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Empirical study on trust enhancement behaviour of Bulgarian traditional and online news media

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Slavina Todorova Vasileva

Empirical study on trust enhancement behaviour of Bulgarian traditional and online news media

지도교수 황준석

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서울대학교 대학원

협동과정 기술경영경제정책전공

Slavina Todorova Vasileva

슬라비나의 석사학위논문을 인준함

2016 년 8 월

위 원 장 Jörn Altmann (인)

부위원장 황 준 석 (인)

위 원 윤 현 영 (인)

Abstract

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Slavina Todorova Vasileva

Technology Management, Economics, and Policy Program

College of Engineering

Seoul National University

The topic of trust has been investigated for many years by the scholars, each one of them adding new perspective, new model, new definition in terms to explain the complicated structure of trust. Widely agreed is that the definition of trust is somehow vague. Other shortcoming of the existing literature is that any definition given to trust if general, is outdated (doesn't take in consideration the changed environment of digitalization), or if specified – it is specified mostly in terms of online commerce. For those reasons the existing literature is saturated, making some topics among researchers like online commerce, most favourable than others.

The current research will try to improve the existing literature through providing: firstly, new definition of the trust in digital environment, secondly - propose model for measuring the digital trust in one specific institution that is

media, focusing on news media and possible willingnes to pay for news contents, and thirdly – will suggest applicable policies for digital news providers in term that they will be able to enhance the trust with which their consumers are granting the information provided by news providers. Focused population of the research is Bulgarian society as recently many world organizations dealing with trust in press are indicating constantly decreasing trust in media. The topic is found to be important as the globalization and digitalization is making it easier than ever before to consume and to create news. Misleading information in some cases can be harmful for its' consumers. Since the ease of producing of news is observed the trust granted to different types of news providers and sources are tremendously different.

The research has following structure: chapter first provides basic introduction of the research problem, chapter two considers existing literature and discuss it in terms to clarify research problem and suggest new definition of trust in digital environment, chapter three propose new model for measuring trust in online news providers as one of the main institutions touching the trust in the society in comparison with traditional media, data collection and research methodology, chapter four discuss application of the proposed model, applied methodology as well as accessed results, chapter five discuss general findings and conclusion of the findings.

Keywords: enhancing trust, online media, traditional media, Bulgarian society, online survey, factor analysis, structural equation modelling

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Chapter 1 Introduction

1.1. Background

World population in 2016 is around 7,432,663,275 people[1] around 46 % of this population is using Internet. With penetration of ICT in everyday life in more and more households, the trend of Internet usage is ever growing. Thus investigating people's behaviour towards Internet usage is important and fascinating at the same time. There is many researches already done in terms of tracing the patterns of Internet usage. But still some detailed topics remain neglected. In Bulgaria the households using Internet in 2015 are around 59% of the total population - still lacking behind the other European countries[2] ("Eurostat Your key to European statistics," 2016). Noticeable is that household Internet usage is marking stable growth since 2009 to 2014 with 27% - this growth of Internet usage is overcome only by Greece with 28% ("Eurostat Your key to European statistics," 2016). This trend of growing Internet usage is opening the question – for what reasons Bulgarians are using Internet, what are their motivations? How much they are interested in keeping up with the news and what types of sources for that they are mostly using? Does usage pattern of online sources for news is related with trust in the media? And is there any linkage between trust and willingness to pay for digital news? Even though the last question seems out of the concept, in the last couple of years digital contents providers are facing the challenge to change their business model to paid one and are facing resistance of the consumers. As the reluctance of the consumers

[1] http://www.internetlivestats.com/internet-users/#trend
[2] http://ec.europa.eu/eurostat/web/information-society/statistics-illustrated

is expected and somehow reasonable, the providers need to increase their benefits.

To answer that type of questions of media consumption in general, research literature is widely using Uses & Gratifications theory (U&G). This concept is mainly concern with the users' perspective of motivations and to say – rewards. Thus this research will accept ideas and items from U&G theory in terms to observe, evaluate and analyze motivations among Bulgarians for usage of Internet, their news consumption matrix and the trust they are granting to traditional and online media. As the research is done from consumers' perspective, the findings can indicate what news providers can change to face the consumers' expectations and to gain more profit.

A research of trust in press is annually made by Reporters without borders, Freedom house, Edelman trust barometer, Foundation Media Democracy (FMD), Konrad-Adenauer-Stiftung (KAS) and many others. Concerning the Bulgarian case particular warning is coming from the last report on the trust from Konrad-Adenauer-Stiftung (KAS)[3] – Annual report on Bulgarian media that reveals based on large sample survey that the trust in media in Bulgaria is keep decreasing, hinting that the cause might be due political influence or economic crisis. They also found that Bulgarians are mostly about to have approval for TV instead of Internet[4]. In terms of trust – they do prefer TV (60%), and low percent is choosing online media (16%). Interesting fact that Edelman Trust Barometer researchers had found is that even though it is accepted that

[3] http://www.kas.de/wf/doc/kas_44141-1522-2-30.pdf?160222104413

[4] In 2014 67% of Bulgarians prefer TV channels and just 23,2% choose Internet because they are finding it more objective.

Reporters without borders are measuring freedom in the press and through it – trust, this appears differently from trust in the media in general. Edelman trust barometer made after cross-reference between their findings and the findings by Reporters without borders. Edelman trust barometer research argue, that there is very little correlation between "freedom of press" and trust in the media. Surprisingly countries with less freedom of the press as the case of China are showing higher trust in media. [5] The measures that Edelman trust barometer is using differ from the measures that Reporters without borders are using. Thus in our research, in attempt to provide deeper understanding about trust in the media and how it differs among traditional and online media, we developed questionnaire based on some of the instruments used in Edelman research. The questionnaire development and implementation is discussed in chapter three.

As the institutions as the above mentioned are normally looking from perspective of mass media and political side of the problem, our current research is more concerned with the economics side of it. To do so, the research will adopt measures and theories from economic science to explain trust and motivations for using traditional and online media to provide empirical evidences for the patterns. Based on the findings of the research, we will make policy recommendation for enhancing the trust in media online. This will benefit firstly the providers of news contents and secondly, more importantly – the consumers of such contents.

As recent results from the organizations mentioned above are showing constantly decrease in the trust in media in general, it is found important to

[5] http://www.edelman.com/post/freedom-of-the-press-and-trust-in-media/

provide suggestions for increasing trust in online media as the world population is increasingly using Internet and digital devices to access information.

Despite the increase of overall Internet usage, consumption of the broadly accepted as traditional sources of news such as TV, radio and newspapers remains the highest as H. I. Chyi (2012) is suggesting in her research. Researches claim that printed formats of news sources are preferable than online ones - Mueller (1995), printed formats and television are more useful than online counterparts - De Waal (2005). A research conducted by Online Publishers Association in United States in 2008 Association (2004), H. I. Chyi, Angela, M. Lee (2012), found that the online news sites are not so much satisfying, likeable and enjoyable in compare with traditional media sources. In United states Pew research centre is indicating that the consumption of online use is constantly growing on the behalf of offline media[6] (Center, 2016). In 2011 Pew research centre for the people & the press found negative perceptions of the media – 66 % of the Americans said the news are inaccurate, 77 % said the news providers are favouring one party, 80 % said that news providers are influenced by powerful people - Press (2011), Pauwels (2012). Also in 2011, report conducted by Eurobarometer indicates trust among European consumers as follows: 57% - to radio, 50% - to television, 42% - to press and only 35% - to Internet – all of this results depending on the member state observed - Eurobarometer (2011). As stated by Flanagin (2000) in their Perception of internet information credibility paper: "*People increasingly rely on Internet*

[6] http://www.journalism.org/files/2015/04/FINAL-STATE-OF-THE-NEWS-MEDIA1.pdf

and web-based information despite evidence that it is potentially inaccurate and biased". Thus, to see how the trust in internet news providers can be enhanced is primary interest of the current research.

Due to date the researches for comparison of traditional and online media didn't produced any consistent results. Main researches were done through the prism of political campaigns done in traditional and online media - Johnson (1998) found that online information is granted with higher credibility in compare with provided by traditional media. Such a research to compare traditional with online media is not frequently made, plus always there is the limitation of political orientation of the research or sample of students. This area is totally different from the observed in this paper.

As the topic of trust is highly explored in the economics literature, great number of influential researches can be mentioned. Trust appears to be multi-dimensional item consisting of many attributes varying by the environment in which trust is observed. As the researches from the beginning of the 20th century were focused mostly on the meaning of trust in deeply humanly manner, the most recent once, in accordance with the changed digital environment, in attempt to adapt to this environment and currently important issues, observed mostly online commerce and the dimensions that trust is taking there. This is providing huge gap in the researches of trust which are not directly related with retailing and online commerce. Such gap is aimed to be filled with the current research. It seems inappropriate definitions of trust given specifically for online commerce, or those which are involving to some extent financial factors, to be adopted in researches of the trust related to other topics and fields as humanities

science and researches, and media usage. Thus, the research will aim at summarizing existing definitions of trust in try to give broaden definition of trust which will be appropriate for more than one area and for digital environment in whole, as well as specifying it to the news media environment. Another dimension that is well explored is that of trust in institutions as more emphasis is assign to governmental institutions. However, the dimension which trust is taking in the institution of contemporary media is not enough explored and there is lack of literature on the topic. Most of the researches of institutional trust are centralized around the theory of social trust. Current research will adopt some of the constructs of the social trust theory as well as constructs in Uses and Gratification theory (for short – U&G theory is used in the rest of the paper) to provide more comprehensive research on the matter of trust in online media. Uses and Gratification theory, as many scholars are indicating is mostly concerned with the usage of Internet in general - Ferguson (2000), Flanagin (2000), Kang (2013), Kaye (2002), Kaye (2004), Papacharissi (2000), etc., rather than the Internet use for accessing specific sources or webpages. To observe institutional trust in the institution of media, our research is making comparison analysis between traditional and online media. It is found as more important online media to be centre of the research because of the growing number of users of online information and news. It is also appropriate to make a comparison between traditional and online media in terms to be seen if those formats are granted with different level of trust based on their different format. Implementation of U&G theory will provide understanding about motivations which leads people to prefer one format more than the other. The focus of the

research will be consumers' perspective and behaviour in accessing news online.

Other concern of the research, as it is centralized around online media, is to see if there is readiness among users for paying content fee for news information online. Some researches indicate that the willingness to pay for news online is not just low but almost missing H. I. Chyi, Angela, M. Lee (2012). As those researches are not recent, it is considered appropriate to raise this question once again.

1.2. Research motivation and objectives

The world is fast globalising, demolition the boundaries between people, nations, countries, technologies, etc. Everything is happening faster than ever before. Knowing what and where it is happening is eased by the electronic diffusion of news online. On demand or as a push messages, the news is surrounding us from everywhere. As the usage of Internet is increasing it is expected that the main source for news in the near future will become Internet itself. It is of great interest if and how the media space is going to be changed by Internet. And if the news spread online will be granted with the same trust as those coming from traditional media, in which traditionally the gate-keeping (or having a "watchdog") is somewhat guarantee that the information provided is trustworthy.

As many researchers adopted U&G theory to trace the motivations dragging the usage of one or other media, we will adopt somehow same approach. As this field of knowledge is mostly explored by mass communication studies the presence among them of quantitative studies is still lacking. The challenge of this research will be to firstly provide definition of trust in terms of digital environment in a whole, secondly to specify trust in news media providers, thirdly to develop model which can statistically explain the motivation for different media usage and its relation to trust in media.

Investigating trust empirically remains challenging especially through the prism of media usage. As the access to wide information is easier than ever before, sometimes is required that information to be double-checked or verified,

which is requiring spare of time. To investigate how trust in the digital era in information and news sources can be enhanced is the main objective of the research. Following goal is to trace if there is relationship between trust in the media and paying intention. Relation between trust and willingness to pay are yet not well investigated, but our research is suggesting their existence. Limited number of studies are suggesting that type of connection. They are limited to observing relation between trust and willingness to pay for information for nanotechnology food - Roosen (2015). Our research will use firstly: questionnaire based approach to gather relevant data from Bulgaria in terms to specify and narrow down the scope of the research. Secondly – based on the literature review done critical policies used and implemented will be discussed to verify the policy recommendations at the end of the research.

Narrowing down the research scope this research is taking in concern one particular motivation – information seeking and more specifically – news interest. In terms to challenge the research field more, the research is making comparison-based analysis – first it compares three main motivations of people to use Internet (emphasis implied over news-seeking), and secondly – comparison not only among three different news mediators online, but also among three news mediators in traditional media. Such a comparison is found to be challenging and at the same time important as the comparison between traditional and online media is somehow hard and it wasn't made up to date on specific centralized motivation. As stated in report by ESS survey by Newton (2001): *"Is there any need to bother much about the old media? The clear and simple answer is that no matter how much emphasis is given to new forms of*

communication; it would be a great mistake to ignore the old. The old media (radio and newspapers) are still heavily used, even if they are well past their prime." As a proof of that claim Newton is citing research done by Eurobarometer from 1999 in which some 41% of 15 European countries are still reading daily newspapers and listening radio for news. As a late-comer in the European union Bulgaria could be expected to be yet tightly connected with printed newspapers, TV and radio. Thus, even though it is hard to weight the importance of traditional and online media, we believe both are quite important in the case of Bulgaria. The young population is highly expected to use online media for getting access to news (if it is presumed they are interested at all), as for the matured-age part of the society is somehow expected that using the traditional media would be more preferred.

With smaller scale the same phenomenon of increasing Internet usage and online information consumption is observed in Bulgarian society thus it will be center of the current research. The observations of the above mentioned organizations are showing even bigger concerns about freedom of the press and trust in the press in Bulgaria. According to Reporters without borders, from ranking 80 in 2012, in 2016 Bulgaria is falling to rank 113[7] ("Reporters without borders ranking," 2016) in terms of freedom of press.

The numbers are highly concerning as the freedom of press and trust in media are somehow correlated. The extent to which they are correlated is still under questioning as Edelman trust barometer found that trust in media differs from

[7] https://rsf.org/en/ranking

freedom of press. Constantly decreasing trust only indicates that the policy followed by the media are not working properly and need revision to enhance the trust among the people.

Problem description

As the access to any kind of information is facilitate by ICT and Internet in particular, it is interesting to be seen if transition or transformation of traditional media to online media is going to be trending in the coming years. The world is changed because of the new technologies but it can be argued that primordial value as trust should remain somehow the same and should be found even in newly developed technological constructs. Trust in media is under menace for quite time and many world institutions are pointing this threatening trend. To clarify the problem, media will be view as two main divisions of media – traditional and online media. The reason is to trace if there is difference of the perception of news trustworthy among the consumers based on the news provider format. It could be argued that the traditional media even seen a little in the back, behind the online media is still more trustworthy than the new media. Others can argue that the online media are based on the existing traditional counterparts thus – they share the same trust for the contents. On the third view – could be presumed that the online media could be perceived as more trustworthy without any other reason but just because is more easily accessible everywhere.

Objective of the research is to investigate what motives are driving people in usage of Internet; how different motivations are affecting media choice; could

it be that different media providers are granted with different levels of trust even providing same news contents; empirically to test if there is link between trust in media providers and paying intention; proposing a way to improve the current situation based on the results and enhance the trust in media through policy implications.

Assumption of the study

The current research is assuming that the online media is still lacking trust in comparison with the traditional media. This assumption is based on the still high percentage of usage of traditional media. In most of the cases for accessing traditional media some kind of payment is required – for TV access it is monthly fee, as for the completely news oriented TV channels is possible to have additional subscription fee, for the printed newspapers there is always price (existing subway free editions are not considered here as in most cases they are providing kill-time activities but not news contents). In comparison with them, online providers in most cases are found free of any charge. Apparently the price should not be among the motivations for media choice. Thus, the research is making brave assumption that through verifying and enhancing trust in the news contents online media providers can set some fees for access to their contents. As researches in this sense were already made back in the years, they claim that the society is not ready yet to start paying for using Internet and they don't have the intent of doing so - Chyi (2004). Those researches were never interested in the linkage between trust and willingness to pay. Such hypothesis remains a little exotic, but it is useful to call for research

done by Roosen (2015) in which they found that increase in trust of provided information for nanotechnology food would increase willingness to pay for such information. Kriz (2014) in their work hypothesize that trust is playing mediating role between community attachment and willingness to pay for service. Their assumption is close to our understanding that trust can play mediating role in the relationship preference of media – willingness to pay for it. As research tool the current research used online survey which is found to be appropriate taking in consideration that the main objective of the research is to trace the motivations of consumers for using specific media with focus over the online media.

Organization of the research

Chapter one provides basic introduction of the research problem, chapter two considers existing literature and discuss it in terms to clarify research problem and suggest new definition of trust in digital environment, chapter three propose new model for measuring trust in online news providers as one of the main institutions touching the trust in the society in comparison with traditional media, data collection and research methodology, chapter four discuss application of the proposed model, applied methodology as well as accessed results, chapter five discuss general findings and conclusion of the findings.

Chapter 2 Literature review

2.1. Uses and Gratifications theory

As for researching the consumers' behaviour from the perspective of mass communication research most spread theory through the years is Uses and Gratifications theory. The beginning of the theory appeared in the 40's of 20th century, when H. Herzog (1944) published research on the motivations that people have to listen soap opera. At that time the research was concentrated on radio series. In her research, Herzog found that 3 motivations in general are driving people to listen daily operas – emotional release, wishful thinking and advice. Since she started the research of uses and gratifications a lot of researches upgraded and broaden the research scope including television, mass media and Internet. Researches are proposing that Uses and Gratification theory could be divided on 3 basic stages. At the initial stage of developing the theory the main concern of the researchers was radio listeners' choices and linkages among needs and motivations. Mature stage of the theory is marked by the political preferences to access certain mass media via television. The latest stage of U&G theory is concerned with the reasons for using certain mass media and achieved benefits from the point how consumers are using it. As for the concern of the latest one is why media is used and what gratifications are following it? Many scholars contributed to answering that question. To mention here are the researches done by E. Katz, Jay G. Blumler, and Michael Gurevitch (1973-1974), who made paradigm shift from the research done by Herzog (how media influences people) to how people are using media. Basis of this theory

lies in the late 20th century, when E. Katz, Jay G. Blumler, and Michael Gurevitch (1973-1974) started exploring the contribution which users are having over the media. As they found out consumers are not only limited to just consume the news provided by the media but also they are interacting with media and alone become news creators. More than that, in news consumtion people are always driven by certain needs and aims. Each individual has differ motivations and goals to access different media. These early reasearches were mostly done in qualitative analysis approach. Thus our research is aiming at improving the existing literature through conducting quantitative research.

As many researchers identified some measurements of the trust to appear in most of the cases, their constructs are adopted from previous researches. Based on this paradigm shift and taking in consideration the important role that Internet and digital contents are having in our daily life, the current research will try to fill the existing gap in researches of trust with which people are granting news information which they are accessing in most cases freely through Internet. It will provide analysis over the motivations which are driving people to use some information sources more than others. U&G theory is well-established and has observed and identified various motives for using specific media.

2.1.1. U&G of radio

Radio listening is motivated by emotional release, wishful thinking and advice as suggested by H. Herzog (1944), listeners of radio quiz programs are drive by competitive, education, self-rating and sporting motivations - H. Herzog

(1940). Radio learning was investigated by Lazarsfeld (1946) and found out that people are listening radio for news, but mostly for entertaining. Another motivations for using the radio were found by Mendelsohn (1964): providing useful news and information, changing mood, bracketing the day, counteracting loneliness or boredom, companionship, allowing vicarious participation in events and aiding social interaction.

2.1.2. U&G of television

TV watching is motivated by information, arousal, relaxation, entertainment, companionship, social interaction, habit, pass time, and escape - Rubin (1983). Social interaction, entertainment, information motives are main motivations according to Babrow (1987). Among the other identified motives are: para-social interaction, anxiety, creativity, sensation seeking, television affinity, exposure as suggested by Conway (1991).

2.1.3. U&G of newspapers

Newspaper usage is influenced by social situation and background factors, such as: surveillance, social contact gratification, entertainment, advertising gratifications, kill time, as proposed by Elliott (1987).

2.1.4. U&G of Internet

In general literature on U&G of Internet agrees that 4 major motivations can be distinguished: entertainment, information seeking, social utility and information surveillance - Ferguson (2000); Kang (2013).

First, before proceeding further is needed to be explained what meaning is implied in using the term social utility. In economic theory social utility is defined as utility that benefits the majority of a given society. In the context of U&G research of Internet, social utility is viewed more like social integration that a person is achieving due to usage of Internet medium. Reasoning for using this term in U&G theory could be found because it emphasises over the utility or the benefit that an individual can get from being social with others. Internet usage motivation can be listed as: guidance, surveillance, entertainment and social utility, as found by Kaye (2002). According to the research of Ferguson (2000) Internet usage is driven by: entertainment, passing time, social information, relaxation. Kang (2013) found that motives of Internet usage are also: learning, entertainment, one-unmanship. Three types of motives are found by You (2013) as follows: information seeking, social utility, and entertainment. Another three dimensions of motives are verified by Go (2016): information seeking, social utility, enjoyment. Such a motives are appearing in almost every U&G research about Internet. The problem with them is that they are more general for Internet and they are not focusing concrete situation or pattern of behaviour.

As it could be seen motivations for usage of both – Internet and traditional media are overlapping a lot proving assumption that motivation for media usage are almost same and depend on usage preferences of the individual. Exhaustive summary of the motivations can be seen in Table 1. Thus in the current research three main motivations are going to be used in describing the pattern of media usage in two dimensions: traditional media and online media. Based on the

literature review done those three motives are mostly repeating to date thus they were chosen to be used as main motivations. Namely they are: information seeking, social utility, entertainment. Those three will be predictors of usage of three types of traditional media and three types of online media. Three types of traditional media were identify firstly based on the literature review, secondly on usage of traditional media sources in Bulgaria particularly. As for country in European union, Bulgaria still shows great consumption of TV, radio and newspapers. At the same time as one among the first countries in Europe stable performing in Internet coverage and usage, the new online media is getting respectable place, thus as samples of the online usage are identified three gates of news access: web portals, news web-pages, social media. Web portals such as Google, Bing, Yahoo are frequently used on daily basis for searching any kind of information. Many of the country's news providers has their respective web sites where they are publishing important issues of the day, to name here some of the major ones – btv, nova tv, standart news, horizont, darik radio, and list can go on. The trend that can be mentioned is that some (if not all of the mentioned and many more) have their representative social media page as Facebook page or Twitter, on which they are also distributing news. The hidden feature there is that in such social web pages the reader can become creator of news by publishing contents and personal opinion which could be misunderstood by the majority of the readers as truthful. Other phenomenon is that there are websites that are creating and distributing news without being equivalent to traditional media. Some of those phenomena are claiming to provide trustful information for important issues of the day on the sample that

wikileaks did. Still evidence to support that strong claim are missing. And as much as Internet doesn't have "watchdog" yet, published news can be easily questioned. By trending phenomenon of posting in Facebook pages and similar social sites, the access to information is becoming easier, faster and possibly misleading. The need to visit specific website for news is minimized. Along with that – checking about the information on several sources could be seen as guarantee for trustworthy of the information but is consuming valuable time.

The question why people are mainly using specific websites is becoming more complicated as the borders between the contents of the website are blurring. Previous researches of Internet usage in general identify several patterns: people with entertainment motives are more likely to visit sport sites and social networking sites, those with passing time motives are more likely to visit more interactive websites as found by Ferguson (2000). People with information seeking motives are more likely to go to websites providing specifically news contents, but not social media websites as claims Lee (2013).

Table 1. Identified motivations – comparison traditional and online media

Author	***Traditional***	***Internet***	***Author***
Babrow, 1987	social interaction; entertainment, Information motives	entertainment, passing time, obtaining social information, relaxing	Ferguson& Perse, 2000

Conway & Rubin, 1991	Entertainment, relaxation	guidance, information seeking, information surveillance, entertainment, social utility	Kaye and Johnson, 2002
Ferguson & Perse, 2000	relaxing, entertainment, pass the time, information	learning, entertainment, one-manship	Kang, Lee, You & Lee, 2013
Flanagan & Metzger, 2000	information seeking	information seeking, social utility, entertainment	You et al, 2013
Rubin, 1984	entertainment, relaxation, seek information	interpersonal utility, convenience, information seeking, entertainment, pass time	Papacharissi and Rubin, 2000
Gantz & Wenner, 1991	social utility motives and excitement	entertainment, information, social interaction, self-expression, passing time, professional advancement, new trend	Papacharissi, 2002

Mendelsohn, 1964	information and news gathering; Mood accompaniment; Psychological release (e.g., relaxation, entertainment, play); Companionship		
Babrow, 1987	social interaction; entertainment, Information motives	obtaining social information, passing time, relaxing,entertainment	Ferguson& Perse, 2000
Conway & Rubin, 1991	Entertainment, relaxation	information surveillance, information seeking, guidance, entertainment, social utility	Kaye and Johnson, 2002
Ferguson & Perse, 2000	relaxing, entertainment, pass the time, information	learning, entertainment, one-unmanship	Kang, Lee, You & Lee, 2013

Flanagan & Metzger, 2000	information seeking	information seeking, social utility, entertainment	You et al, 2013
Rubin, 1984	entertainment, relaxation, seek information	information seeking, interpersonal utility, convenience, pass time, entertainment,	Papacharissi and Rubin, 2000
Gantz & Wenner, 1991	social utility motives and excitement	information, professional advancement, social interaction, self-expression, passing time, new trend, entertainment,	Papacharissi, 2002
Mendelsohn, 1964	information and news gathering; Mood accompaniment; Psychological release (e.g., relaxation, entertainment, play); Companionship		

Babrow, 1987	social interaction; entertainment, Information motives	obtaining social information, relaxing, passing time, entertainment	Ferguson& Perse, 2000
Conway & Rubin, 1991	Entertainment, relaxation	information surveillance, information seeking, guidance, social utility entertainment,	Kaye and Johnson, 2002
Ferguson & Perse, 2000	relaxing, entertainment, pass the time, information	learning, one-manship entertainment	Kang, Lee, You & Lee, 2013
Flanagan & Metzger, 2000	information seeking	information seeking, social utility, entertainment	You et al, 2013
Rubin, 1984	entertainment, relaxation, seek information	information seeking, interpersonal utility, convenience, pass time, entertainment,	Papacharissi and Rubin, 2000
Gantz & Wenner, 1991	social utility motives and excitement	information, social interaction, self-expression, passing time, professional advancement, new trend, entertainment	Papacharissi, 2002

Mendelsohn, 1964	information and news gathering, companionship mood accompaniment, psychological release (relaxation, entertainment, play)		

All those previous researches indicate that there is specific pattern between the motives and the needs different people are having in usage of certain websites. Thus, it is expected that people with more social utility needs will be more into visiting websites from social media as Facebook and Twitter. Similarly – people with entertainment motives are expected to visit mostly interactive websites where they can interact with other people, can discuss with them, can share, can play games, etc. People, interested in news are more likely to use websites purposely created to provide news contents, or on more generalized understanding – they might just search the news in web browser search engine without paying attention to the source of information. As this distinguishing could not be clearly made, this research will investigate what are the motives of usage of certain traditional and online media as the emphasis is put over news providers and news contents in general. Provocation of such narrowed-down research is that this specific area is somehow overlooked in the existing literature and it is found to be important as misleading information can result

even in financial loses, but mostly – in loses of trust which is one of the basic human values.

The possibility to reach any types of information online, anytime, anywhere and for free made it easier to accept the usage of online media, but hard to monetise it. If readers are required to pay fee for accessing article or they face any other restriction of reading it, they just move to other provider that is giving similar information for free. This information flow is somehow good for the consumers but it is threatening the news providers' business model and achieved profit.

2.2. Trust – definition

Many researchers attempt to give definition of trust and they agreed that the trust is multi-dimensional concept thus it is hardly to propose a unified definition. Defining trust could be traced in different areas of science. This comes to emphasise the main role that trust is playing in every human interaction.

2.2.1. International relations

In international relations terms Hoffman (2002) defines trust as *"attitude involving a willingness to place the fate of one's interests in the control of others"*;

2.2.2. Sociology

In sociology science might view trust explained by expectation, interpretation and suspension - Mollering (2001), but it could be expected that the distinction among the three cannot always be made;

2.2.3. Organizational studies

Organizational and leaderships scholars might define trust as relation – *"the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party"* as stated by Roger C. Mayer (1995). Authors go further providing the linkage between trust, vulnerability and risk arguing that vulnerability is moral indicator for importance of something to be lost. Thus it could be perceived that trust can be 9the research of Rosseau (1957), Avner Ben-Ner (2006);

2.2.4. Economy

Economists are about to define trust based on so called "investment game" or "trust games" – an experiment in which to measure the trust among specified group of people who doesn't know each-other, divided into two groups: the first one supposed to send some amount of money to the other group. An examples (not fully listed) are: Avner Ben-Ner (2006), Edward L. Glaeser (2000), Lazzarini (2003), Danielson (2005), Fehr (2003) and many others, using the same or very similar approach in conducting experiments involving monetary rewards. Other common feature in those type of researches is also the conduction of survey questions adopted from the General Social Survey (GSS) employed by US National Opinion Research Centre evaluating trust and social

capital. The differences are in data samples and regions applied. In their research Lazzarini (2003) implies that *"It is reasonable to suppose that this experimental approach to measuring trust is more precise than questionnaires, which lack a concrete exchange setting and monetary incentives to provide accurate responses."* This statement is opposite to our understanding of suitable measurement of trust and will be discussed later-on;

2.2.5. Communications

Communications' scholars are about to define trust from different perspective. In the research by Fukuyama (1995), he is evaluating firm-level trust through comparison of highly-trusted societies and less trusted ones and he indicates that the level of trust is somewhat nationally inherit. In his research Fukuyama (1995) sees trust as "expectations of regular, honest, cooperative behaviour". His findings show that in high-trusted societies are more about to create large firms in comparison with the less-trusted societies. According to his understanding Fukuyama (1995) claims that Korean society is low-trust society, yet they are overcoming the obstacles of low-trust societies and are acting as high-trust societies taking as an example the cases of large conglomerates which are the Chaebols.

2.2.6. Online communications

In terms of online communications and trust in press, the construct of the trust cannot be mentioned without mentioning credibility of information, trustworthiness, often viewed as synonyms. There is line between them to be drawn because even if they are explaining same construct, their characteristics

remain different. Credibility of information is explored in details in the researches of Rieh (2007).

2.2.7. e-commerce

As the era of digitalization is proposing changed environment in dealing with human values, scholars saw a niche in which not qualified research were done. Such a niche was e-commerce. Invoking at the same time economics and digitalization, e-commerce set a challenge in front of the researchers how to define trust.

In terms of e-commerce e-trust is defined as *"belief or confidence that the word or promise of merchant can be relied upon"* as suggested by Kim (2008).

e-commerce is area investigated by Gefen (2003) in several researches and his perception of trust remain constant – "willingness to depend…"

In their research Jarvenpaa (1999) are claiming that trust is willingness to rely on the seller when the consumer is vulnerable. Their definition is build-up over the definitions provided by Roger C. Mayer (1995) who are claiming that trust is *"a person willingness to be vulnerable in order to obtain benefits from someone or something"* and by McKnight (1998) (research based on previous research by Roger C. Mayer (1995)) and it is defined as believe in, and willing to depend on another party. In this sense trust is believed to be construct made by two main components: trusting intention (person willingly depend on somebody else) and trusting beliefs (the believe that the other person is benevolent, honest, predictable, and this believe should be double-folded).

Definition of trust in more broaden aspect is provided by Cyr (2008) as *"attitude of certain expectations that online users have and in which they will not be vulnerable toward risk"*.

Interesting in observing trust in Bulgarian society is the claim that Fukuyama (1995) has in his research: he results of being low-trust society will reflect in higher number of regulations and laws, lower economic performance, stagnation and not good social life – frightening enough – all of those signs are observed in the current Bulgarian society.

2.2.8. News communications

Trust in news environment is closely observed by Pauwels (2012) in their work and by referring to other researches done over the trust they are embodying additional notion in terms to define trust. They are accepting that trust is somewhat *"complex phenomenon centred around a relationship between two entities, the trustor and the trustee"* - Bakir et al. (2007), but also it implies that there would be a rational knowledge that both parties will do a particular action. With this concept of trust, they believe can provide understanding about the relation between journalists, media and users.

Exhaustive summary of existing trust definitions and respectful context in which they were used is provided in Table 2.

Table 2 Comparison table for definitions of Trust

Definition of trust	***Context used***	***Author***

“Attitude involving a willingness to place the fate of one’s interests in the control of others”	International relations	Hoffman (2002)
expectation, interpretation and suspension	Socionlogy science	Mollering (2001)
“Willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party”.	Organizational science	Roger C. Mayer (1995)
Measure the trust among specified group of people who doesn’t know each-other, divided into two groups: the first one supposed to send some amount of money to the other group.	Economics	Lazzarini (2003), Danielson (2005), etc.
Expectations of regular, honest, cooperative behaviour	Communicatio n science	Fukuyama (1995)
Belief or confidence that the word or promise of merchant can be relied upon.	e-commerce	Kim (2008)
“Willingness to depend…”	e-commerce	Gefen (2003)
“Willingness to rely on the seller when the consumer is vulnerable”	e-commerce	Jarvenpaa (1999)
“A person willingness to be vulnerable in order to obtain benefits from someone or something”	e-commerce	McKnight (1998)
Believe in, and willing to depend on another party	e-commerce	Roger C. Mayer (1995)

Attitude of certain expectations that online users have and in which they will not be vulnerable toward risk	e-commerce	Cyr (2008)
"complex phenomenon - centred around a relationship between two entities, the trustor and the trustee"	News	Bakir et al. (2007)

2.2.9. New definition of trust

Based on the above mentioned literature, we are proposing the following definition of trust: *Trust is person's belief/confidence that word/ promise/ acts will be responsibly given, thus the person would take the risk to be vulnerable and rely on others' word/ promise/ acts.* Important addition to the existing definitions of trust researches is the inclusion of the importance of the word given, not only the acts. As the trust is multi-dimensional construct and it is highly complex, explanation of the trust can be found in any of the provided definitions, but until now they remain disunited. We accept that the person should have the confidence that any word or promise, or act given or made by the other party will be given with responsible reasoning without intention of misleading. Once verified that the word, act, or promise is responsibly given, the person can take the risk (putting himself in situation of dependency and vulnerability on the other party's acts, words or promises) to rely on those given words, acts, promises.

Our attempt is not only to provide a new definition of the trust – but to provide one that can be broaden applicable for digital contents in general and without

the restrictions of assigning for a specific area as emphasis in the literature is put on the e-commerce. The current research is aiming to describe trust in whole, to trace how trust is related to news consumption and to willingness to pay for online contents.

Due to today several researches studied the relationships between media use and trust. In their work, Tsfati (2003) claim that even though people are aware that the news they are accessing are not really to be trusted, just because it is entertaining, interesting, it allows to be social with others, people are keep consuming news. They also imply that the usage of online media fall upon alternative sources. Oppositely, Johnson (1998) argue that internet news providers are more trustworthy than traditional media. As this inconsistency exists, it is interesting to see how this problem looks in Bulgarian society and to check if the findings have something to do with cultural differences of the observed societies.

Chapter 3 Research methodology

This chapter is concerned with developing of research model, hypotheses, survey design, data collection and analysis, research methodology used and explanations. Based on the literature review done, sample model was chosen around which our own model was developed. The flow of the model includes new constructs which are explained in this chapter as well as the reasoning to be included. Based on the model some hypotheses were raised. To test the hypotheses factor analysis with maximum likelihood in structural equation modelling (SEM) was conducted. The choice of the methodology is also explained in this chapter.

3.1. Research model and hypotheses development

Based on the previous literature the proposed model is attempting to explain linkages between three-folded motivations that triggers media consumption choice of people, from this point – the trust with which they are granting each of the basic types of media sources, and willingness to pay for online news contents, if there is such. Basic for model development is the work done by Go (2016), who are tackling the problem of motivation of usage of specific websites, their relation to credibility of information and trust in press. As in current research we are assuming that credibility of information and trust are overlapping to state to be almost equal, the construct of credibility of information is excluded from our research.

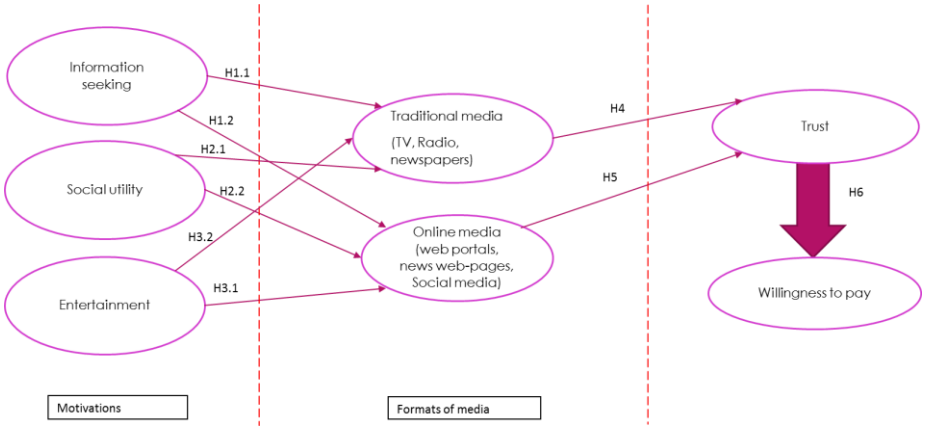

Figure 1 Proposed research model

To better explain and visualize our understanding of consumers' choices and consumptions, their link to trust and through it – to willingness to pay for online contents is observed and analysed. The proposed model is newly created to answer to the research questions challenged with this paper and it is based on the existing literature.

Main research questions of the research are, as follows:

1. How different motivations are affecting media choice? (U&G theory)
2. Are different media formats granting different trustworthy in the digital age if the sources of information are same?
3. How much do people trust on the media if it is online media?
4. Is paying intention influenced by the trust granted in the media format?
5. What should be done to improve the performance of online media?

Based on the search of the study and developed research model, hypotheses are developed as follows:

H1.1.: Information seeking would be positively associated with traditional media (printed newspapers, TV, radio);

H1.2. Information seeking would be positively associated with online media (web portals, news websites, social websites);

H2.1. Social utility would be positively associated with traditional media (printed newspapers, TV, radio);

H2.2. Social utility would be positively associated with online media (web portals, news websites, social websites);

H3.1. Entertainment would be positively associated with Online media (web portals, news websites, social websites);

H3.2. Entertainment would be positively associated with traditional media (printed newspapers, TV, radio);

H4: Traditional media (printed newspapers, TV, radio) would be positively associated with trust;

H5: Online media (web portals, news websites, social websites) would be positively associated with trust;

H6: Generated trust would provoke paying intention for online media providers (granting with the same trust evaluation as traditional counterparts, for which traditionally is paid).

The first three hypotheses based on U&G theory is about to track if there is difference between the motivations driving people in their media choice

through comparison between traditional and online media. The fourth and fifth hypotheses are about to examine the direct effect which media choice could have over trust. The sixth one is the boldest hypothesis developed in our research as it is aiming to see if there is relationship between trust and willingness to pay for online news consumption. As due to today the topic of paid business plan online was investigated and have a solid proof that the business plan for online consumption will remain free of charge: Chyi (2004), H. I. Chyi (2012), H. I. Chyi, Angela, M. Lee (2012), the providers are still searching for a way to change the business plan, as mentioned by M. Jenner, & Fleming, K. (2011) industry still has interest in subscription model and has the believe that consumers are mature enough to accept paying contents. In terms to search for a way that this can be achieved, our research and hypothesize model are making the brave assumption that paying intend could be somehow influenced by the trust that people have in the source they are using. Based on the experience with media as TV where people are willing to pay monthly fees to have the access to specialized channels, we are assuming that they could be more open to pay subscription fees for news web pages or other formats of online news distribution if they are ensured that this media source can be trusted. Thus the information that they are obtaining is from high quality and they don't need to test it, check it or verified it anywhere else and to waste time.

3.2. Definition of the constructs

To avoid some mistake that used constructions are using, here we shortly define and explain each one of them.

3.2.1. Information seeking

Information seeking is viewed as the behaviour in which the consumer is more involved in searching information activities than any other else.

3.2.2. Social utility

Social utility is viewed differently as one may guess from economics studies – it this sense it is not a utility that benefits majority of the society, but is the social interaction among people which leads to the need of social affiliation as understood by E. Katz, Blumler, J. G. (1974).

3.2.3. Entertainment

Entertainment is perceived as purely hedonistic satisfaction that one can attain through media usage.

3.2.4. Traditional media

Traditional media in current research is seen by three main media sources: TV, radio, printed newspapers. The choice is conditioned by the observations made by Konrad-Adenauer-Stiftung (2016) research on the preferences of media among Bulgarian users.

3.2.5. Online media

Online media in current research is seen by three main media sources: news web portals, online news providers, social media websites. The choice is conditioned by the understanding that any type of information research online is done mainly through search engines or directly news web portals. In case

the information searched is specifically news – from pages created and maintained by news providers. Social media is included as it is seen as new ground where news can bloom. More and more news providers and politicians are creating their official social media page on which they are making announcements and are able to create news accessible for social media users.

3.2.6. Trust

Trust as discussed in Chapter two is emphasised in our research as it is seen as important human and moral construct. As in many communication researches trust is mediated by credibility of information, in the current research it's direct effect is attempt to be captured.

3.2.7. Willingness to pay

Willingness to pay is viewed as readiness of the consumers to pay some subscription fees to access news contents.

3.3. Questionnaire development

Some researchers argue that "investment game" or "trusting game" are best suitable for correctly measuring trust through behavioural approach. As mentioned prior, Lazzarini (2003) states: *"It is reasonable to suppose that this experimental approach to measuring trust is more precise than questionnaires, which lack a concrete exchange setting and monetary incentives to provide accurate responses."* As much as this seems to be true, we cannot accept the statement. It could be true in environment where trust is highly relying on monetary exchange practice. But since in the current perspective trust is about

to be evaluated and explained for the purposes of online news environment hardly could be imagined that monetary transactions and relations will be involved. Thus measuring trust through "investment games" is seen as inappropriate approach for measuring trust in any case. As Avner Ben-Ner (2006) are admitting in their paper – the constructs of questionnaire are equally seen to provide explanatory perspective of multidimensional construct of trust. Some researchers are found to be measuring trust based on the two approaches combined – questionnaire and "investment game". In our research we choose to use online questionnaire development as the main focus of the research is motivations for usage of online media from the perspective of news consumption. To understand the consumers' choices is always challenging and it is even harder when you should see how this choice leads to trust in media institution.

As it was mentioned, the literature of trust in press is using mostly qualitative research. In our research we are using quantitative approach to define what types of variables could be influential for paying intention and are important for enhancing trust in media. The reason for assigning variables and choosing quantitative research could be explained also with the ability of giving straightforward explanation of hypothesized path, linkages and correlations among variables. Through this method assumed hypotheses could be either confirm or disprove.

To capture the motivations of users of news media, relation with trust and willingness to pay, questionnaire was designed based on previous similar

studies design. Questionnaire as research methodology is found to be highly accurate as traditional pencil-survey approach is - stated in the paper of Davis (1999). He found in his research that people are equally or even more ready to share sensitive information to computer but not to paper-pencil survey or human mediated interview in confirmation of previous researches done on the topic. Davis (1999) confirm validity of usage Internet as a "screening device" and as questionnaire method for collecting data. The advantages of questionnaire design are: real-world observations over representative sample that can be easily generalized to population, can produce large data sample in short period of time. Some shortcomings of questionnaires are: possibility of lacking details or depth on the investigated topic, less control over respondents - Kelley (2003).

An online survey was conducted in May 2016, spread among Bulgarian online consumers mainly through social websites and groups. This sample is considered appropriate as the information collected for traditional media usage is driven mainly for comparison reasons, but central focus of the research remains online news consumption – its' motives, granted trust and possible willingness to pay. Questionnaire is developed on the base to track previous experience in consuming news and future readiness for paying fees.

To satisfy the research goal of comparing traditional and online media, respondents were asked to compare traditional and online media on the general information, breaking news, and verification of the information from other sources. The media on focus were for traditional: TV, printed newspapers, radio,

for online media: web portals, news web pages and social media, as explained in 3.2. Definition of the constructs. Respondents were asked to answer on 5-point Likert scale from Not at all to Very much to indicate how much do they agree with statements. The statements were grouped on 4 main categories: first – motivations, second – preference of media format, third – trust, forth – willingness to pay and fifth – demographic information. All the first forth categories were arranged in Likert scale type of answers. Demographic information couldn't be restricted to Likert scale thus the questions were mostly open-answer.

Aimed group of respondents were Bulgarians who are active online and can give their opinion on information consumption. As this is easy to be satisfied through online questionnaire shared through various social websites, this approach was adopted. The questionnaire was initially designed in English and after – translated to Bulgarian.

Pre-test of the questionnaire was conducted to check for incompatibilities. As for the pre-test the nationality of the respondents wasn't from any importance, the questionnaire was shared through students in Seoul National University (n=22). This pre-test allows to check the reliability of the research and questionnaire and could indicate for need of changes in the constructs or questions. Not major changes were made after the pre-test of the questionnaire as the respondents stated that it has clarity.

Dependent variable in our model is willingness to pay which was adapted from H. I. Chyi, Angela, M. Lee (2012) in which paper the authors argue that

willingness to pay remains a problem for news providers and from Goyanes (2015) who claimed exactly opposite. In a research done in 2011 by M. Jenner, & Fleming, K. (2011) is observed that 4 out of 10 newspapers are charging for online contents, 35% of the respondents plan to charge in the next 12 months, 50 % may begin charging at some point and only 15% doesn't have any plans to start charging; among the understanding of the consumers' behaviour more than 50% believe that audience will pay and just 14% stated that will never pay for online contents. In the same paper is stated that *"publishers are finally expecting a long-awaited shift from print to digital revenue".*

Three mediating variables are used to mediate the construct linking motivations and willingness to pay. The model consists of three independent variables.

Motivation (M) were explained through three categories, namely: information seeking, social utility and entertainment. Questions for measuring it were adopted from previous literature: Go (2016). Motivation dimension is concerned based on U&G theory which are the basic motivations for using different media sources and were questioned with three questions. Motivations were divided on MI – motivation for information seeking, MSU – motivation for social utility, ME – motivation for entertainment.

Preferences (P) of formats of media were divided into two main dimensions: traditional and online media, each consisting of three representative news media provider and where questioned with three questions developed based on previous literature, H. I. Chyi, Angela, M. Lee (2012), Edelman (2014). In attempt to create new construct of questionnaire to cover the trust in different

news resources, highly used question of Roper Research Associates for the television Information Office: *"If you got conflicting or different reports of the same news story from radio, television, magazines, and newspaper, which of the four versions would you be most inclined to believe?"* - Roper (1985) was transformed to: "6. To which of the following sources do you often turn to validate/confirm information news?" followed by listing of the main news sources considered in the research, namely: for traditional media: radio, TV, printed newspapers; for internet: web portals, news web pages, social media sites. This aimed at providing insight for media choice preference.

Trust (T) was observed trough measures adopted from several sources to comprise all nuances of the trust: Lia (2015), Edelman (2014), Sundar (2000). For clarity and facility at the final model run, some of the measures and questions were eliminated. This is discussed in 4.3. Ittem deletion.

Willingness (W) to pay is measured through questions adopted from previous researches done by H. I. Chyi, Angela, M. Lee (2012), Goyanes (2015).

Most of the questions in the research were designed to comprise all main news sources considered in the research, namely: for traditional media: radio, TV, printed newspapers; for internet: web portals, news web pages, social media sites. Detailed information about the constructs, their codes and assigned to them questions can be found in Appendix 1. Complete wording of the questionnaire can be found in Appendix 2.

3.4. Data collection

For developing and conducting questionnaire Google forms was used as it is offering ease to use interface – for both creator and respondents. To submit the questionnaire respondents were expected to have device connected to Internet to enable submitting the responses. During the run of the questionnaire was found existence of problem with the compatibility of Google forms questions comprised by 5-point Likert scale with small-screen devices. Some respondents reported that they cannot see the full scale of possible answers. This is stated here to make a focus for future researches using Google forms about the problem and to suggest considering this limitation of the forms. As mentioned before, the questionnaire method was firstly used because of its simplicity, secondly – because of the time restriction and availability to give good response rate in short period of time, and thirdly – because the ease to use gathered responses in statistical analysis. Dissemination of the questionnaire was done through the so-called "snow-ball" effect or snowball sampling, where the respondents were asked to redistribute and share the link of the questionnaire to their friends and colleagues - Christopoulos (2002), Browne (2005). Emails with link to the questionnaire was sent to several media institutions in Bulgaria to reach more respondents. Total responses of 181 were collected for the period of 2nd until 26th of May 2016. Due to the development of the questionnaire in Google forms there was no missing data, so – no data was excluded in the final analysis.

3.5. Adopted analysis

For this research factor analysis was performed. Factor analysis is mainly used to verify the predictor constructs and to verify that they are measuring exactly what they are intent to predict. Structural Equation Modelling (SEM) was used to test proposed hypotheses. As the proposed model is making comparison between traditional and online media, Pearson correlation between both media was run. Used methods are briefly explained and discussed in the following section.

3.5.1. Factor analysis

Main goal of Factor analysis is to summarize data in terms to allow easy interpretation of it. In doing so, Factor analysis is grouping variables based on shared variance through which constructs and concepts are exuded. The basic two factor analysis are Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). EFA is concern with patterns existing among variables and checking the predictions. CFA is used for hypothesis confirmation. Through factor analysis dimension reduction can be achieved – observed variables can be reduced to few latent variables. Thus, as in our initial questionnaire too many questions were developed to explain only one construct (for example – TRUST), through the factor analysis they were reduced. For factor analysis univariate and multivariate normality should be maintained. Factoring of variables is only possible as stated by Tabachnick (2007) if there are at least 3 variables. Many researchers are proposing sample size to be at least 300 respondents as this is guarantee that the error is going to be smaller - Comrey (1992), Guadagnoli (1988). Factor loading is the measure how much

this variable explains the factor. Guadagnoli (1988) states that if a component consist of four or more variables with loadings above .60, interpretation should be processed no matter the sample size, or in case the loadings are above .80, acceptable sample size is n>150. The correlation r should be .30 at least - Tabachnick (2007).

3.5.2. SEM

Structural Equation Modelling is powerful instrument for statistical analysis Hox (1998). Through SEM factor analysis can be easily performed thus it remains among the favourable technics for researchers. SEM presents relationships between theoretical and latent constructs. To improve the results rotation is normally used. Through chi-square test fitness of the model can be checked – as to highly significant chi-square indicates for low fit of the model. Several indices are used to check for goodness of fit. Sorbom (1989) are suggesting two indices, namely: goodness of fit (GFI) and adjusted goodness of fit (AGFI). Later on is suggested that approximation of the real model should be measured with so-called RMSEA – standing for root mean square error of approximation. Small RMSEA (less than 0.05) indicates for good approximation. Along with it, PGFI, CFI, PCLOSE, NFI are observed and discussed in Table 11. GFI – goodness of fit is measuring relative amount of variance and covariance. AGFI – adjusted goodness of fit on the other hand is measuring the same, but it is adjusted to the number of degrees of freedom. NFI – normed fit index is observed to underestimate fit in small samples as

commented by Byrne (2009), in our case is showing good value. To deal with possible sample size issue, CFI (comparative fit index) is created.

Chapter 4 Data and results of applied model

This chapter discusses applied model, analysis made and findings, demographics of the population sample.

Respondents in total accounts of 181 and none was excluded since none biased responses were found. All of the that data was analyzed and hypotheses were tested. Factor analysis is performed as it was discussed earlier to check if some variables should be excluded. Reliability of the model is tested through Cronbach's alpha test. Pearson correlation was conducted. Fitness of the model was verified through chi-square, RMSEA, CFI, GFI, AGFI, PGFI, PCLOSE, NFI. The tests were performed using SPSS 22.0 and AMOS 23.0.

4.1. Demographics

During almost a month of data collection (May, 2016), questionnaire was promulgated mainly through social networks in attempt to reach satisfactory level of respondents (n=200). At the end of the questionnaire collection period a total of 181 responses were collected which was accepted as satisfactory to perform analysis.

The sample consists of 181 respondents in total – 59 male respondents or 32.6% of the sample (coded 1) and 122 female or 67.4% of the sample (coded 2). As the research takes as given that the users are not literate for usage of computers, smartphones – digital devices in general (since the questionnaire are distributed online), track of the period of time they are using digital devices is not kept. In the questionnaire respondents are evaluating their ICT skills mostly as Very

good (55.8%), Good (29.3%) and total of 15% reported their skills like medium and bad. The respondents were mostly young people – 40.9% of them were in the category of 18-30 years old. The education of the population showed to be mostly with obtained Master's degree – 55.2%. Occupation of the respondents is mostly full time job employees – 61.3%. As to the region which is not considered as an important factor for the current research – 47% of the population is located in Sofia, the other 53% are located not only in other regions of Bulgaria, but also in other countries in Europe and Asia. Detailed information about the respondents' demographic is presented in Table 3.

Noticeable is that most of the respondents are women – 67.4% of the sample. Most of the people are young going into the range of 18-30 years old (40.9%). Predominance of female respondents cannot be easily explained but it is somehow in accordance with general critical popoulation situation in the country.

Table 3 General demographics statistics

Gender %		**Occupation %**	
Male	32.6	Student (not working)	12.2
Female	67.4	Student (part-time job)	5.5
Age		Unemployed	2.2
18-30	40.9	Housework	1.1
31-40	28.2	Self-employed	11.6
41-50	22.1	Employee full time job	61.3

51-60	6.1	Employee part-time job	3.3
Over 61	2.8	Other	2.8
Education		**Skills**	
High school education	17.1	Very bad	0.6
Bachelor's degree	26.5	Medium	14.4
Master's degree	55.2	Good	29.3
PhD	1.1	Very good	55.8
Status		**City**	
Single	44.2	Sofia	47
Married	38.7	other	53
Not married	17.1		

4.2. Analysis

Purpose of factor analysis as it was discussed before is to check for relationships among variables and to eliminate those which doesn't have any. Checking for correlations among variables is done through Kaiser-Meyer-Olkin measure (KMO) and Bartlett's sphericity test. KMO is also testing adequacy of sampling. As stated by H. F. Kaiser (1974) index of factorial simplicity measures below .50 is unacceptable, in .50 is miserable, in .60 is mediocre, in .70 is middling, in .80 is meritorious and in .90 is marvellous. Bartlett's test of sphericity p-value is testing the strength of the relationships among variables, and it is preferable to be less than 0.05 - Field (2000). For the current research results are presented and discussed in tables below.

Skewness and Kurtosis analysis was performed. None of the variables showed issue through the analysis. The results of the Skewness and Kurtosis analysis are shown in Table 4. To test normality, SEM is using skewness and kurtosis tests. Hong (2003) is advising that as reasonable values of skewness and kurtosis could be accepted lower than 2.0 for skewness and lower than 4.0 for kurtosis. All of our variables are satisfying this requirement. This leads to conclusion that our questionnaire doesn't violate the normality of the sample and thus proceeding with confirmatory factors analysis is possible.

Table 4 Skewness and Kurtosis values – comparison table

	Traditional media		**Online media**	
Variable	**Skewness**	**Kurtosis**	**Skewness**	**Kurtosis**
Will to pay 1	.035	-.862	1.490	1.612
Will to pay 2	1.303	1.310	1.304	.734
Verify info	.055	-1.130	-.586	-.558
Authorship	-.042	-1.428	-.606	-.827
Date stamp	.029	-1.413	-.727	-.636
Validate info	.298	-.855	-.518	-.217
Prefer breaking news	.243	-.717	-.641	-.176
Prefer general info	.500	-.578	-.525	-.333
Motiv entertainment	-.529	-.413	-.529	-.413
Motiv social utility	.235	-.874	.235	-.874
Motiv info seeking	-.688	-.087	-.688	-.087

Likert scale, if applied for means and standard deviation (descriptive statistics) could give untruthful meaning, thus they are not taken in consideration here.

Researchers argue that as measure of central tendency median should be used for Likert scale data and tests as t-test, or Pearson correlation, regression should be used - Jamieson (2004). In our analysis Pearson's correlation is applied and the results are shown and discussed in tables below.

4.3. Item deletion

During the analysis period of the research was found that created questionnaire is too heavy and to receive valid results not all of the constructs are needed. Exploratory analysis was performed and constructs with low loadings or cross-loadings were neglected in terms to achieve initial simplicity of the research and its results. Firstly, some items were decided not to be taken in consideration (they were deleted from the final data set), secondly – for clarity of the research – the initial model was divided into two models – one for traditional media, and one for online media separately, thirdly – as for the respondents sample was relatively small for the assigned research (n=181), was accepted that average point measure of the responses would be analysed. Thus, in the final analysis of the hypotheses, average value of preference of media (traditional, coded PrOFF or online, coded PrON), average value of trust (in traditional media, coded TrOFF or online media, coded TrON), average value of willingness to pay (for traditional media, coded WOFF or online media, coded WON) were created. It is recommended for factor analysis to have 5-10 respondents per variable and this requirement was met. Due to the need of simplifying the model, and the sample size, track over the specific preferences among the three different media providers for each of the observed medium couldn't be

followed. Thus, further in the research distinguishing between radio, television and printed newspapers, or between web portals, news web pages and social media pages, is not provided. The analysis was performed based on the comparison between traditional and online media.

4.4. Exploratory factor analysis

For the current research EFA was conducted separately for two models – one on the traditional media and one on the online media. After the deletion of questions from the questionnaire and assigning average point, 11 variables were distinguished. According to the population sample that means: 181/11=16.45 respondents per variable. This is strong indicator that the sample size is fair to the number of variables. Among variables should be observed some correlation but it should not be perfect. Tabachnick (2007) are suggesting that the correlation should be over .30 cause anything lower would suggest weak correlation. The correlation matrix of each of the models is presented in Table 7 and Table 10. To examine the usage pattern and trace preference-trust-willingness to pay path, some control variables were included. As appropriate among the demographic variables, education, age, and occupation were seen.

The two designed models will be look through successively.

4.4.1. Traditional media model

(In the whole paper for traditional media for short expression is used “offline”, or “OFF”, as a term to make a distinct from the online media, especially in value tables.)

As mentioned above – important criterion for correlations is KMO and Bartlett's test of sphericity. The first model – traditional media was tested through Maximum likelihood with Promax rotation and showed value of 0.823 KMO, and significant level of Bartlett's test (p<0.000). Full assessment of the results – in Table 5. Maximum likelihood is analysing the maximum likelihood of sampling of the observed correlation matrix - Tabachnick (2007). As for confirmatory factor analysis Maximum likelihood method was used, it was considered reasonable that the same should be used in the EFA.

Table 5 KMO and Bartlett's test for traditional media

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	802.479
	df	55
	Sig.	.000

The maximum likelihood method was hold over fixed number of four factors – the first factor accounted for 39.822% of the variance, the second one – 14.609 % of the variance, the third one – 11.882% of the variance, the forth one – 8.116% of the variance. The first two showed loadings over 2 eigenvalues (2.472; 2.177), the third – over 1 (1.301), and only the fourth one was problematic – showing below 1 (0.870). This is problematic only if seen through the argument of H. F. Kaiser (1960) (eigenvalue higher than 1). Arguably, Jolliffe (1986), states that the eigenvalues are needed to be over 0.70, as this could be reasonable for small sample sizes, *"where sampling variation may be*

substantial". As this is the case for the current research (small sample size overall), eigenvalue of 0.870 is accepted and it is proceeded with the analysis. Pattern matrix showed good loadings, presented in Table 6. Cronbach's alpha for each of the factors was performed, results are shown in the same table.

Pattern Matrixa					**Cronbah's alpha**
	Factor				
	1	2	3	4	
MIS			0.588		0.764
MSU			0.791		
ME			0.789		
PGIT	0.827				0.86
PBNT	0.892				
VTT	0.712				
DST		0.742			0.791
AUT		0.841			
STT		0.701			
W1T				1.048	0.702
WRT				0.431	
Extraction Method: Maximum Likelihood.					
Rotation Method: Promax with Kaiser Normalization.					
a. Rotation converged in 5 iterations.					
MIS-Motivation for info seeking, MSU-motivation for social utility, ME-motivation for entertainment, PGIT-preference general information traditional, PBNT-preference breaking news traditional, VTT-validate info traditional, DST-date stamp traditional, AUT-authorship traditional, STT-verify info traditional, W1T-willingness to pay traditional, WRT-willingness to pay traditional					

Motivation for information seeking, motivation for social utility and motivation for entertainment were grouped into one factor, as it was expected; same goes for preference for general information, preference for breaking news, preference for validation of information – into group of preference; same as grouping into one factor - trust: date stamp, authorship pointed, verification of

the information elsewhere. Two components were grouped for willingness to pay. Factor can be considered reliable when it has at least two variables and they are highly correlated with each other (higher than 0.70) - Yong (2013). All components were clearly assigned into their respective factors without any cross-loadings on other factors. Lower loading was 0.431, but still it is accepted as this loading will not importantly harm the overall model fit and conclusions of the research.

The degree of linear relationship (straight line) that two variables might have is measured by Pearson correlation. Pearson correlation is given by the letter "r" and it is within -1.0 to +1.0. Positive sign indicates that increasing in one of the correlated variables will cause increase in the other. Negative sign indicates that decreasing in one variable will cause as well decrease in the other variable.

Table 6 Pearson's Correlations traditional media

Pearson's Correlations OFFline									
	MIS	MSU	ME	PrOFF	TrOFF	WOFF	Gender	Education	Occupation
MIS	1								
MSU	.479**	1							
ME	.478**	.602**	1						
PrOFF	.324**	.422**	.343**	1					
TrOFF	.346**	.420**	.351**	.523**	1				
WOFF	.385**	.447**	.397**	.502**	.756**	1			
Gender	0.01	0.022	0.038	0.093	0.01	0.048	1		
Education	-0.017	-.222**	-.253**	0.039	0.02	0.008	.239**	1	
Occupation	-.201**	-.257**	-.191*	0.058	-.238**	-.237**	-0.005	.298**	1
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									
MIS-Motivation for seeking info, MSU-Motivationf for social utility, ME-Motivation for entertainment, PrOFF-Preferences offline, TrOFF-Trust offline, WOFF-Willingness to pay for offline									

In our model for traditional media, could be seen that almost all variables are correlated to extend to be significant and to indicate correlation among observed variables. The correlation is from category that change in one of the correlated variables will cause change in the other. On the Pearson's correlation

matrix controlled demographic variables are included – namely: gender, education and occupation. Demographic variables included are showing quite low loadings, showing that their importance is not significant.

4.4.2. Online media model

Important criterion for correlations is KMO and Bartlett's test of sphericity. The second model – online media was tested through Maximum likelihood with Promax rotation and showed value of 0.843 KMO, and significant level of Bartlett's test ($p<0.000$). Full assessment of the results – in Table 8. Maximum likelihood is analysing the maximum likelihood of sampling of the observed correlation matrix - Tabachnick (2007). As for confirmatory factor analysis Maximum likelihood method was used, it was considered reasonable that the same should be used in the EFA.

Table 7 KMO and Bartlett's test online media

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	955.955
	df	55
	Sig.	.000

The maximum likelihood method was hold over fixed number of four factors – the first factor accounted for 45.394% of the variance, the second one – 11.983 % of the variance, the third one – 11.060% of the variance, the forth one – 8.298% of the variance. The first two showed loadings over 2 eigenvalues (2.112;

3.474), the third (0.922) and fourth one (0.655) were problematic – showing below 1. This is problematic only if seen through the argument of H. F. Kaiser (1960) (eigenvalue higher than 1). Arguably, Jolliffe (1986), states that the eigenvalues are needed to be over 0.70, as this could be reasonable for small sample sizes, *"where sampling variation may be substantial"*. As this is the case for the current research (small sample size overall), eigenvalue of 0.922 is accepted. As for the fourth value of 0.655 as it is close to the threshold of 0.70 (Jollifee's criterion), it is accepted and it is proceeded with the analysis.

Pattern matrix showed good loadings, presented in Table 9. Cronbach's alpha for each of the factors was performed, results in the same table.

Pattern Matrixa					Cronbah's alpha
	Factor				
	1	2	3	4	
MIS			0.582		0.764
MSU			0.76		
ME			0.789		
PGIO		0.592			0.861
PBNO		0.964			
VTO		0.785			
DSO	0.821				0.874
AUO	0.888				
STO	0.775				
W1O				1.021	0.742
W2O				0.56	
Extraction Method: Maximum Likelihood.					
a. Rotation Method: Promax with Kaiser Normalization.					
Rotation converged in 5 iterations.					
MIS-Motivation for info seeking, MSU-motivation for social utility, ME-motivation for entertainment, PGIT-preference general information online, PBNO-preference breaking news online, VTO-validate info online, DSO-date stamp online, AUO-authorship online, STO-verify info online, W1O-willingness to pay online, WRO-willingness to pay online					

Motivation for information seeking, motivation for social utility and motivation for entertainment were grouped into one factor, as it was expected; same goes for preference for general information, preference for breaking news, preference for validation of information – into group of preference; same as grouping into one factor - trust: date stamp, authorship pointed, verification of the information elsewhere. Two components were grouped for willingness to pay. Two variables which are highly correlated with each other (higher than 0.70) can guarantee reliable factor - Yong (2013). All components were clearly assigned into their respective factors without any cross-loadings on other factors. Lower loading was 0.560 which is in accordance with statement by Comrey (1992) who are stating that loadings over 0.45 could be consider fair, over 0.55 – good, over 0.63 – very good, over 0.71 – excellent, in terms to be accepted as good.

Researchers report differently on what value of Cronbach's alpha are acceptable – ranging from 0.70 to 0.95 Nunnally (1994), Bland (1997), Vellis (2003), Tavakol (2011). As all of our variables accounted higher than a treshold of 0.70, we can say that the internal consistency of our model is highly satisfactory and meet the scale reliability expectation.

The degree of linear relationship (straight line) that two variables might have is measured by Pearson correlation. Pearson correlation is given by the letter "r" and it is within -1.0 to +1.0. Positive sign indicates that increasing in one of the correlated variables will cause increase in the other. Negative sign indicates that decreasing in one variable will cause as well decrease in the other variable.

Table 8 Pearson's Correlations online media

Pearson's Correlations Online									
	MIS	MSU	ME	PrON	TrON	WON	Gender	Education	Occupation
MIS	1								
MSU	.479**	1							
ME	.478**	.602**	1						
PrON	.529**	.621**	.518**	1					
TrON	.419**	.451**	.362**	.693**	1				
WON	.274**	.364**	.269**	.460**	.468**	1			
Gender	0.01	0.022	0.038	0.101	0.011	-0.034	1		
Education	-0.017	-.222**	-.253**	-0.041	0.026	-0.019	.239**	1	
Occupation	-.201**	-.257**	-.191*	-.219**	-.280**	-.228**	-0.005	.298**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

MIS-Motivation for seeking info, MSU-Motivationf for social utility, ME-Motivation for entertainment, PrON-Preferences online, TrON-Trust online, WON-Willingness to pay for online

In our model for online media, could be seen that almost all variables are correlated to extend to be significant and to indicate correlation among observed variables. The correlation is from category that change in one of the correlated variables will cause change in the other. Trust and willingness to pay for online contents are positively correlated (.468**). Which is in support of the hypothesised correlation between trust and willingness to pay. As it was supposed – if people are trusting more to the media, they will have the will to pay for the contents that they trust. Reasonably gender is not in any case related to motivation for purchasing information, preferences of the medium, trust or willingness to pay. Surprisingly – occupation (and here it is used to indicate better financial wealth) is negatively related to willingness to pay. This only implies that the price is not the only influential factor for paying intention among users.

4.5. Fitness of the model

Overall fit of the both models are presented in the Table 11 where global indices for fit of the model are used and shown. As the model is completely identical for the two different media, resume of the fitness of both models is presented altogether. As presented in Table 11, all observed indices are good representation of their recommended values. Thus, it is concluded that the model fit is good and adequate for the assigned research.

Table 9 Global indices for model fit

Overall model fit	Value OFF	Value ON	Recommended value
Chi-square	35.706	63.036	
GFI	.967	.942	More than 0.90
AGFI	.940	.907	More than 0.80
PGFI	.542	.585	More than 0.50
CFI	1.00	.976	More than .950
RMSEA	.000	.055	Less than 0.60
PCLOSE	.949	.364	More than .05
NFI	.957	.936	More than .90

As proposed model met the requirement for fitness, confirmatory factor analysis was performed to test hypotheses. Results from the analysis are presented in the following section.

4.6. Confirmatory factor analysis

Current research assumes that three main motivations are driving media usage for people, through which they are choosing preferable media (among

traditional and online). Based on their preferences, consumers are granting those different medium with different level of trust. As stated earlier, this research made bold assumption that trust which people are granting to different media will result in willingness to pay for media contents. Through the analysis need for dividing hypothesised model into two models – each for one of the news medium (traditional media – for shortly in tables and graphs assign as "offline" or "OFF" and online media) appeared. Thus in the following we are posting results from both models in terms to compare and discuss them as it was initially designed. The models proposed, met a good fit of the data even though the sample size was somehow small.

Hypothesized model for traditional media showed good fit of the data (GFI: 0.967, CFI: 1.00). Estimated paths of the model are presented in Figure 2.

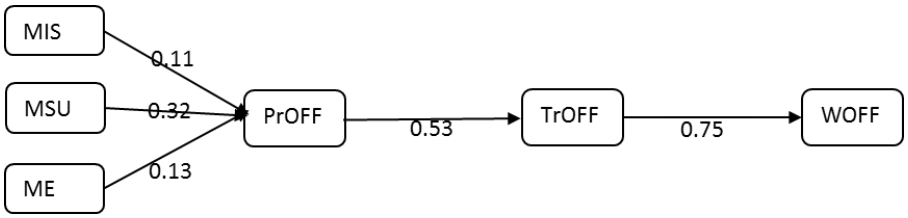

Figure 2 Estimated model for traditional media (standardized)

The model shows significant relations among the constructs. Weakest impact observed is from motivation of information seeking to preference of traditional media (β=0.11). This is unfortunate for our research as we were investigating focused on information seeking motives driving media choice in terms of news. However, this finding is in consistence with non-empirical researches mentioned earlier, showing that Bulgarian society doesn't easily trust to the medium and this apparently influences their choice of medium. Surprisingly in

the context of traditional media, Bulgarians are viewing the media as platform where they can get social affiliation. Trust has significant impact over willingness to pay for traditional media (β=0.75). This finding was expected as Bulgarian society remains conservative.

Hypothesized model for online media showed good fit of the data (GFI: 0.942, CFI: 0.976). Estimated paths of the model are presented in Figure 3.

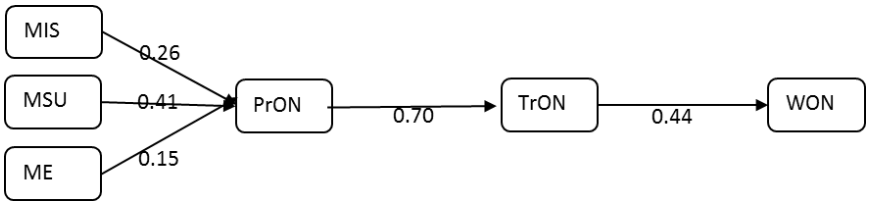

Figure 3 Estimated model for online media (standardized)

Estimates from the model for online media shows significant and positive relations among all variables. Unexpected, even though proven in previous researches - Go (2016), entertainment shows lower loadings among all estimates. This can be interpreted in favour of our research as that Bulgarian are relying on Internet and online media for accessing truthful news. Yet, surprisingly for the research is found that Bulgarian consumers of online news are somehow ready to pay for consumption of media if has the verification that the media can be trusted (β=0.44). This is in full contrast with the researches done up to now - H. I. Chyi, Angela, M. Lee (2012), H. I. Chyi (2012). Future researches in this area should investigate what is the current situation in business plans for online contents in terms to provide support or reject hypothesized here.

As can be observed from Table 12, all proposed relations has significant impact over assigned variables for traditional media. Most importantly, could be concluded that all three main motivations are positively and significantly related to preference of medium. As our paper suggested trust in media is causing willingness to pay (*** $p<0.001$, $\beta=0.748$). Practically interpreted this is in accordance with people willingness to pay for TV access and buy newspapers on daily basis. All the other results of significance can be seen in the Table 12.

Table 10 Regression weights for traditional media

Regression Weights: (Group number 1 - Default model)						
			β	S.E.	C.R.	P
PrOFF	<---	MIS	0.11	0.063	1.402	0.161
PrOFF	<---	MSU	0.321	0.056	3.719	***
PrOFF	<---	ME	0.129	0.061	1.476	0.14
TrOFF	<---	PrOFF	0.527	0.094	8.268	***
WOFF	<---	TrOFF	0.748	0.03	15.237	***
β is presenting standardised coefficient; p-value: ***0.001 significance						

In the online media model can be noticed that every construct has significance to the assigned ones. Information seeking is positively related to preference of medium and it is significant ($\beta=0.265$, ***$p<0.001$), preference of medium is positively related to trust in the press and it is significant ($\beta=0.704$, ***$p<0.001$) indicating higher in comparison with traditional media trust in online media, and trust is positively related to willingness to pay for online contents and it is significant ($\beta=0.442$, ***$p<0.001$). The last finding is found to be most intriguing and it will be discussed in the discussion part. All regression weights are presented in Table 13.

Table 11 Regression Weights for online media

Regression Weights: (Group number 1 - Default model)						
			β	S.E.	C.R.	P
PrON	<---	MIS	0.265	0.057	4.115	***
PrON	<---	MSU	0.405	0.05	5.729	***
PrON	<---	ME	0.147	0.054	2.082	0.037
TrON	<---	PrON	0.704	0.068	13.087	***
WON	<---	TrON	0.442	0.048	6.658	***
β is presenting standardised coefficient; p-value: ***0.001 significance						

4.7. Results discussion

To test limited number of hypotheses, current research performed factor analysis to check for validity and reliability of the constructs and variables. Factor analysis was done with SPSS 22.0 and AMOS 23.0. Maximum likelihood analysis resulted in four factors representing as initially was intended motivation, preference of media, trust in the press and willingness to pay for news contents. As the observed media were two different, the initial data and models were divided into two separate models for simplicity. Both pattern matrixes are presented in Table 6 and Table 9 respectfully.

Results showed that people do prefer to use traditional media but this preference is not highly related to trust. This finding support the trend from the recent years of perceiving media in general as not trustworthy. The reason for preference of this media then should be searched in other factors influencing. Surprisingly, trust is related to media use in terms of online media consumption. This finding is very much surprising as the internet medium doesn't have "watchdog" to keep the gates and yet – users tend to trust online information flow more. Summary of hypotheses testing is presented in Table 14.

Table 14 Hypotheses testing results

Hypothesis	β value	p-value	Result
H1.1.: Information seeking would be positively associated with traditional media (printed newspapers, TV, radio)	0.11	p>0.001 (0.161)	Rejected
H1.2. Information seeking would be positively associated with online media (web portals, news websites, social websites)	0.265	p<0.001	Accepted
H2.1. Social utility would be positively associated with traditional media (printed newspapers, TV, radio)	0.321	p<0.001	Accepted
H2.2. Social utility would be positively associated with online media (web portals, news websites, social websites)	0.405	p<0.001	Accepted
H3.1. Entertainment would be positively associated with Online media (web portals, news websites, social websites)	0.147	p<0.05	Accepted
H3.2. Entertainment would be positively associated with traditional media (printed newspapers, TV, radio)	0.129	p>0.001 (0.140)	Rejected
H4: Traditional media (printed newspapers, TV, radio) would be positively associated with trust	0.527	p<0.001	Accepted
H5: Online media (web portals, news websites, social websites) would be positively associated with trust	0.442	p<0.001	Accepted

H6: Generated trust would provoke paying intention for online media providers (granting with the same trust evaluation as traditional counterparts, for which traditionally is paid)	0.748	p<0.001	Accepted

Hypothesis H1.1. was rejected due to the p-value which shows insignificance. This result could be explained with Bulgarian attitude to use traditional media – mostly TV for entertaining programs and newspapers presented by the so-called „yellow press“. Both formats are not focused over real news contents which was measured and observed here. Thus this finding is somehow reasonable. Surprisingly, Hypothesis H3.2. was also rejected which states that usage of traditional media would be positively assotiated with Entertainment – this is in conflict with our interpretation that people are using traditional media mostly for entertaining. This both findings can indicate to some extend that people do get social utility by using traditional media. All the other hypotheses showed positive and significant values (p<0.001), thus all were supported. Several control variables were used to identify the population: nationality, age, gender, education, city of residence, employment and ICT skills. As the questionnaire was distributed online only, most of the respondents claimed to have very good (55.8%) and good ICT skills (29.%). As for that, this measure was not taken in consideration to the applied model. As dependent variable of the research was used “willingness to pay”, thus employment status of the respondents was considered important and was included in the research model (correlation with willingness to pay was negative: -0.4) Education, seen as

important measure to anallyze accessed information, apart from chosen medium (traditional or online), was included and showed low loadings (0.10). Gender, as control variable was included for the expectation that one of the gender could show higher level of trust than the other. This expectation was not met. All this variables and their measures are not included in estimated models here fore reasons of clarity.

Chapter 5 General findings and Conclusion

This chapter summarises main findings of the research, along with providing conclusions, discuss limitations of the research and suggests future researches.

5.1 General findings

Our research found some confirmation for initially hypothesized relations. Some of them also met findings from previous literature. Surprisingly, some of them were in complete contrast to previous researches. Reasoning for that can be found in sample used (Bulgarian society in many ways differs from American society where most of the research on the topic were made); questionnaire used or even in formulation of the questions; time of questionnaire done also can be perceived as an important as most of the researches on the topic are somehow outdated.

Most of our hypotheses are supported, still some of the constructs showed lower loadings which can indicates lower preference among consumers. Previous literature found that information seeking is among main motivations for use of Internet and web portals - Go (2016). This is true according to our research as well, but shows lower loadings (0.26) than social utility (0.41) and entertainment (0.15), which indicates that consumers turn to web portals mostly for socializing with others. In their research, Go (2016) argue that entertainment decreases usage of web portals, which is in according with our findings. We found that social utility and entertainment, being hedonistic oriented are main motivations in usage of media in general. Both, traditional and online media were associated with high relation with social utility and entertainment.

Arguably, could be guessed if the usage and entertainment of social websites are not somehow related with information seeking, later researches could be persuade. Such guessing is relevant as many news providers are maintaining their own social webpages to share news, as argued by Kwak (2010).

Users do prefer to use online media for getting general and breaking news information. This preference could be easily explained by facility of use, accessibility and speed of accessing online contents. Even though previous research found that users do prefer printed formats more than online versions Mueller (1995), in Bulgarian context this does not seem to be true. Our research suggest explanation for that to be different level of trust which people are granting to different medium. Our two models reveal that people are trusting more to online media than the traditional one and thus prefer to use online media – something that is in full contrast with some previous researches - Mueller (1995), H. I. Chyi, Angela, M. Lee (2012), De Waal (2005). Reasoning for that can be found in prevalence of young respondents in the survey. Young population is more open to technology mediated information and are able to research more sources to confirm the information.

Current research raised several research questions in attempt to tackle down different motivations for choosing different media (traditional or online), their relation to trust in media and if trust can mediate and predisposes willingness to pay.

1. Different motivations, namely: information seeking, social utility, entertainment are affecting media preferences, which goes in consistence with U&G theory.

2. In Bulgarian society could be stated that different media formats are granted with different level of trust – differ from the findings of Konrad-Adenauer-Stiftung (2016), we found out that online media is granted with higher trust in comparison with traditional media.

3. Related to previous question, people appear to trust more to online media in comparison with traditional one.

4. Surprisingly our research found that trust is influential in terms of charging for news contents.

5. Hardest question to be answered in implication part of this chapter.

Differently from the majority of existing literature, we prove that willingness to pay, especially in the context of online media, can depend on trust in the medium. This hypothesis was tested roughly in researches for nanotechnology food information - Roosen (2015) in which work they proved that trust is mediating for willingness to pay for information for nanotechnology food. Thus, to check our findings of mediating role of trust and willingness to pay for news information for confirmation, future researches are welcomed and needed.

From theoretical perspective our research proved findings from previous literature that specific motivations are leading people in their media choice. All the three motivations considered here were positively associated with traditional and online media, respectively. The improvement of the theory is

that based on the literature review done some three motivations, to call them main, were distinguished to be same in traditional and online media. This improves our understanding of traditional and online media by bridging them to extend that they share if not same at least very similar features in attracting users. This opens field for new comparison researches.

Many researches up to date are suggesting that users are having mostly social utility incentives for using Internet. Our research is confirming this as well in indirect way – our model suggests that social utility motivation has the highest estimate value – 0.41 and 0.32 for both medium – traditional and online.

Among all the findings, most surprising one is the confirmation that users are somehow ready to pay for online contents. This was one of the brave assumptions of the research. As results shows, there is positive correlation between trust and willingness to pay which is suggesting that if news providers are able to guarantee trust in their contents, they can set subscription fees or other ways of paying for access to their informative sources. In recent study, Goyanes (2015) claim that local online newspapers can set paywalls and this is not going to be unrealistic. Our findings are supporting this statement, even though not limited to local news providers. Thus, researches in this direction should be encouraged – apparently digitalization is slightly changing information consumption paradigm. This can be useful and favourable for online news providers.

5.2. Conclusion

Current research is result of analysis based on U&G theory in attempt to follow motivations guiding media choice in Bulgarian society. It traces down relations between distinct motivations, media preferences, trust and willingness to pay for online contents. Factor analysis – both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were performed under structural equation modelling (SEM) framework, using data gathered through online questionnaire run in May 2016 among Bulgarian citizens. The goodness of fit of hypothesized model prove to be theoretically and empirically confirmed. Results of the research are having implications for both – economic and media researchers in terms of insight of users' behaviour in news consumption and their readiness to pay for online news contents. Based on this research could be concluded that news and entertainment are not anymore separated dimensions – in digital era they are interacting and challenging trust in institutions. Traditional media is still possessing respectful position in news medium, but slowly is giving up to online media which is becoming more competitive and trustworthy. Most insightful finding of the research is that trust can mediate and predisposition willingness to pay. This is brave research hypothesis that links two essentially different research fields – this of trust and willingness to pay. Intriguing is one to think that future research can confirm or disconfirm our hypothesized assumption. It is very likely that this correlation will be found positive and strong in future researches with bigger sample sizes.

5.3. Implications

As we posted in the beginning of the paper, this research is important from the perspective of giving insight to news providers how they can change their business model. Such change will be hard as H. I. Chyi, Angela, M. Lee (2012) stated: *"Charging for online content has proven difficult"* and the mass of the literature supports this claim. Yet, digital environment and people's behaviour to it are not constant, they are changing under different stimulations. In the era of information surplus, mistrust and misleading information – guaranteeing trust can be the shift to change business model and trigger creation of viable revenue structures. As our research found – people are paying great attention about mentioning authorship of the material, date stamp of article, especially if they are shared online. Consumers for some reason are paying less attention to those features of the news articles if they are produced in TV, or printed newspaper environment. Without any doubts Internet is giving great anonymity to its users. In news environment this anonymity can be baneful for trust. Thus, as general advice for news providers can be highlighted that sharing authorship, date stamp and information source is substantial as posted by You (2013).

Findings of this research could be influential in decision making what business model news providers in digital era should choose.

It is useful for the academia by extending firstly U&G theory field, secondly – research of trust by providing new definition of digital trust which is not necessarily related to financial exchange and e-commerce. For practitioners this research is beneficial as it is suggesting concrete ways that online news

providers can enhance trust in their news contents. Something that is obviously missing in Bulgarian news environment and for which respondents to the questionnaire are giving insights are citations of the author, source and presence of date stamp. Starting with simple improvements of their publishing policy, news providers can enhance trust in their contents and through it – readiness of people to pay for contents.

5.4. Limitations of the research

As already mentioned, this research can be improved in several ways. Internet is seeing as transformative medium, which usage is ever growing, thus changes in consumers' behaviour can be expected. To track down those changes, one should consider new elements to be included in U&G paradigm as some of their motivations as found here can be mixing or overlapping (information seeking and entertainment).

Main limitation of the research is the way of gathering data – online questionnaire is frequently criticized that is not giving representative value of research done, as only Internet users can respond to it. This can be somehow accepted for our research, even though our main focus were over online active population and their Internet usage habits. During the process of collecting data drawback was found which appeared due to the choice of questionnaire platform – namely Google forms. Some respondents declared that they weren't able to see the whole construct of possible answers (as most of the questions were multiple answers type of questions) through their smartphone screen and needed to use device with bigger screen. Due to this reasoning some of them

didn't repeated trial to answer to the questionnaire, which we believe limited overall response rate. Other limitation is sample size – even though sample size was quite diverse, overall gathered responses weren't as much as expected. This can be explained not only with the questionnaire gathering format, but also with declining population of Bulgaria. It is hard to compare sample sizes of populations which can be proposed by USA, Hong Kong, or Republic of Korea to those from country as Bulgaria[8].

As suggested, the research can be improved in several ways. Proposed models can be overlooked and upgraded in future research.

More than that, population and cultural differences can be considered. It is interesting to see if our findings can be confirmed in society with bigger population and different cultural dimensions.

Improvement can be done also on emphasizing on trust construct or in displacing trust in different position in the research model.

Improvement of U&G theory can be achieved by checking if trust itself can be somewhat motivation for usage of certain online media.

Other limitation of the current research is that it couldn't fulfil intention to tackle down motivations of usage of three different medium representatives for each of the traditional and online media. In future research this can be challenged for better understanding of consumers' behaviour.

[8] Total population of Bulgaria in 2014 is 7.224 M and it is declining, as stated by World bank, (World (2014))

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Appendix 1 – Codes of the measures

Measure	code	Relevant questions	General	Average
MOTIVATIONS	MI1	motivation not miss the important issues	MI	MI
	MI2	motivation to know others opinion		
	MI3	motivation receive important info for my daily life		
	MI4	motivation to receive info for work		
	MS1	motivate to introduce myself	MSU	MSU
	MS2	motivate to be attractive		
	MS3	motivate to maintain relationships		
	MS4	motivate to be emotionally stable		
	ME1	motivation because it is fun	ME	ME
	ME2	motivation because I can enjoy		
	ME3	motivation to relieve boredom		
	ME4	motivation to relax		
PREFERENCES	PT11	preference about general info TV	PGIT	PrOFF/ PrON
	PT22	preference about general info radio		
	PT33	preference about general info newspapers		
	PO10	preference about general info web portal	PGIO	
	PO20	preference about general info news webpage		
	PO30	preference about general info social media		
	BT11	breaking news TV	PBNT	
	BT22	breaking news radio		
	BT33	breaking news newspapers		
	BO10	breaking news web portals	PBNO	
	BO20	breaking news webpages		
	BO30	breaking news social media		
	VT11	validate info TV	VTT	
	VT22	validate info radio		
	VT33	validate info newspapers		
	VO10	validate info web portals	VTO	
	VO20	validate info news webpages		
	VO30	validate info social media		
TRUST	AI11	accuracy of the info in traditional media	not used in the final analysis	
	AI10	accuracy of the info in online media		
	RI11	reliability of info in traditional media		
	RI10	reliability of info in online media		

	DS11	date stamp TV	DST	TrOFF/ TrON
	DS22	date stamp radio		
	DS33	date stamp newspaper		
	DS10	date stamp web portal	DSO	
	DS20	date stamp news webpages		
	DS30	date stamp social media		
	A11	authorship TV	AUT	
	A22	authorship radio		
	A33	authorship newspaper		
	A10	authorship web portal	AUO	
	A20	authorship news webpages		
	A30	authorship social media		
	ST11	verify the info from TV elsewhere	STT	
	ST22	verify info from radio elsewhere		
	ST33	verify info from newspaper elsewhere		
	ST10	verify info from web portals elsewhere	STO	
	ST20	verify info from news webpages elsewhere		
	ST30	verify info from social media elsewhere		
	BR11	brand recognition of TV	not used in the final analysis	
	BR22	brand recognition of radio		
	BR33	brand recognition of newspaper		
	BR10	brand recognition of web portal		
	BR20	brand recognition of news webpages		
	BR30	brand recognition of social media		
	TT11	trust in traditional TV		
	TT22	trust in traditional radio		
	TT33	trust in traditional newspapers		
	TO10	trust in online web portals		
	TO20	trust in online news webpages		
	TO30	trust in online socail media		
	AT1	author who published info - family		
	AT2	author who published info - academic		
	AT3	author who publish info - companies I use		
	AT4	author who publish info - journalist		
	AT5	author who publish info - well known personality		
	AT6	author who publish info - elected officials		
	AT7	author who publish info - celebrity		

	AT8	author who publish info - companies I don't use		
WILLINGNESS TO PAY	W11	willingness to pay for TV	W1T	WON/ WOFF
	W22	willingness to pay for radio		
	W33	willingness to pay for newspaper		
	W10	willingness to pay web portal	WO1	
	W20	willingness to pay for news webpages		
	W30	willingness to pay for social media		
	WR1	reason to pay - fun	WRT	
	WR2	reason to pay - education		
	WR3	reason to pay - work		
	WR4	reason to pay - to be aware		
	WO10	agree to pay for web portal	WO2	
	WO20	agree to pay for news webpages		
	W30	agree to pay for social media		

Appendix 2 – Questionnaire

Trust survey

This survey aims at investigating the extend to which people are trusting the information they are receiving through various sources of information and particularly sources online. Main distinguish in the survey is made based on the news formats - if they are traditional (offline), such as printed newspapers, TV or radio, and online news providers, such as news web portals, social media and online versions of newspapers, TV and radio providers.

Motivations

This section is concerned with the motivations driving the usage of Internet.

Please indicate your basic motivations for using Internet in general as well as online news providers.

1. I am motivated to use Internet because I can: *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**

Get information and I don't miss the important issues of the day					
Can know the other's opinions and to get various points of view					
Access useful information for my daily life					
Get necessity for my work information					
2. I am motivated to use Internet because: *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
I can present myself to others					
can be social with others, and to be attractive					
can maintain relationships with others					
I can stay emotionally stable in my life					
3. I am motivated to use Internet because: *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
It is fun					
It is enjoyable					
I can relieve boredom					
I can relax					

Format preferences

This indicates your main format preferences between traditional and online media. Please indicate how do you prefer to access news.

4. On a typical day what is the first source that you go for general information and news? *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					

5. To which of the sources of breaking news you are turning mostly? *	Not at all	Slightly	Somewhat	To some extend	Very much
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					
6. To which of the following sources do you often turn to validate/confirm information news?	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					

Credibility of information

This indicates to what extend do you grant sources of information with trust.
Please indicate to what type of source of information you trust the most.

7. Indicate on the listed types of sources of information to which one do you trust the most: *	Not at all	Slightly	Somewhat	To some extend	Very much
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					

Social media (Facebook, Twitter, etc.)					

8. **Indicate how much do you find the information in traditional media (TV, Radio, Newspapers printed) to be accurate:**

Not at all -----→ Very much

9. **Indicate how much do you find the information on online media (news web portals, online news providers, social media) to be accurate: ***

Not at all -----→ Very much

10. **Indicate how much do you find the information in traditional media (TV, Radio, Newspapers printed) to be reliable: ***

Not at all -----→ Very much

11. **Indicate how much do you find the information in online media (news web portals, online news providers, social media) to be realiable: ***

Not at all -----→ Very much

12. Indicate how much do you trust the information posted online from each of the following authors (contacts you have): *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					
13. Do you check for presence of sign that the published information is current (date stamp) from these sources: *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					

Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					
14. Indicate if you are paying attention (checking) for presence of author identification from these sources: *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					
15. Indicate if you are paying attention (checking) for presence of way to verify the information from the listed news providers elsewhere? *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					
16. Indicate how much do you trust to information of a well known news provider (based on your previous	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**

experience, such as BNT, BTA, Horizont, BTV, etc.) *					
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					

Willingness to pay

Please indicate if you are willing to pay for the news contents of each of the sources.

17. Indicate how much you would agree to pay fee for access to news information from the listed sources: *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
TV					
Radio					
Printed newspaper					
News web portal (Google, Yahoo, Bing)					
Online news provider (BTVnews, Novanews, offline news, 24chasa, etc.)					
Social media (Facebook, Twitter, etc.)					
18. In which case you will be paying for the access to information? *	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**
For fun					
Educational purposes					
Related to my work position					
Keeping up with the news (breaking news)					
19. Some online news providers are considering charging users for content online in near future. How	**Not at all**	**Slightly**	**Somewhat**	**To some extend**	**Very much**

much you think personally would pay for news and information online? * For instance: price of the printed newspaper, prepaid access to contents, monthly subscription, etc.					
News web portal (Google, Yahoo, Bing, etc.)					
Online news provider (BTVnews, Novanews, offnews, 24chasa)					
Social media (Facebook, Twitter, etc.)					

General information

This section aims at providing basic understanding for demographic characteristics of the respondents.

20. Your gender is:	
Male	
Female	

21. Your age is:	
18-30	
31-40	
41-50	
51-60	
Above 61	

22. Your nationality is?	
Bulgarian	
other	

23. Where do you live?
……..

24. Your marital status is:	
Single	
Married	
Not married	

25. Your level of education is:	
No formal education	
High school education	
Bachelor’s degree	

Master's degree	
Doctoral degree	

26. Your employment status is:	
Student (not working)	
Student (doing part-time job)	
Unemployed	
Housework	
Selfemployed	
Employee full time job	
Employee part-time job	
Other (retired, inactive)	

초록

신뢰에 관한 연구는 오랜 세월 동안 많은 연구자들에 의해 이뤄졌고, 각 연구자 마다 새로운 관점, 새로운 모형, 새로운 정의를 통해 신뢰의 복잡한 구조에 대해 설명했다. 널리 퍼진 인식은 신뢰에 대한 개념이 매우 모호하다는 것이다. 기존 연구들의 다른 한계점들로는, 신뢰에 대한 어떤 정의도 (현대 디지털화를 다루기에는) 너무 구식이라는 것이다. 또한, 디지털화에 대한 개념을 포함하더라도 주로 온라인 전자상거래에 치중되어 있다. 이러한 이유들로 인해 기존 연구들은 포화되어 있고, 이것은 결국 연구자들로 하여금 온라인 전자상거래에 관한 연구들을 다른 연구 주제보다 더 선호하도록 만들었다.

본 논문은 선행연구를 다음과 같은 방법으로 개선하고자 한다: 첫째, 신뢰에 대한 개념을 디지털 환경에 맞게 새로 정의 한다. 둘째, 특정 미디어 기관의 뉴스 컨텐츠를 구입하려는 소비자들의 의사를 통해, 디지털 신뢰도를 측정하는 새로운 모형을 제시한다. 셋째, 뉴스 소비자들의 참여를 통해 디지털 언론사들의 신뢰도를 높이는, 적용 가능한 정책들을 제시할 것이다. 본 논문의 대상은, 세계의 많은 신뢰관련 기관들이 지속적인 신뢰 하락을 우려하는 불가리아 사회다. 이 주제는 세계화와 디지털화가 진행될수록 뉴스를 소비, 생산 하는 일이 쉬어지기 때문에 중요하다. 잘못된 정보는 뉴스의 소비자들에게 피해를 끼칠 수 있다. 뉴스를 생산하는 일이 쉬워졌기 때문에, 서로 다른 종류의 뉴스제공자들, 혹은 소스는 각자 다른 정도의 신뢰도를 가진다.

본 논문은 다음과 같은 순서로 되어 있다: 제 1 장은 연구문제에 대한 기본적인 정보를 제공한다. 제 2 장은 선행 연구를 살펴봄으로써 연구문제를 구체화하고 디지털 환경에서의 신뢰도에 대한 새로운 개념을 제시한다. 제 3 장은 데이터 수집과 연구 방법론에 대해 다루면서, 전통적인 뉴스 제공자들과 비교하여 온라인 뉴스 제공자들의 신뢰도를 측정하는 새로운 모형을 제시한다. 제 4 장은 제안된 모형과 방법론 및

결과를 어떻게 적용할지에 대해 논의한다. 제 5 장은 본 논문의 결론과 결론에 대한 고찰을 다룬다.

핵심어: 신뢰도 향상, 온라인 미디어, 전통적 미디어, 불가리아, 온라인 설문, 팩터 분석, 구조 방정식 모델링

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