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# WHO READS DIGITAL MAGAZINES

A QUANTITATIVE STUDY INTO  
UNDERSTANDING READERS' MOTIVATIONS  
FOR AND ATTITUDES TOWARDS DIGITAL  
MAGAZINES

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# **DEGREE PROJECT AT CSC, KTH**

**WHO READS DIGITAL MAGAZINES: A QUANTITATIVE STUDY  
INTO UNDERSTANDING READERS' MOTIVATIONS FOR AND  
ATTITUDES TOWARDS DIGITAL MAGAZINES**

**VEM LÄSER DIGITALA TIDNINGAR: EN KVANTITATIV STUDIE  
OM FÖRSTÅ LÄSARNAS MOTIV FÖR OCH ATTITYDER TILL  
DIGITALA TIDSKRIFTER**

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## **Who reads digital magazines: A quantitative study into understanding users' motivations for and attitudes towards digital magazines**

### **Abstract**

The introduction of the Internet and digitalization has posed a lot of challenges for news publishing industry, so as for magazine publishers. Due to rapid development of technology, most of magazine publishers are compelled to not only transform their print products into digital format, but also to exclusively create digital content and put it up on their websites and/or on other platforms and electronic devices. Also, users' consumption behaviors have shifted to consume a lot of media in digital format. Thus it is crucial for digital magazine publishers to have a better understanding of readers' experience and attitude towards digital magazines. The main objective of this thesis project is to look into readers' overall attitude towards digital magazine. In order to realize the objective, a quantitative method with a survey questionnaire was employed as a data collection tool. The finding shows that digital magazine readers had slightly positive attitude towards the medium that suggests further development needs to be done from the product side. Hence, based on the finding I recommend digital magazine publishers to focus on offering values relevant to four main motivations that readers have for using the medium: more knowledge, entertainment, habit and low price.

## **Vem läser digitala tidningar: en kvantitativ studie om förstå läsarnas motiv för och attityder till digitala tidskrifter**

### **Sammanfattning**

Internet och digitalisering har ställt aktörer inom nyhets- och förlagsbranscherna, så som tidskriftsutgivare, inför många utmaningar. På grund av den snabba utvecklingen av teknik är de flesta tidskriftsförlag tvungna att dels konvertera sina trycksaker till digitala format och även skapa digitalt innehåll exklusivt för webbplatser och/eller på andra plattformar. Samtidigt har användarnas konsumtionsbeteenden skiftat mot digitala medier. Av dessa anledningar är viktigt för digitala tidskriftsförlag att skapa sig en bättre förståelse för läsarnas erfarenheter och inställningar till digitala tidskrifter. Huvudsyftet med denna studie är att undersöka läsarnas övergripande inställning till digitala tidskrifter, med hjälp av en enkätundersökning som datainsamlingsverktyg. Resultatet visar att digitala tidskriftsläsare har en svagt positiv inställning till produkten, vilket tyder på att ytterligare förbättringar av erbjudandet krävs. Baserat på denna slutsats rekommenderar jag digitala tidskriftsförlag att fokusera på att tillgodose fyra huvudsakliga behov som observerades bland läsare: mer kunskap, underhållning, vana och lågt pris.

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# Chapter 1: Introduction

*This chapter introduces the problem area of the research topic related to readers' attitude towards online press in general and with the major focus on online or digital magazines, followed by background of the problem. The research objectives, significance and research questions are covered in this chapter as well.*

## Scope of the problem

A lot of problems have arisen posing challenges that news publishers have to deal with. The trend is clear since the last two decades when the overall revenue of news related print products such as newspapers and magazines is decreasing steadily. Some have proved that it is because of the advent of computers and the Internet, and also a decline in circulation and readership because of the competition from broadcast, online news providers and such. It is definitely true, as can be seen, a lot of things can be digitalized and put up online, some of which no longer exist in the physical format. Moreover, new products and technologies are being developed every day. People needs and demands constantly change, sometimes even without their awareness.

For news publishers the decrease in revenue from their print products is because there are numerous news contents available on the Internet that can be accessed by anyone for free. And even though some of those publishers have tried to catch up with the trend by turning their products from physical to digital and charge for it, still users or readers do not want to pay for online contents for the same reason stated earlier.

Also, readers or users' needs and gratifications regarding the use of the digital contents change from time to time. For example, when there were only computers, some of the readers would say that they liked to read news on the computer screen. And as of now with the availability of mobile devices such as tablets and mobile phones, some of them may prefer reading on tablets to computer screen. Some of the readers almost stop reading news contents on print newspapers or magazines altogether and only read on computers, tablets or phones. Yet another issue arises here. Reading engagement on digital devices is considerably low compared with that on print materials (Texterity Incorporated, 2009). Readers spend more time reading print newspapers and magazine rather than reading the digital versions, which

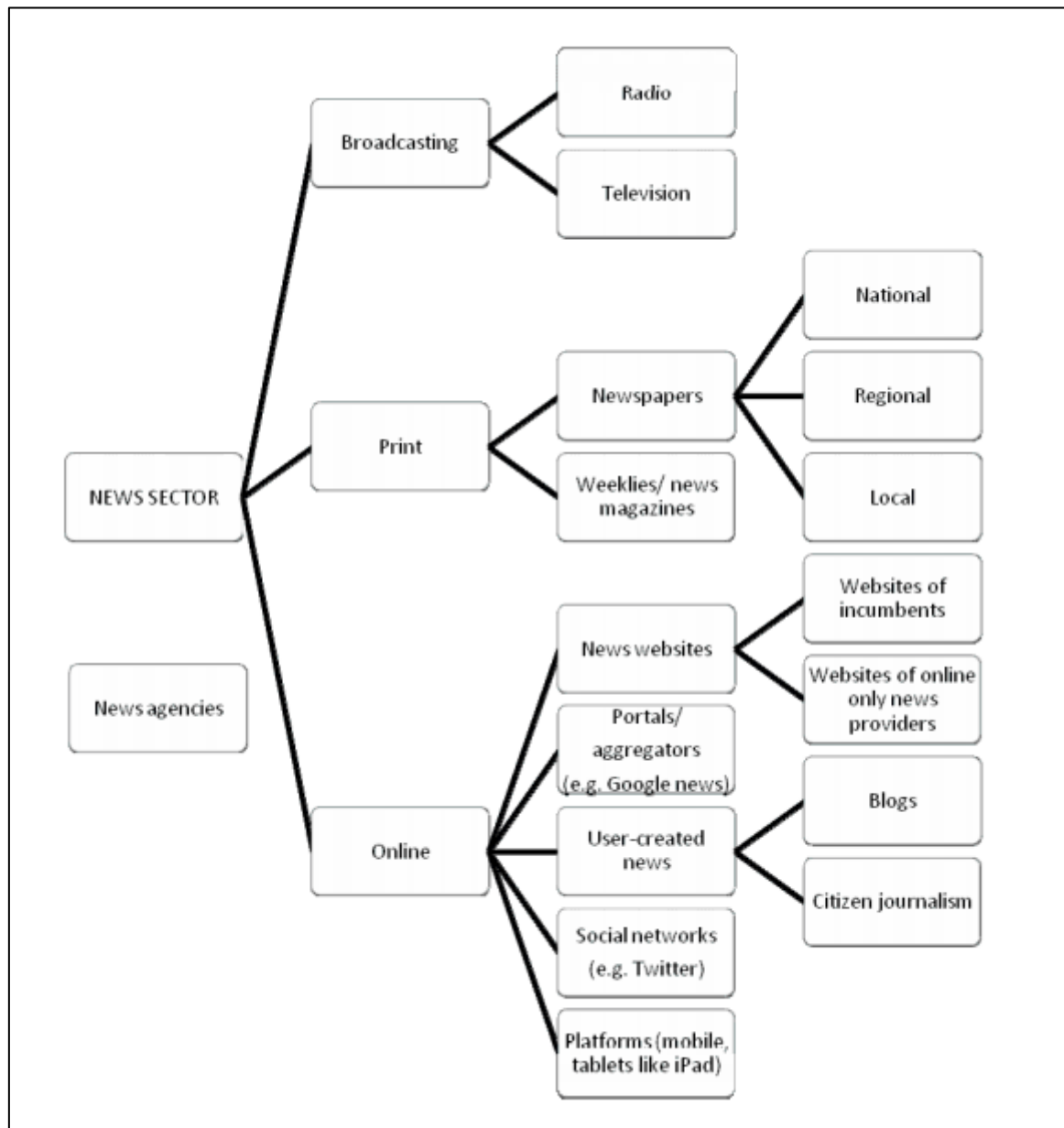


can be caused by various factors. However, I am not going to cover all issues that have troubled news publishers so far.

Some studies (Ryberg, 2010; Sundar & Limperos, 2013 and Flavián & Gurrea, 2009) cover relevant topics ranging from readers needs and gratifications for new media to motivations and attitudes towards online press. Similarly, this study will only cover one of the main factors that I believe to be very important for online news publishers that is to clearly understand the users' experiences and attitudes towards digital magazines in term of both psychological aspect of the users and the technological aspect of the technology.

## **Background**

Before delving into the topic being studied - understanding users' experiences and attitudes towards digital magazines - it is important to have a picture of how the economic and market of the news publishing sector is like. According to Leurdijk, Nieuwenhuis, and Slot (2012), the news publishing industry is one of the sub sectors of media and content industries, and it involves other actors as well, one of which is the magazine. Thus for relevance and simplicity reason, I am going to give only a brief overview of news publishing industry, while put more focus on magazine publishing. And the analysis of the magazine market will be done based on three forces of the five-force framework coined by Porter (1980).

*Figure 1: The actors in the news publishing industry*

Source: JRC - The newspaper publishing industry (Leurdijk et al., 2012)

### Overview of news industry

It is generally known that news-publishing industry has reached its mature and decline stage. Since the introduction of digitization and the Internet, news consumption and information seeking have changed like never before. A few decades ago, people turned to newspaper delivered to their home or bought at newsstands, and waited for specific times when there would be news broadcast on TV to keep themselves up-to-date with what was happening in their community and around the world. Now lots of media products can be consumed upon on-demand basis, which means, for example, people can read news whenever and wherever they want with Internet access on various electronic devices.

It was not convenient and affordable to open and run a newspaper business. It required high capital and fixed cost on printing machinery, printing house, quality editorial team, distribution and so on. Virtually, news production in this digital and Internet era has considerably low cost, and anyone with proper journalistic and multimedia skills can run a newspaper business. There is no need to publish news articles on printing paper anymore because they can be put up on websites immediately after reporters finish writing them. And readers also do not have to wait one day to read breaking news.

News publishing industry has always been operated within two-sided market in which readers are the subsidized part. The major portion of the revenue is from advertising. However, the revenue from the advertising and distribution has been plummeting due to the digitization of more and more media channels, which in turn leads to wider range of choices for advertisers (IFRA, 2006). Thus the advertising expense is getting more and more fragmented.

### **The magazine market**

As a part of news publishing industry, magazine market is in the situation that is not different from that of newspapers. Most of print magazine publishers are compelled to have digital version of their publications available on the Internet that can be accessed via electronic devices (Gaumont, 2009). And even though the main source of the revenue is from print, they are not going to give up on the digital products. It is obvious that those publishers will not be able to make readers pay for the digital contents in any time soon; however they are hoping to discover a viable strategy by which they can drive more traffic for their websites, which in turn attracts more advertisers. Apart from all of these, the magazine market also faces another challenges.

One of the challenges is the threat of the substitute products that include newspapers, blogs, pockets, websites, other forms of user-generated contents on the Internet and such. With the rapid growth of sources of information and convenience of accessibility, readers do not stick to only a few sources while they have other choices at their disposal. It suffices to say that their attention span has been divided to accommodate to all those media they are using as well. However, a study shows that a strong drive that keeps people reading magazines is habit (Diddi & LaRose, 2006).

Though magazine market is in its mature stage and in some way decline, there are possibilities for new entrants, especially when they aim to produce their products digitally and make them available online with extremely low cost compared to print products. Online magazines might not be perceived as direct competitors to print magazines; however, the threat can be fatal since more and more time is spent using the Internet. On top of that, studies show that there is a threat of cannibalization. In other words, those magazine publishers that provide digital content on websites or elsewhere are taking risk of cannibalizing their own print or physical products; producing digital magazine is negatively affecting the sale of the print magazine (Simon & Kadiyali, 2007).

Like newspapers, magazines have always been operated in a two-sided market with one side being the readers, and the other being the advertisers. Though it might not be so obvious that readers are the subsidized side because they have to pay quite a price for magazines, readers are the subsidiary in this market. In most cases, advertisements in the magazines are deemed valuable for readers (Gordon, 2010). In some way, each market - readers and advertisers - has a certain bargaining power. Without a considerable number of potential readers, there would be less advertising and a magazine would not be lucrative. Similarly, if a magazine doesn't have high quality and attractive advertising, readers will not bother reading the magazine, and it might not sell well.

## **Aim and objectives**

The main objective of this thesis project is to contribute to existing literature about similar topic and to understand readers' motivations and needs for reading magazines online or in digital format. On top of that, it also sets on studying their attitudes towards different features embedded in digital magazines and offered by magazine publishers.

## **Definition**

Since the main focus of this thesis project is on digital magazine, it is crucial to have a clear picture of what a digital magazine is. According to the Audit Bureau of Circulations (2011): "A digital magazine involves the distribution of a magazine content by electronic means; it may be a replica (of the printable version) or a non-replica" (cited in Silva, 2011).

In a report by Gordon (2010) titled “The case of advertising in interactive digital magazines: how the next generation of digital magazines is succeeding as an advertising platform,” the author identified three qualities of interactive digital magazine as:

- Interactive digital magazines are designed to compete for the attention of online readers, not print readers.
- Interactive digital magazines are designed for easy interaction between readers and the magazine, not just for one-way content delivery.
- Interactive digital magazines contain ads that readers can interact with.

There are five common types of digital magazines (Silva, 2011):

- Digital magazines that are not based in the printed version;
- Digital-only magazines;
- iPad, Android or iPhone apps of magazine editions;
- PDF replicas of print editions;
- Applications for Kindle or Sony eReader.

## **Relevance and significance**

This study will contribute to the limited existing literature regarding the understanding of users’ motivations and attitude toward digital magazine. Moreover, the result from the thesis can be applicable for both online newspapers and magazines though the focus is only on magazines. Also, it can be useful for news companies in strategic management like what they can do to draw more readers.

## **Delimitation**

Due to time and resource constraints, the study only seeks to understand the overall tendency - behaviors and attitudes - of magazine readers, specifically the digital magazine readers though some aspects of print magazine readers will be discussed as well. The setting of this thesis project is based in Stockholm, Sweden, in which only university students both local and international are targeted.

## **Research questions**

In order to realize the purpose of the thesis project the main question is: “what are readers’

attitudes towards digital magazines”. Three sub research questions are identified as followed:

RQ1: What motivates people to read online magazines?

RQ2: What are the attributions of digital magazine that have met readers’ needs?

RQ3: Do readers have positive attitude towards reading magazines in digital format on different devices?

## **Structure of the report**

The report is divided into six chapters. Chapter 2 covers the theoretical background underlying the current study, followed by previous studies related to similar topics of the use of print and digital magazines. Chapter 3 contains descriptions about methodology and research design. Chapter 4 presents the result from the collected data. And chapter 5 and 6 are about the data analysis and discussion, limitation of the study and suggestions for future work respectively.

## Chapter 2: Literature Review and Theoretical Background

*With the core focus of this thesis project on readers' motivations and attitudes towards digital magazines, the literature review carried out looks first into the theory of uses and gratifications, which intends to describe users' intentions and purposes of the selection of a certain type of media. After this, previous literature regarding business model for digital content products, trend on consumers' behavior and attitude for digital magazines, and their paying intent will be looked into.*

The nature of this study about the use of digital magazines is closely related to the use of the Internet. Though it may have been taken for granted, without the Internet the digital formats of all kinds of news publications would not be omnipresent as they are today. The theoretical basis of this study will be covered in the following sections.

### Uses and gratifications theory

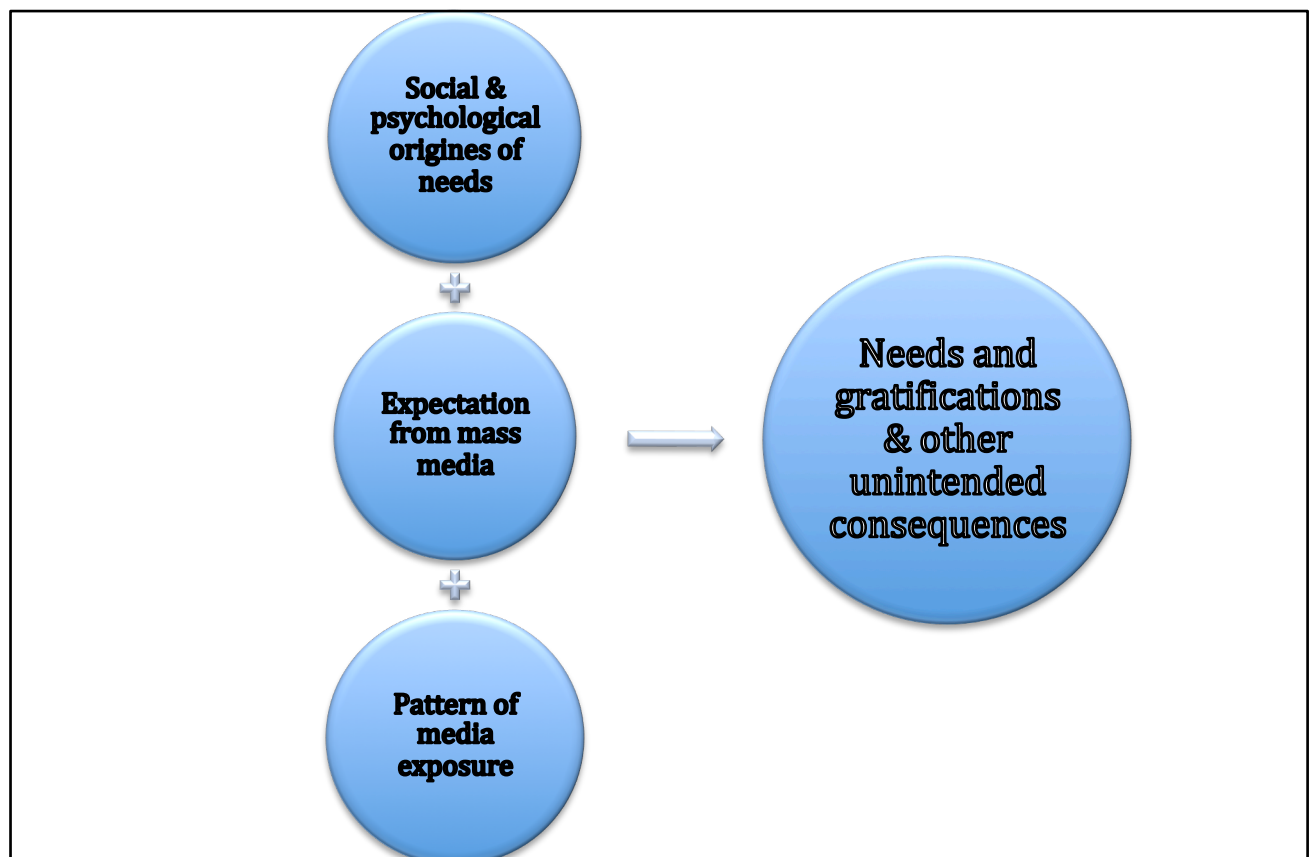
Most of the recent studies about uses and gratifications on new media are related to the Internet (Flavián & Gurrea, 2009; Stafford, Stafford, & Schkade, 2004). The digitalization and convergence of media make it possible for users to access almost all kinds of media on the Internet. In this sense, this study about digital magazines also relates to the use of the Internet and the digitalization. So it is important to have a glimpse of the basic theory that is the foundation to understanding users' purpose and attitudes to using a certain kind of media.

Uses and gratifications (U&G) is a social science theory that has been used to study motivations and gratifications that keep audiences or users to certain types of media, and how the media content satisfy their social and psychological needs (Ruggiero, 2009). In his study, Ruggiero (2009) argued that in any study about mass communication and new media usage, the theory of uses and gratifications should be employed as a basis. "Uses and gratifications has always provided a cutting-edge theoretical approach in the initial stages of each new mass communication medium: newspapers, radio and television, and now the Internet" (Ruggiero, 2009, p. 3).

### Active users

Users are no longer passive, there are endless interactions involved when they are using different media, especially new media that exist today such as, computers, mobile phones, the Internet, etc. Sundar and Limperos (2013) suggested that with the availability of the Internet the audiences are not passive as before, which is why now they are usually referred to as users instead of merely audiences. Rubin (1993 & 2009) proposed the concept of active audience as “to capture the purposiveness and attentiveness in media consumption and contrast with the general assumption of a passive audience among media effects scholars” (Cited in Sundar & Limperos, 2013, p. 504). Most of the U&G research conducted has been centered on social psychological aspects of users rather than on the technology, and because of this, Sundar and Limperos (2013) claimed that the U&G approach carries the assumption that audiences reach out to media that can satisfy their needs. Figure 2 shows the big picture of what uses and gratifications studies is mostly about.

*Figure 2: The focus of traditional uses and gratifications studies*



Source: Adapted from Sundar and Limperos (2013)



### **Users' needs and gratifications**

Researchers have identified a number of gratifications derived from the use of the Internet including information-seeking, pass time, interpersonal utility, convenience, entertainment, modality, agency, interactivity and navigability (Papacharissi & Rubin, 2000; Sundar & Limperos, 2013). However, McLeod, Bybee and Durall (1982) theoretically and conceptually distinguished two kinds of audience satisfaction as gratifications sought and gratifications obtained, which should be studied individually in future research (cited in Ruggiero, 2009). For instance, users seek entertainment when they use the Internet, but the degree to which the entertainment and kinds of pleasure gained from using the Internet can be still unknown or overlooked.

Basically, there are three kinds of gratifications including content gratifications, which derived from media content, process gratification obtained from using the media (Rubin, 2009), and social gratifications, which refer to the use of media as a social environment (Stafford, Stafford, & Schkade, 2004). Gratifications, according to Katz et al., (1974), are referred to as “need satisfactions” acquired after the audiences exposed to particular media and contents that match their pre-held expectations (Cited in Sundar & Limperos, 2013).

However, users do not always know what their needs are before they approach new technology, and as Sundar and Limperos (2013) suggested,

Technology itself could be responsible for creating new gratifications... Conceptually, the gratifications that we derive from media need not necessarily be driven by innate needs, but could be triggered by features we experience while using particular media. Interactivity of most modern media makes possible such a conceptualization whereby users are not always goal-directed at the beginning of their engagement of media, but tend to develop needs during the course of their media interaction.

Before the existence of digital magazines, no one would ever think that they were going to enjoy reading those on computer, tablet or their mobile device. As people have this choice,

they start to have demands and gratifications derived from using those technologies.

A study by Sundar and Limperos (2013) presented the possibility that technology can be a contribution to creating new gratifications, and they also discussed potential gratifications based on four classes of affordances - modality, agency, interactivity, and navigability. The term “affordances” was first coined by Gibson (1977), which then Norman (1999) conceptualized as “actionable properties.” (Cited in Soegaard, 2003). In other words, affordances mean any attribute of something that can induce actions or interactivity for human being. The following is a brief description of each class of affordances.

Modality denotes different formats of media presentation such as audio, video, text, photo, graphic and so on, which offers four sub-gratifications to users including realism, coolness, novelty, and being there. Agency signifies users being able to share information and/or to be sources of information/content. Sub-gratifications of agency are agency-enhancement, community building, bandwagon, filtering/tailoring, ownness. Interactivity, as Sundar and Limperos (2013) put it, is “the affordance that allows the user to make real-time changes to the content in the medium.” Its sub-gratifications consist of activity, responsiveness, choice, control, etc. Navigability allows for users’ navigating through the medium, and the sub-gratifications of navigability are browsing/variety-seeking, scaffolding/navigation aids, play/fun.

Interactivity and navigability play a significant role in giving users gratifications from modern technologies. Users expect high interaction when they use, for example, an applications, view a website, and so on. Not only that, they would also like to be able to navigate around inside those platforms. But too much interactivity and navigability could demean the value of the content attached with the media (Sundar & Limperos, 2013).

## **Business model for digital content providers**

Regardless of countless on-going trials to find a secure viable business model for their digital products, newspaper and magazine publishers are still struggling in the quest (Fetscherin & Knolmayer, 2004). And there is still no unified view on what a business model is yet. One of the most popular definitions of a business model was proposed by Osterwalder, Pigneur, Smith, and Movement (2010): “how an organization create, deliver and capture values.” The

definition can be understood and modified accordingly based on different kinds of industries, companies, organizations, services and such.

An empirical study about business models for digital content delivery of the newspaper and magazine industry by Fetscherin and Knolmayer (2004) identified five components that a business model should have including:

- The product
- The consumer
- The revenue
- The price
- The delivery

The authors also summarized and put together what previous researchers have identified and theorized as components of business model that can be found in Table 1 below.

*Table 1: Components of business model from various researchers*

<i>Mahadevan (2000)</i>	<i>Afuah &amp; Tucci (2001)</i>	<i>Amit &amp; Zott (2001)</i>	<i>Eisenmann (2002)</i>	<i>Rayport &amp; Jaworski (2002)</i>	<i>Fetscherin &amp; Knolmayer (this article)</i>
Value stream (product)	Value offered (product)	Content (product)	What to sell (product)	Value proposition	Product
Revenue stream	Consumer segment	Structure	To whom (customer)	to customer	Consumer
(Revenue model)	Scope of products	Governance of	How to collect	(customer)	Revenue
Logistical stream	(product)	transactions (resources,	revenues	On-line offering	Pricing
	Revenue sources/model	information)	(revenue model)	(product)	Delivery
	Pricing		What technology	Resource system	
	Resources		Which cooperation/	Revenue Model	
	Activities necessary		partners		
	Capabilities of activities				
	Implementation				

Source: Fetscherin and Knolmayer (2004)

In their study, Fetscherin and Knolmayer (2004) attempted to address two issues regarding the sale of digital content of newspapers and magazines:

1. How much of the digital content is available for free or at cost
2. Whether the digital product as a complementary or a substitute to the physical product

The result shows that most of their respondents who were the content providers offer content for free or at cost. According to Fetscherin and Knolmayer (2004) as well, digital content is offered for users access in three ways: free of charge, free after registration, or price required. It is evident that as soon as the price is introduced to a website of newspaper or magazine, the

traffic to the website will plummet dramatically (Simon & Kadiyali, 2007). However, some studies suggest that it would not be a bad idea to offer content for free for users, but doing that after they completed registration (Herbert & Thurman, 2007). Doing so, online publishers are still able to count on advertisers to keep their business running, while gathering information from users can be very helpful in attracting more advertisers. Compared with print news publishing, news websites depend more on income from advertising (Herbert & Thurman, 2007), as it is not an ideal strategy for them to sell their content online to users. Fetscherin and Knolmayer (2004) argue in their study that product – being the major component – followed by revenue and pricing are key profit drivers in online news publishing industry.

### **Product and values**

Product has always been the core component in the business model of product-oriented companies. More importantly, values that a company creates are embedded with the product so it can be offered and reached to customers and users. Ryberg (2010) found in her study that from readers' perspective print magazines offered to readers such values as reminder, physical note, long lasting product good for archiving, allowing for careless usage, ease of portability, quick access, ease of sharing, identity building, relaxation, entertainment, education and inspiration. And she also provided suggestion on how these values could be adapted and applied on digital magazines.

It is believed that digital magazines have abundant opportunities in this digital environment (Silva, 2011) in many ways more than the print counterparts. The opportunities are, as the author suggested:

1. Digital magazines can attract readers' attention through creative ways of storytelling, besides the numerous possibilities of interaction.
2. Digital magazines have a tremendous broadcasting potential
3. Digital magazines can be read and stored anywhere without taking up physical space and weight.
4. Readers can search digital editions like in websites.
5. Digital magazines give readers the chance to look, try and buy.
6. Digital magazines can more easily be driven to market niches.
7. Digital magazines can explore new potentially successful business models.

And since there has not been any existing viable business model of digital magazines yet,

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Silva (2011) came up with a possible conclusion that digital and online publishers have not made full potential use of their products.

This inability to fully exploit potential of digital magazines can be due to those publishers' being afraid of the risk of cannibalizing their print versions. Though there are numerous studies on this issue, there have not been consistent results that evidently prove whether or not cannibalization exists between digital and print news products. Yet I believe a study conducted by Simon and Kadiyali (2007) provided a rigorous and robust result answering the question whether digital newspapers and magazines could be complement to or cannibalize print products. They did not find any evidence that digital content was complementary to print magazines, but they did find strong evidence that it cannibalized sales of print magazines. "On average, a magazine's print circulation declines about 3-4% when it offers a website," while the effect varied depending on how much the content on the website is overlapped with that in the print (Simon & Kadiyali, 2007). The greater the overlap between the contents in digital format and print is, the worse the cannibalization of the digital to the print contents can get.

### **Revenue and pricing**

Advertising has always been the main revenue source for both traditional or print and digital or online news publishers. In addition to advertising, print newspapers and magazines also partially gain revenue from circulation and subscription fee. Advertising on print magazine has appeared to be the second most favorable medium after television (The Association of Magazine Media, 2013). Readers find advertising on magazine trust worthy. On top of that, more than half of them engage in buying products online while reading magazine (The Association of Magazine Media, 2013). Since the Internet has been introduced, more and more contents are being digitalized and most of which are available for access online free of charge. Different kinds of revenue models exist in today's online news companies in order to cope with the gradual fall of subscription revenue from their print products. Those models include advertising, pay walls, paid-for content sold in forms of bundled information and/or archived articles (Myllylahti, 2013; Stahl, Schäfer, & Maass, 2004).

Numerous studies attempt to identify viable pay wall models or sustainable revenue models for online news websites (Myllylahti, 2013). At the same time debates regarding whether or not online news publishers should charge for their contents has been continued for the last

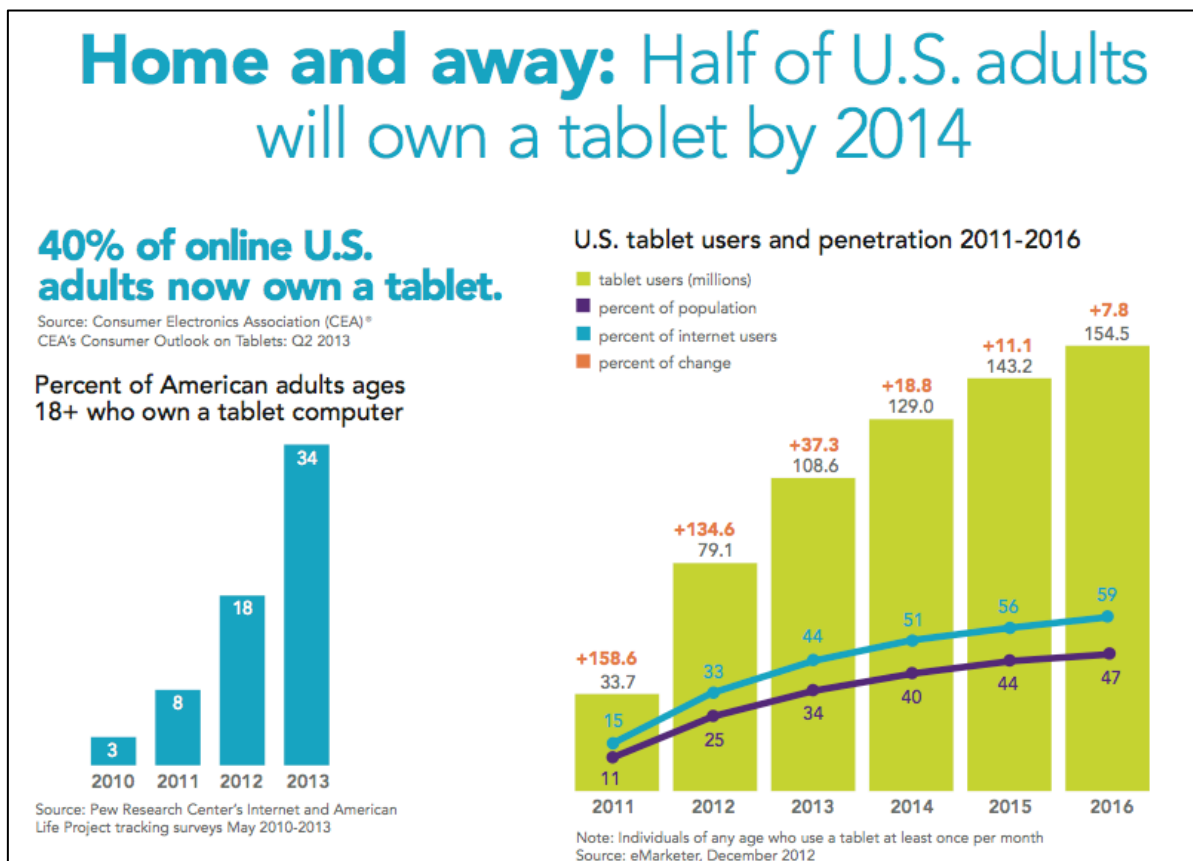
two decades already. Studies show that different pay wall models used by major online publishers are not proved to be a sustainable revenue source (Myllylahti, 2013). Consequently, some publishing companies have been going through a lot of trials and errors in order to make their digital contents online a sustainable revenue generator without depending so much on readers' payment. Despite a lot failures, paid-for content can be a choice of revenue model for news websites again (Herbert & Thurman, 2007).

## **Trend of digital magazine**

It is evidently clear that people are consuming more and more digital products and content such as music, books, newspapers, magazines and so on, while the consumption of those products as tangible entities is getting less and less. In particular, magazines have been produced more and more in digital edition and the trend is that there will be more digital magazines in the market. As cited in Silva (2011), according to a suggested estimation by Renard (2007) from MediaIDEAS digital magazines in 2022 would take up 30% of the magazine market and 75% of all periodical market in 2032.

As shown in MPA Factbook 2013 of the Association of Magazine Media, the percentage of digital magazine readers grew 84% from mid 2012 to mid 2013. The Factbook also shows that tablet is an emerging and popular platform on which most readers prefer to view digital edition of magazines, and results from various studied summarized in the Factbook reveal that by 2014 half of US adults will own a tablet (Figure 3).

Figure 3: Tablet users penetration in the US



Source: The Association of Magazine Media (2014)

## Readers' motivations

Various studies attempt to understand readers or users' expectations for digital magazines in addition to what they have already had for the traditional counterpart. Ryberg (2010) identifies contemporary values of print magazine from readers point of view, and also their expectations for the digital magazines as well as whether or not they will consume that digital product. The values identified in her study can shed light on why and what motivate people to read print magazine in the first place. Some of the values are reminder, identity building and group affiliation, relaxation and focus, entertainment, education, inspiration, etc. (Ryberg, 2010).

There also are quite a number of studies conducted in order to identify and understand readers' motivations and attitude toward digital contents as well as their paying intent for those contents. Kilian, Hennigs, and Langner (2012) present four motives for media use that are adopted from McQual (1983) and Meyen (2004) (cited in Kilian et al., 2012) -

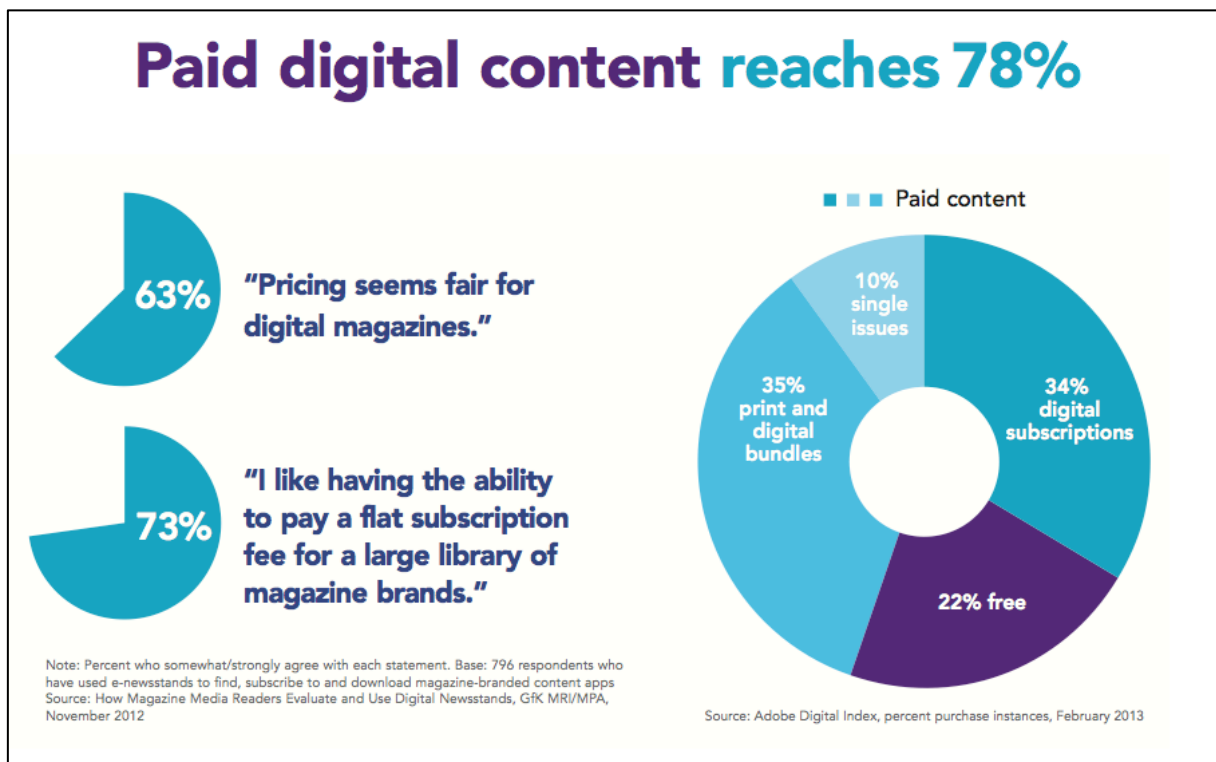
information, integration and social interaction, personal identity, and entertainment. Also, one of the studies summarizes models from various studies regarding readers' motivations for online newspapers as knowledge of current news, search for specific information, search for updated news, leisure-entertainment, and habit (Flavian & Gurrea, 2009).

## Readers' paying intent

Two studies about Internet users' willingness to pay for online news conducted by Chyi (2005, 2012) reveal that users are very reluctant to pay for content online. According to a report by The Neilson Company (2010), online content consumers "maybe" pay for online content, and about three quarters of the participants in the company's survey who already subscribe to offline newspaper, magazine, radio or TV held the opinion that they should not pay to use online content of their subscribed media.

However, in Figure 4 that was extracted from MPA Factbook 2013/2014 shows the increases percentage of paid digital content.

Figure 4: Percentage of paid digital content compared with others



Source: The Association of Magazine Media (2014)



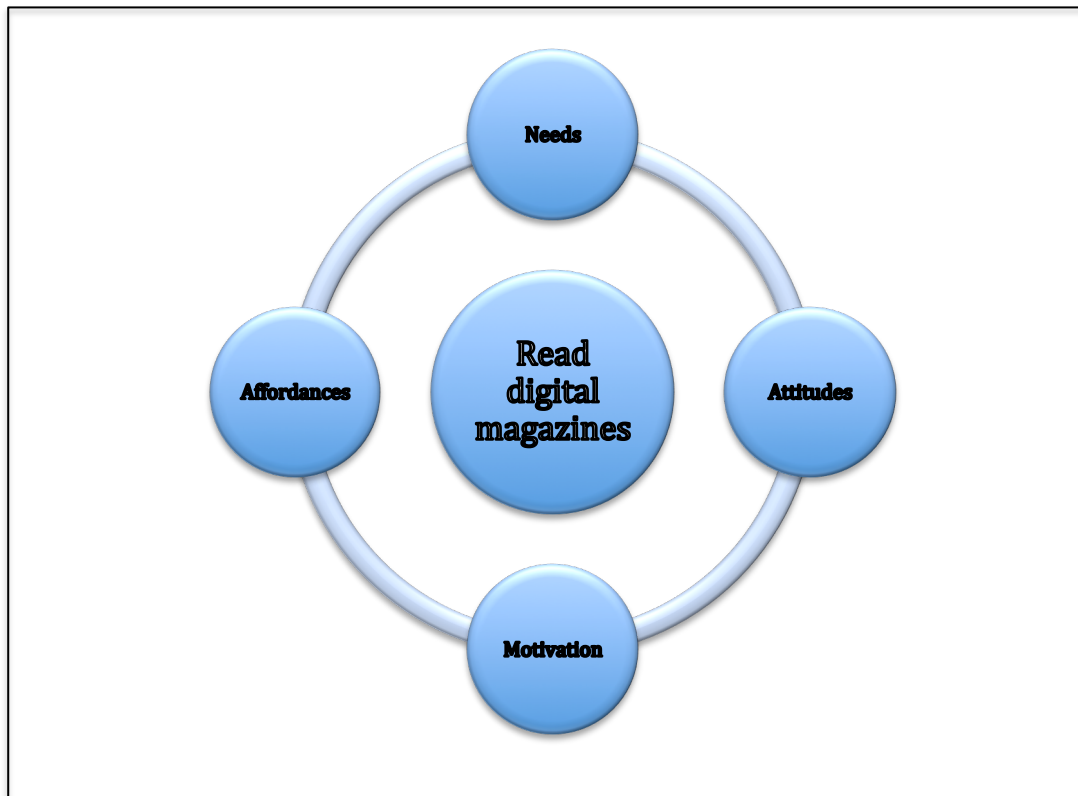
## Chapter 3: Method

*This chapter covers research method used in this study, especially the data collection method and tool. Based on the results and data collected from the previous research in some of which qualitative method was employed, quantitative method - survey questionnaire is used as a tool to collect the data regarding users' experience and attitudes toward the use of digital magazines. Theoretical model of the relationship among variables is demonstrated in figure 3, followed by a detailed description of the research design – sample and data collection process.*

### Theoretical perspective

The purpose of this study is to understand users or readers' motivations and attitudes towards digital magazines. Based on significant insights derived from previous literature, I summarize, in Figure 5, that there are four main factors that affect users' experience and attitude regarding digital magazines. Basically, users have needs and motives that drive them to do something, in this case to read digital magazines. As seen in Figure 2 above, they then have expectations from the medium, which in turn causes users to develop attitudes after the exposure to the medium. Similarly, affordances embedded in the medium also play a role in shaping users' attitudes and enriching or spoiling their experience.

*Figure 5: The four main factors that influence users' reading of digital magazines*



In order to study the relationship among those factors or variables, the quantitative research method was employed in this study. The main question in the study is what are users' attitudes towards digital magazine, and to find out the answer to the question, three sub-questions need to be answered: (1) what motivates people to read online magazines? (2) What are their needs that have been met by digital magazine attributions? (3) Do readers have positive attitude towards reading magazines online on different devices?

In this case, the variables identified in the study are readers' needs and motivations, values and attributions of digital magazines, and readers' attitudes. The intent of the study is not to identify which variable is the cause and which is the effect. As mentioned earlier in chapter 2, users might have needs prior to approaching a certain medium, and it is also possible that some attributions of the medium satisfy the needs that are unknown to the users before using the medium. Therefore, this study attempts to explore the dynamic among those three variables, while simultaneously tries to understand the technical side of the story of uses and gratifications theory.

Consequently, the theory used as a basis of this study is the uses and gratifications theory, which has been used to study why media users choose certain media to meet their needs. Though not explicitly indicated, this theory is believed to be originated from Herta Herzog from her two studies about how and why people listened to radio (1940) and soap opera (1944) (Baran & Davis, 2011). This theory indicates that mass media audiences are not always passive, but active enough to seek and use media that satisfy their needs as well as give them gratifications (Sundar & Limperos, 2013).

## **Research design: data collection tool and sample**

In this study was employed the most popular tool in quantitative method – survey questionnaire – with the purpose to find out and understand the motives behind the use of digital magazine and also users’ common expectations from the usage. To ease the process of the questionnaire design, the operational definition of digital magazine, attitude, and motivation were set out as:

- Digital magazine: “A periodical publication [weekly, monthly, quarterly] containing articles and illustrations, often on particular subject or aimed at particular readership” (“Oxford Dictionaries,” n.d.) presented only in digital formats that can be read on various platforms such as on computer web browsers and applications, and on mobile device web browsers and applications. A digital magazine can be produced with countless features that allow for users interaction with it including zooming in or out of text and picture, clicking on links to other sites, playing videos, just to name a few.
- Attitude: “as the individuals’ belief that a product, service or concept is a good idea.” Attitude has an effect on behavior and final decisions of users (Vijayasarathy, 2004).
- Motivation: Reason(s) for acting or behaving in a particular way (“Oxford Dictionaries,” n.d.). Internet motivation gratifications are relaxation, companionship, habit, pass time, entertainment, social interaction, information/surveillance, arousal and escape (Lin, 1999).

### **Questionnaire design**

Prior to the design of the survey questionnaire, I reviewed various literatures on similar topic, and adapted some of the questions used in the previous studies (Gordon, 2010; Texterity Incorporated, 2009; The Association of Magazine Media, 2013) into the questionnaire of this

study. There are in total 23 items in the questionnaire that is divided into four separated parts: (1) Age group, experience of Internet use in time, and whether or not the respondent has read a digital magazine within the last six months, (2) For those who read print magazine, (3) For those who read digital magazine, and (4) Paying for digital magazine and paying intent. The questionnaire can be found in the appendices of this report.

I divided the questionnaire into these four parts in order to avoid respondent bias and to obtain as many necessary data as possible. In cases that respondent had not read a digital magazine in the last six months, they would be then led to section (2) and the questionnaire would end there. Similarly, those who had answered, “yes” to having read digital magazine, they would be brought to section (3) and continued to section (4). And for those who had not read any kind of magazine at all, they would not need to answer further questions.

Once the first draft of the questionnaire was designed, I piloted it with some of my friends and classmates who fell into the category of my target respondents, which will be described in detail later. After that I studied their responses and also asked them for feedback and their impression on the whole questionnaire as well as on some specific questions. Based on their insightful and constructive comments, I modified the questionnaire and finalized it into a response-friendly questionnaire that optimized the filling-in time.

## **Sample**

I allocated six-week time for data collection. The target group for this study is university students who are in their twenties. The study was conducted in Stockholm, Sweden with the respondents from two universities in the city – Stockholm University and KTH, Royal Institute of Technology – the majority of whom were from the latter. The total respondents were 103.

The target respondents were chosen based on one criterion; they must be undergraduate and graduate students in Stockholm, Sweden, which was also partially due to convenient reason. Though some of the respondents were international students coming to pursue their studies in Sweden, the majority of them were Swedish, which can more or less reflect their true attitudes and behavior with regards to digital magazine reading. Despite having a small portion of non-local respondents in the survey, their responses were credible due to the fact that they have had comparable experience of the Internet usage with Swedish students, and they are also a

generation Y group of people residing for more than a year in the high-tech country.

This target group is considered to be ideal for this study because the group is the generation Y who were growing up during the rise of the Internet and digitization. Generation Y people are believed to have a great deal of exposure to the two entities, especially people in Sweden who are the early adopters of the Internet usage and other technologies. The same generation group of people who were born in other countries – the under-developed ones – might have never read magazine in digital format with the limited access to computers and the Internet.

### **Data collection process**

The survey questionnaire designed in Google form was first sent out via email to several groups of students at KTH, Royal Institute of Technology taking different majors and courses, which amount to approximately 160 students. After one week of the first email, I sent a follow-up email to encourage them to fill in the questionnaire. The second step was that I posted a link to the survey on a few major groups of KTH students on Facebook. This was not as effective as the email since most of the members in those group tended to ignore all the posts that were not relevant to them or had no benefit for them. My last step was to go to the fields, Stockholm University and KTH, and ask students one by one to fill in the questionnaire. It was the most effective strategy though it was a time consuming process. After three weeks of data collecting, I managed to have 103 valid responses.

With the convenience of Google form, response from every filled-in questionnaire was recorded automatically into the Google spreadsheet, and once the required data had been collected, the result presented in graphs and charts could be shown and was ready to be analyzed.

## Chapter 4: Results

*This chapter begins with a brief description of some characteristics of the target respondents in the study. It is also presented in three sections, the first of which is about the result relevant to the reading experience of digital magazine (question 11 – 19 in the questionnaire). Second, I demonstrate the result regarding readers' payment for digital magazine and their intention to pay if some of them never paid for one before (question 20-23). The third section is about those who only read print magazine and the answers to the question whether or not they would read digital magazine in the future are also summarized there (question 5-10).*

After collecting the data from the target respondents who were university students in Stockholm University and KTH, Royal Institute of Technology, I found that about 87% (n=103) of the respondents were in their twenties. Also, 60% of them had used the Internet for more than 10 years, and 36% between 5 to 10 years. When asked whether they had read digital magazines in the last six months, 50 responded yes, while the other 53 never had among which 35 had read print magazines.

### Digital magazine: reading experience (Questions: 11-19)

The questionnaire proceeded to ask respondents, who had answered yes to having read digital magazines in the last six months, questions about their reading experience with digital magazine. As Table 2 shows, the majority of digital magazine readers read it quite as frequently as everyday and a few times a week. Of all the digital magazine readers, 58% (n=50) preferred to read or view digital magazine online, followed by 14% to download magazine to a computer and 26% to view it on an app.

*Table 2: How often do you read digital magazine?*

	Frequency	Percent
Everyday	11	22
A few times a week	15	30
Every other week	5	10
A few times a month	8	16
Rarely	11	22

At the time of the survey, the most used platform for digital magazine viewing was on browser on computer, followed by browser and app on mobile phone (Table 3). The viewing

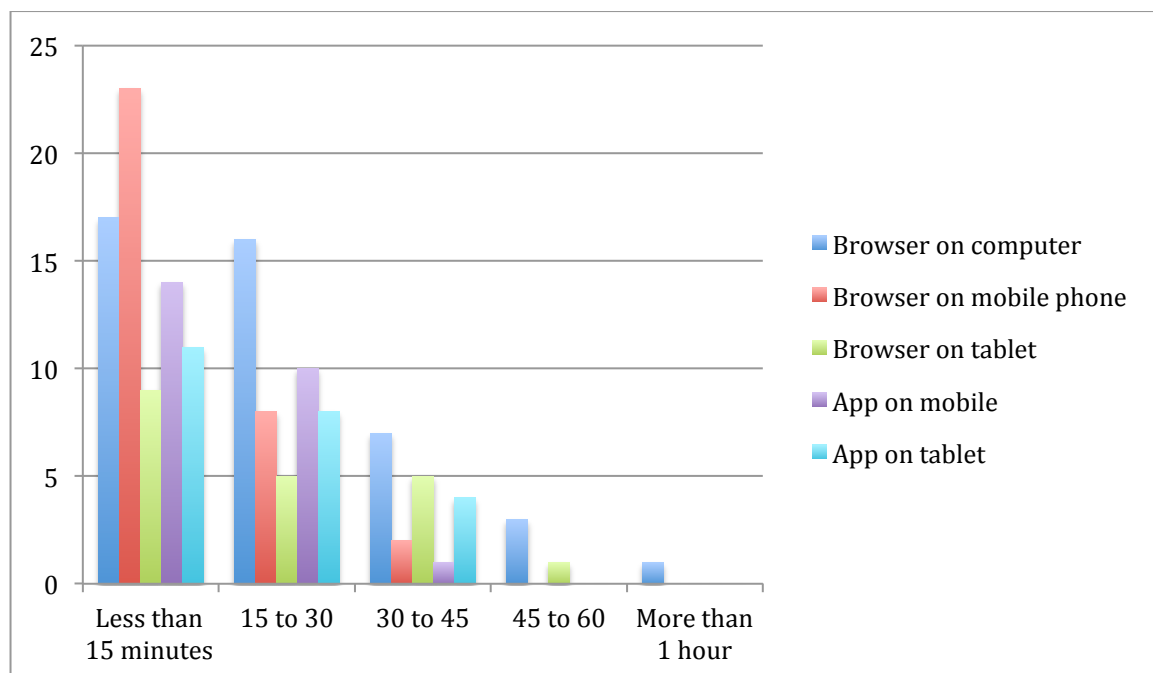
on tablet was still considerably low both on browser and on app.

*Table 3: How often do you read digital magazine on different platforms? (Values shown in percent)*

	Everyday	A few times a week	Every other week	A few times a month	Rarely	Never
Browser on computer	18	10	8	30	26	8
Browser on mobile phone	12	16	8	6	27	32
Browser on tablet	2	4	6	14	20	54
App on mobile phone	10	12	6	6	26	40
App on tablet	2	8	8	16	18	48

Figure 6 shows how much time digital magazine reader spent reading the magazine at a time on different platforms. Consistently with the data on Table 3, the graph shows that readers usually read digital magazine on computer, and on which most of them spent less than 15 minutes to read the magazine at a time. Reading digital magazine on mobile phone was the most popular for reading the magazine in a short time span. Result shows that readers tended to spend from less than 15 minutes to 30 minutes to read digital magazine on app on mobile phone. Interestingly, readers never read digital magazines on their mobile phone for longer than 45 minutes, while a few of them spent more than an hour to read magazines on computer.

*Figure 6: How long do you spend reading digital magazine at a time?*



Motivations and needs for reading digital magazine are shown in Figure 7. A few noticeable needs and motivations were for more knowledge, entertainment, habit, and cheaper price than print magazines. There were also other attributions of digital magazine that made readers go for it – ease of reading, convenience of search and portability. The answers that fell into “other” category were the availability and wider accessibility of digital magazines.

Figure 7: What make you read digital magazine?

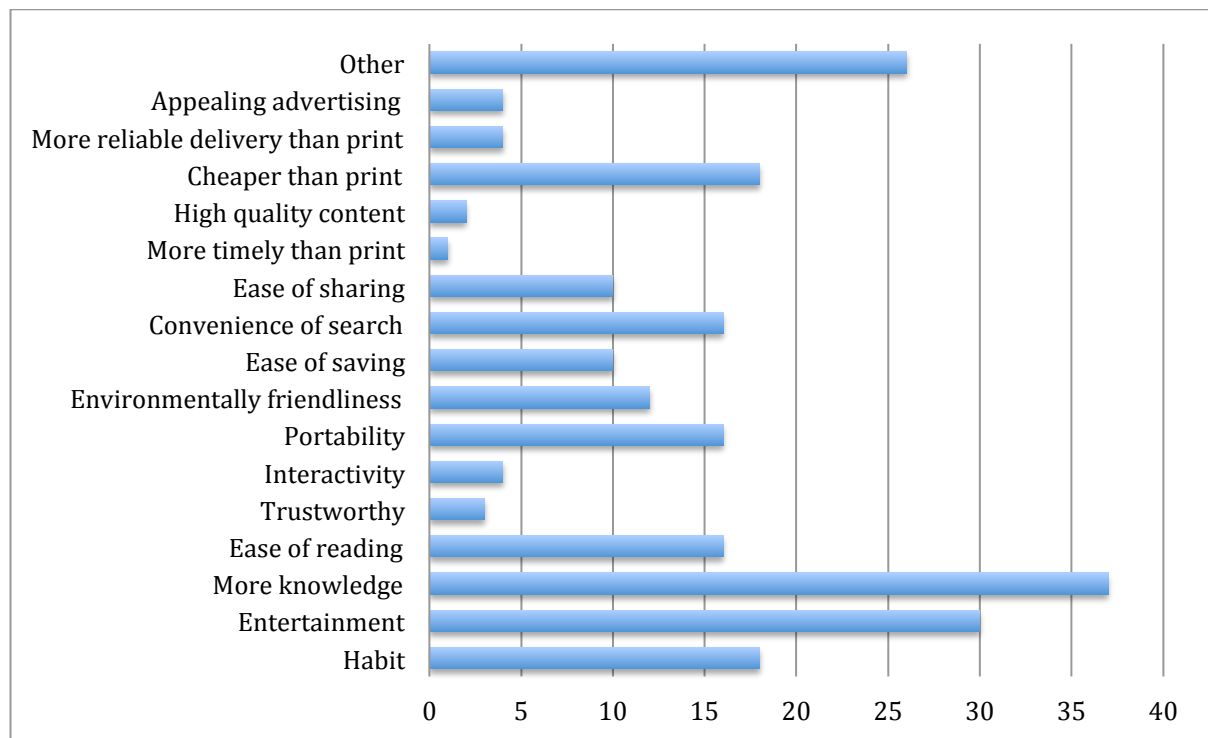
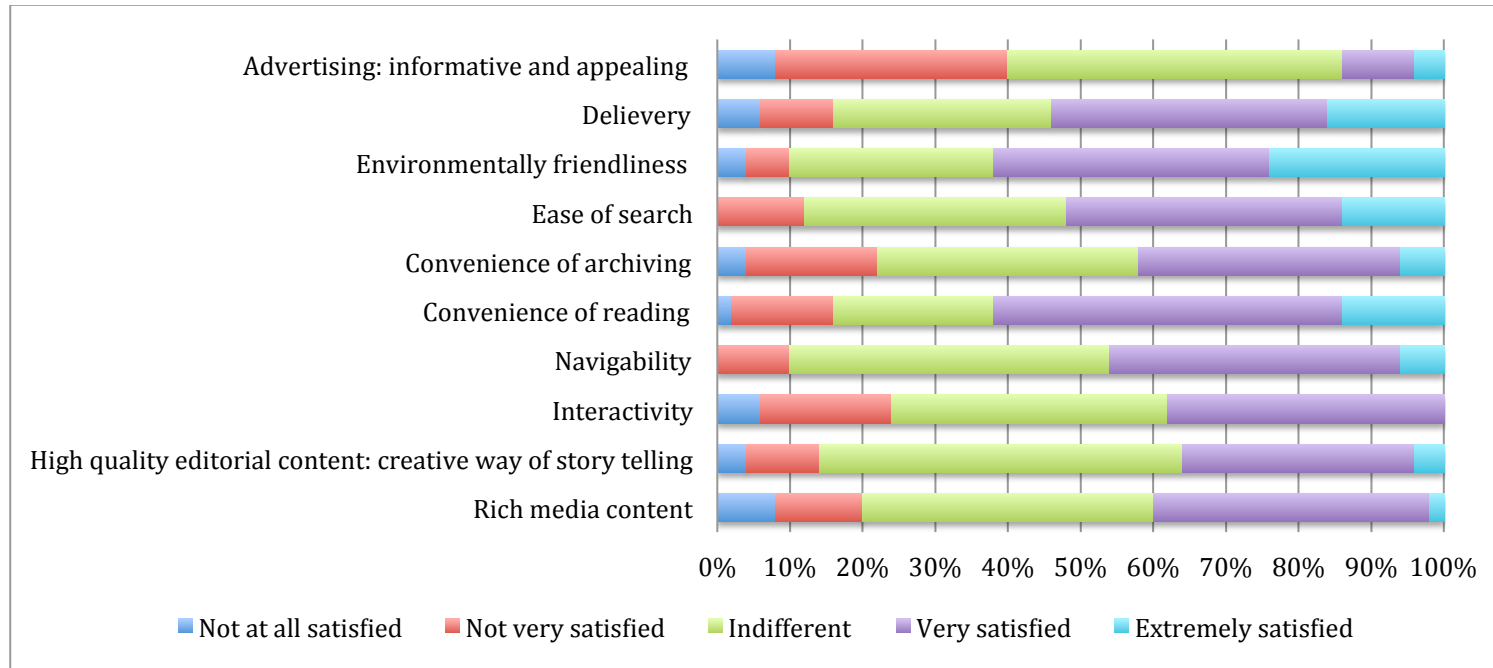


Figure 8 shows the result of the question about readers’ satisfaction for different features of digital magazines. The data indicates that digital magazine readers had the tendency towards positive satisfaction except for the advertising feature. About half of the respondents felt neutral about all the attributions listed in the answer of the question: “To what extent are you satisfied the various features of digital magazines?” Two distinct features of digital magazine with which readers satisfied the most were the convenience of reading and the environmentally-friendliness.

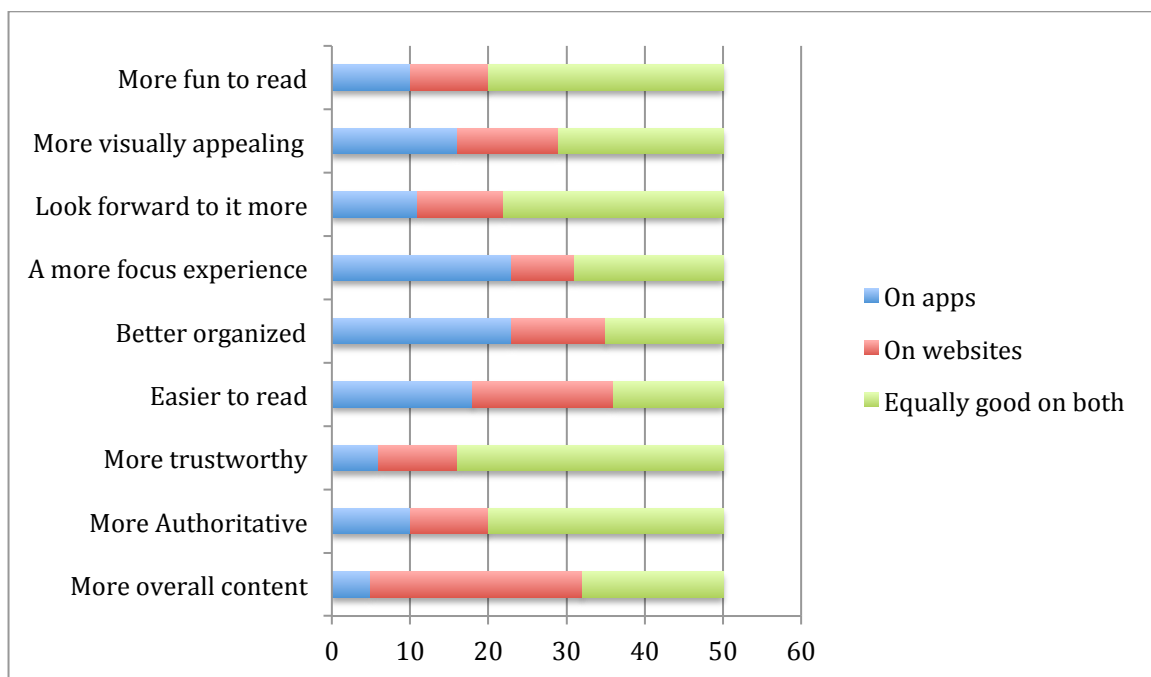


Figure 8: To what extent are you satisfied with various features of digital magazines?



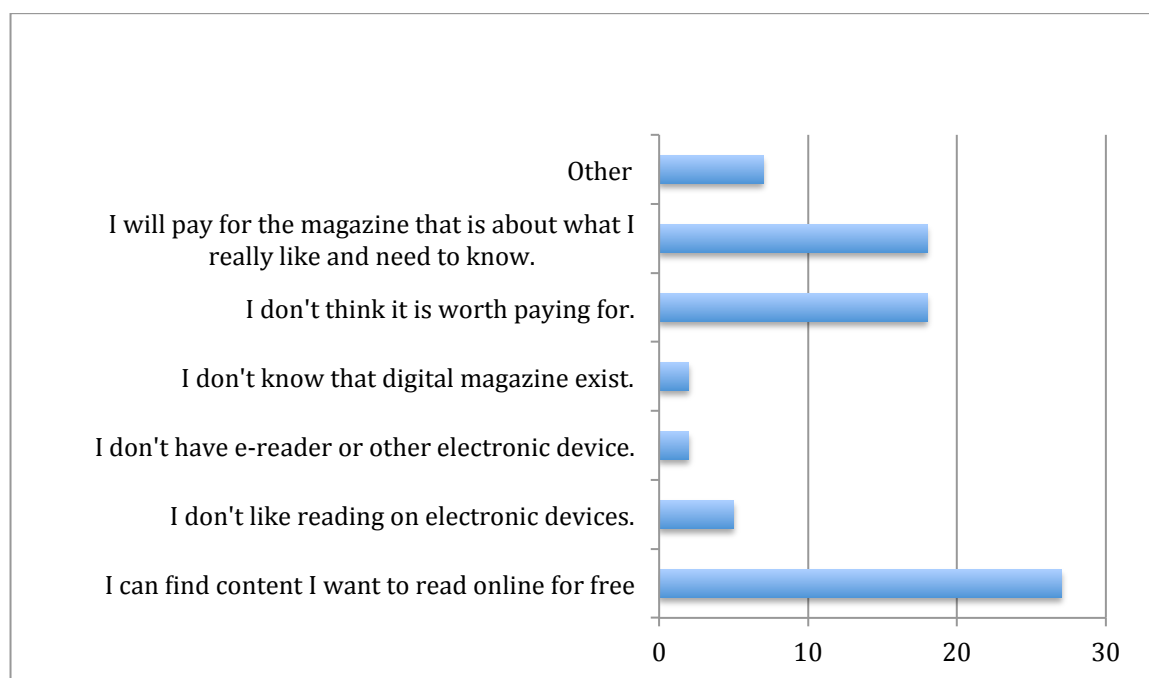
When asked to compare reading experience of digital magazine on an app with the experience on websites, the majority of the respondents thought that the most of the experiences were equally good on both platforms, especially regarding the trustworthiness, and the authority of the content of the magazine (Figure 9). Also, about 45% of the respondents thought that digital magazine on apps had better-organized content and provided them with better focus experience.

*Figure 9: Comparison of digital magazine reading experience on an app with that on websites: which platform provides better experience*



## Paying for digital magazine and intent (Questions: 20-23)

After answering questions about the motivations and experience of reading digital magazines, respondents then proceeded to the section about payment. Among the 50 respondents who have read digital magazine, only 13 of them have paid and/or subscribed to digital magazine. Result shows that, most of the respondents paying for a single article followed by a single copy, only a few subscribe to a magazine monthly and annually. The 37 respondents who never pay for digital magazine, only 9 of them said they intend to pay for one in the future. Figure 10 shows some of the reasons that made them have not yet paid for digital magazines. Some “other” answers were relevant to technical problems with the app, and some said they shouldn’t pay since those magazines earned money from advertising. They also responded that they would pay for digital magazines if they provided better quality than what they could find for free on the Internet.

*Figure 10: What can be the reason that makes you haven't yet paid for digital magazines?*

## Reading print only (Questions: 5-10)

Among the 103 respondents, 35 had read print magazine in the last six months. Table 4 shows reasons and motivations for reading print magazine. As can be seen, the reason they read magazines was because of their interest on particular topics, entertainment and relaxation.

*Table 4: What make you read print magazine?*

	Frequency	Percent
Easy to read (whenever, wherever like in the bath tub, while cooking, and such)	14	14
Relaxation	15	15
Focus	2	2
Entertainment	19	20
Education	15	15
Interest about a particular topic (e.g.: business, travel, home, food, etc.)	24	25
Habit	5	5
Portability	1	1
Appealing advertising	0	0
Other	2	2

When asked whether or not they would read digital magazine in the future, about half of them would consider reading one. Some of the reasons were about convenience of accessibility, saving paper and protecting the environment. However, the reasons from those who answered

“no” were quite consistent when they did not find reading on screen favorable, and also because of the fact that they could find virtually anything they wanted to read on the Internet.

## Chapter 5: Analysis and Discussion

*In this chapter, I draw a relationship model of the three sub-research questions proposed in this study followed by the analysis and discussion on the findings. Implications for the strategies of digital magazine publishers are drawn.*

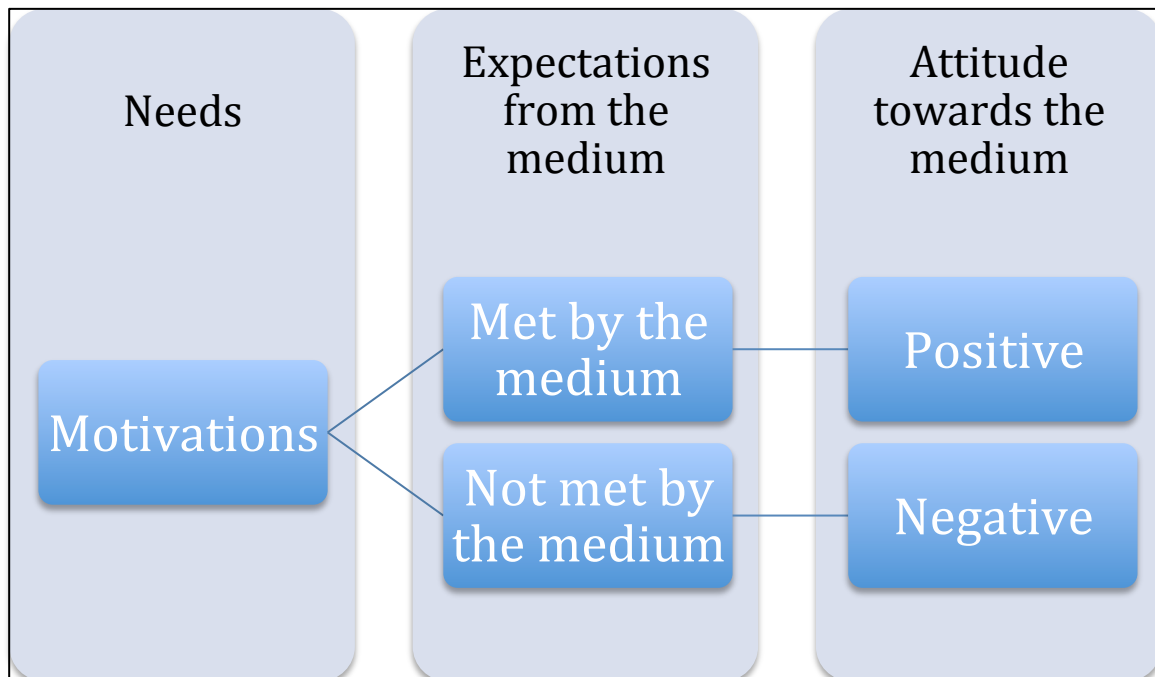
The aim of this thesis project seeks to answer the question, “what are readers’ attitudes towards digital magazines?” I found that digital magazine readers have moderately positive attitude to digital magazines, especially regarding a few features such as interactivity, convenience of reading, ease of search, environmentally-friendliness and reliable delivery. Yet, most of the readers did not show their intent to pay for the magazines, because they still can find free content available on the Internet. Also, print magazine readers did not express keen desire to read digital magazine in the future. The detailed analysis of the results is described as follows.

First of all, I would like to point out the relationship among the three sub-research questions in this study. The questions asked are:

1. What motivates people to read digital magazines?
2. What are the attributions of digital magazine that have met readers’ needs?
3. Do readers have positive attitude towards reading magazines in digital format on different devices?

Based on the theory described in Chapter 2, the underlying assumption from these research questions is that being active users readers have needs that drive and motivate them to approach digital magazines. They more or less have some expectations from this kind of medium, which then leads to the second research question. Consequently, the extent to which the magazine features have satisfied the users’ needs is looked into from the users’ reading experience of digital magazines. Whilst, the degree of how much expectations have been met by the magazines is believed to influence readers’ attitude towards the medium. The relationship of the questions can be summarized in Figure 11 below.

*Figure 11: A relationship model of readers' needs and attitude towards media*



## Readers' motivations

The result shows in Figure 7 that the major motivations for people to read digital magazine are:

- More knowledge
- Entertainment
- Habit
- Low price

Obviously, the motivation to have more knowledge leads to information seeking, the activity by which users carry out possibly prior to accessing digital magazines or while reading them. This makes sense because on the one hand users most frequent activity on the Internet is information searching, which is also their gratification (Papacharissi & Rubin, 2000), and on the other hand the content of some digital magazines happen to be available on the Internet. It is also possible that users read digital magazines because they have interest on particular topics and would like to expand their knowledge about them.

Moreover, the result shows “entertainment” as the second most popular motivation for reading digital magazines. This is intuitive because magazines in either print or digital serve the need for entertainment. It can be assumed that users read digital magazines to feel relieved

from stress and relaxed. In other words, “entertainment” is the gratification sought by the readers; however, this study does not have the capacity to find out whether or not this gratification is obtained. Interestingly, the result found in a study by Flavian and Gurra (2009) shows the negative relationship between the reading motivation “entertainment” and readers’ attitudes towards digital newspapers. The reason why “entertainment” has negative influence on readers’ attitude can be due to readers’ high expectation from the medium. They hope that reading digital newspapers would give them the pleasure, but when they do not find the reading experience joyful, they start to resent the medium. Yet, this assumption needs to be confirmed in future studies.

## **Readers’ satisfaction**

The result regarding readers’ satisfaction with digital magazine features does not show much distinction between two levels of satisfaction: indifferent and very satisfied. But most of the respondents showed high satisfaction on interactivity, convenience of reading, ease of search, environmentally friendliness and reliable delivery of digital magazines. About the same portions of respondents are indifferent and satisfied with most of the features, except for “advertising” and “the convenience of reading.” Approximately 70% of the respondents showed their slight dissatisfaction and indifferent feeling towards advertising on digital magazines. This finding is contradict to the finding by Gordon (2009) who found that readers somewhat valued advertising on the magazines. Whilst, about 65% of the respondents showed high satisfaction for the “convenience of reading.”

However, it is still unclear about how readers perceive the convenience of reading and what factors they based their perception on. Some of the possibilities would be quick access, portability – carrying a dozen magazines in one device that does not take physical space or have any weight, and so on.

The finding about the above satisfactions agrees with the result found in the study conducted by Texterity Incorporated (2009) about the profile of the digital edition reader, which showed three big reasons for reading digital: environmentally friendly, ease to save and ability to search. Also, a study by Mai and Kuo (2012) titled “Research on the Usability of Digital Magazine Applications” shows that users were in favor of the applications that incorporate some degree of interactivity with simple functions and website-like design. However, they

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still found it more favorable to browse through digital magazine on bigger screen such as computer monitor.

Judging from the result it suffices to conclude that digital magazine readers have a tendency towards a positive satisfaction for the medium even though the level of satisfaction is not so high yet.

## **Readers' preference and behavior**

About 60% of digital magazines readers prefer to read it online mostly on computers. But from this study it is impossible to know what justifies this behavior. What I understand is that people consume print and digital magazines differently for different purposes (Ryberg, 2010; The Association of Magazine Media, 2013). It can be more convenient for them to read digital magazines on computer. For example, when people are at work and they want to take a short break, they might quickly go through one or two articles from their favorite magazines from their work computers. Also, readers still enjoy their experience reading on bigger screen such as computer monitor, which allows for wider navigability and more interaction with the magazines on websites.

It is also found that at least 50% of the respondents read digital magazines a few times a week. It would be interesting if we know the context or the condition under which the activity is carried out.

A majority of readers most frequently read digital magazine on browser on computer, followed by browser and app on mobile phone. This finding is consistent with the result regarding readers' preference on digital magazine viewing platform. Though they read the magazines most frequently on computer, the frequency of them doing it on mobile phone is considerably high. In general, users are to a certain extent more attached to their mobile phone rather than their personal computer. Hence, aside from using computers, they are more likely to spend their time on mobile phone. Thus if digital magazine apps are able to offer similar reading experience as that on websites, more time could be spared from other activities done on mobile phone and spent on reading digital magazines instead.

Another interesting finding from this study is that most of the readers who usually read digital



magazine on computer and mobile phone spent only less than 15 minutes to read the magazine at a time. Design magazine interface either on app or website that can be meaningfully consumed within this short time span, and also possibly provide features which allow users to save and read in-depth or more details later at their convenience.

## **Payment**

The result shows that very few digital magazine readers have actually paid for the magazines, and if they do pay, it is less than 10 Swedish Krona either for a single article or a copy. Understandably, those who never paid for the magazines claimed that they were still able to find similar content as that on digital magazines for free on the Internet; and they would consider paying if the quality on the magazine is better than what they could find elsewhere online. It can be very challenging to convince and encourage readers to pay for digital magazines despite a lot of effort invested in content production, web design, and app development.

## **Print magazine readers**

The readers read print magazines to pursue their interests on particular topics, seek entertainment, relaxation and education. These motivations are almost identical with those of digital magazine readers. Nonetheless, I believe that the consumption behaviors of these two groups of magazine readers are different. Unfortunately, their behavioral pattern of magazine consumption was not looked into in this study. Also, the result from this study shows that half of the print readers would not read digital magazines in the future, which agrees with the finding from a previous study by Ryberg (2010).

## **Summary and implication**

After the analysis of the result shown in the data from this thesis project, I found that readers of digital magazines have slightly positive attitude towards the medium in general, specially regarding such features as interactivity, convenience of reading, ease of search, and the environmentally-friendliness of the magazines. And I also found that what drive readers to read digital magazines are their attempt to broaden knowledge, seeking entertainment, habit, and the low and/or zero price of those digital magazines.

Consequently, I have drawn some implications that can be useful for publishers of digital magazines. First of all, understanding drives that motivate readers to read digital magazines is the very important first step towards designing a strategy and a magazine that are more likely to be sustainably successful in the future. Needs vary from one group of readers to another, which is possibly influenced by both internal factors like personal preference and external factors such as geographical area, living context, culture and so on. Some people are living in a condition that is quite encouraging for them to read and have easy access to digital magazines, while some are not, especially for those who have limited access to the Internet, not to mention electronic devices. This is just one among other issues to consider before investing on this digital magazine product.

Second, never underestimate readers or users' expectation from the product because once they are disappointed, it is very difficult to raise their expectation and gain their trust again. One of the most popular saying in business goes "it costs five times more to get a new client than to keep an existing one." It gives more profit and advantage for companies that can manage to sustain their users and customers than losing one. Thus in whatever way it is crucial for content providers to offer readers values that satisfy their needs and expectations as many as possible. In the following paragraphs I propose some recommendations for digital magazine publishers that can be used and adapted into their strategy as they create their digital products for readers.

### **Applications of the findings**

In Figure 12 below, I summarize some recommendations for digital magazine publishers based on the findings from data of the study. As four main motivations for digital magazine reading are knowledge, entertainment, habit and low price, I suggest some ways by which the publishers can offer these four motivational values with their products. In addition, to those values, readers' preference in consuming digital magazines in a short time span is worth putting into consideration as well when designing the content. A detailed description of the recommendation can be found after the figure.

*Figure 12: Recommendations based on the findings from the study for digital magazine publishers*

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Tips and guidance</li> <li>• Useful educational content</li> </ul>
<b>Entertainment</b>	<ul style="list-style-type: none"> <li>• Interactive interface/ads, intuitive navigation</li> <li>• Games, multi-media content</li> </ul>
<b>Habit</b>	<ul style="list-style-type: none"> <li>• Creative storytelling through series of articles in separate volumes</li> <li>• Gentle reminder</li> </ul>
<b>Low price</b>	<ul style="list-style-type: none"> <li>• Free access after registration</li> <li>• Gather valuable information for advertisers</li> </ul>
<b>Short time use</b>	<ul style="list-style-type: none"> <li>• Design interface and produce content that can be meaningfully consumed in short time span</li> </ul>

As seen earlier, the main motivation for reading digital edition of magazines is to broaden knowledge. Readers expect to learn and gain something from reading the content. One way to offer the value is to provide educational content that helps broaden readers' knowledge relevant to particular fields or topics or the theme of the magazine itself. For example, in a magazine with street magic as the theme, it would be a good idea to spare a section that gives tips and guidance to become a successful or popular street magician for readers. So the publisher could build a hook to draw readers by offering series of articles on the street magic tips that readers can follow from one issue to another. In short, by all means publishers should explore new ways of storytelling in an educational manner in their magazines.

The second most stated motivation for reading digital magazines is seeking entertainment. Magazines need to have entertainment value for readers, which is not something new. Readers will keep returning to reading a magazine if they have a good time reading it. Entertainment can be offered in many ways: (1) via interactive interface with cool design and hidden features that may surprise readers and smoother (2) simple and intuitive navigation process, (3) via some kinds of games that can be pure entertainment and/or educational possibly related to the content in the magazine, (4) via creative and interactive advertising in

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form of (5) shopping pages with try-on and color-changing features and such, (6) and via various types of content formats like video, photo slideshow, flash and 3D animation, etc.

The third drive is habit that is a very important drive that keeps readers on reading digital magazines possibly on a daily basis. “Surveillance and escapism gratifications are predictors of news consumption behavior, but habit is the most powerful force” (Diddi & LaRose, 2006). Publishers should develop a feature that helps readers build reading habit, but this task can be very challenging. One possibility, which is also related to the recommendation about the broadening knowledge value, is to connect the storytelling with series of related articles, and also provide readers with a gentle reminder every day or every weekend depending on readers’ preference by showing a pop up of a short headline or title of an article in the magazine.

In addition, more or less readers still value the low or zero price of digital magazines. My recommendation is stick to offering low price or free digital magazines while gather and obtain as much information from readers and users as possible through registration process before granting them the full access. On the one hand, by doing so publishers can draw more traffic to the digital edition of a magazine, and on the other hand the information and data gathered from readers can be very valuable to attract potential advertisers who are the main source of revenue. Also, in the mean time digital magazine publishers should focus on content development, improvement and innovation, and step by step prove to readers that the quality and effort of producing content in the magazines are worth some price that can be introduced to them later in the near future.

Last but not least, since the result shows that most readers preferred to view digital magazine on their mobile phone for a short period of time – less than 15 minutes, it would be advantageous for the magazine publishers to design interface and produce content that can be meaningfully consume in that short period of time.

### **Business model adaptation**

Based on the study by Fetscherin & Knolmayer (2004), the authors stressed on three main components of business model for the content delivery companies: the product, the revenue, and the price. Thus, drawn from the findings and the analysis of the study, suggestions for the more viable business model based on the three components are summarized in Table 5 below.

*Table 5: Application of the findings on business model of digital magazines*

The product	<ul style="list-style-type: none"> <li>- Embed with the magazine the four values relevant to readers' motivations</li> <li>- Improve the magazine attributes that have satisfied the readers so far, including interactivity, navigability, accessibility, etc.</li> </ul>
The revenue	<ul style="list-style-type: none"> <li>- Stick to advertising as a major source for the time being</li> </ul>
The price	<ul style="list-style-type: none"> <li>- Offer the product for free after registration or other process that helps gather some information about readers, which can be valuable to advertisers</li> </ul>

## Chapter 6: Limitations and future research

*The chapter covers limitations of this thesis project and suggestions for future work relevant to the topic. Some of the limitations are small group of sample, not so exhaustive answer choices in the questionnaire items, and narrow focus. My suggestions for future research are to conduct the same study with larger sample, broaden the scope, and investigate readers' behavior through qualitative studies.*

### Limitations

The main objective of this thesis project is to contribute to the existing literature regarding relevant topic being studied and to understand motivations and attitudes of readers of digital magazines. The result of the study proves that the objective has been reached followed by the proposed suggestions and recommendations for digital magazine publishers. However, every single research study is prone to have limitations, and so is mine.

One of the limitations of this thesis project is that it was conducted with a relatively small group of sample due to resource, time and setting constraints, and the result drawn from the sample may not reflect real attitude of the general population as well as other digital magazine readers.

In addition, there are also some flaws in the questionnaire design. Questions and choices provided in the questionnaire might not have been exhaustive, which might have limited respondents' view and expression on particular items.

Another major limitation in the study is that it only covered a small scope of the topic from one angle in order to identify and understand readers' attitudes towards digital magazine without investigating readers' behaviors and the conditions or context in which readers consume the medium.

### Future research

Drawing from the successful completion and limitations of my thesis project, I would suggest some worth-studying and interesting scopes and angles for future research as follows:

1. Building upon the result from this study would be one of the options by extending

the same topic on a larger group of sample that can better represent a particular population in a certain geographical area and that are of diverse backgrounds.

2. Investigating another angle of the topic such as readers' behavior of their consumption of digital magazine is another option by conducting a qualitative study with interview and observation as data collection tools so as to better understand readers and to confirm whether or not their behaviors reflect their attitudes.
3. Conducting more usability tests of the digital magazine, which will definitely provide useful and informative results on what users like and don't like with the product, while at the same time researchers can observe users action as users are reading the magazine.

## **Conclusion**

The result of the study of this thesis project has answered the three sub-questions as well as the main research question as follows:

What are readers' attitudes towards digital magazines?

Overall, readers have slightly positive attitude towards digital magazines.

What motivates people to read digital magazines?

The four main motivations of readers for reading digital magazine are: more knowledge, entertainment, habit and low price.

What are the attributions of digital magazines that have met readers' needs?

Interactivity, convenience of reading, ease of search, environmentally-friendliness and reliable delivery are the most satisfying attributions of digital magazines for the readers.

In short, digital magazine readers have a slightly positive attitude towards digital magazines, and yet most of them have not paid for the magazine. So the publishers should stick to offering free content or at cost, until they manage to offer readers with better quality content than what they can find for free online then it would be time readers pay for what they read. By providing readers with values that meet their motivations for and expectations of the medium, their satisfaction can be quickly raised.

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# Appendices

## Appendix 1: Questionnaire

### Digital magazine - Users' experience and attitude

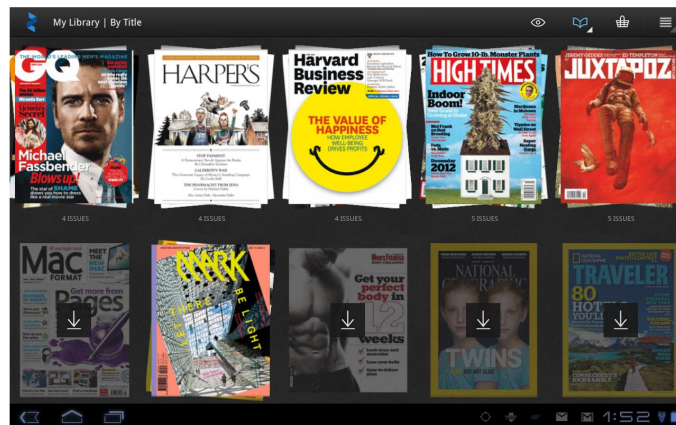
My name is Cheatana Rithy. I am currently doing master thesis at KTH Royal Institute of Technology about users' experience with the use of digital magazine. Digital magazine in this sense refers to the distribution of a magazine content by electronic means; it may be a replica of the printable version or a non-replica (Audit Bureau of Circulations, 2011).

The questionnaire would take less than 5 minutes.

I do appreciate your time and honesty, and your identity is totally anonymous.

Thank you very much.

\* Required



1. Please choose your age group. \*

Mark only one oval.

- 15 to 19
- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 or older

2. How long have you been using the internet? \*

Mark only one oval.

- Less than 2 years
- 2 to 5 years
- 5 to 10 years
- More than 10 years

3. **Have you read digital magazine in the last six months? \***

*Mark only one oval.*

- Yes    *Skip to question 11.*  
 No    *Skip to question 4.*

### Read print magazine

4. **Have you read print magazine in the last six months? \***

*Mark only one oval.*

- Yes  
 No    *Stop filling out this form.*

### About print magazine

5. **How often do you read print magazine? \***

*Mark only one oval.*

- Everyday  
 A few times a week  
 Every other week  
 A few times a month  
 Rarely (less than once a month)

6. **How long do you spend reading the magazine at a time? \***

*Mark only one oval.*

- Less than 15 minutes  
 15 to 30 minutes  
 30 to 45 minutes  
 45 to 60 minutes  
 More than 1 hour

**7. What make you read print magazine? \***

(Check those that apply)

*Check all that apply.*

- Easy to read (whenever, wherever like in the bath tub, while cooking, and such)
- Relaxation
- Focus
- Entertainment
- Education
- Interest about a particular topic (eg: business, travel, home, food, etc.)
- Habit
- Portability
- Appealing advertising
- Other: .....

**8. Will you read digital magazine in the future? \***

*Mark only one oval.*

- Yes
- No

**9. Please provide reason for your above answer. \***

.....

**10. Submit form \***

*Mark only one oval.*

- Yes     *Stop filling out this form.*

**Read digital magazine****11. How often do you read digital magazine? \***

*Mark only one oval.*

- Everyday
- A few times a week
- Every other week
- A few times a month
- Rarely (less than once a month)

12. How do you prefer to view your digital magazine? \*

Mark only one oval.

- Online
- Download to a computer
- On an app
- Other: .....

13. On which platform or device do you read digital magazine? \*

(Check those that apply)

Check all that apply.

- Browser on computer (Safari, Google Chrome, Internet Explorer, etc.)
- Browser on mobile phone
- Browser on tablet
- Magazine app on mobile phone
- Magazine app on tablet

14. How often do you read digital magazine on different platforms? \*

Mark only one oval per row.

	Everyday	A few times a week	Every other week	A few times a month	Rarely	Never
Browser on computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browser on mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browser on tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App on mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App on tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How long do you spend reading digital magazine at a time? \*

(NA = Not applicable)

Mark only one oval per row.

	Less than 15 minutes	15 to 30 minutes	30 to 45 minutes	45 to 60 minutes	More than 1 hour	NA
Browser on computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browser on mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browser on tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App on mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
App on tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. What make you read digital magazine? \***

(Check those that apply)

*Check all that apply.*

- Habit
- Entertainment
- More knowledge
- Ease of reading
- Trustworthy
- Interactivity
- Portability
- Environmentally friendliness
- Ease of saving
- Convenience of search
- Ease of sharing
- More timely than print
- High quality content (graphic, video, audio, animation, etc.)
- Cheaper than print
- More reliable delivery than print
- Appealing advertising
- Other: .....

**17. To what extent are you satisfied with various features of digital magazines listed below? \***

*Mark only one oval per row.*

	Not at all satisfied	Not very satisfied	Indifferent	Very satisfied	Extremely satisfied
Rich media content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality editorial content: creative way of storytelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Navigability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of archiving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmentally friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising: informative and appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**18. How would you compare your experience reading a digital magazine on an app with your experience reading on websites of similar content? \***

(For each of the following attributes, check which reading experience it better describes)

Mark only one oval per row.

	On apps	On websites	Equally good on both
Has more overall content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More authoritative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easier to read	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A more focus experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look forward to it more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More visually appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More fun to read	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**19. Have you paid for and/or subscribed to any digital magazine? \***

Mark only one oval.

- Yes Skip to question 20.
- No Skip to question 22.

**Paying for Digital magazine**

**20. How much do you spend for your digital magazine? \***

Mark only one oval per row.

	Nothing or Less than 10 sek (1US\$)	10 to 30 sek (1- 3US\$)	31 to 50 sek (3- 5US\$)	51 to 80 sek (5- 8US\$)	81 to 100 sek (8- 10US\$)	101 to 200 sek (10- 20US\$)	More than 200 sek (20US\$)
A single article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A single copy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annually	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**21. Submit Form \***

Mark only one oval.

- Yes Stop filling out this form.

**Not paying for digital magazine**

**22. Do you intend to pay for digital magazine in the future? \***

Mark only one oval.

- Yes
- No

23. **What can be the reason that makes you haven't yet paid for digital magazines? \***

(Check those that apply)

*Check all that apply.*

- I can find content I want to read online for free.
- I don't like reading on electronic devices.
- I don't have e-reader or other electronic device
- I don't know that digital magazines exist.
- I don't think it is worth paying for.
- I will pay for the magazine that is about what I really like and need to know.
- Other: .....

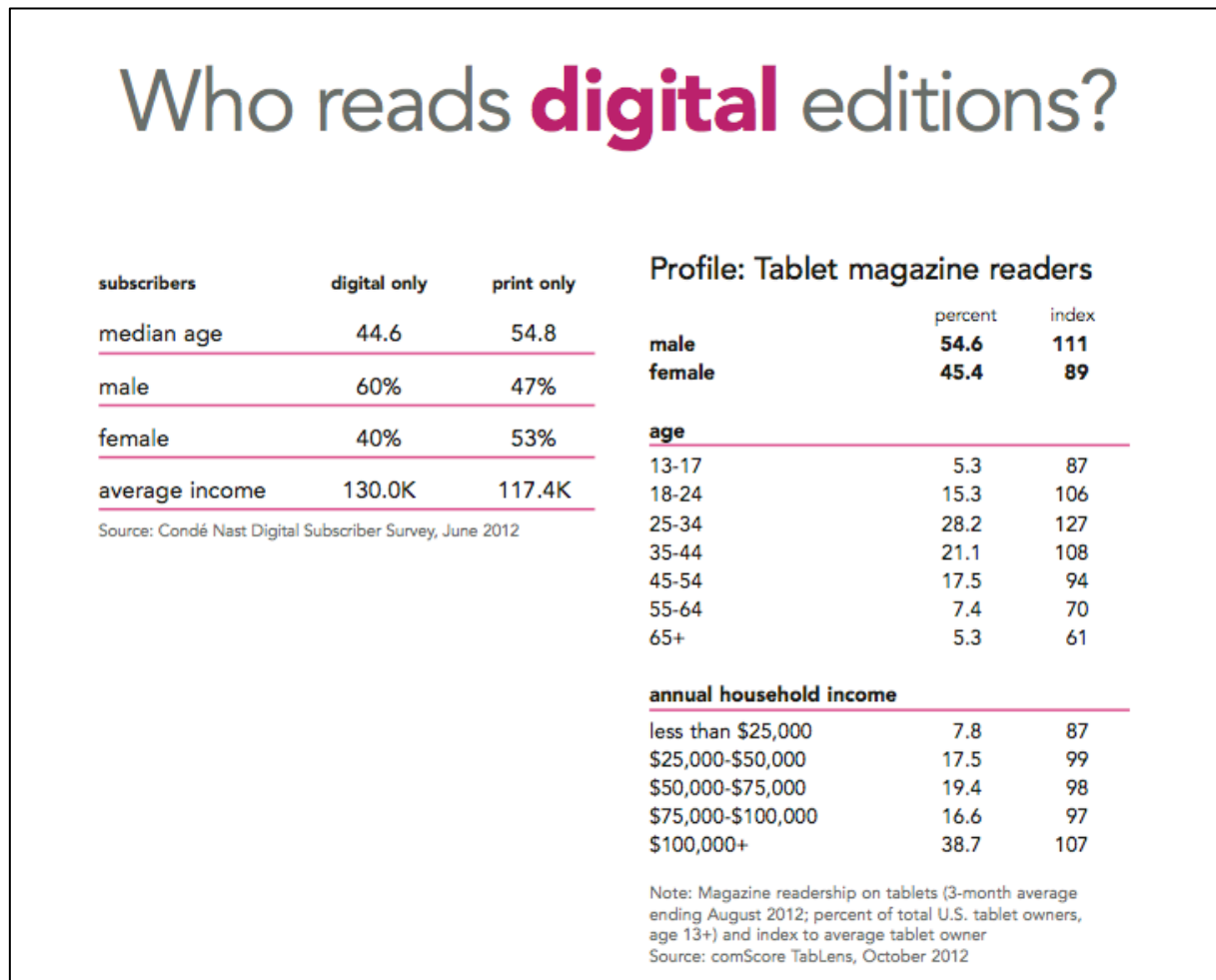
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## Appendix 2: Related figures

From MPA Factbook 2013/2014 (Association of Magazine Media, 2014)



*Digital magazine downloads by category*

