V100.com, WKXJ, Festival600, WDIA, AM990, and many others.

WHY PEOPLE VISIT ROCK STATION WEB SITES

The Radio Research Group at The University of Tennessee-Knoxville has begun a series of studies designed to find out how people use radio station websites and what impact these sites have on how people interact with radio stations. The first study by Researcher Reginald Murphy involved an on-line survey at 30 Rock and Classic Rock radio station sites - including several RDG client stations - with over 1700 responses.

Here are what the survey determined to be the top six reasons why people go to Rock station web sites, reprinted here with permission.

EXCERPTS FROM THE STUDY

The University of Tennessee College of Communications Radio Station Website Survey is property of Reginald E. Murphy and The University of Tennessee-Knoxville Department of Broadcasting. ©Copyright, 1998. Reginald E. Murphy, All Rights Reserved.

Six Reasons Why People Visit Rock and Classic Rock Radio Station Websites

(1) It Feels Good To Know the Station

Respondents say they enjoy visiting these sites because it makes them feel like they **KNOW** the radio station. The website makes them feel **GOOD** about the station. Their responses suggest that people are very curious about what the on-air personalities look like and what's going on with the radio station. Respondents say, they like to "Get insight into the DJ's", "To show my kids what their favorite deejays look like", "to see what a face for radio really means", "to see pictures of the DJ's....otherwise I'd never know how truly ugly they are." Respondents say they want to feel like they are a part of the station. They want to "just to check out what's going on." The website gives them an opportunity to keep "informed on what is happening" and find out about "future radio sponsored events."

In summary, feeling good about a radio station is very important to the visitors of the station's website. The station can reinforce these feelings and overall station image through its website. Website visitors want to feel like they have a more complete image of the station and its on-air personalities.

(2) Aesthetic Appeal

Respondents say they enjoy the websites' visual appeal. "It's groooooooovey man," one respondent points out. They say they "just like looking at different websites and pictures." They enjoy visiting sites that are updated and change on a daily or weekly basis. This motivates them to revisit the site because "there's always something new to see." These are some of their actual comments: "I like to see the creative talent of the web designers", "I like to look at the way the websites are put together", "I like to see different designs, cool graphics."

As mentioned previously, these data suggest the respondents may be creating images in their mind about the station while visiting the site. This "basic visual information" allows them to "see who they are listening to." The website "supplements what they hear on the radio with pics". Being able to "see" radio is fascinating to them. One visitor says the website "lets you see the personality of the station." It is evident that the visual atmosphere a station creates on their site is very important to the website visitor. It allows them to make a deeper connection with the radio station that has perhaps been somewhat of a visual mystery to them.

(3) Downloading Appeal

"TO LISTEN LIVE" is another major reason why respondents say they visit radio station websites. RealAudio and other streaming technologies have enabled individuals from anywhere in the world to listen to the radio. This helps people who live in areas of the U.S. that cannot clearly receive radio signals, if any at all. Some respondents say, "I can't get a station where I am." Some point out, "Where I live the radio SUCKS" and others enjoy having the "live radio feed in the office." Clearly, the capability to listen to a station anywhere in the world is appealing to website visitors. They can "listen to their music while surfing" and doing other activities.

Respondents also enjoy downloading funny audio and video clips of things the air personalities are talking about on the air. The audio and video clips, pictures, icons, screen savers with station logos, and other downloadable items on these sites have "high appeal." These are some of the main features they say keeps them coming back. These items give them a tangible piece of the radio station. Again, it makes them feel like they are a part of the station. It makes them feel good about the station.

(4) Entertainment Appeal

Respondents say they go to these websites for **ENTERTAINMENT**. They say, "it's just fun" and visit for "the pure enjoyment factor." They enjoy playing around with and laughing at specific content on the website. Many just check the site "to see what the morning idiots are doing next." Sites that are entertaining are what respondents say captures and keeps their attention. To illustrate further, these are some of the respondents' actual comments about what entertains them at various websites:
"Twisted Tunes by Bob Rivers", "The girls on Win-Girl-Wednesday", "The KKLZ website has a hysterical newsletter", "sick jokes", "I WANT MORE T*******", "Nudity on KSJO", "Bob Spike & Joe of KISW are FUNNY", "Bob & Tom Broadcasting on the web", "Mark & Brian", "All the humorous websites WRXL talks about on the air", "Pics of the deejays at stunts they pull."

(5) Information Appeal

Respondents say they enjoy visiting radio station websites that provide them with updated information **THEY CAN USE.** They enjoy getting information about the station's events and what's going on in their community. For example, job opportunity links are frequently mentioned as a helpful resource on radio station websites. Overall station programming information, playlists, local concerts and bands are appealing. Visitors say they enjoy

having access to "good links to artists they like" and information about "new LP and song releases". Respondents value the ability to find specific kinds of information, such as, weather forecasts and school closings. Useful and timely information is appealing to these website visitors.

(6) Interaction Appeal

"Interactivity is where its at," states one respondent. The visitors of the radio station websites in this study enjoy interacting with the deejays and the station via e-mail. They also like to chat in stations' chatrooms and express their opinion on topics discussed on discussion boards or on the air. Interacting with the station via the internet in more "convenient." They say, "Web Sites are a good way to communicate with radio stations without spending half a day on the phone. I can enter the web site and do my business and leave the site with no hassle." Signing up for contests on the web is a big hit with visitors. One says, "I actually win more stuff from the website than I'd ever win by phone. I can enter contests without the busy signal." Visitors say they can request songs and communicate with the deejay that "plays the guitar like me." Instantaneous communication with the radio station is appealing. They enjoy interacting as long as the "deejay e-mails them back."

RESOURCES

- The details of the full University of Tennessee College of Communications Radio Station Website Survey can be found at http://funnelweb.utcc.utk.edu/~reggie/radio/surveyresults.html

- You can reach the author of the study, Reginald E. Murphy by email at rmurphy1@utk.edu and by Phone (423) 974-4291.

FOR MORE INFORMATION on anything in this newsletter, contact RDG News Editor Rich Rieman at (rrieman@rdg.com) or at 703-748-2800 ext. 381.

RDG HOME | Back to RDG-News Archives Directory



The Executive Summary

By

Reginald E. Murphy

Updated 6/9/98 3:59pm EDT

"Radio web sites are great place to find the latest information for that particular station. You can usually find past, present and future events. They are a great resource for information in your community and they are a fun way to participate and contact."

"If I enjoy the music and the DJays are easy to listen to then I am more apt to check out the web site. I have no desire to check out a Web Site of a station that cannot hold my interest. If the Web Site is not an extension of the station, why visit the site?"

Comments from users of Radio Station Web Sites

Executive Summary Menu

The full text of this document is hyperlinked on one page for easy 'print-out'. Graphs and charts are on separate pages.

Introduction
Six Reasons Why People Visit Rock and Classic Rock Radio Station Web Sites
The Relationship Between Browsing and Listening to Radio, Contacting Radio Stations, and Browsing More Radio Station Web Sites
Selected Descriptive Summaries
Descriptive Summary Bar Graphs
Survey Methodology
The Qualitative Responses "Mama, I'm Comin' to Your Home-page"
Summary & Contacts
Special Thanks

Introduction

The evolution of the world wide web has had an impact on traditional media. Many companies that own radio stations have responded by jumping aboard the web site bandwagon. There are approximately 4,000 U.S. radio stations that develop and maintain Web Sites. While there are several research projects that analyze the "general" web user, such as, Georgia Tech University's GVU Center Internet Use Surveys, many of these radio station sites are being created without the aid of research directly focused on the **radio station Web Site visitor**. Therefore, Reginald E. Murphy, as part of his dissertation research and the Radio Research Group at The University of Tennessee-Knoxville has commenced a series of studies designed to find out why people visit radio station web sites and what is the relationship between visiting these sites and people's interaction with radio stations.

This first project concentrated on the Rock and Classic Rock radio station web site visitor. Thirty (30) U.S. radio stations participated in the study by linking the on-line survey to their Web Site. The study collected

responses from 1,752 people over a four week period (February 9, 1998 - March 8, 1998). The on-line questionnaire asked respondents a series of questions related to their use of radio station web sites. Based on a factor analysis, a set of "value" measures were developed, compared, and ranked on a 1 to 5 scale (5 = high value, 1 = low value). These "value" measures suggest what aspect of visiting radio station web sites respondents find most appealing.

The study found six primary reasons why people visit Rock and Classic Rock radio station web sites. The reasons are listed below based on their mean scores. More details on the methodology and statistical procedures will be available when the dissertation for this study is completed in August, 1998. People visit Rock and Classic Rock radio station web sites because:

(1) It Feels Good To Know the Radio Station (3.64)---The web site makes people feel like they "know" the radio station.
(2) Aesthetic Appeal (3.33)---They enjoy the web sites' visual appeal.
(3) Downloading Appeal (3.28)---They enjoy listening "live" and downloading audio/video clips.
(4) Entertainment Appeal (3.25)---They enjoy "playing" with and being entertained by the site's content.
(5) Information Appeal (2.89)---They enjoy getting information about the station and what's going on in their community.
(6) Interaction Appeal (2.81)---They enjoy interacting with the deejays and the station via e-mail.

Six Reasons Why People Visit Rock and Classic Rock Radio Station Web Sites

(1) It Feels Good To Know the Radio Station

Respondents say they enjoy visiting these sites because it makes them feel like they **KNOW** the radio station. The web site makes them feel **GOOD** about the station. Their responses suggest that people are very curious about what the on-air personalities look like and what's going on with the radio station. Respondents say, they like to "Get insight into the DJ's", "To show my kids what their favorite deejays look like", "to see what a face for radio really means", "to see pictures of the DJ's....otherwise I'd never know how truly ugly they are." Respondents say they want to feel like they are a part of the station. They want to "just to check out what's going on." The web site gives them an opportunity to keep "informed on what is happening" and find out about "future radio sponsored events."

In summary, feeling good about a radio station is very important to the visitors of the station's Web Site. The station can reinforce these feelings and overall station image through its web site. Web Site visitors want to feel like they have a more complete image of the station and its on-air personalities.

(2) Aesthetic Appeal

Respondents say they enjoy the web sites' visual appeal. "It's groooooooovey man," one respondent points out. They say they "just like looking at different web sites and pictures." They enjoy visiting sites that are updated and change on a daily or weekly basis. This motivates them to revisit the site because "there's always something new to see." These are some of their actual comments: "I like to see the creative talent of the web designers", "I like to look at the way the Web Sites are put together", "I like to see different designs, cool graphics", "To see what is new and creative on KISW's Web Site."

As mentioned previously, these data suggest the respondents may be creating images in their mind about the station while visiting the site. This "basic visual information" allows them to "see who they are listening to." The web site "supplements what they hear on the radio with pics". Being able to "see" radio is fascinating to them. One visitor says the web site "lets you see the personality of the station." It is evident that the visual atmosphere a station creates on their site is very important to the Web Site visitor. It allows them to make a deeper connection with the radio station that has perhaps been somewhat of a visual mystery to them.

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Respondents also enjoy downloading funny audio and video clips of things the air personalities are talking about on the air. The audio and video clips, pictures, icons, screen savers with station logos, and other downloadable items on these sites have "high appeal." These are some of the main features they say keeps them coming back. These items give them a tangible piece of the radio station. Again, it makes them feel like they are a part of the station. It makes them feel good about the station.

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"Interactivity is where its at," states one respondent. The visitors of the radio station web sites in this study enjoy interacting with the deejays and the station via e-mail. They also like to chat in stations' chatrooms and express their opinion on topics discussed on discussion boards or on the air. Interacting with the station via the internet in more "convenient." They say, "Web sites are a good way to communicate with radio stations without spending half a day on the phone. I can enter the web site and do my business and leave the site with no hassle." Signing up for contests on the web is a big hit with visitors. One says, "I actually win more stuff from the web site than I'd ever win by phone. I can enter contests without the busy signal." Visitors say they can request songs and communicate with the deejay that "plays the guitar like me." Instantaneous communication with the radio station is appealing. They enjoy interacting as long as the "deejay e-mails them back."

Go Back to the Top

The Relationship Between Browsing and Listening to Radio, Contacting Radio Stations, and Browsing More Radio Station Web Sites

Is there a relationship between browsing radio station web sites and listening to radio, contacting Radio Stations, and browsing more radio station web sites? In this survey, respondents were asked to indicate how long they browse radio station web sites (Less than 5min, 5-10mins, etc.). They were also asked a series of questions about their intentions in the next 12 months. The following indices were developed based on visitors' responses to these questions: I Plan to Listen to Radio More, I Plan to Contact Radio Stations More

respondents has some college or a college degree, 18.4% high school, 8% vocational or technical school, and 6.5% has a master's, doctorate, or professional degree (MD, JD, etc).

Modem Speed
Nearly two-thirds (60.8%) of respondents connect to the web with modem speeds ranging from 28,800-56,600bps. Another 22.3% are connecting via ISDN Line, Ethernet, T1 Line, Cable Modem or WebTV, 6.5% connect with modem speed 14,440bps or less, and 10.3% did not know. These data suggest that while faster modems are being developed, the majority radio station Web Site visitors are still accessing the web with mid-range modem speeds. Some visitors enjoy all the bells and whistles of Java Scripts and Intense animated icons. However, most of these features may take longer to load on a visitor's computer that connect at slower speeds. Some stations have begun to develop "low graphics" and "shocked" versions of their web sites to serve both kinds of consumers. Stations may need to employ this idea at least until more people indicate they are connecting with faster modems.

Click here to see Graphs of the above demographic information, as well as, Income, Marital Status, Primary Occupation, and Location When Browsing the Web.

Go Back to the Top

Survey Methodology

On-line Survey Design & the Self-Selected Sample
An on-line survey was used in this study. Communications studies related to "media use" were consulted and focus groups were conducted to develop the survey questionnaire. The on-line survey instrument was pre-tested on a classic rock radio station's web site in Knoxville, Tennessee. Survey participants in the study were self-selected. Click Here to See On-Line Survey Questionnaire.

Collecting information from individual users of the internet via survey methodology has been a challenge for researchers. Trying to randomly contact and collect data from some 50-100 million people supposedly connected to the web is not feasible at this stage. The on-line web survey using self-selection has proven to be a viable option for internet researchers. The self-selection sampling technique is currently used by a number of major internet user surveys (Pitkow and Kehoe, 1998). In GVU's (1997) latest on-line survey, they received over 87,000 unique responses from 19,970 unique respondents. GVU has been extremely successful employing the self-selection method. Studying visitors of radio station web sites present a similar challenge. To date, the most effective sampling technique to reach visitors of radio station web site is self-selection.

Self-selection is a non-random sampling technique whose findings may not be generalizable to an entire population. In most surveys, whether phone or mail, a certain element of self-selection occurs. People choose to participate or not participate in the survey by declining on the phone or throwing away a mail questionnaire. Although using the self-selection technique does pose questions relating to the generalizability of the results, for the purposes of surveying web users, it is the most appropriate method.

This study was interested in reaching individuals who visit radio station web sites. Those people who selected to participate in the study are the microcosm (sample) of people we wanted to examine. As Pitkow and Kehoe point out, we wanted "real data from real users on-line today," and that's who responded to the survey. These data will allow us to make some limited claims about the population of web users who visit radio station web sites.

Sample of Radio Station Web Sites
This study used Rock and Classic Rock stations as a sample for reaching visitors of radio station web sites. We invited 363 radio stations with web sites to participate in the project that classified themselves as Rock and Classic Rock in the The Broadcast Radio Service Radio Directory (1998). This list was cross-referenced with the MIT List of Radio Stations on the Web. Thirty (30) stations agreed to participate. For their participation, stations received an executive summary of the results, exposure in national print and on-line trade publications, and the raw data from the respondents who indicated they found the survey from that particular station's Web Site. Stations participated in the survey by placing a link to the survey on the front page of their Web Site. A concerted effort was made to include as many stations from as many different U.S. markets (in size and demographics) as possible. The stations represented Arbitron ranked markets 3 - 254; for example, Chicago, Dallas, Seattle, Albany NY, Richmond VA, San Jose CA. Click here to see the list of

(via e-mail or telephone for contests and to request songs and attend station events), and I Plan to Visit More Radio Station Web Sites.

Our findings suggest that there is a positive relationship between the time visitors spend browsing radio station web sites and their intention to listen to radio more, contact radio station more, and visit more radio station web sites. We did not find that these web sites actually 'cause' visitors to behave in a particular manner, however, we did find that a small relationship existed between these factors. Click here to see the charts and statistics.

So, what does this mean for radio station web site developers? These data suggest that people who are browsing radio station web sites for a longer period of time are more likely to indicate they plan to listen to radio more, be MORE involved with radio stations, and visit radio station web sites again. Developing sites that engage the visitor and keep their attention longer may help develop a deeper relationship between the visitor/listener and the radio station. The previous "Six Reasons Why People Visit Radio Station Web Sites provide some idea of what people are looking for when they log-on to these sites. And based on these findings, getting them to log-on longer may be the key to keeping them loyal to your station and remembering YOUR station when the Arbitron diary comes in the mail.

Go Back to the Top

Selected Descriptive Results and Summaries

Time Spent Browsing the Web Site

Over half of the respondents (60%) say they spend, on average, less than 10 minutes browsing radio station web sites. Another 17% spend 10-15 minutes, 13.2% 15-30 minutes, 5.3% 30-60 minutes, and 4.4% spend over one hour browsing the sites. This suggests that visitors are going to just "see what's going on" or quickly check on something they heard about on the air. There is evidence that visitors have spent some time with these web sites. Almost one-third (29.5) first visited a radio station Web Site at least one year ago and 39.3% first visited as least 6 months ago, 15.2% first visited a site a month ago, 5.1% a week ago, and 10.9% were first time visitors of a radio station web site. They are familiar with where items they are interested in are located. They may even have specific pages "bookmarked" to get to them faster.
(See Graph)

General Demographics

Gender
The male (75.8&) to female (24.2%) ratio tends to mirror the demographic profile and target audiences of many (not all) Rock and Classic Rock radio stations. This gap in gender may also be due to the overall web use gender gap. The GVU Center Internet Use Survey found 38.5% of web users were female. The female percentage in this study may be larger if we were studying a more female-targeted format, such as, Adult Contemporary.

Age
The age breakdown is close to what we expected to find. It is similar to the target demographic of many Rock and Classic Rock radio stations: (28%) 18-24; (40.5%) 25-34; (23.2%) 35-44; (5.6%) 45-54; (0.9%) 55+; (1.8%) did not answer.

Race
According to the GVU study, the race of web users is mostly white (88.09%). In this study, 87.6% of the respondents are white. The percentage other races of respondents are as follows: Hispanic(2.1%), Native American(1.7%), Multi-Racial(1.5%), Black(.6%), Other or did not respond(6%). Studying Web Site vistors of other station formats, such as, CHR, HotAC, or Urban Contemporary may yield more racially diverse populations.

Education
Many web surveys have found the web population to be highly educated. The GVU study points out that nearly 61% of the web population has attended some college or has a college degree. In this study, 63% of

participating stations.

Data was collected between February 9, 1998 - March 8, 1998 utilizing the World Wide Web Survey Assistant Internet Survey Software developed by S-Ware. Responses were collected from 1,752 individuals out of 3,175 visitations (hits) to the on-line survey site. Over half (55%) the people who began the survey completed it.

Solicition of Survey Participants
Participating stations were encouraged (at their own discretion) to mention the survey on-air and/or promote a particular feature or contest on their web site during the survey period so their listeners and web visitors would be aware of it. The survey directors placed announcements on and sent press releases to various radio oriented bulletin boards and on-line trade publications, such as, Airwaves.Com, iRadio.Com, Radio & Records On-line, Radio Internet Experts, and The Association of Internet and Radio. The survey was featured on the following Web Sites and publications in news bulletins: RockVillage.Com, FMQB-ROCK, RockDaily.Com and RockNews.Com.

Go Back to the Top

The Qualitative Responses-"Mama, I'm Comin' to Your Home-page" and "Sweet Home Ala-Web Site!"

This survey was primarily designed to quantify why people visit radio station web sites. This goal was achieved as evident by the "Six Reasons Why People Visit Radio Station Web Sites section." We also collected open-ended responses and found a fairly consistent theme in the responses. These are a few of the actual open-ended responses:

Responses to the statement: Please list any other reasons why you visit radio station web sites:
"So I can listen to the radio station from back home."
"Hometown link."
"I listen to my home town news."
"I live overseas and I love to feel at home!"
"To find out what is going on where I lived."
"It allows me to listen while I'm out of town."
"A link with home."
"To listen to the station where I used to live."
"So I can see what's going on back home."
"To keep in contact."
"Keep in touch with my hometown."
"Because I miss San Jose. Use to live there."
"Was long time listener until I moved."
"Nostalgia - grew up US and have spent the last 25 years in Europe."
"Because I miss the music in the SF bay area."
"To listen to station from former home town."
"It helps my wife keep up with her hometown station and events."

"I like the pages because it makes me feel like I have never left home (moved). It's even better if the station broadcasts on the web. It feels good to hear the music and DJs and all the hype that goes along with actually being there. Thanks. I was hoping someone would do a survey on this."

"I am presently in the US Navy stationed on Guam. KISW's Web Site provides me with an outstanding way to get current info about Seattle which is my home city. Also the music info and links are first rate. One of my three favorite Web Sites. Very easy to use."

"Real Audio linked to KRZR is the best invention since the wheel. Listening to your favorite radio station 7000 + miles away is sensational!!!!!"

"I listen to my old radio stations through real radio. The best part of that is you can hear what's going on in my old home. I live 1000 miles from my favorite radio station."

In summary, these qualitative responses from the participants speak for themselves. They enjoy visiting these Web Sites because it connects them with something familiar in their life experience. We know from past research that the radio is somewhat of a "portable friend" to many people. These responses suggest that the web site makes people feel good when they can contact and interact with their favorite radio station from home. While most visitors enjoy a Web Site's syndicated news features, graphics and audio clips, they also want to feel like they are "at home" when they visit the site.

Go Back to the Top

Summary

The Radio Station Web Site Survey is one of the first attempts to find out how people use radio station Web Sites. This pilot study collected 1,752 responses (55% completion rate) from an on-line survey placed on 30 Rock and Classic Rock radio stations in the U.S. The survey found that individuals visit radio station Web Sites because: It feels good to know what's going on in their communities and at their favorite station, the web sites' visual appeal, the ability to listen "live" and download audio/video clips, entertainment, useable information, and the ability to interact with the deejays and the station. In addition, the survey found a relationship between the time visitors spend browsing radio station web sites and their intentions to listen to radio more, contact radio stations, and visit more radio station web sites.

So how can these findings help radio and television station web site developers?

First, web developers should understand how critical your 'brand' is to the web site visitor. That's your hook. The fact they are visiting your site means they are interested in obtaining information from "your" station. The other stations may have the same 5-day forecast on their web site; however, you must find new and interesting ways to design yours so that it separates your brand from the other stations in the market. As a radio station, you must capture the special 'local' qualities manifisted in your broadcast programming and station imaging and uniquely incorporate those qualities in your web site. For more information on **branding**, visit this Web Article entitled, "How to keep customers with branding."

Second, use your on-air personalities. In radio, the air personalities are extremely important to the user. Who are your "franchise" players at your television station? Use them and promote them on your Web site. Visitors want to know more about the people they have come to depend on for news, information, and entertainment. People like to feel as though they "know" the people on your air. They like to be included in online chat room activities, contests, etc. Web site visitors enjoy getting e-mail responses from their favorite deejays. It's a 'warm-fuzzy' kind of thing that works.

Third, give your Web site visitors something to help them remember you. Downloadable screen savers, audio/video clips, ways to purchase station merchandise, and sign up for station newsletters and chat sessions are just a few of the kinds of interaction activities visitors enjoy on radio station Web sites. You must find what works for your station. These are just a few comments based on my research that I believe could help web developers as well as sales staffs educate clients who may be unfamiliar with how and why people are using the radio and television Web sites. As more research like this is conducted, the more we will begin to understand that attitudes and behaviors of Web site users. Check out what other Web developers at radio and television stations are doing. Whether you are a large market 100,000 watt commercial radio station or a 5,000 watt non-commercial college radio station, you ALL can compete on the Web. Hopefully these findings will give you some solid scientific data to base your future Web site development decisions.

This Executive Summary was presented during a panel presentation "Research on Broadcasters on the Web" at the Broadcast Education Association/National Association of Broadcasters annual convention in Las Vegas, April, 1998. In addition, this project received a grant from the NAB. This study is a part of a dissertation by Reginald E. Murphy. The dissertation and more extensive analysis of these results will be available in August, 1998.

Future studies will investigate web sites for other radio formats (News-Talk, Urban Contemporary, Country, etc.) and examine the similarities and or differences in how people use them.

Contacts

If you have any questions or need additional information about this study, contact the author, Reginald E. Murphy, Send E-mail to:rmurphy1@utk.edu. Phone (423)974-4291.

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Go Back to the Top



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APPENDIX P
Qualitative Responses

Qualitative Responses to Survey Question #13: "Here, you may type in other reasons why you visit radio station web sites:"			
#	Responses	#	Responses
1	to meet people with similar interests	430	Music Information – Entertainment Info -
2	97.1 KEGL RULES	431	Music is the KEY!
3	a combination of the choices I indicated above`	432	Music news
4	a link with home	433	Music News.
5	accessing internet broadcasting of station	434	Music news....contests.
6	Album releases new songs links band info.	435	music requests and chat and rock trivia
7	Am in the business. Need input.	436	Music that stations in my town don't play!!!
8	Another reason to screw with the computer.	437	Music trivia Other Links Music News
9	As a professional in the broadcast industry it's the quickest way to listen	438	Music/band information
10	At work I want to listen to the radio	439	music/programming formats not available here
11	available links to other sites	440	My boyfriend told me to check out this site.
12	Available music clips of new songs.	441	my desk radio is real staticy today.
13	band links band info	442	my friend works at a radio station
14	Basic visual info like to see who I'm listening to	443	My husband asked me to.
15	Because all the Rock stations here really suck!!!	444	my radio station is the best in the state.
16	Because Bob Rivers is cool	445	My wife was a listener when she was a res.
17	Because every one needs to be apart of this.	446	na
18	because I am a fan of the station	447	New Releases
19	Because I can listen live while I am working!	448	News sports
20	BECAUSE I CAN SEE WHAT THE DJ'S LOOK LIKE	449	No Decent Rock Radio Stations in my area :-(
21	because I can still be a part of the city I had to	450	no other reasons
22	Because I can win free stuff.	451	no radio in my office
23	Because i can`t get kisw on my radio.	452	none
24	Because I cannot get radio in my home area	453	none
25	because i dont get the station where i live	454	nopne
26	Because I enjoy the station.	455	Nostalga - grew up US / last 25 years Europe
27	Because I enjoy them .	456	Nudity from KSJO San Jose Ca.
28	Because I like the music they play.	457	On air personality information
29	Because I like the site	458	One of few local websites that is interesting
30	Because I like to know what is going on at KISW	459	Online contests... Pictures of Guests. Movie Files
31	Because I like to see what is on the web site	460	Online programming and contests

32	Because I like Z-Rock and I don't live in SF	461	online shows twisted tunes
33	Because I live overseas	462	Only the Eagle to see who the deejays are!
34	Because I miss San Jose Use to live there	463	Only way I can pick up Rock 103 in the bldg I work
35	Because I miss the music in the SF bay area..	464	Other people tell me I should check them out
36	Because I want to put faces to the voices.	465	Outstanding info about Seattle
37	Because I want to see what the DJ's look like.	466	participate in contests
38	Because I was fucking bored	467	PICS. OF DjS
39	Because I'm nosey	468	PICTURES
40	Because I'm surfing & caught a twisted wave	469	pictures
41	because it has netshow and i can listen while	470	pictures contests livestream audio
42	because it was on my friends instant stuff.	471	Pictures contests
43	Because it's fun.	472	Pictures of Candy-O and her feet
44	Because it's neet.	473	Pictures of celeb. & jokes
45	because its there	474	pictures of djs @of stunts they pull
46	Because Kisw is the best on the air & web.	475	pictures of the d-jays
47	because KISW kicks the mules rear end.....	476	pictures of the dj's
48	because KKLZ in Las Vegas ROCKS!!!!	477	pictures of the staff and contests
49	Because my boyfriend is an intern on Rock 106	478	playlists
50	because of curiosity	479	Playlists New LP & song releases
51	because of some of the contests	480	pretty much to find out whats going on
52	Because of the programming they have.	481	Programs from other parts of the country.
53	Because on the radio they don't tell all	482	promotions deejay's look like
54	because school sucks and its better then work	483	radio contest
55	Because their there!!...:)	484	radio has always fasinated me
56	Because they are usually funny.	485	radio on the net...what a novel concept.
57	because they give away free stuff	486	Read DJ profiles
58	Because they said it was cool :)	487	read jokes and view pictures of guests
59	because WIMZ rules!	488	real audio
60	BECAUSE YOU GUYS ROCK	489	real audio
61	Because Z Rock is da bomb!	490	real audio
62	Becuase it's fun!!	491	real audio
63	Becuase KISW ROCKS	492	Real Audio- To hear what's playing in other cities
64	becuase krzr rules	493	Real Audio!!!
65	Bob Rivers kicks ass!	494	Real Audio...I can listen to the radio station:)
66	BOB RIVERS TWISTED TUNES!!	495	Real time audio to get pictures of the dj's
67	Bob Rules the world and so does spike.	496	RealAudio connections
68	bored	497	RealPlayer streaming audio(aka listening)

69	Buzz Cuz	498	register for contests
70	C all of those humorous websites wrxl talks	499	relocated out of area great way to keep in touch
71	Can't get the signal downtown otherwise	500	replacement and varied background music at work.
72	Carry radio program not broadcast locally	501	request songs
73	cause bob & tom are not rock & roll and shoul	502	request songs/enter contests
74	cause I do	503	Requests
75	cause I heard it on the radio	504	research on stations around the US
76	cause i love to	505	Rock 106 website has a good link for children
77	cause it rules	506	rock103 special guest photo page
78	cause its cool	507	School Closings
79	Cause It's fun to do.	508	see how ugly the DJs really are!
80	CD reviews	509	see photos of DJ's
81	chat room	510	see pictures
82	Check current station contests audio offers	511	see pictures check on contests on radio
83	check dj's pages	512	See pictures of personalities listened to
84	Check dj's pictures of events	513	see pictures of radio personalities - put faces with names
85	Check for gigs we can bid sound systems for.	514	see play lists request music DJ profiles
86	check other links	515	see the DJ's and guests
87	Check out other parts of the country	516	see the djs picture
88	Check out programming	517	See the pictures
89	check out stations where I used to live	518	see the pictures they post
90	Check out the girls on Win-Girl-Wednesday	519	see what dj looks like
91	Check out the latest in top 10 hits	520	See what DJ's look like
92	Check out what the dj's have to say	521	see what the dj look like
93	check play lists/see what's popular	522	See what the DJ's look like.
94	check their music playlists	523	Send email to morning personalities
95	Checking out the broadcasting competition	524	sick jokes :)
96	checking out their website	525	Simply may have heard of it on the radio.....
97	chek out twisted tunes	526	So I could put a face to a voice!
98	color fax letter	527	so I can hear what i want when I want
99	concert info and relative news	528	So I can keep dibs on Bad Dog and Tim at 103
100	concert/music news	529	so I can listen to music at the computer
101	Contains Loads of valuble info	530	So I can listen to the radio at work.
102	contest	531	so I can listen to the radio station from back hom
103	contest and concerts updates	532	so I can put a face on who I listen to
104	contest and dj infomation	533	SO I CAN SEE WHAT THEY ARE UP TO
105	contest entries	534	So I can see what's going on back home.

106	contest entries	535	So I know what there up to and what is going on...
107	Contest Info.	536	some have chat rooms
108	contest registration	537	Some of the stations has Chat line on them ..
109	Contests	538	some of them are very good
110	Contests	539	something to do
111	contests	540	Song requests
112	contests	541	song requests
113	contests	542	Sound Downloads
114	contests	543	Special Show informaiton
115	contests	544	Specific downloads and features of the sites.
116	Contests	545	sports info DJ profiles
117	contests	546	station info & deejay's personal appearences
118	contests	547	station loyalty
119	Contests Broadcast/Remote info links	548	station parties
120	contests d-jay info misc. stuff	549	Steal cool pictures off them cool links
121	Contests Prizes MONEY!!!!!!!!!	550	Studio Cam Art Bell: CD side show KISW
122	contests and free stuff	551	stuff you cant get just by listening!
123	Contests Download Twisted Tunes	552	Supplement what I hear on the radio with pics
124	Contests or prizes or freebies	553	tatas
125	contests rock news feedback to station	554	tell them Slow Roosevelt rocks!
126	Contests Surveys Web only notices deejays Pic	555	the audio clip. try before you buy.
127	contests to win things	556	The comedy they have online.
128	contests!	557	The DJ's mentioned it on the air quite a lot.
129	CONTESTS!	558	the feature interviews on up-n-coming bands
130	cool graphics it's my radio station.	559	the great jokes
131	cool links	560	the job net
132	cool links music and artist info	561	The KKLZ website has a hyseterical newsletter
133	Cool Links Page	562	The latest and greatest in music land news
134	cool stuff	563	the latest in music news !!!
135	COOL WAVES AND FUN THINGS TO SEE	564	the latest music news
136	curiosity	565	the live radio feed to my office
137	Curiosity	566	The morning show is GREAT!!!
138	curiosity	567	the music they play
139	curiosity	568	the pictures
140	curiosity	569	the pure enjoyment factor
141	curiosity	570	The radio station talked of their web page
142	curious	571	the twisted tunes
143	curious	572	there cool
144	curious on what they have	573	they are funny
145	Curious. Not much here though.	574	they are just fun
146	Currently working in radio looking to relocate.	575	they are usually interesting sites
147	cuz' I can't get mark And Brian any other way	576	They have cool pictures of what they talk about

148	cuz I LOVE KISW	577	they have good links to the artists I like
149	cuz the radio told me too.	578	they uh rock duh
150	DAH! To listen to the music	579	they're cool
151	definitely the best source of current music info.	580	They're fun
152	dj bios	581	they're fun to look at
153	DJ pictures	582	this is my virgin flight to this sight...!
154	DJ pictures to link voices & faces	583	To access live internet radio
155	don't know first time	584	to access the websites of the week
156	download fax letters	585	TO CATCH UP ON FUNNY EVENTS.
157	download faxletter & ck sites	586	To chat
158	Download funny bits from the station	587	to chat
159	download music	588	To check it out it's exciting.
160	Drake and Zeke rule!!!!!!!!!!!	589	to check out bob and tom website @wfbq
161	ed's commentary on real audio	590	To check out images of personalities to see who they are
162	Employment opportunities and artist information	591	to check out the babes!!!
163	enjoy comparing	592	to check out the dj's
164	enter and keep up with current contests	593	to check out the dj's
165	Enter contests	594	To check out the music scene worldwide
166	enter contests	595	To check out the pics of my fav morning show
167	enter contests and see what the djs are doing	596	To check out the WIN A GIRLS!!!
168	enter contests without the busy signal	597	To check out what's going on in other states.
169	Enter Radio Station Contest	598	to check playlists
170	entertaining	599	to check programming
171	entertainment	600	to check their creativity
172	entertainment while working on projects	601	To check them out
173	Examine different market ideas and formatics.	602	To check them out Listen to live casts
174	Excellent site content great references	603	to check them out!!!<main reason!!>
175	Exploring	604	To compare formats and programming
176	find info about advertisers on the station	605	to compare the programming to my local area
177	Find information about upcomming music releases.	606	to download files
178	Find live streaming broadcasts	607	to enter contests
179	find out about the station's coverage	608	to enter contests
180	find out community events	609	To enter contests
181	find stuff on your web page	610	to enter contests
182	first off i only vist kisw second win a girl	611	to enter contest's
183	for .ol	612	to enter contests!
184	FOR CONTESTS	613	TO ENTER IN CONTESTS
185	for fun first time	614	To enter into web only contests
186	FOR INFORMATION ON SOME ARTISTS.	615	to expand the dial beyond 108mhz
187	for kisw win a girl wednesday.	616	To express my opinuion on the topics

188	For music news	617	to fill out stupid surveys
189	For NetShow conections	618	To find a good metallica link
190	For program info & a listing of the rotation.	619	to find a station with the best sound quality
191	for RULES on contests sweeps promos	620	To find all the neat stuff about the stations
192	for the contests	621	to find links to other rock n roll websites
193	For the Contests & Cool Downloads	622	to find music
194	for the enjoyment of it..	623	To find out about my favorite jocks
195	for the fun of it	624	To find out more about the deejays
196	for the h--- of it	625	To find out more info when Ididn't hear whole conv
197	For the hell of it...	626	To find out their format.
198	FOR THE LATEST NEWS	627	To find out what is going on where I lived
199	For the links and give aways also the fun	628	To find out what the jocks look like
200	for the music	629	To find out what's up with that raido station
201	For the Twisted Tunes!!!!!!	630	To find out who is working where
202	for twisted tunes	631	to find some hot girl DJs and to request a-ha
203	For Twisted tunes and Fun	632	to find something they said wouldbeonthesite
204	Found out about Bob&Tom broadcast to web /KSHF-95	633	to find their phone number
205	free drugs	634	To get a look at the people I listen to.
206	fun	635	to get downloads that are available.
207	Fun/links to sites/free software & jokes	636	to get info on fav bands and dj profiles
208	funny pictures	637	To get info on new bands or new songs.
209	general information	638	To get information about jobs.
210	General interest in broadcasting esp radio etc..	639	To get live streaming radio audio
211	get details of promos remotes & contests	640	To Get local information
212	Get Info on Big Als	641	to get local weather and news info
213	Get News and Jokes	642	To get more information on the radio station.
214	get the latest music report on albums and artists	643	to get music news
215	Get the pictures of the cool stuff that goes	644	to get playlists to see personalities tech
216	Get updated info on STATION events!	645	to get rock news quickly
217	Getting the links to their RealA. broadcasts	646	to get sound files.. midis.. wavs.. real audi
218	Good pictures	647	To get the latest release dates and news
219	good web-informative	648	to get them to broadcast in my city!!!!!!!!!
220	Great home page to get news etc.	649	To get to know more about the dee-jays
221	great music and zrock!!!!!gone from dallas tx	650	to get twisted tunes
222	HARD TO GET INFO IN THIS AREA OF THE STATE	651	To get weather info and updates on contests
223	hear other stations	652	to get website links to my fav bands
224	heard about it on the radio so i looked at it	653	to have live music while online
225	hometown link.	654	To have music while I work
226	Humor	655	TO HEAR GOOD MUSIC

227	humor	656	To hear good tunes.
228	I LOVE 2 ROCK	657	To hear JB&B
229	I am a fan of the station	658	To hear music from other markets.
230	I am in the Navy. I listen to Home Town News	659	To hear stations where I used to live
231	I am very interested in radio	660	to hear the songs i like
232	I anticipate the unexpected each day	661	to hear them
233	I basically want local music and contest info.	662	To hear to live programs through the Internet
234	I can find the type of music I like.	663	to hear what dj s are like that i listen to and see them
235	I can hear other cities stations through real	664	to here the music I like
236	I can listen to Rock 103....I can't pick up here	665	to keep in contact
237	I can listen to the radio on my computer while I work	666	To keep up on what's going on in radio.
238	I can't get a station where I am.	667	To keep up with what is going on in the industry.
239	I dig rock 103	668	to kill time
240	I enjoy music.	669	to know what going on in the city
241	i enjoy puting faces with voices	670	TO LEARN ABOUT OTHER CULTURES
242	I enjoy seeing what is out there	671	To learn about the D.J.'s
243	I enjoy the Current Web-Site	672	to learn about the radio personalities
244	I enjoy the morning show hijinks on the web.	673	To learn about the radio station
245	I enjoy the radio stations that I look up	674	To learn more about the music
246	I enjoy the station so I go there!!!	675	To learn more about the specific station.
247	i have a link to radio stations on my web pg.	676	to learn more about the station and have fun
248	I have e-mailed and always got an answer.	677	to learn more about the station i listen to
249	I heard the Voodoo Guru advertise it yesterda	678	to listen
250	I just can't BELIEVE Donna's that SMALL!	679	TO LISTEN LIVE
251	I JUST LIKE LOOKING AT DIFFERENT WEB SITES!	680	To listen on real audio
252	I like Beatles music UIC has a Beatles show!	681	to listen online and for contests
253	I like distant different stations.	682	To listen to a different variety of music.
254	i like kklz	683	To listen to at work
255	I LIKE MUSIC	684	to listen to audio feeds
256	I like radio station and personalities	685	To listen to comedy bits
257	I like seeing pics of the DJs	686	To listen to different stations outside of my area
258	I like the jokes and stuff and the photos	687	to listen to good morning shows and keep up
259	i like the radio station and it is cool	688	To listen to great college music
260	I Like Them.	689	to listen to home area radio

261	I like to be able to listen to out of town station	690	To listen to it
262	I like to find Real Audio so i can listen	691	To listen to live stations
263	I like to listen to music when I'm searching	692	To listen to music in other states.
264	I like to listen to their music while surfing	693	to listen to my fav. music over the web
265	I like to listen with RealAudio	694	To listen to my local station while I am away
266	I LIKE TO LOOK AT THE PICTURES THEY PUT ON IT!!!	695	to listen to new music not available in my town.
267	I like to see different designs	696	to listen to over the www when not from my area
268	I like to see what Phil and Billy are doing	697	to listen to radio
269	I like to see what the DJ's have on the page	698	TO LISTEN TO REAL AUDIO
270	I like to see whats going on.	699	To listen to real audio broadcast
271	I like to see who the DJ's are.	700	to listen to real audio feeds
272	I listen to my home town news	701	To listen to Real Audio from Work.
273	I live in smll twn w/1 am station!	702	To listen to specific progrmming
274	I live overseas and I love to feel at home!	703	To listen to station from former home town.
275	i love 96.3	704	To listen to stations outside my area
276	I love good radio	705	To listen to the music
277	i love J & T on kklz and wanted to check them	706	To listen to the music
278	I love Music Radio is a very good invention	707	To listen to the music while I surf the net.
279	I love music :) and Z-Rock is not in my area.	708	to listen to the radio from other parts of us
280	I love music.	709	To listen to the radio station using RealAudio.
281	I LOVE XL102 and it is a cool sight	710	to listen to the real audio feeds
282	I really like kisw.	711	To listen to the station through the Internet
283	I really like to put faces with names	712	To listen to the station via internet.
284	I travel and this lets me listen to stations	713	To listen to the station via the Web.
285	I use the sites to look for any job opportunities	714	to listen to the station where I used to live
286	I visit KISW to listen to their Twisted Tune	715	To listen to the station with real audio
287	I want to listen if they broadcast on the web	716	to listen to their broadcast when at school
288	I WANT TO SEE THE FACES BEHIND THE VOICES.	717	To listen to their programming if possible;
289	I wanted to register for a contest	718	To listen to them on Real Audio
290	I wanted to see Kim Kelly's Pictorial	719	to listen to twisted tunes
291	I wanted to see pics of Candy-O & Kim Kelly	720	To listen to various stations around the U.S.
292	i wanted to see what my favorite radio statio	721	To listen to what I like

293	I wanted to see what the DJ's look like	722	To listen via Real Audio
294	i was bored and thought i would check it out	723	to listen via realaudio
295	I was curious	724	to look at funny photo's
296	i work in radio so i like to get ideas	725	To look at that station's programming
297	i worked in radio for 4 years.	726	to look at the pics the jocks talk about
298	i write pages for some stations	727	To look for employment opportunities.
299	If I enjoy music/DJ's I check the site	728	to make requests
300	Ilike checking out radio web pages	729	to make requests to hear thru realaudio
301	I'm a radio pro I like to spy on 'em	730	To match faces with voices
302	i'm bored	731	To match the faces with the voices
303	I'm interested in what different stations do.	732	To pick on the DJ's! (Just your station!)
304	im tired of death music ie overplayed	733	To place a face with a voice. Christina HOT!!
305	info on the events/station itself	734	to play and win radio station call in contests
306	Information Age....isn't it great :)	735	To play DJ-facilitated music on my computer.
307	Information on past present and future even	736	to put a face with a name
308	Insight into the DJ's.	737	To put a face with a voice
309	interaction w/what the DJ have seen and told	738	to put a face with the voice i hear
310	interaction w/what the DJ have seen and told	739	to put faces with the voices. follow antics
311	interactive activities	740	to replay sound bites i've heard on radio
312	Interest in internship with the company	741	to request songs
313	interested in broadcast and mass media	742	To sample jingles on other stations
314	Interested in getting into radio	743	To sample music
315	interested in what the dee jees refer to	744	To say a big HELLO 2 Uncle Larry
316	Interesting links.	745	To see a different side of the station
317	interesting to see how the personnel look	746	to see all thats going on
318	interrested in radio	747	to see disc jockey biographies
319	It allows me to listen while I'm out of town	748	to see how the page is set up
320	it fun	749	to see how ugly the DJ's really are
321	It is awesome when you don't have many cd's	750	to see if I can listen to the station
322	it is just cool	751	to see if I'm the only sick one
323	It is my favorite radio station period.	752	To see if that station has anything new going on.
324	IT is my favorite station and I want to find	753	To see if there is anything new in the site
325	It is what I an in to	754	to see if they are broadcasting in real audio
326	It keeps me informed on what is happening.	755	To see if they are on audionet where I can listen
327	It keeps me up to date with whats going on.	756	to see if they have an audionet hook up.
328	items offered such as downloads chatrooms etc.	757	to see if you are playing any new singles
329	It's a fun way to learn more about the dj's	758	To see just how wild they are.

330	It's all new to me.	759	To see photos of radio personalities.
331	its cool	760	To see photo's of the DJ's
332	it's cool if they have realaudio	761	to see pics of the mischief they're up to.
333	It's fun to do the concerts	762	to see pictures of bands and jocks
334	Its fun to see what they are doing	763	to see pictures of my favorite dj's
335	IT'S GREAT THAT WE HAVE THE OPTION.	764	to see pictures of radio happenings
336	It's groooooovey man! Rock on!	765	To see pictures of the crazy morning stuff
337	its interesting to see differences in stations	766	to see pictures of the djs
338	It's just fun.	767	To see pictures of the guests and others
339	it's killer	768	To see pictures of the jocks.
340	I've been trying to find a Can radio station	769	To see pictures of the on-air personalities
341	Job Information	770	to see pictures of the staff members
342	job net	771	To see the creative talent of the web designers
343	Job research	772	To see the faces behind the voices
344	Joke of the Day	773	To see the latest pics of my favorite dj
345	joke sites future radio sponsored events	774	To see the latest pictures of my friends
346	jokes	775	To see the names of songs they are playing.
347	Jokes and placing faces with people	776	To see the pictures they post.
348	just curious !	777	to see the win a girl wednesday personality
349	just for something to do	778	to see the win-a-girl pictures
350	just for the fun of it	779	to see what a face for radio really means
351	Just interested in my favorite radio stations	780	to see what dee jay's look like
352	JUST LIKE MUSIC	781	To see what deejays look like.
353	just plain fun	782	to see what djs look like and enter contests
354	Just to browse	783	To see what eles is out there.
355	just to check out what's going on!!	784	To see what I missed that day
356	just to have fun	785	to see what info is available or interesting
357	just to hear radio stations from other places	786	To see what irreverent things they're up to.
358	just to see it...First time visit	787	To see what is here and useit
359	just to see whats going on	788	To see what is new and creative on kisw's web site
360	Just to see what's new	789	to see what is on their site
361	just wanted to check it out	790	to see what music is popular
362	Just wanted to check out the site	791	To see what Phil and Billy look like.
363	Keep current on local radio trends.	792	To see what the d.j.'s look like.
364	Keep in touch with my home town.	793	To see what the d.j.'s looked like.
365	kegl the eagle 97.1 kicks ass!	794	To see what the DJs look like
366	KISW is a great station See the win a girl	795	to see what the dj's look like
367	KISW is better than any station I can get.	796	to see what the dj's look like
368	KISW is the only station in Seattle that has radio	797	To see what the DJs look like&station events
369	KISW rocks!	798	TO SEE WHAT THE MORNING IDIOTS ARE DOING NEXT

370	KISW- Win a Girl Wednesday	799	to see what the other stations are playing
371	KKLZ web site is funny and makes me laugh	800	To see what the radio personalities look like
372	learn about contests and other events sponsored by	801	to see what the radio station is like
373	learn about radio stations in US	802	To see what the wake up crew is up to.
374	learn more about the music	803	To see what the win-a-girl looks like!
375	Learn more about the personalities.	804	to see what these guys look like!
376	Learn technical layout history future plans	805	to see what they look like and the events they hold
377	Learn the latest news about the music I listen to.	806	To see what types of sites they have.
378	Lets me know what's going on around the country.	807	to see whats going on
379	Lets you see the personality of the station.	808	To see what's going on at The Eagle
380	like checking stations in other areas and hea	809	To see what's going on with the radio station
381	LIKE DIFFERENT TYPES OF MUSIC THAN I GET AT HOME	810	to see whats happing in the world of rock
382	like to see whats new	811	To see who & what has changed since I was in radio
383	Link to my Favourite Bands	812	To see who the next win a girl wednesday is.
384	Links	813	To see who's programming what
385	links check out the win-a-girls	814	to see/learn about who I listen to
386	links listen to via RealAudio	815	To show my kids what their fav deejays look like
387	links to other sites. contests	816	to show my support to my fav shows
388	Listen during work & at home	817	to support my favorite stations
389	listen over the net chat with dj's concert I like	818	To talk to the DJs that plays the guitar like me.
390	listen to music not available in area	819	to tell the dj's they suck
391	listen to music while I surf the web	820	to try to here music wile im on the web...
392	Listen to MUSIC!!!!!!!!	821	to use audio programs
393	listen to other parts of the country/world	822	to view technical and engineering information
394	listen to realaudio feeds	823	To watch for news about Pearl Jam
395	listen to station via RealPlayer or Netshow	824	To win Shit..
396	listen to stations variety from local station	825	Togettoknowmoreaboutthedj'sliketheirhatsizeetc.
397	listen to the music	826	too connect the voice with a face!
398	listen to them on the net	827	too see what that sexy female voice looks lik
399	Listen to them when out of their broadcast range	828	try to get a sample of music
400	listening passively to a foreign language	829	try to win free stuff
401	Listening to other stations around the world.	830	trying to get less know bands to be played
402	live audio feeds	831	trying to pick up the music from the web
403	live broadcasts	832	Twisted Tunes

404	local features of the stations	833	Twisted Tunes
405	local news	834	Twisted Tunes by Bob Rivers
406	look 4 radio jobs	835	Unable to pick up stations in local area.
407	look at the pictures	836	updates on j&t antics
408	Look at the pictures	837	usually lots of good links
409	Look for real audio clips to listen to	838	very entertaining
410	look for some new rock bands	839	View pictures of aired events
411	looking for a job	840	Want a station that plays rock live over internet
412	Looking for Dr. Demento Show & sampling music	841	wantto here rock from the bay ares
413	Looking for Howard Stern stations	842	Was long time listener until I moved.
414	looking for info on a radio station	843	way to hear music you cant otherwise on radio
415	Looking for live streaming broadcasts	844	Whats new and different about those I like at the station
416	Looking for updates on my favorite band NIN	845	Where I live the radio SUCKS!
417	Love KRZR	846	Where I work it is much clearer than radio...
418	make requests on line insteas of phone call	847	Why the hell do you care?
419	Makes work go faster	848	win a girl pictures
420	misc. links are funny/it is fun.....	849	Win a Girl Wed Babes Twisted Tunes
421	Miscellaneous links - also Lyrics	850	win a girl wednesday
422	MONEY GIVE AWAY	851	Win a girl wednesday
423	More entertaining than local ones	852	Win a girl Wednesdays!
424	more info on the station and the people(more)	853	Win free stuff on KISW Seattle
425	info on the station	854	win prizes
426	more stations better % of good stuff	855	Win-a-girl-wednesday
427	mostly to see what kind of crap they are playing	856	WinagirlWensday\kisw online
428	Moved out of area live on the web	857	Work
429	Music Info and Music	858	Yours---------CINDY SCULL----BABE

Qualitative Responses to Survey Question #52: "Is there anything else you would like tell us about your experience visiting radio station web sites? If so, please write the space provided."	
#	Responses
1	I visit radio web sites as often as I can. I like to listen to audio from different cities and check out the dj's.
2	KZOK KJR KBSG
3	I live for music I love music and I am in a new band...I usually look for different types of music different sounds different beats everything that can help me be a better guitarist/drummer/bassist
4	The quality of the signal really needs to be improved. How is it possible to get a static filled washed out signal from a digital connection?
5	2149
6	Actually this is the first time I've visited a radio web sit. I've recently purchased this computer and heard a local DJ advertise this site. Thanks.
7	Among other things I am chief engineer of a new start-up ISP. I am activbely bit-streaming radio station audio via the internet now and am always on a quest for new ideas. I am a major rket broadcast engineer with over 30 years field experience in RF
8	Are we going to find out how your survey turned out?
9	At the beginning of the next 12 months section...the first disagree 's are because I can't possibly listen more..It is on all the time!!
10	B107 is the greatest radio station around withthe John Boy and Billy show...
11	Basically I listen to a couple of web radio stations at work as the radio in my town is rather boring -they tend to play light rock country or oldies. This is not the kind of music that I would like to listen to so I generally rely on net-radio for entertainment.
12	because ROCK 106 RULES
13	Being formerly from the Chicago area I also check up on the site for WXRT to see if I want to come home for a visit and see a concert. XRT has a fantastic site by the way.....
14	Better sound quality. The stations always keep cutting in and out
15	Bob Rivers Twisted tunes are Outrageous! Listen Live should be on the first page you come to. To have to roam around the site to figure out how to listen is EXTREMELY tedious.
16	Can you hear me??? HELLO!!!!!!!!!!
17	cool
18	didn't realize this quiz would be so long

19	Doesn't really fit your survey but I am an East TN Native...and Peyton M. got screwed by the media that put him up as the front-runner in the first place... therefore you folks thinking about a life in communication should find another career. The Peyton Manning B.S. is just one example of how full of *hit the media is becoming. Everything's becoming a show...a big production regardless of the facts...just to get the ratings and the advertising dollars. It's beginning to make this educated E. TN hillbilly quite disgusted with so-called news. But at any rate music-based radio (while doing sensational/shocking things to get ratings...therefore bucks) don't try to hide this fact. They play music and entertain. They know their job and do it. Guess that's about it. P.S....used to date one of Johnnie P's step-daughters where I grew up. Have a nice survey.
20	Download time and the stupid 30 sec. commercial when you first begin are the most aggravating things about listening. Enjoy surfing otherwise
21	Every radio station web site should have a real audio link
22	for new ideas and visit stations. And it's more fun and less time consumingthan doing a lot of driving!
23	fun fun fun fun fun fun
24	Get better pictures of the DJs.
25	go vols!
26	Good information on what goes on in my community. Enjoy the music and and the specials. Like the personalities to know the faces behind the voices.
27	Had fun like to see pix of the deejays only their voices never fit the face.
28	Hard Radio is my favorite web station. Its has no djs & no commercials
29	Hey this is fum thanks!
30	Hey you fuckers over at the peak!! I got a few suggestions fer ya! PLAY MORE HARD MUSIC!! for ex: Type O Negative TOOL Korn Marilyn Manson Pantera Sister Machine Gun etc..etc..now dont get me wronge the shit u play is ok well some of it. BUT I MISS ROCK
31	hi
32	Hopefully if the station does not have streaming audio they will have files of their jingles charts promotions and good local music links.
33	How about a prize drawing for those who took valuable time to participate!
34	HOWARD STERN RULES!!! BABA BOOEY.
35	I a radio/television major at ARKANSAS STATE UNIVERSITY. Good luck with the survery. go stAte.

36	I actually connected to try and get the short wave radio call number but I can't seem to find it... I can't access my favorite radio station from where I am
37	I always use to enjoy DX-ING on my regular radio receiver. Now I can enjoy the fun of listening in on the internet via Real Audio. I have a Radio Page located at http://www.vr-net.com/~glenns/ Please feel free to visit it and sign my guestbook. Thank you. Glenn Stricker
38	I am in the Navy. I am from Illinois and use a Internet Radio station to hear about home town events
39	I am most interested in listening to different radio stations around the US and the world while I work online. The audio technology is getting better but the overall quality is still lacking. As audio quality improves I will be doing more of this (listening to radio over the web.
40	I am presently in the US Navy stationed on Guam. KISW's website provides me with an outstanding way to get current info about Seattle which is my home city. Also the music info and links are first rate. One my three favorite websites. Very easy to use.
41	I am upset because KKRW in Houston has been sliding away from ClassicRock and playing marginal classics and stuff no normal human being considers classics. I e-mailed two of these personalities last week (Feb 98) and asked to be put in contact with the
42	I am very pleased to get responses back from the DJ's I e-mail. They are very nice
43	i can see whats going on back home in N.H. by visiting my favorite radio station website (WHEB)
44	I check out my Radio Station because Bob Spike & Joe of KISW are FUNNY! I actually win more stuff from the website than I'd ever win by phone.
45	I continuously visit KISW because of the music community involvement and they are just plain fun. Try 'em you'll like 'em!
46	I DID MY OWN TESTING A FEW MONTHS AGO AND SENT E MAIL TO ALMOST 100 STATIONS REQREQUESTING A T SHIRT. I GAVE MY NAME ADDRESS ETC. EITHER THEY DO NOT READ THEIR E MAIL OR THEY DO NOT RESPOND TO IT. I GOT ONE RETURN E MAIL SAYING THEY DON'T HAVE SHIRTS BUT OFFERED TO SEND A STICKER. NO ONE ELSE REPLIED OR SENT A SHIRT.
47	I do not like the WXKZ 106 johnbot and bill morning show they do not play any music. Whats up with that? I need to be woke up in the morning!

48	I don't like radio station web sites very much. But I LOVE KISW. They are the worlds greatest radio station! I visit this site about 5 times a day.
49	I enjoy finding out about the programs I like
50	I enjoy music and being able to feel like I have some control of what is played since the station asks my opinion sometimes.
51	I enjoy stations that do broadcasts on CU-seeme and web sites that periodicaly download a picture from the studio
52	I enjoy the wide variety of show that college radio offers. They have selections from the Beatles to new age stuff like dance music and the like.
53	I find that in order to listen to the station's online you have to download software or something. So I never get to listen cause on the computer I use I'm not allowed to charge anything. And I hav'nt found a credit card I like yet.
54	I find the KISW web site very useful in telling me what's happening in the greater Seattle area music-wise and in a more general sense. They also have links to lots of news and magazines and always something funny.
55	I first visited KKLZ's web site because they were letting us sign up for a contestonline. I didn't win anything but it was sure easier than regular Mail or fax. As I looked around at the other local radio web sites... none of them are as good as KKLZ. I use KKLZ as my browser's home page!!! Every day they have some new cool picture or sound file. The rest of the stations have no clue!
56	I go there for the Cool Links
57	I had requested a Loyal Listener Card from KZEP b4...some 1 please tell them not to keep up their requests....im ust have slipped through the cracks, but I am tenacious, so I will try again.
58	I have been a long time listener of KISW until I went off to College where I can now only listen to them via internet. I will be graduating in May 1998 and so I plan on listening to them more when I move back to Seattle. Internet radio is awsome and KISW's site is great. It's a remedy for homesickness.
59	I have choosen for my home page a rock-n-roll radio station's web page because the links and the search engines are easily accessed. Also it is more fun and interesting than the typical default home page. Thanks for asking.
60	I HAVE FOUND MYSELF VISITING THE CLASSIC ROCK B107 (WKQB) WEB SITE FREQUENTLY. IT IS VERY INTERESTING AND ENTERTAING.
61	I have visited the best non-porn sites on the 'net: the Drake & Zeke website as well as the rock103 website.

62	I have visited the KSJO site and I have recived more information on the station and those who work there.
63	I have visited two such sites WAQY and one other about 6 mos ago. I visited each once. I'd like to find one that would let me listen to the on-air music via the PC. Haven't found one yet. Otherwise the sites are boring and bland with no good graphics an
64	I hope you learn a lot from your survey.
65	I just visited this web site to send some e-mail to the DJ's I don't normally visit Radio Station Web sites.
66	I JUST WANT TO SAY THIS HAS BEEN THE ANSWER TO MY PRAYERS WHERE I LIVE WE DON'T GET RADIO WAVES UNLESS I WEAR MY PIE-TIN HAT THEN EVERYONE LAUGHS AT ME AND I HATE IT. SINCE I HAVE FOUND THE PLAYER I HAVE TURNED IN TO A NEW MAN THE DOG LIKES ME MY KIDS TALK TO ME AGAIN AND THE WIFES BEEN PLAYING THE FLAPPADODDLE ! . ROCK ON !!! GREATWHITE NORTHPORT WA. 99157-0547&
67	I like being able to see pictures of the DJ's....otherwise I'd never know how truly ugly they are!:)
68	i like drugs
69	i like how they give me a chance to request songs and learn more about the music I love
70	I like the pages because it makes me feel like I have never left home (moved). It's even better if the station broadcast on the web. It feels good to hear the music and DJs and all the hype that goes along with actually being there. Thanks. I was hopeing someone would do a survey on this.
71	I like to find out what the DJ's have been up to at my favorite radio stations... And also the radio station websites normally have very cool graphics and since I'm into Advertising Design I find it extremely interesting.
72	I like to get radio station screen savers if available. It's a new radio collectible!
73	i like to listen to MIKe ON THE ROCKS HOSTED BY MIKE SHIZAS TUES 4 TO 6 P.M.
74	I like to look at the way the websites are put together
75	i listen basically to one station and like to be able to learn about the dj's I listen to and to be involved in what is going on.
76	I listen to my old radio stations throgh real radio. The best part of that is you can hear what's going on in my old home. I live 1000 miles from my favorite radio station.

77	I live in a small town in Mississippi (Corinth) and can't pick up a decent Radio station. I now can listen to great stations via the Net.
78	I live in a small town with only one am and one fm station. They of course do not play my style of music. By listening to radio on the web I start out my day in a better frame of mind! Also living in Alaska we don't get to listen to many sports events. The web allows us to follow our teams more closely and in a live inviroment.
79	I love going to different radio sites.The only ones I go to are the ones with a Realaudio feed.I visit the station sites like the most almost daily.I perfer the internet delivered radio to the local selection of stations in my area.
80	I love Net-Radio... it lets me access retion stations that I could not normally access... I think its great!
81	I love the daily rocknews.
82	I love them because I'm no longer retricted to the local stations!!
83	I m kind of bored w/this survay and I probibly wont do another one.
84	i mainly visit radio websites to see humorous things.
85	I moved from L.A. to Illinois and miss listening to Mark and Brian in the mornings. By having access to a radio station that they syndicate to I can listen to them each and every morning. I hope my answers help. Thanks.
86	I normally go to radio web sites to pick up sports or to listen to radio stations my receiver can not pick up.
87	I only visit one regularly.
88	i particularly like the radio stations that have downloads for some favorite old songs like the 70's rock tunes i grew up with... or any d/l. it is also a good way to get to know the city if not from that area and planning to visit. I do however wish they were a little easier to find!!!
89	I personally find it interesting to look and see what the DJs actually look anything like I would think they do by hearing their voice.
90	I REALLY THINK THAT THIS IS COOL WAY TO KEEP IN TOUCH WITH YOUR FAVORITE RADIO STATION!!!!!
91	I think out of all the radio station web sites that I have visited I think kisw of seattle washington has the best one there is!!
92	I think some radio station web sites are very neat and a lot of fun to visit. Some are very full of useful information. Keep up the good work.
93	I think that more staions should broadcast on the web!
94	I think that seeing the staff and hearing things other than what they say on the air gives the station a more personal feeling.
95	I think the KISW web site is innovative and informative. They always are humorous and entertaining. Bob Rivers and Joe are the class of that radio station. Thanks Michael Hobbs (mikedaman1@juno.com)

96	I think you have too much time on your hands to do this for fun
97	I thoroughly enjoy visiting the web page of KISW. Not only does it keep me informed of what is going on on a specific day but I feel as if I know the personnel that work there. I would like to become a broadcaster myself and learning from and watching
98	I try to find the WRITTEN RULES and details of radio stations' contests and promotions on their web sites. I'm not always successful.
99	I use a 56k modem. the Q102 site in Dallas is pretty entertaining. The KEGL site sucks!
100	I use KISW's website as my home page so that I am informed on what they are doing all the time. It's a great site.
101	I used to live in seattle but had to relocate and i miss it dearly i can't wait to move back but until i get back i can still feel like i'm there still what's going on KISW is the best radio station in the world i'm glad i can still connect with them thi
102	I visit for concert information and upcoming release dates.
103	I visit only radio station sites that play music especially ones that I cant hear where I live so i can listen to great music and use my computer for other things like writing papers at the same time.
104	I visit radio station web sites to send email requests to the DJ's and programers. I do this because they are always playing the top 20 over and over again. They rarely play what I want to here. I listen for many hours at a time at work and I don't like t
105	I visit radio web sites as often as I can. I like to listen to audio from different cities and check out the dj's.
106	I visit the site mostly to find out what is happening when I am unable to listen to it on the radio. I realy enjoy being able to catch up on what I might have missed.
107	I visit web site radio stations mostly to find out what's new what songs are being played and to see what opinions others have in different states.Please don't ever change formats.Thanks
108	I want better quality audio for ADSL connections
109	I WANT TO SEE MORE TITTIES!!!!!!
110	I wish that all radio stations would update the sites on a regular basis.
111	I wish the realaudio connection was of better quality and reliability. The connection is interupted alot by net congestion and rebuffering.
112	I wish they all would make it easier to locate the concerts around the area.
113	I work part time in radio and meet other radio people online. I like to check out their pictures & sometimes their station info on the web.

114	I would like for more radio stations to provide live broadcasting. Also I would like for more stations in Dallas TX to go on line!
115	i would like to have access to wav files or audio clips from radio websites
116	I'd rather not say
117	If a radio station would like to be correctly identified then call letters and city state of station should be listed prominently on the home page. So many stations rely on graphics and hitech gismos to attract your attention. That's great but then one
118	If I enjoy the music and the DJays are easy to listen to then I am more apt to check out the web site. I have no desire to check out a website of a station that cannot hold my interest. If the website is not an extension of the station why visit the site?
119	If they have good rock and roll music that I don't already have and if they play rare songs and obscure tracks then I will listen to them.
120	im 36 yrs old well traveled and 97.1 kegl is the absolute best rock station in tx if not the country
121	I'm a disc jcokey and I use the web to find music news concert calendars and just fun ideas in general. It's also a great way to keep tabs on stations that I use to listen to. And I like to listen when possible. Thanks.
122	I'm a radio professional I like to listen to how they produce the elements in between the music maintain current contact information and maintain relationships with others in positions similar to my own.
123	I'm looking frim thise guys from Indy IN. I think Bob & Tom I used to go there all the time and they had me cracking up all the time.
124	Im new to web radio but I love the idea that i almost cannot run out of stations to scan thru. I am a station changer. I get anoyed with stuff easily and I fit my music to my moods. Somedays none of the local radio statoins can play anything good. My friends and I call this radio hell.
125	IM QUITE INTERESTED NOW THAT I HAVE VISITED SITES....IM FAIRLY NEW ON THE WEB...BEING ABLE TO MATCH A VOICE ON THE MORNING COMMUTE WITH A PHOTO JUST OPENS UP MANY MORE ON THE MORNING COMMUTE WITH A PHOTO JUST OPENS UP MANY MORE CHARACTERISTICS TO THE DJ'S....THATS GOOD AND BAD BECAUSE NOW SOME OF THE MYSTERY OF THE RADIO IS HAS BEEN SOLVED YET YOU FEEL YOU KNOW THE DJ'S A LITTLE MORE INTIMATELY...
126	I'm really glad that my local radio stations have web sites and email addresses. I don't like calling the stations to find out things because it's not usually convinient for me. I like just emailing them my favorite deejay on my own time. It's easier f

127	IM SICK AND TIRED OF COMMERCIAL RADIO THAT PLAY DEATH SONGS SUCH AS STAIRWAY TO TO HEAVAN
128	I'm sorry I haven't been of much help but this is my first visit to a radio web site. I was at www.hot coupons.com and saw the link so I thought I'd check it out. I haven't even really been there as I took your survey first.
129	Interactivity is where its at . If a site isn't updated it isn't worth my time. Graphics are great and all but the best site is one that is updated often and offers a variety of things for someone to see/use/do. Regarding this survey. I think it is d
130	Interesting to visit foreign radio sites. Very similiar to using shortwave radio for other music news and points of view.
131	Internet radio is the future. I really like the sites that devote to a particular artist like http://www.floydradio.com or the Soundgarden Internet Radio. Also since I access through an ISDN line it's important for the radio station to broadcast higher
132	It helps my wife keep up with her hometown station and events.
133	It is always easy to access and is filled with new things weekly
134	It is frustrating to have the audio disrupted by net congestion but wonderful to hear live radio from Hong Kong London or Maui. I enjoy the DX experience and what this means for the future. Often quality is quite good. Their web design leaves MUCH to be desired. Many were sold a bill of goods by their web designers. Talking about ugly. Wow. I manage SC's public radio network and our site is not award winning but looking at the others sure gives me ideas of what not to do. We aren't streaming yet but I monitor many sites to see what they are doing. We will soon probably with certain programs on demand due to the murky rights involved in New Media. Good luck!
135	it is great! when i can e-mail right into the studio to make requests or just e-mail who is on at the moment. also i love to surf so it is great when i find a station that has cool links. Also it is nice when a site has a guest book. so i can see where people are from and read there thoughts. my fav's are kisw kzok kmtt and sportsradio950 (kjr) and kjrfm. (70's)
136	it is hard to locate the stations that you can listen to online without knowing their call letters. I did a search on AOL and couldn't find too many.
137	It is kinda hard to increase the time I listen to the radio when I have at least one radio on ALL day.
138	It is nice to hear my old radio station again.
139	It kicks ass! Big shout from Clovis (its next to fresno ca) Pantera rules Megadeth kicks ass korn is kool

140	it sucks.
141	It tends to be boring. Not much about the music they play and they are biased about the local bands they choose to cover. They won't support local music only bands that have been signed. They don't respond to e-mail that pertains to suggesttions about what they should play. They only pay attention to the ones that suggest something that they are already doing.
142	it was cool to see my favorite dj's up close and personal like!
143	It was really cool. It let me know that there was going to be a pearl jam concert. thanks alot
144	It was to long. Set it up so you can choose 1 or more of the following things or feeling. Or you can pick the things you strongly agree with things you disagree with ect..
145	It's a good site!
146	It's a grear way to finally put a face with a voice i've been listening to for several years.
147	its fun to see what the station puts on there pages
148	Its fun to visit stations around the world to see what's happening what's playing etc. It give the surfer a sense of expansive reach. I imagine itxs the same impulse that a HAM radio operator used to feel.
149	it's just another web site whose address i know... i do not visit it any more or less becase it's a radio site... ijust know the address and because it's a good site i am looking around
150	It's made it easy for me to preview new music and purchase cd's. I always listen during work and look for the best station just as I would in my car or at home.
151	it's more personal in a way and I really like the fact that if the tv is on in the other room I can find out information and updates on the internet
152	I've scanned alot of sites over the past year or so and notice that some are much better than others. Those that I consider better have a wide range of information provided and updated regularly instead of company propaganda. The website is a great place for the radio station to provide information that used to be handled through their 800 number (i.e. the station's 1-800 concert line or ski report line etc.) and a lot less cost.
153	I've seen a great variety of quality in the web sites just as there's a great variety of quality with the stations' broadcasts themselves. Overall however of the sites I've visted for stations that are mainly still concentrating on AM/FM broadcasting an

154	I've you've moved out of the area in which you grew up(or any area for that matter) - listening to the stations you used to - via the internet - is a good way to feel like you're still connected to that community.
155	Just keep being a great station. And don't turn into a bunch of loosers like most stations have.
156	Just wanted to say that KISW ROCKS!!!
157	Just wish they would lay off all the graphics and just get to the point. Also the much-hyped listen to us live on the net rarely works.
158	KEEP IT UP. SO FAR THEY HAVE BEEN ENJOYABLE.
159	keep up the good work KISW! you guys rule!
160	KEGL is really good about updating their website. I work with the IS dept. at my job and I know how important it is to stay updated and to make sure the links work. Plus they put alot of thought into the graphics- really cool stuff. I especially like the photo page- it makes one feel like they know the station.
161	KISW 99.9 FM in Seattle ROCKS.
162	KISW HAS A GREAT WEB SITE!
163	KISW has a pretty good web page but it could be put together a little more cohesively. It has the appearance of being done by hand even though I know it's a FrontPage Web.
164	KISW has twisted tune archives
165	KISW is a cool station.
166	kisw is the best.
167	KISW keeps getting better. I tink they saw the future of the web and jumped early enough to be ahead of the game. They are the leaders. IMO
168	kisw rocks so check them out.
169	KISW ROCKS!!!
170	KISW ROCKS!!!!
171	KISW rocks.
172	KISW-FM uses up-to-date technical software including custom IE browsers Netshow Realaudio etc. On-air references web site moderately so as not to bore off-line listeners but enough to keep everyone current. DJ's read and respond to e-mail. And best
173	KISW's (Seattle) site - extremely cool! KUFO (Portland OR) so-so
174	KKLZ 96.3 Las Vegas Nevada morining show kicks ass
175	KKLZ is a very good radio station with a good web site even with Kramer's web site...I have a good education...a bs from UT.
176	KSHE Rocks St. Louis
177	KSJO 92.3 ROCKS!

178	like the jokes. when dee jees talk about photos they took on whatever like to see what it is all about. interested in what's going on in hometown - Jersey area. Ck wed sites of rock stations in Philly/New York.
179	links to ultimate bands were good
180	Live broadcasts using Realaudio are pretty bad quality and constantly need rebuffering.
181	Mainly I check KISW's website for the latest in music releases and band news.
182	Many of the radio station web sites are very creative in the designs of the sites. I enjoy comparing them.
183	Many times the site asks you if you want to listen to their station over the net and it's frustrating when their server doesn't connect with mine.
184	Masterbation is a great think to waste
185	moore rock please!
186	more bandwith seems to slow in morning
187	More Music related stuff on big named bands as well as on local bands.
188	More rock less animation
189	More Stations need to add real audio to their sites. So that you can listen to a simulcast of the station over the net.
190	More stations need to make the ability to listen on-line.
191	More stations should provide RealAudio links. Most offices have so much steel around them conventional radio is not accessable. For instance I'm in a basement surrounded by steel and electrical wiring. Too much interference for conventional radio.
192	Most are quite informational. They cover topics I am interested in enough to read all the way through. Hold my interest.
193	Most of them take too long to load. They try to hard. all i need is information not 200 graphics and java applets.
194	Most Radio Station Web Sites are fairly decent entertainment.
195	Most radio station web sites have really good band links where one can find detailed info about any specific band. They also typically provide up to date concert and event calenders.
196	Most USA radio sites suck. I could care less about the d-jay and his dog. I love to check out radio from London and Dublin and all over Europe to see what they are playing. And the news stations in Europe I feel report the news not tell you what to think
197	Music is the only reason! I live in semi-rural New Mexico for christ's sake!
198	My first time taking a survey on the internet.

199	My job requires me to CONSTANTLY be on the road and for the most part can't find a decent radio station so I know that I can always just plug in and listen to Bob Joe Spike and of course the music. There are alot of radio stations out there but hands
200	My visit to audionet showed me that the technology has to really improve to be a viable technology option.
201	na
202	nah it was pretty cool
203	Need more stations available for live broadcast.
204	Need more to be online broadcasted.
205	Need to be up dated daily use as a revenue builder promote it as a station on it's own contest
206	Never wear a pig suit in Arkansas
207	no
208	no
209	no
210	NO
211	NO YOU'VE GOT THE JIST OF IT...
212	No!!!!!!!
213	none
214	nope
215	nope. =)
216	Not much...
217	not really
218	Nothing
219	NYET.
220	PLAY LESS MARILYN MANSON AND OTHER SATANIC CRAPPY MUSIC AND NOT SO MANY DAMN COMMERCIALS
221	Quit wasting web space!
222	Radio and corporations care very little about the listeners and all they are concerned about is biased research and 25-54 female demos. NAB and radio broadcasting (AM/FM) in general will be done with when Satellite Cable internet and satellite signal fed car recievers provide CD quality sound and obliterate the stale selection available now. Being able to select just about any format anytime from anywhere in the world will quench many disfranchised listeners which only choice is to turn off the radio and pop in a CD. AMEN!

223	Radio websites are great place to find the latest information for that particular station. You can usually find past present and future events. They are a great resource for information in your community and they are a fun way to participate and contact the radio station they addrress.
224	Real Audio linked to KRZR is the best invention since the wheel. Listening to your favorite radio staion 7000 + miles away is sensational!!!!!
225	Real audio clips from radio stations especially college stations are great. it seems like they put alot of time into their web sites. i would like to see more pictures of deejays so i know who i'm listening too.
226	realaudio rocks
227	reception sucks in my office. This is a way to get good diverse programming to listen to while I work.
228	Rock 103 has a great site. I think mostly that I visit it to get more of a personal relationship with the deejays by actually seeing them and what they did and what their guest looked like.
229	Rock 103 is the best web site . Please donate to the Ronald Mcdonald house!
230	ROCK 106 KICKS ASS!!!
231	SEEYA!!!!
232	Some have excellent graphics such as ARROW FM
233	SOME RADIO STATIONS REALLY PUT A LOT OF THOUGHT INTO THEIR WEBSITES WHILE OTHER HAVE A LOT OF STUFF THAT REALLY DOES NOT INTEREST A LOT OF PEOPLE AND THEY DON'T PUT MUCH EMPHASIS ON IT. IT REALLY DOES MAKE A DIFFERENCE WHEN A RADIO STATION WILL HAVE A PL
234	Some spend too much time adding some flashy graphics or a quantity of pages causing unwanted visual overstimulation as well as general delays. Some are frightening unclear about what their links stand for or where they lead. Some like to appear as if
235	Sometimes living in smaller markets the internet aired stations brings BIG radio to our home-town. It's exciting to listen to radio you can't just pick up with an antenna.
236	st louis lost its only real rock station to comercialism;ie bob & tom show. i want music not talk! now i listen to cd's or n.p.r. i get enough talk from my wife by the way i am a specialist in tool and die manufacturing. i get enough talk there too. I WANT MY ROCK & ROLL!!!!!!!!!!!!!!!!!!! AND NOTHING LESS!!!!!!!!!!!!!!!!!!!!!!!! thank you. K-SHE didn't get on the Berlin wall for B.S. talk

237	Stations with websites that still primarily push advertising come across as unfriendly and make me not want to listen to their station anymore.
238	Stations with websites that still primarily push advertising come across as unfriendly and make me not want to listen to their station anymore.
239	Studio cameras are a trip as with the Art Bell Web site www.artbell.com. Online request forms are a plus (KISW).
240	tatas
241	The best most frequently updated one I have seen is WGRD in Grand Rapids Mi. I also like Y100's page in Philly Pa and the Planet 96.3's in Detroit Mi.
242	The biggest reason I listen to this station is because I grew up with it and now that I live overseas it's great to be able to listen to my station. I don't care about other web radio sites. KSHE-95 is the only one for me!
243	The fact that they update their site often makes it inviting to check on it more frequently.
244	The KISW Site in my opinion has got to be The Best site I've Come Across for for entertainment. I Listen to BoB and Spike in the morning and they Always clue us in to the updates. Its Great being able to put picutres to the voices.
245	The Lack of Z-ROck in North Texas or Southern Oklahoma.. Heavy Metal and Rock N Roll.. Not wimp Alternitive stuff but just good straight forward Rock N Roll.
246	The main radio show I listen to is Tim Bev and Baddog and the Drake&Zeke show at ROCK103 in Memphis Tenn..Both shows are really funny with thier crazy sense of humor and news of the wierd.It's the only station here that is worth a damn all others around o
247	the need for full time web administrator. More daily changes needed
248	The only thing I noticed about this web site (survey) is there are some typographical errors you might want to fix - not misspellings but the incorrect words (ie. of instead of off).
249	The primary reason I visit these web sites is they carry programs that I couldn't listen to otherwise because they are not broadcast locally (such as Mark & Brian).
250	The radio station that I visit is very good in keeping this up-to-date. They have a lot of info that I use every day. I would visit again in the future.
251	the university of Dayton's radio page is awesome. flyer radio is an awesome sit

252	The web site is cool but they need to start playing stuff that people want to hear not the moldy oldy stuff they do play.They dont care what we want to hear only that the bands that people know of.how are people soppose to know a band if they cant get air
253	the WYNF page looks great!
254	there just cool
255	There needs to be more real time audio so we can listen to other stations in other markets!
256	They are a great way to find out about upcoming events and concerts. Neat to see what the DJ's look like.
257	They are accessable for the many people who don't CALL IN to stations and provide a link for questions and opinions.
258	They are all pretty much the same.
259	they are pretty much all the same...events dj pictures and stuff.
260	THEY DON'T RESPOND EITHER GOOD OR BAD!!!!!!!
261	they don't seem to up date their web sites very fast old news needs to be changed once a month also I have a hard time e-mailing to them or the dj's the printouts are not really color effective I had one schedule of events that was yellow and red when
262	they hardly ever reply to your email let alone check them.
263	they have a pretty cool website here
264	They need real time live audio and they need to update their pages more often
265	they need to include more info on bands homepages
266	They often tend to be well designed but basic sites. These sites often seem to serve more of a marketing purpose then an entertainment purpose for the repective stations. Except for the pictures and the occasional site with Real Audio or other audio do
267	They range from very well done to the screw you attitude of some talk stations like WWDB in Philadelphia
268	They sometimes have good graphics clips I can use in our website. Also give me ideas on how to improve our site as well as info. to keep me abreast of what's going on in our area.
269	They're actually pretty boring. I just go for the contests.
270	this is great..it allows me to listen to a varitey of stations that i cant find in my local area...also can listen to howard stern again since he was banned from dallas-ft.worth area...also i actually found z-rock again after 4 yrs...keep rocking!!!1

271	this is my first time doing this I just got this pc. so i'm just now learning to use it we tried this att net & I heard on the radio that I could find u here so here I am this is pretty cool so now I am going to go check it out.
272	this is the best one i've been to. the others just sucked.
273	This was my first. I listen to KKLZ primarily at work or in the car. I enjoy all your Dj's & have listened to this station for a # of years. Ever since the O-Brothers to give you a clue. Keep up the good humor we're out here listening. twofeathers@lv.rmci.net
274	Too many banners and surveys clogging up the station website.
275	Try putting your link at www.q107.com It's a Rock station in Toronto and had just been titled the #2 station in all of North America.
276	trying to locate stations with higher sound quality not necessarily real audio
277	uhm....nope
278	under the question about race you asked what race I was. Since my skin is not exactly white (I am caucasian) i picked other. Please do not list a race as a color
279	Unless I missed it it would be nice to know which employee is the person in charge (i.e. station manager program director etc.) and their e-mail area or just a general e-mail area for ideas or comments. Thank you for the opportunity to respond. Rock on!!
280	Visit because can't get the 96X signal in downtown Memphis and like to know who's coming to town for concerts.
281	WAAF is The Only Station That Really Rocks!!!
282	want more live music hook-ups tied of morning talk radio. play music!!!!!!!!!!!!!!!!!!!!
283	want to listen to keep up with home happenings music enjoyment
284	Way too many questions to answer however I honestly answered all of them...
285	Web Sites are a good way to communicate with radio stations without spending half a day on the phone. I can enter the WEB site and do my business and leave the site with no hassle
286	What I like visiting on the radio station site is finding out what sites they like to visit and checking them out. Some of the sites are pretty outrageous and that's what makes it interesting to me.
287	work on getting live video streaming of the various dj shows. I know it can't be long 'til Streaming Live Twisted Radio fills a niche that will be appreciated by many. Would make me wish I worked in an office with net access....fuck the report...I'm gonna watch the radio...time for win-a-girl wednesday....god spike's an ughly bastard...hehehe

288	would like to see more e-mail adresses for those in off-air areas...such as production....etc...
289	Would like to see more wave tables or Audio clips
290	Wow.
291	WRXL 102 IS THE BEST RADIO STATION IN RICHMOND VA GO VOLS!!!!!!!
292	yahoo. it rocked.
293	Yeah the ones that don't offer live broadcast on the web are fools!! I can listen to my home station KISW when I'm working out of town but I can't even listen to the biggest LA station KLOS or even the best rock station in the bay area KSJO when I'm on-line.
294	yeah your silly survey was the first thing i linked to and by the way you didnt have any time frame for listeners im a strictly morning radio person the dj's are at their most insincere
295	You guys should put up a page for the BLUE CADILLAC
296	you need better graphics
297	Your questions are silly and pointless. Why should I tell you if I use my computer out of my bedroom? That is none of your buisness. geesh!
298	Z-Rock is the ultimate radio station most other Radio Station sites and the stations them selves suck.

VITA

Reginald E. Murphy was born March 3, 1970, in Charlotte, North Carolina. While growing up, he attended Our Lady of Consolation Catholic School and West Charlotte Senior High School. He earned his Bachelor's of Science degree in history with a minor in communications from Appalachian State University in Boone, North Carolina in 1992. He later earned a Master's of Science degree in Communication from The University of Tennessee, Knoxville in 1994.

He has worked professionally at radio stations in Knoxville, Tennessee, Charlotte, and Greensboro, North Carolina. He returned to graduate school in 1995 to pursue a doctorate degree in communication from The University of Tennessee. After graduation, he will be moving to Marion, Iowa to work as a Research Analyst for Frank N. Magid & Associates.