

The Role of The Tablet Newspaper

- a quantitative case study of the needs and factors
influencing the tablet newspapers' adoption

Abstract

The newspaper industry has been struggling for quite some time now. Circulation has been in steady decline for the past decade as readers are migrating online, a place where newspapers are yet to be successful at charging for their content. However, in recent years there has been optimism surrounding the increasingly popular tablet and its usefulness as a bearing device for news services, potentially combining the best from both print and online news.

Due to the recency of the innovation little is known about the ways in which people use or plan to make use of the tablet newspaper and why. By applying a research model based on the technology acceptance model and theory of uses and gratification we aim to uncover the underlying motives and factors influencing its adoption.

In cooperation with two major newspapers, Dagens Nyheter and Sydsvenska Dagbladet, a large quantitative study was performed on their subscribers and a sample of 4771 respondents was gathered. Our findings reveal that the tablet is a powerful substitute to the printed newspaper. Further we also acknowledge five motives that positively influence the attitude towards the tablet newspaper: *Knowledge of current news*, *Search for updated information*, *Search for specific information*, *Entertainment* and *Leisure*.

Keywords: Tablet newspaper, Digital news, Uses and Gratifications, Technology Acceptance, Innovation Adoption

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Introduction

The printed newspaper is near extinction. At least according to some research (The Digital Future Report, 2012), this is the dark future that newspapers are facing today. After surviving both the introduction of the radio and television, it seems as though the printed newspaper has finally met its match. The Internet is the most powerful information source available and newspapers might have dug their own grave contributing to the offering of free content online at its advent. In 2010 however, a new medium for content consumption appeared, the tablet. It has since gained a substantial foothold among consumers and is predicted to continue to conquer the market at fast pace (Gartner Research, 2011). Combining the “feel” of the printed newspaper with the ubiquitousness of online news, the tablet newspaper just might be the newspaper industry’s last hope. Or are they just grasping for straws?

Background

NOTE: Since the following discussion employs a terminology that might not be evident to a reader new to the characteristics of tablet devices or theories within technology acceptance and media choice, a summary of a of key terms and definitions is provided in Appendix 1.

The printed newspaper has served as one of society’s most important information channel’s for a long time, during which it has both been aided by and faced competition from new technologies. The emergence of the first newspapers in the beginning of the 17th century was closely related to the diffusion of the printed press (Weber, 2006). In the 19th century the invention of the telegraph and advances within print production, accelerated by the industrial revolution, paved the way for what is known as “the golden age” of the printed media. Between 1890-1920 the printed newspaper was undoubtedly the most prominent medium to spread and acquire information (Meggs, 1998). Since then newspapers have survived the introduction of both radio in the 1920’s and television in the 1940’s. In both cases concerns were raised about newspapers being rendered obsolete, but even though circulation dropped they adapted and prevailed (WAN, 2004). However, in the 1990’s newspapers faced the emergence of yet another competing medium, the Internet.

At first, the Internet looked like an appealing distribution channel for newspaper content since it presented an opportunity for newspapers to achieve massive reach at basically no distribution costs (Andersson, 2009). Newspapers launched their own news sites, experimenting with content and business models, looking for ways to capitalize on this new platform. Some attempted to set up paywalls or pay-per-view systems but very few were successful, others started out by offering content for free to gain an audience (Compaine and Cunningham, 2010). In the end most papers, just as most other content based businesses, found that very few readers were willing to pay for online content (Wang et al., 2005).

Ever since newspapers have been struggling with readers migrating online where alternative information sources are vast and revenues are yet able to offset the resulting loss in print circulation (The Economist, 2009). The Internet is now widely adopted as a news source and is believed to have surpassed print as the primary one (PEW Research, 2011). Consequently voices have once again been raised concerning the uncertain future of the printed newspaper and some researchers have even predicted that the printed newspaper's inevitable death will occur within the coming decade (USC Annenberg School Center for the Digital Future, 2012).

Although the situation in Sweden might not be as bad as in the U.S., where most of this research has been conducted, Swedish newspapers have clearly experienced a decline in readership and advertising revenues as well. According to compiled research from Tidningsutgivarna (TU), an independent newspaper industry organization, the Swedish daily print circulation amounted to 4,2 million issues in 1998. By 2010 this number had decreased to 3,5 million (TU, 2011), meaning the daily newspapers saw a drop in paying readers by 17 percent in just twelve years, the last couple of years accounting for increasing declines (TU, 2011).

Perhaps this doesn't sound as bad as previously stated about the state of print media, but when examining the reading habits across generations alarming trends are uncovered. Among the older generations reading habits have remained relatively stable between 1998 and 2010 (Nordicom, 2010), which could potentially be attributed to the relatively rigid reading habits among older generations as proposed by Hedman (1999). Daily readership among the younger generations

however has dropped by almost one third (31 %) among 15-24 year olds and one fourth (23 %) among 25-44 year olds during this period (Nordicom, 2010). Considering that the young generations of today constitute tomorrow's market such a development is indeed distressing. Although online news consumption on their websites has been increasing rapidly in the same period (TU, 2011), printed advertising is far more lucrative than online (Deloitte, 2010) and morning papers in Sweden have seen over 20 percent of their advertising revenue disappear (Törnwall, 2012), adding to the losses in subscription fees.

It is thus without doubt that there is a strong need for new distribution methods. In recent years tablet devices, such as the iPad, have emerged as a promising distribution channel for the newspapers (Ihlström et al., 2007). Given its high readability, mobility and connectivity a tablet newspaper has the ability to combine the qualities of a printed newspaper with the advantages of online media such as multimedia content, continuous updating and interactivity, in essence taking the best from two worlds (Ihlström et al. 2004).

Naturally the viability of the tablet newspaper relies on the adoption of its bearing device, the tablet. Although the most recent Swedish data shows that its adoption is not yet substantial enough to warrant any large revenue streams for newspapers figures suggest that its market penetration is increasing rapidly (data provided by TU, see appendix 2) and Swedish publishers have acted accordingly. All major newspapers, such as Dagens Nyheter, Svenska Dagbladet, Dagens Industri, Sydsvenskan, Aftonbladet, Göteborgsposten, Expressen and many local newspapers have been quick to launch their own tablet applications.

Problem Area

The high relevance of the "newspaper crisis" has resulted in an immense amount of research on the newspaper industry and the challenges it faces. The majority of the body of research concerns itself with a supply side perspective, searching for insights regarding the economic impact of the online newspaper (Gentzkow, 2007), development of potential business models (Van der Wurff and Lauf 2005) and how to position its products (Kannan & Ratchford, 2008; Bleyen and Van Hove 2010). The research taking a user perspective covers readers attitude and underlying needs

in the choice of news media (Flavián and Gurrea, 2009a; b) and printed newspaper satisfaction (Malthouse et al., 2004).

Due to the early stage of adoption, both the demand and supply side perspective of the tablet newspaper concept lack research. As neither publishers nor advertisers know with certainty the role and exact value of this novel product an analysis from the view point of the readers, those who actually determine its diffusion, might offer deeper insight into the way tablet newspapers will be received in the long run.

The tablet as we know it today, has been around since 2010 and the traditional newspapers are testing the waters, offering their content on these new devices. The current offering of tablet newspapers in Sweden differs in terms of news content, features offered as well as pricing, but so far very little is known about the way readers perceive and actually use them. The only research conducted on this exact topic was based on reader perceptions of a prototype version of the tablet newspaper on an e-ink tablets (Ihlström and Svensson 2007). Findings in respect to actually commercialized tablet newspapers, on the more sophisticated tablets available today, are limited to facts and figures about tablet possession and use (Findahl, 2011, PEW Research, 2011). While interesting at an early stage to get an overview of the situation, this data, presented separately, lacks actionable implications for publishers. Furthermore, some student dissertations regarding issues such as the bundling of services (Kvernplassen, 2011) and the newspapers' perception of the purpose of the tablet newspaper (Biel and Malmsten, 2011) exist, but provide a more publisher-oriented perspective. It is at this point we wish to contribute with new knowledge.

Purpose

This study picks up on the reasoning of previous research regarding peoples' media choice and acceptance of new technology and applies it to the adoption of the tablet newspaper. The researchers behind the employed theories largely argue that, what is crucial when faced with a novel innovation, is to understand consumers' beliefs (Davis, 1989) and underlying needs (Blumler and Katz, 1974). This means that the question of interest is *why* people might adopt the tablet newspaper, necessitating a closer look at user needs, perceptions about the product's usefulness, their attitudes towards it and the actual adoption that has already occurred.

The purpose of this research is to identify and describe some of the most influential motives and factors underlying non-adopters' and adopters' intention to use or keep using the tablet newspaper, in order to reduce the uncertainty surrounding its adoption and establish a more firm knowledge base for future decision making. Hence the study is twofold, covering both how the tablet newspaper is *perceived* by non-users and how it is *experienced* by actual users.

The main research problem is defined as “What kind of readers adopt or will adopt the tablet newspaper and which factors will contribute to their decision?”

Which leads us to ask the following four sub-questions:

- What are the main factors influencing the adoption of the tablet newspaper?
- Which purpose will the tablet newspaper potentially fill?
- What are the main factors influencing tablet newspaper satisfaction?
- Who are the adopters of the technology?

In this investigation we will look at two major Swedish newspapers, Dagens Nyheter (DN) and Sydsvenska Dagbladet (Sydsvenskan), that have already launched their own tablet newspaper applications. Both newspapers however, still face uncertainty regarding the ways in which consumers will adopt and make use of the tablet version of their newspaper. By answering the stated questions, we hope to provide these newspapers, and perhaps the industry in general, with an increased understanding of who their potential and actual customers really are and how they are best served by this new medium.

Delimitations

The focus of the research and analysis will be the tablet newspaper application itself, not the adoption of its bearing device, the tablet. One can argue that the adoption of the tablet is a barrier to the adoption of the digital newspaper and should therefore be an integral part of such research. Although it will be accounted for to some extent, an extensive analysis of consumers perceptions of the tablet would extend the scope of the research beyond what is plausible for this assignment. This research is thus based on the assumption that the tablet device will see a rapid penetration

among the Swedish population. This assumption is supported by a review of the tablets current and predicted market penetration in section 1.5 below.

This research aims at examining the way Swedish newspaper readers accept and adopt the tablet edition of the daily morning newspaper. News websites, blogs, magazines, evening press, industry press, and other news sources regardless of their bearing device are not subject of this research. Furthermore, the study limits itself to subscribers of DN and Sydsvenskan, since these are the customers that the newspapers in question hope to convert to subscribers of the tablet version of the respective newspaper.

Finally, the research excludes the supply side perspective, leaving business model generation and impact on newspaper economics out of this paper. It will only reflect such issues to the extent that they impact the way digital newspapers have been implemented and consequently affect the digital newspaper experience.

The Character of the Tablet Device

To provide an understanding of the vehicle behind the tablet newspaper, this section sheds light on the functions and character of the tablet device. Further current and predicted market penetration of the tablet are briefly presented to provide credibility to the assumption made above in section 1.4, that the device will see a fast diffusion among Swedish consumers.

The tablet is a portable computer device, in essence only consisting of a seven to ten inch color touch screen, placing it between the size of a laptop and smart-phone. Though Apple's iPad is the most known tablet today, there are several other models available. It is important to clarify that the tablet is not an e-reader, such as the Amazon's Kindle. This device was released some years before the tablet, has similar shape, but a black-and-white display specifically designed for e-book reading. The tablet however, along with its operating system, supports multimedia content, has mobile Internet connectivity and offers an immense amount of applications, the software programs specifically designed for the tablet. The difference between a website and an application is that the application is a full screen software, that fully exploits the capacity

(processor, graphics, screen resolution), functions (Internet connectivity, color touch sensitive screen) and portability of the tablet, while the website mostly applies a single design and function to all devices it can be accessed through. It is a necessity to understand this difference, as this research does not examine news websites, nor static newspapers in PDF format, but the tablet newspaper application, that relies on the unique potential of the tablet to combine attributes of both the printed and the online newspaper.

Its first year, 2010, 18 million tablets were sold globally (IDC, 2011), followed by as many as 68 million in the next year. By 2015, global tablet sales are estimated to amount to 320 million units, meaning that there would be six tablets to every ten computers sold (Gartner, 2011). As of the end of 2011 seven percent of the Swedish population had access to a tablet device (data provided by TU, see appendix 2), up from 1,6 percent in 2010 (Findahl 2011) and another 13,5 percent intended to purchase one within the coming year (data provided by TU, see appendix 2). Ultimately, it can be stated with certainty that the device is becoming a part of every day life.

The observed newspapers

In order to provide the study with the necessary data for analysis, a cooperation with two Swedish daily newspapers, DN and Sydsvenskan who are both part of the Swedish publishing and media group Bonnier AB (Bonnier AB, 2012), was established. Considering their combined size and geographical coverage they provide a good sample of the Swedish daily newspaper readership. The exact method and reliability of the sample of the study will be discussed further in the method section.

With a weekday print run of 292 000 issues DN is Sweden's biggest morning paper in terms of circulation (TU, 2011) and while being a national paper the majority of its readership is concentrated to the Stockholm region. (Dagens Nyheter, 2012a) As early as 1996 the newspapers' website was launched, DN.se, taking parts of their content online and offering it without charge (Dagens Nyheter, 2012b). Today the website has 1,6 million unique visitors per week, making it the biggest morning paper website in Sweden (TU, 2011). Like most other Swedish newspapers (see 1.1. Background), DN has experienced a decline in printed circulation

in recent years. Since 2006, DN's weekday circulation has declined by 19,5 percent. During this same period DN.se's unique weekly website visitors increased by 76 percent (TU, 2011).

Sydsvenskan is the fourth largest daily newspaper in Sweden with a weekday print run of 115.000 issues (TU, 2011) and the most widespread newspaper in the southern regions of Sweden (Sydsvenska Dagbladets AB, 2012). Sydsvenskan's website Sydsvenskan.se which, like DN, offers free content, currently has 395.000 unique visitors per week and ranks fifth among Swedish morning papers websites (TU, 2011). Though less dramatic than Dagens Nyheter, Sydsvenskan faced significant decrease in print circulation of 10,6 percent between 2006 and 2011. At the same time Sydsvenskan.se's unique visitors per week increased by 150 percent (TU, 2011).

Despite hard times, both DN and Sydsvenskan saw potential in the tablet as a new medium for newspaper consumption. In late 2010, the same year tablets started to appear on the market, they launched their tablet newspaper applications (Carling, 2012; Andersson 2010). A month after launch, DN's digital newspaper application, DN+, had been downloaded 26.000 and Sydsvenskan+ 6000 times (Marklund, 2011). Reports estimate that roughly 130.000 Swedes possessed a tablet device at the time (Findahl 2011), meaning that the newspaper applications reached about 25 percent of the tablet owners. Interviews with the newspapers reveal that actual digital newspaper prescriptions today are roughly 900 for Sydsvenskan+ and 6500 for DN+.

Since DN and Sydsvenskan are both part of Bonnier their applications share a similar interface and functionality. The tablet newspapers cover nearly all content of the printed newspapers, but offer intuitive navigation, high resolution images, video clips, specific updated news (such as stock market, sports results and weather), integrated Twitter feeds and access to the latest news from their websites without leaving the application (see Appendix 3ab). Though very similar products, the two applications are somewhat differently priced. Both DN and Sydsvenskan employ product bundling, offering it at a lower price for subscribers of both print and tablet. A monthly subscription to DN+ costs 29 SEK for print subscribers and 199 SEK for non-print-subscribers, the corresponding costs for Sydsvenskan+ is 49 SEK and 99 SEK. Initially the

prices were actually higher but overtime the newspapers have cut their prices (Flores, 2010; Carling 2012).

As uncovered in interviews with the newspaper representatives (Öhman, N. 2012, pers. communication, 11th April; Olofsson, A. 2012, pers. communication, 19th April) they intentionally do not exploit the full potential of the tablet device at the moment. As resources are scarce and the current market size is small, the papers are keeping investments at a minimum at this point and consequently the digital newspaper remains a product of the printed version. Content, graphics and tables are converted from the print editions to fit the digital format and the newspaper application is considered a side product.

Theoretical framework

The research covering digital newspapers and tablet technology as its bearer is scarce. However, there is an abundance of research and theories regarding the acceptance of novel technologies, most prominently the Diffusion of Innovations Theory (Rogers, 1962) and Technology Acceptance theories (Davis, 1986; Fishbein and Ajzen, 1975; Viswavanath et al., 2003). There is also a large body of research regarding consumers media choice, mainly based on the Uses and Gratifications theory (Blumler and Katz, 1974). As the tablet newspaper is both a new technology and a news media, these theories can complement each other and provide a more complete understanding for the adoption of the tablet newspaper. Hence these theories and relevant empirical applications thereof will be presented in more detail in this section.

Diffusion of Innovations Theory

The Diffusion of Innovations Theory was first developed by Everett Rogers in 1962, aiming at examining how, why and at what pace innovations are adopted by society. The theory has since been employed within several different fields of research, stretching from the implementation of Enterprise Resource Planning systems (Bradford and Florin, 2003), to social network effects on innovation diffusion (Abrahamson and Rosenkopf, 1997) and the perceptions of prototype tablet newspapers (Ihlström et al., 2006; Ihlström and Svensson, 2007).

Rogers (1962) defined five phases that a consumer goes through on the way to adoption: knowledge, persuasion, decision, implementation and confirmation. This decision making process is influenced by what is known as Rogers Five Forces: the *relative advantage* of the product, its compatibility with the consumer's needs and habits, its *complexity*, the extent to which the product can be tried out (*trialability*) and how visible the product is to the consumer and its social network (*observability*). Using the concepts of relative advantage, compatibility and complexity a qualitative study of perceptions of potential adopters of tablet newspapers (on devices using e-ink technology) identified mobility, interactivity, readability, format and size, functionality, usability, navigation and price as influential factors for the intention to use digital newspapers (Ihlström and Svensson, 2007).

The rate of adoption refers to the speed within which an innovation is adopted by society. The speed is determined by the pace at which the innovation is adopted by the different adopter categories constituted by innovators, early adopters, early majority, late majority and laggards, as illustrated in the figure below. At some point, when the product has reached a certain market penetration, an innovation reaches a critical mass, after which the continued diffusion is self-sustainable. In the early stages of diffusion, targeting innovators and early adopters is crucial for its acceptance. They are often young, wealthy, highly educated and tech-oriented. Since the adoption of new media requires both the adoption of the technology and media it has been suggested the addition of a group called “active media consumers”, people with a high interest in new media. Subsequently, the people that fall into both categories, “engaged media users”, would be the most important target group for digital newspaper adoption (Ihlström 2006).

Though popular, the Diffusion of Innovations theory remains a theory and not a model directly designed for statistical predictions. Nevertheless it gives a good idea of what might determine whether or not an innovation is likely to be adopted. Furthermore, the theory developed a terminology commonly employed within subsequent technology acceptance and marketing theory.

Technology acceptance theory and TAM

Technology acceptance theories generally aim at predicting the use and diffusion of a new technology. User acceptance of technology has been subject to a large amount of research, yielding a variety of different models. Within technology acceptance theory the Technology Acceptance Model (Davis, 1986), TAM, is widely regarded as the original model and has spawned the development of several alterations and new models over the years (Viswavanath et al., 2003).

TAM is an adaptation of TRA, the Theory of Reasoned Action, (Fishbein and Ajzen, 1975; 1980) specifically designed to evaluate intentions to use information systems, as opposed of TRA which is applicable to any human behaviour. TAM suggests that a person's positive attitude towards a technology is what ultimately determines the behavioural intention to use (or not use) it. *Attitude* itself can be defined as the individual's belief that a product, service or concept is a good idea (Vijayasathya, 2004). In order to trace back why some products are more likely to be accepted, the model extracts two particular beliefs that influence attitude, the *Perceived usefulness* and the *Perceived ease of use* of a new product or service. In its original form *Perceived usefulness* is defined as the belief that a new technology can facilitate and enhance an individuals job performance. *Perceived ease of use* refers to the belief that using a technology requires little effort. Furthermore, TAM enables the analysis of the impact of external variables on consumer beliefs, however these variables need to be identified for each specific case. As a result the model is well suited to be remodelled depending on the context.

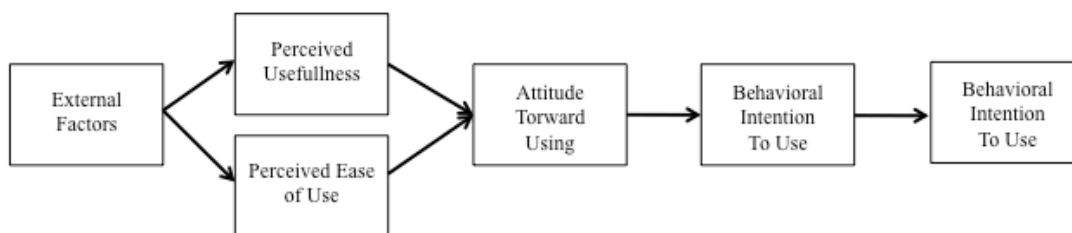


Figure 1. Technology Acceptance Model (Davis 1986)

As opposed to TRA, TAM does not include subjective norm as a factor, arguing that it is difficult to entangle from attitude (Davis et al., 1989). Subjective norm is defined by Ajzen and

Fishbein (1975) as “the person's perception that most people who are important to him or her think he should or should not perform the behaviour in question”. Though Halme (2011), confirmed that a factor of social influence correlates with perceived usefulness and attitude in a study of digital newspaper adoption in Finland, we argue that it is hard to separate the social influence related to the attitude towards the tablet device and the attitude towards application itself.

In comparison to other models, TAM does not require a pre-study to identify differences in beliefs between respondent segments, nor does it require the tested technology to have reached a certain level of adoption within the population, as is preferable within Innovation Diffusion Theory. *Perceived ease of use* and *Perceived usefulness* are factors generally applicable and not designed for a specific context (Davis et al., 1989). This has the advantage that we can address a broad public with our research, without the need of individual adaptations of the factors. Finally there is strong empirical evidence of the quality of TAM's predictions. Davis et al. (1989) explained between 47%-51% of the variance of the behavioral intention to use a computer technology using TAM and only 27%-32% using TRA. Furthermore it is relatively uncomplicated in its use of linear regression to explain relationships.

Uses and Gratifications Theory

Uses and gratifications theory is considered one of the most appropriate frameworks to study psychological and behavioral tendencies regarding media (Lin, 1996). It examines the uses sought among consumers when choosing a certain media, and to which extent these uses are and can be gratified. The key notion is that media use is related to a set of psychological motives that lead to an active choice of media consumption in order to satisfy the needs that lie behind those motives (Blumler, 1979; Blumler and Katz 1974). The concept was from the beginning not a theory directly attributable to a set of researchers, but rather a category of research focused on consumers' choice of media emerging in the 1940's. In the late 60's Denis McQuail and Jay Blumler (1972) laid the groundwork for the uses and gratifications theory, examining why people watched political programs on the television.

The theory has been applied to analyze use of various media channels throughout time such as television (Greenberg, 1974; Rubin, 1987), printed newspapers (Palmgren and Rayburn, 1982; McCombs, 1977), magazines (Payne, Severn and Dozier, 1988) and more recently it has been used to analyze the adoption of various internet services (Lin 1999; Eighmey & McCord 1998) and online news (Chen and Corkindale 2008; Flavián and Gurrea, 2009; 2009a; b; Chyi et al., 2010). The perspective has not yet been used to analyze the tablet newspaper, but considering its relationship to print and online newspapers it is arguably well suited for this purpose.

Past research into the benefits sought regarding printed newspapers point to factors such as information-seeking, interaction utility, decisional utility, diversion and other similar needs (Lee 1998). Looking at online news adoption Flavián and Gurrea (2009a; 2009b) identified and tested five key motivations that help explaining a significant portion of the variance in attitude towards online news and its perceived substitutability compared to print newspapers: knowledge of current news, search for specific information, search for updated news, leisure/entertainment and habit. Considering the high explanatory power, adj. $R^2 = 0,70$ and $0,43$ respectively, and sound theoretical foundation of the variables identified by Flavián and Gurrea these will be accepted as true and incorporated into this research as demonstrated in section below (1.2 Research Model).

Despite the lack of research directly tied to the consumer perspective of the current tablet newspaper technology, a set of theories and models with empirical proof of high explanatory power in regard to media choice and technology acceptance are identified. While the TAM construct in its original form is missing a solid understanding for beliefs and motives underlying technology adoption, research demonstrates its high explanatory power of actual intention to use a technology (Davis et al., 1989). At the same time, the Uses and Gratifications theory can provide precisely what TAM lacks, the deeper consumer insight and is additionally specifically designed to explain the choice of media channels. Together, the two seem exceptionally well fitted for an analysis of the adoption of a product that itself combines aspects from both technology and media, such as the tablet newspaper.

Methodology

The following section develops the research model and accompanying hypotheses testing the significance of the motives and factors assumed to influence the adoption of the tablet newspaper, based on the findings within the theoretical framework of this research. Further, to provide understanding for the process used to arrive at our results, the research approach, sampling method and the reliability and validity of our sample will be discussed.

Research model

The aim of the research model is to analyse to what extent a set of underlying factors influence the intention to use or continue to use the tablet newspaper. The model is based on a construct combining the essential parts of the Technology Acceptance Model (Davis, 1986) and acknowledged findings regarding underlying needs of newspaper consumption, as specified in the research by Flavián and Gurrea (2009a; b) relying on the Uses and Gratifications Theory (Blumler and Katz, 1974). Combined they form a model tracing usage intention all the way back to basic needs regarding news consumption, finally leading to the conclusion which of these motives have the strongest influence on the intention to use or continue to use the tablet newspaper.

The nature of the model allows collecting data from both non-adopters and current adopters of the tablet newspaper. As will be discussed further below, the research targets both groups. Thus, on the one hand, the influence of the needs and uses of non-adopters will be evaluated and on the other hand the gratification of these needs and their actual influence on the satisfaction with the tablet newspaper will be examined. This means that the constructs of the model have a different interpretation and meaning for the two target groups while still allowing comparisons to be made.

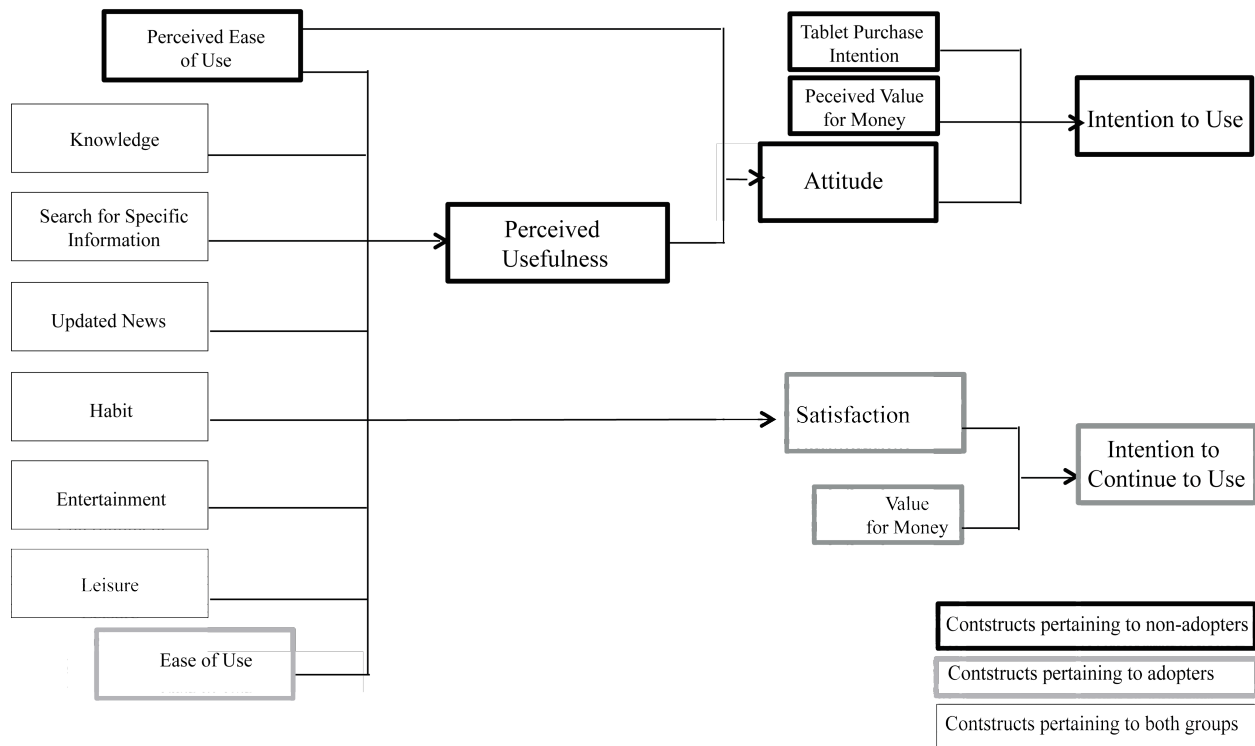
The original TAM (Davis, 1986) becomes the funnel towards actual adoption in the research model. As presented in our theoretical framework the TAM constructs *Perceived ease of use*, *Perceived usefulness* and *Attitude* towards the tablet newspaper ultimately explain the last variable in the model, the *Intention* to use the tablet newspaper. In the case of actual adopters

these constructs are actual *Ease of use* and *Satisfaction*. As satisfaction evaluations normally predict the dependent variable Satisfaction directly and TAM is not intended to perform such evaluations, *Perceived ease of use* and *Perceived Usefulness* are removed and replaced by *Satisfaction*, linking it directly to an evaluation based on the underlying needs provided by Flavian and Gurrea (2009).

The Uses and Gratifications Theory is added to reveal consumer uses and needs that shape the *Perceived usefulness* of the tablet newspaper. Previous research conducted by Flavián and Gurrea (2009a; b) has already acknowledged five of uses of news consumption, that we incorporate into the model. These motives are *Knowledge of current news* (acquiring information and culture), *Search for specific information* (e.g. weather, sports results or stock prices), *Search for updated news* (being constantly up to date), *Entertainment and Leisure* (relaxation and enjoyment of reading) and *Habit* (the ritual of reading news at a certain time of the day for a certain duration). In this model however, the motive *Entertainment and Leisure* is split in order to analyze its components' influence separately, parting the “fun factor” attributable to *Entertainment* from the “relaxation” of *Leisure*. This yields a total of six motives. As opposed to Flavián and Gurrea (2009a), we however do not link the underlying motives directly to the attitude, but to what empirically is proven to be the main mediating factor of *Attitude* (Davis et al., 2009), *Perceived usefulness*, and from there on to the rest of the TAM construct.

In the introduction of the research the assumption was made that the tablet device has reached sufficient market penetration to neglect it as a barrier to the future adoption rate of the tablet newspaper (see 1.4 Delimitations). Nevertheless, among the non-adopters it seems reasonable to assume that possession of a tablet, or the intention to acquire one in the near future, should positively influence the intention to use the tablet newspaper. Furthermore, the perceived value for money of the tablet newspaper should influence non users of the tablet newspaper's intention to use the product. Therefore these two mediating factors are added to the model as external variables potentially influencing the intention to use the tablet newspaper.

Figure 2. The Structural Research Model



Research Model Constructs and Hypothesis Formulation

The following section will give further understanding for the constructs of the research model in order to formulate the hypotheses leading to the testing significance of its constructs and aiding the answering of the research questions.

As the influence of the variables in the research model are measured among both adopters and non-adopters, they are differently interpreted. For non-adopters the factors (*Perceived ease of use*, *Perceived usefulness* and *Perceived value for money*) measure how the respondent *perceives* the tablet newspaper to be, while the corresponding factors for actual adopters (*Ease of use*, *Value for money*) measure their satisfaction with the factors based on *experience*. For non-adopters, the motive variables measure the extent to which they are motives of news consumption in general. Correspondingly, for adopters the motive variables (*Habit*, *Search for specific information*, *Search for updated news*, *Entertainment*, *Leisure* and *Knowledge*) measure the extent to which this use is gratified by the tablet newspaper. To clarify, the motive variables are labeled either “n” or “a” for their respective belonging to non-adopters or actual adopters

Thus *Entertainment_n* refers to the extent to which sought *entertainment* motivates news consumption and *Entertainment_a* to the extent to which the use of the tablet newspaper is entertaining.

Habit (HAB), acquired over time, is believed to motivate continued consumption of the printed newspaper, mitigating migration to other channels (Len Rios and Bentley 2001, Hedman 1999). However, Flavián and Gurrea (2009a) had to reject a negative relationship between habit and attitude towards online news. This indicates that there might be an accelerating shift in habits, away from the printed and likely towards digital news channels. We therefore, in accordance to the latest findings formulate the following hypothesis:

H1a: *HAB_n* influences positively the *Perceived usefulness* of the tablet newspaper.

H1b: *HAB_a* influences positively the *Satisfaction* with the tablet newspaper.

Entertainment (ENT) was added as “enjoyment” to TAM in 1992 (Davis et al., 1992) to explain the role of intrinsic motivation in the adoption of a new technology. Our reviewed literature reveals findings that enjoyment per se previously was a motive to read the printed newspaper rather than the online news websites. With the advent of the tablet newspaper however, it has been found that enjoyment can be attributed to this novel technology (Ihlström 2007, Halme 2011), as it offers greater entertainment functionality than both printed and online news (touch design, integrated videos and high resolution images).

H2a: *ENT_n* influences positively the *Perceived usefulness* of the tablet newspaper.

H2b: *ENT_a* influences positively the *Satisfaction* with the tablet newspaper.

Leisure (LEIS) was part of the construct “entertainment and leisure” formulated by Flavián and Gurrea (2009a; b). However the two components implicate very different motives. *Entertainment* entails “fun”, whereas leisure consists of “relaxation”. Based on the argument for *ENT*, the following hypotheses are set up:

H3a: *LEIS_n* influences positively the *Perceived usefulness* of the tablet newspaper.

H3b: *LEISa* influences positively the *Satisfaction* with the tablet newspaper.

Knowledge of current news (KNOW) is an evident and empirically proven motive to reading newspapers (Flavián and Gurrea, 2009a; b). Reading the news is a way to acquire information and culture, it provides the base for discussion and conversation with friends and family. *Knowledge of current news* should thus have a positive effect on the *Perceived usefulness* of the tablet newspaper.

H4a: *KNOW_n* influences positively the *Perceived usefulness* of the tablet newspaper.

H4b: *KNOW_a* influences positively the *Satisfaction* with the tablet newspaper.

Search for Specific Information (SSI) is a motive attributed to online news rather than print (Flavián and Gurrea, 2009a; 2009b). Within a decade, the Internet has out-ruled printed search media. The information offered by search engines, online lexica like wikipedia, blogs and specialized news sites is faster, cheaper and easier to access than when using printed media. Stock prices, weather and sports results are found within a few clicks online. Though the tablet newspaper is a product of the printed newspaper (see section 1.5 The Observed Newspapers), it offers Internet connectivity and a better overview and navigation of the newspaper than printed news. Thus the *Search for specific information* should have a positive impact on the *Perceived usefulness* of the tablet newspaper.

H5a: *SSI_n* influences positively the *Perceived usefulness* of the tablet newspaper.

H5b: *SSI_a* influences positively the *Satisfaction* with the tablet newspaper.

Search for Updated News (UPDAT) in order to stay constantly updated about breaking news or follow current affairs is another important motive. Following the development of an election, sports events or dramatic world events such as terror attacks or natural catastrophes is an evident motive to consult news media. Again the Internet, allowing constant updates, has vastly changed the possibilities of being up to date, outperforming the possibilities of printed media. Flavián and Gurrea (2009a) found a strong relationship between this motive and the *Attitude* towards online

news and this research predicts a similar scenario for the tablet newspaper as it offers constant connectivity and news updates.

H6a: *UPDATn* influences positively the *Perceived usefulness* of the tablet newspaper.

H6b: *UPDATa* influences positively the *Satisfaction* with the tablet newspaper.

Perceived Ease of Use (PEOU) refers to “the degree to which a person believes that using a particular system would be free of effort” and is proposed to influence both *Perceived usefulness* and *Attitude* (Davis, 1989). In this research, we construct *PEOU* and *EOU* as the readers belief (non-adopters) or experience (adopters) that accessing, navigating and making use of the digital newspaper would be (is) easy.

H7a: *PEOU* influences positively the *Perceived usefulness* of the tablet newspaper.

H8a: *PEOU* influences positively the *Attitude* towards the tablet newspaper.

H7b: *EOU* influences positively the *Satisfaction* with the tablet newspaper.

Usefulness (PU) is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989). Adapted to a consumer good, we design *Perceived Usefulness* as the non-users belief that the digital newspaper is practical and fulfils its purpose as news medium. According to the empirical applications of TAM, the following hypothesis is formulated:

H9a: *PU* influences positively the *Attitude* towards the tablet newspaper.

Attitude (ATT) itself can be defined as the individual’s belief that a product, service or concept is a good idea (Vijayasathy, 2004) and is a key construct in TAM, linking the model to *Intention to use*. For actual adopters, the attitude towards the tablet newspaper can be considered equivalent to their satisfaction with the tablet newspaper. For this target group, *Satisfaction* thus replaces the variable *Attitude*.

H10a: *ATT* influences positively the *Intention to use* the tablet newspaper.

H8b: *SAT* influences positively the *Intention to continue to use* the tablet newspaper.

Value for money (V) can be seen as a function of both satisfaction and price. Applying the same reasoning as for Satisfaction, *Value for money* should positively influence the *Intention to continue to use the tablet newspaper*. As for the *Perceived value for money (PV)*, an extension of the reasoning implies that the expected satisfaction (*Attitude*), should influence the *Intention to use the tablet newspaper*.

H11a: *PV* positively influences the *Intention to use* the tablet newspaper.

H9b: *V* positively influences the *Intention to continue to use* the tablet newspaper.

Since access to a tablet is a prerequisite for usage, it is reasonable to assume that those who have a tablet, for which the barrier to use is much lower, also have a higher *Intention to use* the tablet newspaper. Applying the same logic it is also likely that those with a higher *Tablet purchase intention (TPI)* are also more likely to have a higher *Intention to use*. Unfortunately both can't be tested within the same model. This leads us to test the first assumption outside of the model with a simple t-test while allowing the influence of *TPI* in the model, resulting in two separate regressions in the final step: one for those who have access to a tablet and one for those who haven't. The corresponding hypotheses are formulated as follows:

H12a: *Tablet purchase intention* positively influences the *Intention to use* the tablet newspaper.

H13a: Respondents with access to a tablet have a higher *Intention to adopt* than those who don't have access to a tablet.

Research approach and questionnaire design

Considering the purpose of this paper and the large number of observations needed for the intended statistical analysis a quantitative method was necessary. In collaboration with our partnering newspaper companies it was agreed that an online survey, by e-mail invitation to an online questionnaire, would be the most appropriate data collection method. While being the fastest and cheapest way to collect data of this magnitude it also removes a potential interviewer bias and is the most convenient for respondents who are able to answer anonymously at any time

and at their own pace (Malhotra, 2010). The natural downside is that this research method lacks in-depth answers and require the researchers to know beforehand what they are looking for. However, as the questionnaire design was the result of extensive empirical research and the purpose of this research is of a statistical nature these restrictions are of minor importance. It is also common with low response rates among online surveys that may cause non-response bias, low quality answers and incomplete cases (Malhotra, 2010). In order to mitigate these issues two iPads were given away as an incentive to fully complete the survey.

Two separate online surveys were conducted for DN and Sydsvenskan. The first survey was directed towards non-adopters. The second survey was aimed at current adopters.

The surveys had a total of 24 and 21 questions respectively and a response time of about 10 minutes. Both surveys were initiated with a set of screening questions to filter out unqualified respondents and gauge news consumption behavior and ended with four questions of key demographics: age, gender, educational level and income. The middle section of the surveys consisted of a set of index questions concerning the motives of news consumption and the factors of technology adoption providing the data to employ our research model. These consisted of a set of three questions each to provide sufficient reliability for our statistical analysis and capture different nuances of our factors. All index questions were asked on a 7-point likert scale allowing for don't know answers, asking respondents to which extent they agree with a statement or not. This is a widely used scale which was chosen since it is very easy to understand for respondents and therefore highly suitable for online surveys (Malhotra, 2010).

In the survey towards non-adopters, respondents were first asked to rate the importance of each specific motive (HAB_n, LEIS_n, ENT_n, KNOW_n, UPDAT_n and SSIn). Then they were shown screenshots and descriptions of the tablet newspaper application for the respective newspaper and its features whereafter they were asked to answer questions regarding their perceptions of the product and likelihood of adoption (PEOU, PU, ATT, INT_n and PV). In the survey towards adopters, where product presentation wasn't required, respondents were instead asked to rate the performance of the respective tablet newspaper on the same set of motives (HAB_a, LEIS_a, ENT_a, KNOW_a, UPDAT_a and SSIA) and an alternate set of factors (EOU, U, SAT, INT_a and V).

Prior to the send-out, the surveys were thoroughly tested in collaboration with the newspaper companies, weeding out inconsistencies and vague formulations. The complete questionnaires are found in APPENDIX 4.

Sampling methodology and data collection

DN's print edition has around 280,000 subscribers and DN+ has 6500 subscribers; Sydsvenskan's print edition has 112,000 subscribers and Sydsvenskan+ has roughly 900 subscribers. To obtain a representative sample of their readership, a simple random sampling method was used to select 14441 and 4997 respondents out of the respective newspapers' print subscription directory. According to Malhotra (2010) such a method should yield a probability sample as long as respondents are picked randomly and the population consists of the company's customers. Due to the small number of tablet newspaper subscribers this sample frame consisted of all current subscribers, 6495 DN+ and 877 Sydsvenskan+ subscribers. An e-mail was then sent to the selected readers with a link to our online survey. The online questionnaires were sent out on a weekday to ensure the highest possible reach and remained open for 10 days, giving respondents plenty of time to answer.

A total of 5638 responses were collected from 3663 non-adopters and 1337 actual adopters. However these responses were subject to extensive data cleaning. Cases that were incomplete to the extent that answers could not be imputed as well as unqualified respondents were dropped. Furthermore, to ensure that respondents didn't take the survey more than once and avoiding related sampling errors, cases with duplicate IP-adresses were deleted as well. This resulted in a clean data set of 4167 respondents with 2830 non-adopters and 1337 actual adopters. Missing responses were substituted by an imputed response based on their average score on related index questions. This should be sufficiently reliable considering the high relatedness of the questions in each sub-set and is much less arbitrary than using neutral values. It also avoids case and pairwise deletion that would throw out a large amount of otherwise qualified respondents which could lead to a serious bias if these respondents somehow differ from respondents with complete responses (Malhotra, 2010). The exact data filtering method and the split between the papers can be seen in the Appendix 5.

Representativeness

Regarding the representativeness of the sample there are some issues to be discussed. First of all the representativeness of online surveys is reduced by its limited sampling frame due to the lack of computer ownership and Internet access (Malhotra 2010, Burke et al., 1999). However, considering that Internet penetration in Sweden is about 92 % (Findahl 2011) and that those excluded aren't relevant as non-adopters this limitation is ultimately irrelevant. Secondly online surveys can suffer from self selection bias leading to a convenience sample (Malhotra 2010) but this is mostly a problem for intercept sampling methods and not a major issue when e-mail invitations are used. By pre-qualifying our respondents through e-mail solicitation instead of intercept sampling the self-selection bias is reduced (Burke et al., 1999). What could possibly constitute a problem though is the low average effective response rate across surveys and newspapers (15.5 %). While in line with what is expected, as Internet surveys in general tend to have poor response rates, this may cause non-response bias, meaning that those more interested in the topic may be the ones that respond to the survey (Malhotra, 2010). One could assume that those more technologically apt and interested, often young male respondents, would be most interested in the subject and therefore overrepresented in our sample.

In order to check the representativeness of our sample of non-adopters we cross-referenced with DN's own subscriber records. The demographics of our sample is presented in Tables 2 and 3 in Section 4.2. For the current adopters cross referencing was not a possibility since such data was not available, but the presence of the same biases can be expected in this sample since the methods were the same. Unfortunately we are not allowed to fully disclose the exact figures of DN's subscriber records, but the implications will be discussed below.

First of all it's worth noting that the ratio of DN respondents to Sydsvenskan respondents is very close to the ratio of actual subscribers. The respective sample ratios were 71/29 for print subscribers and 86/14 for tablet subscribers compared to the actual ratios of 72/28 and 88/12.

Hence both newspapers are accurately represented in respect to size in the total data set. The age distribution of our sample closely resembles that of DN's subscribers, however it shows a small shift towards the older generations and an under-representation of those over 80 years of age. Furthermore the female population is slightly overrepresented in our sample. By weighting the

cases to a representative 50/50 gender ratio, some important reliability tests within the statistical analysis could not be performed. As no significant mean differences could be identified after weighting, we proceeded with the original gender distribution. The findings within the gender and age distribution, are consistent with the notion that older people and women are more prone to respond to surveys in general (Sellers, 2000) but contradict our speculations regarding potential non-response bias. Since both forces can be at work it's hard to draw any conclusions but it might indicate a negligible non-response bias or perhaps that the older generation has stronger opinions regarding news consumption. In either case the bias is arguably not very strong and the sample gives a fairly accurate representation of the population.

In conclusion the main limitation to our sample is the non-response bias leading the representativeness of our sample to be interpreted with caution. Although the bias exists to some extent, it does not impede this research from drawing sufficiently accurate conclusions on a population wide basis.

Reliability and statistical methods

Reliability

Reliability is defined as “the extent to which a scale produces consistent results if repeated measurements are made” (Malhotra, 2010 p.318). A Cronbach's alpha test was performed to assess the internal consistency reliability of the index values used in the research model. All indexes showed satisfactory level of internal consistency reliability with a coefficient alpha above 0.6, the results are shown in Table 2 below:

Reliability Analysis			
Potential Adopters		Adopters	
Index	Cronbach's Alpha	Index	Cronbach's Alpha
HABn	0,685	HABa	0,791
LEISn	0,886	LEISa	0,913
ENTn	0,869	ENTa	0,905
SSIn	0,715	SSIa	0,876
UPDATn	0,845	UPDATa	0,935
KNOWn	0,722	KNOWa	0,931
PEOU	0,935	EOU	0,88
PUSE	0,916	USE	0,929
ATT	0,979	SAT	0,922
INTENTION	0,92		

Table 1 Reliability Analysis

Validity

Validity is defined as “the extent to which differences in observed scale scores reflect true differences among objects on the characteristics being measured” (Malhotra, 2010 p.320). Simply put it is an assessment of the extent to which the scale measures what it is intended to be measured.

Content validity refers to how well the scale items adequately cover the entire domain of the construct being measured. There are no statistical tests for this but its validity can be supported if the scales have been developed based on existing theory in the relevant field. Most scales in this research are gathered from previous research, either used just as they were or adapted to our particular subject, and have been previously tested and verified. The motives used were developed by Flavián and Gurrea (2009a; b), heavily based on existing literature and complemented by exploratory qualitative studies. The TAM constructs (Davis, 1986) used base on numerous employment of TAM and adapted versions in different fields (Davis, 1989; Karahanna et al. 1999, Viswanath, 2003; Vijayasarathy, 2003). Satisfaction and recommendation are based on widely acknowledged scales (Reichheld, 2003; Wirtz and Lee, 2003).

Construct validity “addresses the question of what construct or characteristic the scale is, in fact, measuring” (Malhotra, 2010 p.320). Nomological validity is examined by looking at whether or not the scale correlates with other related constructs the way theory predicts. The series of hypotheses that have been formulated above (3.2 Hypotheses) propose the existence of a direct relationship between motives and factors and readers attitude, satisfaction and intention to use the tablet newspaper. In section 4 (Results) these relationships are further explored.

Methods for Statistical Analysis

The presented research model relies heavily on linear regression, a powerful and flexible procedure, to measure the individual importance of the set of motives and factors (independent variables) and their relationship to the perceived usefulness, attitude, satisfaction and intention to use the tablet newspaper (dependent variables).

The quality of the regression models rely on the normal distribution of the variables, which as a rule of thumb, can be assumed to be the case if there are more than 30 observations for the specific regression (Malhotra 2010). The number of observations within the research sample ensures very high predictability for the sample population. The reliability of the regression analysis can further be controlled with a number of measures. Autocorrelation, relationships between the variables residuals, can be benchmarked with a Durbin Watson test that should give a figure very close to 2. Very strong relationships between the independent variables, i.e. a strong explanatory power of the respective variances, causes multicollinearity problems (Malhotra 2010). Multicollinearity complicates the interpretation of the relative importance of the independent variables in explaining their relationship to the dependent variable (Malhotra, 2010). A condition index under 20 indicates low multicollinearity, whereas a figure close to 30 leads to questioning of the regression quality. (Malhotra, 2010) Apart from one regression indicating a high level of multicollinearity (discussed below), all regressions performed were satisfactory in respect to multicollinearity, autocorrelation, heteroscedasticity (see Appendix 9 for residual plots) and significance level and these results will be presented along with the regression results.

While constructing indexes of correlating questions, as reviewed above, is one way to prevent multicollinearity, factor analysis eliminates this problem. Factor analysis aims at grouping a large set of interrelated variables to identify a smaller amount of underlying factors (Malhotra, 2010). In this research, a principal components analysis is the most suitable factor analysis, as it is recommended when the concern is to determine the minimum number of factors that will account for the maximum variance in the data (Malhotra, 2010) for use in the subsequent regression analysis. An appropriate factor analysis requires a minimum of four or five times as many observations as there are variables (Malhotra and Birks 2007). The number of observations in the two samples of this research are 154 (non-adopters) and 74 (adopters) times the variables on which the factor analysis is performed. The results of the factor analysis can thus be considered very trustworthy. Nevertheless, there are measures to confirm the quality of this analysis. The Kayser-Meyer-Olkin (KMO) index indicates whether or not correlations between pairs of variables can or cannot be explained by other variables and thus if a factor analysis is appropriate (Malhotra, 2010 p.641). Generally, a value greater than 0,5 is required, but a value

above 0,7 is desirable. The factor loadings indicate to which extent factors pick up the variance of the individual variables. Simply put, how the factors correlate with their variables. If all variables have low factor loadings, factor analysis might not be appropriate.

Due to high levels of multicollinearity among the motives used in the research model for non-adopters, resulting in a condition index of 38,7 when regression analysis was attempted (see Appendix 6), a factor analysis was performed on the underlying variables of the six motives. The resulting factors represented the exact set of needs intended and together accounted for 74 percent of the total variance in the underlying variables. A KMO value of 0,83 and factor loadings well above 0,5 confirmed the quality of the factors (see Appendix 7). The unsatisfactory regression on the non-adopters data set was replaced by a new regression based on these factors. While multicollinearity was present to some extent in the corresponding regression for adopters, condition index of 24, its degree did not threaten the quality of the equation. Also, as the relative importance of independent variables remained the same when applying factors instead of indices and the beta coefficients are more easily interpreted when based on indices, we chose to proceed with the original regression for adopters.

For testing differences between variables of ordinal scale such as age groups and reading frequency crosstabulations and chi-square test were used. When testing means ANOVA tests were performed for comparisons between several groups, independent sample t-tests if there were only two groups to compare and paired t-tests for differences in means between variables.

The complete set of statistical analysis methods in this research were performed with IBM SPSS Statistics 20.

Results

The following section presents the most relevant research findings. It commences with an overview of respondents' general beliefs and attitude towards the tablet newspaper as well as differences in user demographics and concludes with the application of the research model and hypothesis testing. Altogether this section answers the question of “what kind of readers adopt or will adopt the tablet newspaper and which factors will contribute to their decision” in terms of:

- who the adopters of the technology are
- how it is adopted by newspaper readers
- the main factors influencing the adoption of the tablet newspaper
- the main factors influencing tablet newspaper satisfaction

Overview of Perception and Evaluation of the Tablet Newspaper

While newspapers have been cautiously optimistic about the potential of the tablet newspapers there has been uncertainty regarding the readers' view on this innovation. In the survey adopters (non-adopters) were asked to evaluate their experience with (perception of) the tablet newspaper. Based on a scale stretching from one (lowest score) to seven (highest score) for adopters it was found that the sample as a whole was satisfied with the product ($M = 5,09$, $SD = 1,37$), found the tablet newspaper useful ($M = 5,50$, $SD = 1,40$), easy to use ($M = 5,50$, $SD = 1,35$) and had a high intention to continue their subscription ($M = 5,63$, $SD = 1,71$). Interestingly non-adopters perceived it to be almost as useful ($M = 5,40$, $SD = 1,32$) and even more easy to use ($M = 5,80$, $SD = 1,03$) than the actual users and showed a generally positive attitude ($M = 5,07$, $SD = 1,58$) towards it. However, this did not translate into an equivalently high intention to actually use the tablet newspaper ($M = 3,47$, $SD = 1,49$). A complete list of factor means is found in Appendix.

Evidently many of the non-adopters believe it is a good product but don't necessarily intend to use it, implying that there are factors inhibiting its adoption not directly associated with the product itself. A probable inhibitor is the necessity of a tablet device to make use of the product. While nearly two fifths of the sample indicated that they either have access to a tablet (19 %) or

are highly likely (6-7) to purchase one within the next twelve months (18 %), more than half of the sample aren't even potential customers at this point time.

Another potential inhibitor is the price of the tablet newspaper subscription. When this research was performed print subscribers payed 29SEK for DN+ and 49SEK for Sydvenskan+. Since there was no significant difference between the attitude towards the two, $t(1452) = -1,574$, $p = 0,116$, the significant difference in perceived value for money, $t(2550) = 10,85$, $p < 0,001$, between the papers, could be seen as a direct effect of the slightly lower price of DN+. This could also be a result of DN being a more valued newspaper, or DN subscribers being less price sensitive. Value for money as well as tablet possession and tablet purchase intention are accounted for in the research model and their influence on intentions is dealt with in more detail below.

Describing Current Users and Non-Users

In a next step, to understand the adoption of the digital newspaper, it is necessary to identify who the potential and current adopters are. In an attempt to identify the potential adopters, non-adopters are split into two groups based on intention to use or try the tablet newspaper within the next twelve months: unlikely adopters ($n = 2155$) and likely-adopters ($n = 377$). All respondents with an index value of six or higher are considered likely adopters.

First, demographic variables are tested for differences among adopter groups as seen in Table 3. and 4. below. While there are large differences between actual and non-adopters as a whole, there are no significant differences between likely and unlikely adopters. Actual adopters are to a much larger extent male than the non-adopters. Furthermore they are also significantly younger (three to four years on average) while being concentrated within the ages 30-59, more well-educated and have a larger average income. These findings corresponds to what is generally expected for innovators and early adopters (Rogers, 1962). Table 3. and 4. below shows all comparisons along with chi-square test statistics.

Table 2. Age and gender comparisons

Age group	Unlikely adopters	Likely adopters	Non-Adopters	Actual adopters	Gender	Unlikely adopters	Likely adopters	Non-Adopters	Actual adopters
15-29	4,5%	4,3%	4,2%	3,7%	Female	55,8%	57,0%	57,3%	26,3%
30-44	20,1%	20,5%	19,3%	27,6%	Male	44,2%	43,0%	42,7%	73,7%
45-59	29,3%	32,7%	29,2%	36,4%					
60-79	44,7%	41,1%	45,6%	31,9%					
80+	1,5%	1,4%	1,7%	0,5%					
n	2112	370	2765	1314		2113	372	2774	1313
N	2482		4079			2485		4087	
df	4		4			1		1	
Pearson χ^2	2,252		94,111			0,197		344,476	
sign.	0,689		0,000			0,657		0,000	

Note: Non- Adopters is not the sum total of unlikely and likely adopters since those groups exclude respondents who have answered don't know on intention

Table 3. Income and education level comparisons

Income level	Unlikely adopters	Likely adopters	Non-Adopters	Actual adopters	Level of education	Unlikely adopters	Likely adopters	Non-Adopters	Actual adopters
<100.000kr	2,8%	2,8%	2,8%	1,9%	High school	18,6%	18,8%	18,8%	15,3%
100.000 - 250.000kr	16,0%	14,3%	16,8%	4,7%	Vocational education	5,2%	6,2%	5,6%	4,3%
250.000 - 500.000kr	57,8%	59,3%	57,9%	46,6%	University or college	72,2%	69,1%	71,2%	77,7%
500.000 - 750.000kr	17,4%	18,0%	16,9%	28,8%	Other	3,9%	5,9%	4,3%	2,7%
>750.000kr	6,0%	5,6%	5,6%	18,1%					
n	2034	356	2659	1279		2120	372	2782	1318
N	2390		3938			2492		4100	
df	4		4			3		3	
Pearson χ^2	0,835		319,557			3,967		20,751	
sign.	0,934		0,000			0,265		0,000	

Note: Non- Adopters is not the sum total of unlikely and likely adopters since those groups exclude respondents who have answered don't know on intention

While no significant demographic differences between unlikely and likely adopters exist, the groups differ significantly in news consumption habits, as seen in Table 5. Likely adopters are more avid readers of online news than unlikely adopters. Also actual adopters read more online

and less print than non-adopters as a whole. This is coherent with the notion that innovators and early adopters are more technically oriented than other adopter categories (Rogers, 1995).

In fact, a large amount of actual adopters have either completely stopped or strongly reduced their consumption of the printed (37%) and online edition (26%) of the newspaper. This decline in print consumption has had a significant effect on print subscriptions, $c2(4, N = 1303) = 575, p < 0,001$, and only about two thirds (64 %) of the tablet subscribers have a print subscription.

Clearly, among adopters, there is a shift from the printed to the tablet newspaper. While adopters overall most often read the tablet newspaper (63% at least daily), online news is still more frequently read several times a day (21%) than both print (7%) and tablet newspapers (9%).

Table 4. Differences in channel consumption and chi-square tests

	Print				Online				Tablet
	Unlikely adopters	Likely adopters	Non-Adopters	Actual adopters	Unlikely adopters	Likely adopters	Non-Adopters	Actual adopters	Actual adopters
Several times/day	15,9%	19,4%	16,4%	6,9%	12,1%	14,4%	12,3%	20,7%	8,9%
Daily	76,2%	73,7%	76,0%	45,5%	27,7%	33,8%	28,9%	34,4%	53,6%
Couple of times/week	7,1%	6,1%	6,8%	23,9%	29,9%	33,5%	30,4%	26,6%	28,1%
Couple of times/mont	0,7%	0,8%	0,6%	15,5%	23,6%	15,2%	22,0%	14,7%	8,4%
Never	0,1%	0,0%	0,1%	8,3%	6,8%	3,2%	6,40%	3,60%	1,1%
n	2145	377	2818	1333	2148	376	2820	1336	1337
N	2522		4151		2524		4156		-
df	4		4		4		4		-
Pearson χ^2	3,681		995,705		23,638		93,677		-
sign.	0,451		0,000		0,000		0,000		-

Hypothesis Testing

Thus far, the presented results have provided an overview of the current tablet newspaper adoption. Before going into the research model and hypothesis testing a brief presentation of the magnitude of the benefits sought when consulting newspapers in general and how well the tablet newspaper perform on these criterion.

While knowledge of current news is the most important need in respect to news consumption, apart from entertainment, all identified needs are valued highly. Scoring the highest on knowledge, the tablet newspaper seems to fulfill this exact consumer need. Interestingly, the needs that are met to the largest extent, knowledge and leisure, are those that can possibly be regarded as the “unique selling points” of the printed newspaper, apart from habit. This is another possible explanation of the above stated substitution effect of the tablet newspaper on its printed version.

Table 5. Mean Comparison

Adopters				Non-Adopters			
Index	N	Mean	SD	Index	N	Mean	SD
HABa	1326	4,67	1,59	HABn	2830	6	1,12
LEISa	1319	5,18	1,44	LEISn	2826	5,9	1,26
ENTa	1318	4,73	1,35	ENTn	2819	3,86	1,43
KNOWa	1322	5,8	1,15	KNOWn	2829	6,4	0,72
SSIa	1315	4,95	1,38	SSIn	2828	5,11	1,11
UPDATa	1292	4,96	1,5	UPDATn	2829	5,52	1,26
EOU	1329	5,5	1,35	PEOU	2556	5,8	1,03
U	1325	5,5	1,4	PU	2528	5,4	1,32
ATT	1328	5,09	1,37	ATT	2649	5,07	1,58
INTa	1194	5,63	1,71	INTn	2532	3,47	1,9

The research model is a tool for understanding the ways in which a set of motives and factors eventually lead to the intention to adopt (non-adopters) or continue to use (adopters) the tablet newspaper. The hypotheses are set up to test the ability of the model to explain this chain of proposed causalities. The model consists of six linear regressions, four pertaining to the non-adopters (Table 7.) and two pertaining to adopters (Table 8.). The findings of these regressions are shown in more detail and in their respective functions within the combined research model in Figure 2. While the mean value of a motive indicates how important it is to non-users in respect to *general news consumption*, its correlation coefficient Beta, indicates the level of influence of the variable has on attitude towards *the tablet newspaper*,.

For adopters, the motive's mean value indicates the tablet's performance on that need, while its correlation coefficient shows the extent to which it actually influences the satisfaction with the tablet newspaper. Hence, the sign and strength of the correlation coefficients indicate, if and to what degree the needs are sought to be fulfilled, ultimately determining the way in which people make use, or intend to make use, of the tablet newspaper.

The Non-Adopter Side of the Model

The results obtained in regression one, demonstrate that the motives *Search for updated news*, *Knowledge of current news*, *Entertainment*, *Leisure* and *Search for specific information* combined with the factor *Perceived ease of use* have a significant positive impact on the perceived usefulness. *Habit* however is shown to have no significant influence. Nevertheless, all other motives and the model as a whole are significant at all conventional levels ($p < 0,001$) and regression model has a satisfactory explanatory power ($\text{Adj. } R^2 = 0,428$). Consequently, the study finds support for H2a, H3a, H4a, H5a, H6a and H7a, while no support is found for H1a. The simple interpretation is that non-users believe that all motives except for *Habit*. Furthermore

Table 6. Regression Analysis Potential Adopters

Regression 1			Regression 2			Regression 3		
$PU = PEOU + UPDAT + KNOW + ENT + LEIS + SSI + HAB$			$ATT = PU + PEOU$			$INT = ATT + PV + TPI$		
N	Adj. R^2	Sig.	N	Adj. R^2	Sig.	N	Adj. R^2	Sig.
2412	0,428	0,000	2419	0,596	0,000	1690	0,580	0,000
Indep. variable	Beta****		Indep. variable	B		Indep. variable	B	
PEOU	0,567***		PU	-0,010		ATT	0,461***	
UPDAT	0,165***		PEOU	0,923***		PV	0,226***	
KNOW	0,098***					TPI	0,392***	
ENT	0,093***							
LEIS	0,082***							
SSI	0,061***							
HAB	-0,019							
						Regression 4		
						$INT = ATT + PV$		
						N = 464	Adj. R^2	Sig.
						464	0,433	0,000
						Indep. variable	B	
						ATT	0,508***	
						PV	0,375***	

* $p < 0,05$; ** $p < 0,01$; *** $p < 0,001$

Note: INT = intention to use tablet newspaper, PV = perceived value for money, TPI = tablet purchase intention
Further = In regression 1 the unstandardized beta is presented since factor loadings are used

findings include that *PEOU* is by far the most important predictor variable. Out of the motives *UPDAT* influences the *Perceived usefulness* of the tablet newspaper the strongest and *SSI* the least. Thus non-users would choose to read the tablet newspaper based on the belief that it provides them with updated news.

While support was found for a strong positive relationship between *Ease of use* and *Perceived usefulness* in the first regression, no evidence is found to support such a relationship towards attitude in the second regression. In a way this shows that the Technology Acceptance Model, on which the research model is based, is flawed when applied to tablet newspapers since the predicted relationships are not all present. However *PEOU* does have an indirect effect since the finding results show the existence of a strong positive effect of *Perceived usefulness*, on the *Attitude* towards the tablet newspapers. There is almost a one-to-one relationship in the sense that an incremental increase (decrease) of one in perceived usefulness results in a 0,92 increase (decrease) in *Attitude*. The study actually shows that perceived usefulness alone is able to explain almost three fifths of the total variance in attitude (Adj. $R^2 = 0,596$) and strong evidence in support of H9a is found, while this is not the case for H8a.

In order to explain the final step towards intention to use the tablet newspaper it is necessary to split the sample into two separate regression in order to account for the mitigating effect of tablet availability and purchase intention. Evidence is found supporting H10a, H11a, an H12 since both regressions and all predictor variables are significant at all conventional levels. H13a was rejected at a five percent significance level, $t(2526) = -1,83$, $p = 0,068$. Hence it cannot be concluded that there is a difference in intention to use the tablet newspaper between non-users with a tablet and those without a tablet. Interestingly the study is able to explain a larger portion of the intention to use for non-adopters without access to a tablet (Adj. $R^2 = 0,580$) than for those who have access to one (Adj. $R^2 = 0,433$). It is possible that it is harder to predict the intention among tablet adopters since they have a clearer view of the alternatives available. The case could also be argued that it is a result of eliminating all tablet newspaper subscribers from the sample, leading it to be overrepresented by tablet owners with low intention to use the tablet newspaper related to some reason unaccounted for in the model.

The Adopter Side of the Model

The results derived from regression five indicate that the news consumption motives *UPDAT*, *ENT*, *SSI*, *KNOW* and *LEIS* together with the factor *EOU*, positively influence the satisfaction with the tablet newspaper. The easier the tablet newspaper is to use and the better it performs in terms of providing updated news, entertaining and offering specific news (weather, stock prices, sports results etc), the more satisfied the reader becomes. However, the motive habit has no significant impact on satisfaction. Nevertheless, the model as a whole is significant at all conventional levels and successfully explains 66 percent of the variance within tablet newspaper satisfaction (see adj. R^2 in table X). Hence, the research provides strong support for H2b, H3b, H4b, H5b, H6b and H7b, while no support is found for H1b.

Table 7. Regression analys adopters

Regression 5			Regression 6			Regression 2		
$SAT = EOU + UPDAT + ENT + SSI +$ $KNOW + LEIS + HAB$			$INT = SAT + V$			$REC = SAT$		
N	Adj. R ²	Sig.	N	Adj. R ²	Sig.	N	Adj. R ²	Sig.
1277	0,660	0,000	1155	0,416	0,000	1311	0,684	0,000
Indep. variables	Unstand. B		Indep. variables	Unstand. B		Indep. variables	Unstand. B	
EOU	0,495***		SAT	0,566***		SAT	0,925***	
UPDAT	0,138***		V	0,301***				
ENT	0,105***							
SSI	0,104***							
KNOW	0,073***							
LEIS	0,066**							
HAB	0,030							

* $p < 0,05$; ** $p < 0,01$; *** $p < 0,001$

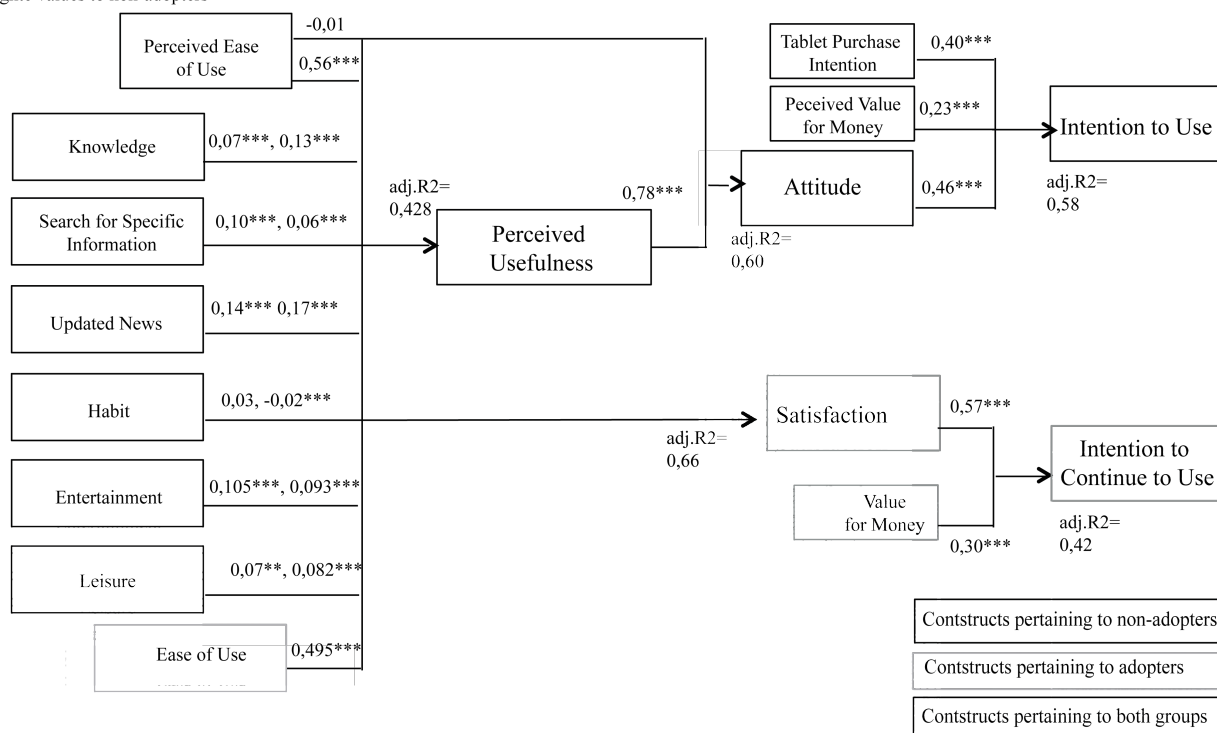
Note: *INT* = intention to continue to use tablet newspaper; *V* = value for money

Finally, regression six confirms that overall satisfaction and the *Value for money influence* positively the *Intention to continue to use* the tablet newspaper. The regression is significant at all conventional levels and provides a satisfactory level of explanation (adj. $R^2 = 0,42\%$) of the variance in the intention to continue to use the tablet newspaper. Ultimately, the research finds proof for both H8b and H9b. In a further extension, regression seven finds solid proof ($p < 0,001$, Adj R Square 0,684) for the causality of satisfaction leading to recommendation, yet another measure of customer loyalty (Yi, 1990). *Table X. Adopter Regressions*

Conclusively, apart from the fact that *HABa* and *HABn* fail to explain any variance within *SAT* and *ATT* and *PEOU* fails to explain any variance in *PU*, the relationships within the research model are confirmed at all conventional levels of significance. Overall, the research finds support for 17 of 21 hypotheses and the research model succeeds at explaining between 42-58 (see adj. R^2 in tables X and X) percent of the variance of the intention to use or continue to use the tablet product. The figure below summarizes the discussed findings.

Figure 3. The Structural Research Model Applied

NOTE: Left Coefficients refer to adopters,
righte values to non-adopters



Interpreting the research model further

While stating the significance of the regression models has confirmed most hypothesis, deeper insights in the adoption of the tablet newspaper can be derived. We will now go deeper into comparisons between and explanations of the results presented in the previous section. One should note that while we write these findings as generalizations, in a strict sense they are only applicable to DN's and Sydsvenskan's subscribers.

The underlying motives of adoption

Comparing the standardized beta coefficients (Beta), which can be considered the importance of a variable relative to the dependent variable, to the corresponding mean value it is clear that strong underlying needs of general news consumption, such as *Knowledge* and *Leisure*, are not necessarily those who influence how useful non-adopters perceive the tablet newspaper to be.

It is also the case that the most satisfied needs among actual adopters, are not necessarily the most important ones for tablet newspaper satisfaction. Though the tablet newspaper performs the best on the same variables that are the most important motives for general news consumption, *Knowledge* and *Leisure*, these motives rank last in their strength of influencing tablet newspaper satisfaction. An argument could be made that the newspapers have positioned the tablet newspaper wrong by assuming that it will be used just like the the printed newspaper, when what influences tablet newspaper satisfaction for users is exactly what the newspaper cannot provide to the same extent (UPDAT_n, SSIn, ENT_n). In essence the tablet overperforms, in terms of satisfying, in the sense that it is best at what matters least. This is likely the result of not priorly being able to see what in reality matters to their readers.

A possible explanation of why *Knowledge* is not important for users satisfaction is that the printed newspaper is used as point of reference, resulting in the sample, being frequent print consumers, generally assuming that the tablet newspaper should at least fulfill the needs that the printed newspaper does (*Knowledge*). The needs that technically cannot be gratified by the printed paper to the same extent as by the tablet version (UPDAT_n, UPDAT_a, ENT_a, SSIn_a) influence stronger the *Perceived usefulness* and *Satisfaction*. Hence, people do not seek a digital version of the printed paper but a product that offers the added benefits of its extended features (connectivity, multimedia) enabled by the nature of the tablet device.

In short, the addition of features previously unique to online news to a product assumed to offer *the same* experience as the printed newspaper, forms the real unique selling point for consumers. This is validated by the finding that likely and actual adopters are also significantly more avid consumers of online news than unlikely, meaning that regular online users within the sample are those who are likely to see the highest value in the tablet newspaper. Accordingly, while online news still offers some advantages (e.g. better searchability of content), the printed newspaper

might not have any real advantage over the tablet newspaper, making it a subject to a substitution effect. The affect of this is demonstrated by adopters stronger decline in printed reading than online reading since they started to use the tablet newspaper.

What ultimately leads to intention to adopt

While *Attitude* is the variable which by far influences the *Intention to use* the tablet newspaper the most, *Tablet purchase intention* and *Value for money* still have strong influence. Between the latter, *Tablet purchase intention* is the stronger predictor. Further the impact of *Perceived value for money* on intention is higher for those who have a tablet than those who don't, indicating that the former group might be more price-sensitivity than the latter. This is a surprising finding considering in two ways. Firstly, no significant differences in income levels were found (Table 3). One explanation is that, since they already possess a tablet their investments consists only of the subscription price while the investment for non-tablet users consists not only of the price of the subscription itself but also the price of the tablet. In that context the subscription price might seem like a relatively small investment. This can be supported by the relatively strong positive relationship between tablet purchase intention and intention to use the tablet newspaper.

While adopters find that the tablet newspaper provides higher value for money, than the degree to which they are overall satisfied with the tablet newspaper (Table 5), its unstandardized Beta indicates that the variable is less important than satisfaction in explaining the *Intention to continue* to use the tablet newspaper. Firstly, this is an effect of the fact that value for money to some extent is a of function satisfaction and price. Further, the adopters have already made the decision to subscribe the tablet newspaper, why price, which can be anticipated in advance to a better extent than satisfaction, is no longer a main determinant of the decision to continue to use the product.

Conclusions and Discussion

Media differ in the extent to which they are used in order to gratify certain needs. The strongest news consumption needs in general are not necessarily those who impact *Perceived usefulness* and *Satisfaction* of the tablet newspaper the most. Since all motives that influence *Perceived usefulness* are significantly positive (except for habit) it can be seen as being used to fulfill the full range of needs. This is based on the interpretation of regression one: the higher a respondent

ranks a need, the more useful the tablet newspaper seems. That must indicate that non-adopters believe that the tablet newspaper would be used to fulfill that need. In this reasoning, the tablet actually fulfills the hopes of being a combination of online and print, serving the needs of both, and is a substitute to both.

The findings regarding (perceived) value for money deliver some actionable conclusions for newspaper companies. In the light of an investment in a tablet, the cost of a tablet newspaper subscription might seem small. As tablet purchase intention strongly influences tablet newspaper use intention, subsidizing the tablet investment by packaging it with a tablet newspaper subscription could be a wise strategy to convert print subscribers into tablet subscribers. Further, while the value for money of the tablet newspaper is indicated to be high by the adopters, *Satisfaction* cannot explain the *Intention to continue* to use the tablet newspaper (see Regression 6, Table 7) as well as *Attitude* explains non-users intention to commence using the product (see Regression 3, Table 6.). This can be interpreted as that the impact of *Attitude* before trial is larger than *Satisfaction* after trial, since the actual users of the product have more experience and thus more are likely to take into account the alternatives of the tablet newspaper. Hence, a user can be very satisfied, perceive the price as low but still not necessarily intend to continue to use the tablet newspaper, as alternative news applications exist. This again calls for the newspapers to take action upon the findings in section XX). to enhance the features of the tablet newspapers that in both before, and after adoption compel readers to use it.

Limitations and Continued Research

One of the main limitation of this study is our sample, which though representative for print subscribers, is not representative for the Swedish population as a whole in times of quick technological evolution and alteration of habits. Thus we cannot draw conclusions upon the population as a whole. At this instant, this however poses no threat to the relevance of the research, as the newspapers indicated the purpose to shift print subscribers rather than convincing non paying users into conversion.

Though the tablet newspaper seems to be a product with the potential to satisfy a large set of uses, the age distribution is not representative for the population of Sweden, where an alarming decline in paid news readership has occurred among younger generations during the last decade.

The tablet newspaper might compel the newspaper companies' current subscribers to convert, but since these consumers are skewed towards the older generations, they base their print and possible tablet reading on a habit of reading developed over long time. As this generations shift out, the tablet newspaper as it is today might loose its foundation. No indications could be found that the tablet newspaper successfully targets the young generations who turn their backs towards print in favor of online news. This opens up for further research, that is focused towards people in the ages of 15-30, in order to specifically identify their needs and perceptions about existing news channels.

Further, the comparison of perceptions of non-adopters and experiences of current adopters is based on two sets of samples. Another method for comparison was not possible at the time, but as the tablet newspaper diffuses, a time series analysis of shifting perceptions and attitudes within the same sample could give better insights into what influences the adoption of the tablet newspaper at different stages in time

In line with this, we faced the decision whether to ask both adopters and non-adopters of their motives of consumption, impeding a satisfaction analysis, but improving comparison quality, or, ask adopters to which extent a given set of needs were satisfied by the tablet newspaper, and non-adopter about their motives. Ultimately, the satisfaction analysis was determined to give too important insights to jeopardize by not having the right set of underlying questions. A research that asks both groups about their general news consumption motives would enable statistical comparison of the motives between the groups and might reveal other findings.

It is in order to admit that habit as a motive for general news consumption did not provide the explanatory power this research intended it to achieve. A reason is that the measurement of the habit index might have been inaccurate, as habit as a motive could not be measured directly. Rather than asking whether habit "is an important motive for a person to read the news", it was attempted to measure the motive by questions that identify a habitual behavior in respect to news consumption among the readers, such as whether or not the respondent "reads newspapers on a daily basis". In the case of adopters, habit as a variable indicated whether or not the tablet newspaper suited the respondents reading habits, rather than finding how strong these were.

To conclude, although there are limitations and problems with the study as discussed above one should not forget to mention the high explanatory power of our regressions. Our research model, succeeded in explaining a large portion of the variance in the dependent variable for all regression and is in line with what other researchers have found in related fields (Davis et al. (1989); Flavián and Gurrea, 2009a; B).

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Appendix

Appendix 1. Definitions

As multiple technologies and theories will be reviewed, used and referred to in this research, it is necessary to provide a summary of the exact definitions of these terms for better understanding.

Adoption: Adoption refers to consumers' acceptance of a new idea or technology, in this case the tablet newspaper, and its subsequent use.

Adopters: Adopters are the consumers who to this point have started to use tablet newspapers. As opposed to this group of consumers, the non-adopters are the consumers in this research who currently subscribe for printed newspapers, but have yet not started to use the tablet newspaper.

Application: Applications, short "apps", are the programs designed for mobile devices such as tablets and phones.

E-reader: The e-reader refers to a tablet device with black and white e-ink technology, designed for the reading of e-books, such as the Amazon Kindle.

Tablet Newspaper (Application): The tablet newspaper refers to a newspaper company's own application for tablet devices. In the case of DN and Sydsvenskan, their newspaper applications are downloaded once, thereafter daily issues are automatically (subscription based) or manually (pay per issue) downloaded within the application. It is necessary to clarify that the tablet newspapers studied, are the applications DN+ and Sydsvenskan+ for tablets, not the newspapers' websites (DN.se or Sydsvenskan.se) that can be accessed in the tablets internet browser, nor the printed newspaper that in some cases are offered in static PDF format aswell.

Online News: Online news refer to news websites, either newspapers' or other publishers. These differ in content and availability. In Sweden in general, daily newspapers offer a large amount of the printed content for free online.

Printed Newspaper: The printed newspaper refers to the printed issues of daily newspapers.

Perception, to perceive: The word perceived is in this paper used to clarify that it is a belief based on no prior experience. For ex. non-adopters perceive the ease of use of the tablet

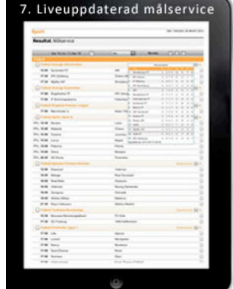
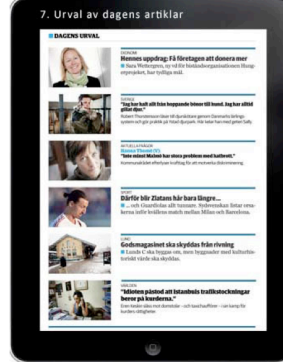
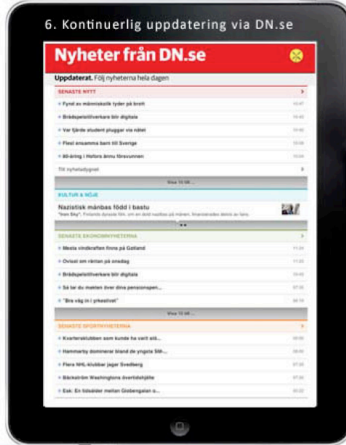
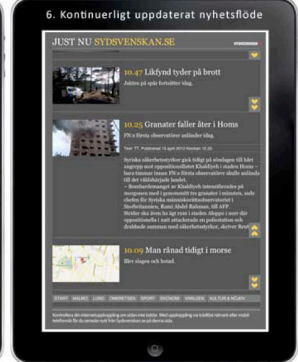
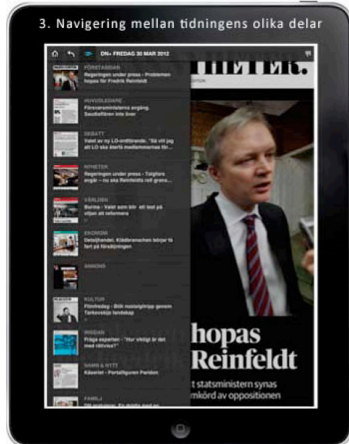
newspaper while adopters have actually tried the product and therefore their notion of the tablets ease of use is experienced.

Tablet: The tablet refers to the tablet device, such as the Apple iPad, Samsung Galaxy tab or Amazon Kindle Fire.

Appendix 2. Tablet data provided by TU

Sesame: Korstabell (Frågor/Frågor) Databas: Orvesto Konsument_2011:3 Ref: 0108Kq1N Datum: 10-apr-12 Tid: 13.07 Sparade filer: Ingen										
Def, av målgrp -Kön- Alla										
	Filter	Surfplattor/Läsplattor Äger				Surfplattor/Läsplattor Tänker Köpa Inom 12 Månader				
		Läsplatta		Surfplatta/Läsplatta		Läsplatta		Surfplatta/Läsplatta		
Ip/Profil	13990	100	193	1,4	833	6	626	4,5	1655	11,8
Pop 000/Prfl	7354	100	109	1,5	519	7,1	350	4,8	996	13,5
	'000	C%^	'000	C%^	'000	C%^	'000	C%^	'000	C%^
Bakgrundsdata										
Kön										
Män	3702	50,3	65	59,6	290	55,8	191	54,5	576	57,8
Kvinnor	3651	49,7	44	40,4	229	44,2	159	45,5	421	42,2
Ålder										
15 - 24	1251	17	22	20,2	95	18,2	71	20,3	201	20,2
25 - 39	1799	24,5	23	20,9	169	32,5	67	19,1	302	30,3
40 - 59	2439	33,2	36	32,7	197	38	137	39,2	358	36
60 - 79	1865	25,4	28	26,1	59	11,4	75	21,3	134	13,4
Utbildning										
Grundskola	1760	23,9	27	24,9	82	15,7	75	21,4	151	15,1
2-Årigt Gymnasium	1024	13,9	13	11,9	54	10,5	60	17	114	11,4
3-Årigt Gymnasium	1883	25,6	27	24,4	114	22	90	25,7	292	29,3
Högskola Max 2 År	812	11	17	15,3	75	14,4	44	12,5	121	12,2
Högskola Längre	1874	25,5	25	23,4	194	37,4	82	23,4	318	32
Hushållsinkomst/År										
Har Ingen Inkomst-Under 96 000	225	3,1	5	5	13	2,6	20	5,6	32	3,2
96 000-167,999	467	6,3	4	3,7	11	2,1	21	6	52	5,2
168 000-299,999	1127	15,3	15	13,4	31	6	53	15,1	104	10,5
300 000-503,999	1886	25,6	30	27,3	94	18,1	83	23,8	222	22,3
504 000-779,999	2002	27,2	19	17,6	154	29,6	79	22,5	276	27,7
780 000-Över 1 008 000	1023	13,9	16	14,4	176	33,8	46	13	223	22,4
Sverige-Regioner (Enskilda)										
Ar Sth/Gbg/M-Ö	2742	37,3	49	45,1	296	57	142	40,5	465	46,7
Ar Sth/Gbg/M-Ö										

Appendix 3a., 3b. Screenshots of DN+, Sydsvenskan+



Appendix 4a. Questionnaire sent to Tablet subscribers

Q21 Svara på några frågor om Dagens Nyheter och vinn en iPad! Detta är en undersökning om läsvanor och Dagens Nyheters surfplattetidning "DN+". Undersökningen görs inom ramen för ett examensarbete på Handelshögskolan i Stockholm. Den innehåller 25 frågor och tar cirka tio minuter att svara på. Du som svarar förblir anonym. För att delta i utlottningen av iPaden, svara rätt på sista frågan och ange din e-postadress i slutet av enkäten. Den kommer varken lagras eller användas i något annat syfte än att meddela dig om utlottningens utgång. Stort tack för din medverkan! Dina svar hjälper oss förbättra tidningen. Med vänlig hälsning Dagens Nyheter

Q22 Har du eller någon i ditt hushåll en prenumeration på DN's papperstidning just nu?

- ☐ Ja (1)
- ☐ Nej (2)
- ☐ Vet ej (3)

Q28 Hur ofta läser du tryckta dagstidningar (DN eller andra)?

- ☐ Flera gånger om dagen (1)
- ☐ Dagligen (2)
- ☐ Några gånger i veckan (3)
- ☐ Några gånger i månaden (4)
- ☐ Aldrig (5)

Q27 Hur ofta läser du nyheter på DN.se eller andra nyhetssidor på nätet.

- ☐ Flera gånger om dagen (1)
- ☐ Dagligen (2)
- ☐ Några gånger i veckan (3)
- ☐ Några gånger i månaden (4)
- ☐ Aldrig (5)

Q36 Har du eller någon i ditt hushåll en iPad eller annan surfplatta?

- ☐ Ja (1)
- ☐ Nej (2)
- ☐ Vet ej (3)

Q18 Hur troligt är det att du köper en iPad eller annan surfplatta inom de kommande 12 månaderna?

- ☐ 1 - inte alls troligt (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 - väldigt troligt (7)
- ☐ vet ej (8)

Q28 Har du eller någon i ditt hushåll "DN+" på iPad eller en annan surfplatta?

- ☐ Ja, en prenumeration på DN+ (1)
- ☐ Ja, lösennummer av DN+ (2)
- ☐ Nej (3)
- ☐ Vet ej (4)

Q29 Hur ofta läser du DN+?

- ☐ Flera gånger om dagen (1)
- ☐ Dagligen (2)
- ☐ Några gånger i veckan (3)
- ☐ Några gånger i månaden (4)
- ☐ Aldrig (5)

Q35 Nedan följer ett antal frågor om dina tidningsvanor. Frågorna gäller all din tidningsläsning, både på nätet och i papperstidningar. Ange på skalan från 1 "stämmer inte alls" till 7 "stämmer helt" i vilken utsträckning du håller med om de följande uttalanden

Q5 Läs beteende

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Jag tycker om att läsa tidningen dagligen (1)
- ☐ Jag ägnar gärna lika mycket tid till tidningsläsning varje dag (2)
- ☐ Jag läser gärna tidningen vid samma tidpunkt varje dag (3)

Q19 Tidningar som fritidssyssla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Att läsa tidningen är ett angenämt tidsfördriv för mig (1)
- ☐ Jag tycker om att läsa tidningen på min fritid (2)
- ☐ Jag gillar att läsa tidningen som avkoppling (3)

Q30 Tidningar som underhållning

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Mitt huvudsakliga mål med tidningsläsning är underhållning (1)
- ☐ Mitt huvudsakliga mål med tidningsläsning är nöje (2)
- ☐ Jag tycker om att läsa tidningen för att det är roligt (3)

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ När jag läser tidningen, är mitt huvudsakliga mål att veta vad som händer (1)
- ☐ När jag läser tidningen, är mitt huvudsakliga mål att känna mig informerad (2)
- ☐ Jag anser att man blir bildad av att läsa tidningen (3)

Q32 Tidningar som specifik informationskälla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ När jag läser tidningen är mitt mål att hitta specifik information (1)
- ☐ När jag läser tidningen är mitt mål att hitta konkreta uppgifter och nyheter (2)
- ☐ När jag läser tidningen är jag särskilt intresserad av specifika delar (3)

Q33 Tidningar som omedelbar nyhetskälla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ När jag läser tidningen är mitt mål att hitta senaste nytt (1)
- ☐ Jag läser tidningen huvudsakligen för att få konstant uppdaterade nyheter (2)
- ☐ Nyheters omedelbara tillgänglighet är väldigt viktigt för mig (3)

Q10 Nedan ser du hur DN+ ser ut och fungerar. Vet du redan om hur DN+ fungerar kan du klicka på "vidare"-knappen längst ner och hoppa till nästa sida. DN+ är en digital edition av papperstidningen Dagens Nyheter. Till tidningens innehåll har lagts bildspel, filmklipp, ljudklipp och interaktiv grafik. Delar av innehållet har bytts ut mot smartare digitala alternativ. Dessutom får du i DN+: - uppdaterad information om sport, börsen och väder - senaste nytt från DN.se - möjlighet att spara artiklar som favorit för senare läsning Klicka på röda pilen för att fortsätta till nästa sida.

Q17 Baserat på föregående beskrivning eller din tidigare erfarenhet, var god ange din uppfattning av DN+. Ange på skalan från 1 "stämmer inte alls" till 7 "stämmer helt" till vilken grad du håller med om följande uttalanden:

Q3 Upplevd användarvänlighet av DN+

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ verkar enkelt att lära sig (1)
- ☐ DN+ verkar enkelt att använda (2)
- ☐ Det verkar lätt att få DN+ att göra vad man vill (3)

Q39 Upplevd användbarhet av DN+

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ verkar vara en väldigt användbar produkt (1)
- ☐ DN+ verkar vara en produkt jag kan stor nytta av (2)
- ☐ DN+ verkar vara ett väldigt praktiskt sätt att ta till sig nyheter (3)

Q16 Hur upplever du användningsområdena för DN+ jämfört med papperstidningen?

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Jag tycker att DN+ och papperstidningen i stort sett är samma produkt (1)
- ☐ Jag tycker att DN+ och papperstidningen erbjuder information på samma sätt (2)
- ☐ Jag tycker inte att DN+ och papperstidningen fyller olika behov (3)

Q37 Hur upplever du användningsområdena för DN+ jämfört med tidningen på nätet, DN.se?

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Jag tycker att DN+ och nättidningen i stort sett är samma produkt (1)
- ☐ Jag tycker att DN+ och nättidningen erbjuder information på samma sätt (2)
- ☐ Jag tycker inte att DN+ och nättidningen fyller olika behov (3)

Q7 Allt som allt tycker jag att använda DN+ skulle vara:

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ väldigt intressant (1)
- ☐ väldigt positivt (2)
- ☐ väldigt bra (3)
- ☐ väldigt fördelaktigt (4)

Q12 DN+ kostar 29 kronor extra i månaden för dig som är prenumerant av papperstidningen. Annars kostar DN+ 199 kronor i månaden. Köper du lösnummer av DN+ till din surfplatta kostar det 22kr styck. Vänligen ange på skalan 1 "inte alls prisvärt" till 7 "väldigt prisvärt" huruvida du tycker att DN+ är värt priset.

1 - inte alls prisvärt (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - väldigt prisvärt (7) vet ej (8)

- ☐ Som prenumerant (29kr i månaden) (1)
- ☐ Som icke-prenumerant (199kr i månaden) (2)
- ☐ Styckköp av lösnummer (22kr) (3)

Q8 Hur troligt är det att du...

1 - inte alls troligt (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - väldigt troligt (7) vet ej (8)

- ☐ ..börjar använda DN+ inom de närmaste 12 månaderna (1)
- ☐ ...prövar DN+ inom de närmaste 12 månaderna (2)

Q14 Vänligen ange kön

- ☐ Kvinna (1)
- ☐ Man (2)

Q16 Vänligen ange ditt födelseår, fyra siffror (ÅÅÅÅ):

Q18 Vilken utbildning har du?

- ☐ Gymnasieutbildning (1)
- ☐ Yrkesutbildning (2)
- ☐ Högskola eller universitet (3)
- ☐ Annat (4)

Q20 Vänligen ange din ungefärliga årsinkomst före skatt

- ☐ 0 - 100.000kr (1)
- ☐ 100.000 - 250.000 kr (2)
- ☐ 250.000 - 500.000 kr (3)
- ☐ 500.000 - 750.000 kr (4)
- ☐ mer än 750.000 kr (5)
- ☐ Vet ej (6)

Q40 Stort tack för din medverkan! För att vara med i utlottningen av iPaden, svara på följande, sista fråga, ange sedan din e-postadress och avsluta genom att trycka på röda pilen. När startades Dagens Nyheter?

- ☐ 1918 (1)
- ☐ 1864 (2)
- ☐ 1844 (3)

Appendix 4b. Questionnaire sent to DN+ subscribers

Q42 Svara på några frågor om Dagens Nyheter och vinn en iPad! Detta är en undersökning om läsvanor och Dagens Nyheters surfplattetidning "DN+". Undersökningen görs inom ramen för ett examensarbete på Handelshögskolan i Stockholm. Den innehåller 25 frågor och tar cirka tio minuter att svara på. Du som svarar förblir anonym. För att delta i utlottningen av iPaden, svara rätt på sista frågan och ange din e-postadress i slutet av enkäten. Den kommer varken lagras eller användas i något annat syfte än att meddela dig om utlottningens utgång. Stort tack för din medverkan! Dina svar hjälper oss förbättra tidningen. Med vänlig hälsning Dagens Nyheter

Q51 Har du eller någon i ditt hushåll en prenumeration på DN's papperstidning just nu?

- ☐ Ja (1)
- ☐ Nej (2)
- ☐ Vet ej (3)

Q61 Har du eller någon i ditt hushåll "DN+" på iPad eller en annan surfplatta?

- ☐ Ja, en prenumeration på DN+ (1)
- ☐ Ja, lösnummer av DN+ (2)
- ☐ Nej (3)
- ☐ Vet ej (4)

Q63 Hur ofta läser du DN+?

- ☐ Flera gånger om dagen (1)
- ☐ Dagligen (2)
- ☐ Några gånger i veckan (3)
- ☐ Några gånger i månaden (4)
- ☐ Aldrig (5)

Q53 Hur ofta läser du tryckta dagstidningar (DN eller andra)?

- ☐ Flera gånger om dagen (1)
- ☐ Dagligen (2)
- ☐ Några gånger i veckan (3)
- ☐ Några gånger i månaden (4)
- ☐ Aldrig (5)

Q55 Hur ofta läser du nyheter på DN.se eller andra nyhetssidor på nätet.

- ☐ Flera gånger om dagen (1)
- ☐ Dagligen (2)
- ☐ Några gånger i veckan (3)
- ☐ Några gånger i månaden (4)
- ☐ Aldrig (5)

Q66 Nedan följer ett antal påståenden om din uppfattning av DN+. Vänligen ange på skalan från 1 "stämmer inte alls" till 7 "stämmer helt" huruvida du håller med.

Q5 Läsbeteende

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ lämpar sig väl till min dagliga tidningsläsning (1)
- ☐ Jag ägnar gärna lika mycket tid till läsning av DN+ varje dag (2)
- ☐ Jag läser gärna DN+ vid samma tidpunkt varje dag (3)

Q60 DN+ som fritidssyssla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Att läsa DN+ är ett angenämt tidsfördriv (1)
- ☐ Jag tycker om att läsa DN+ på min fritid (2)
- ☐ Jag gillar att läsa DN+ som avkoppling (3)

Q30 DN+ som underhållning

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ funktioner är underhållande (1)
- ☐ DN+ innehåll är underhållande (2)
- ☐ Jag tycker det är roligt att läsa DN+ (3)

Q31 DN+ som kunskapskälla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Med DN+ får jag reda på vad som händer i nyhetsvärlden (1)
- ☐ Att läsa DN+ gör att jag känner mig väl informerad (2)
- ☐ DN+ är bildande (3)

Q32 DN+ som specifik informationskälla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ är ett smidigt sätt att hitta de uppgifter jag letar efter (1)
- ☐ Det är lätt att hitta de nyheter jag letar efter i DN+ (2)
- ☐ I DN+ hittar jag snabbt de delar av tidningen jag är intresserad av (3)

Q33 DN+ som omedelbar nyhetskälla

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ erbjuder väl uppdaterade nyheter (1)
- ☐ DN+ håller mig konstant uppdaterad om senaste nytt (2)
- ☐ DN+ erbjuder omedelbar tillgång till senaste nytt (3)

Q65 Nedan följer ett antal påståenden om din användning av DN+. Vänligen ange på skalan från 1 "stämmer inte alls" till 7 "stämmer helt" huruvida du håller med.

Q3 DN+ användarvänlighet

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Att lära mig DN+ var enkelt (1)
- ☐ Det är enkelt och smidigt att navigera i DN+ (2)
- ☐ DN+ funktioner fungerar precis som jag föreställde mig det (3)

Q64 DN+ användbarhet

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ är en väldigt användbar produkt (1)
- ☐ DN+ är en produkt jag har stor nytta av (2)
- ☐ DN+ är ett väldigt praktiskt sätt att ta till sig nyheter (3)

Q41 Sedan du använder DN+ , hur har ditt läsande av DN's andra kanaler förändrats?

*Jag har slutat läsa (1)
ändrat min läsning (4)*

*Jag läser mycket mindre (2)
Jag läser mer (5)*

*Jag läser mindre (3)
Vet ej (6)*

Jag har inte

- ☐ DN's papperstidning (1)
- ☐ DN's hemsida, DN.se, via datorn (2)

Q38 Ange på skalan från 1 "stämmer inte alls" till 7 "stämmer helt" till vilken grad du håller med om följande uttalanden:

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ DN+ lever upp till mina förväntningar (1)
- ☐ Allt som allt är jag nöjd med DN+ (2)

Q40 Föreställ dig den ideala digitala tidningen. Hur nära den är DN+?

- ☐ 1 - långt ifrån (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 - väldigt nära (7)
- ☐ vet ej (8)

Q42 Hur sannolikt är det att du skulle rekommendera DN+ till en vän eller kollega?

- ☐ 1 - inte sannolikt (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)
- ☐ 6 (6)
- ☐ 7 väldigt sannolikt (7)
- ☐ vet ej (8)

Q62 DN+ kostar 29 kronor extra i månaden för dig som är prenumerant av papperstidningen. Annars kostar DN+ 199 kronor i månaden. Köper du lösnummer av DN+ till din surfplatta kostar det 22kr styck. Vänligen ange på skalan 1 "inte alls prisvärt" till 7 "väldigt prisvärt" huruvida du tycker de olika erbjudandena är prisvärda eller inte.

1 - inte alls prisvärt (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - väldigt prisvärt (7) vet ej (8)

- ☐ Som prenumerant (29kr i månaden) (1)
- ☐ Som icke-prenumerant (199kr i månaden) (2)
- ☐ Styckköp av lösnummer (22kr) (3)

Q8 Din fortsatta användning av DN+

1 - stämmer inte alls (1) 2 (2) 3 (3) 4 (4) 5 (5) 6 (6) 7 - stämmer helt (7) vet ej (8)

- ☐ Jag planerar att förnya eller skaffa en prenumeration på DN+ de närmaste 12 månaderna (1)

Q14 Vänligen ange kön

- ☐ Kvinna (1)
- ☐ Man (2)

Q16 Vänligen ange ditt födelseår, fyra siffror (ÅÅÅÅ):

Q18 Vilken utbildning har du?

- ☐ Gymnasieutbildning (1)
- ☐ Yrkesutbildning (2)
- ☐ Högskola eller universitet (3)
- ☐ Annat (4)

Q20 Vänligen ange din ungefärliga årsinkomst före skatt

- ☐ 0 - 100.000 kr (1)
- ☐ 100.000 - 250.000 kr (2)
- ☐ 250.000 - 500.000 kr (3)
- ☐ 500.000 - 750.000 kr (4)
- ☐ mer än 750.000 kr (5)
- ☐ Vet ej (6)

Q65 Stort tack för din medverkan! För att vara med i utlottningen av en iPad, svara på följande, sista fråga, ange sedan din e-postadress och avsluta genom att trycka på röda pilen. När startades Dagens Nyheter?

- ☐ 1918 (1)
- ☐ 1864 (2)
- ☐ 1844 (3)

Appendix 5. Data Cleaning Process

The steps taken as the data set was cleaned were as follows:

First, all incomplete cases were dropped from the data set. All respondents failing to answer more than three of our survey questions regarding the motivational factors were dropped.

Respondents failing to complete a full set of index questions, for example all three questions regarding the knowledge index, were dropped as well.

Secondly, since readership directories are not always up to date we made use of control questions to filter out unqualified respondents. All non-adopters who weren't currently subscribers of the print paper or who had a tablet newspaper subscription within the non-adopters sample were dropped along with all adopters who weren't subscribing to the tablet newspaper within the adopters sample.

Lastly, to ensure that respondents don't answer multiple times and to keep the randomness of our sample we limited our sample to one case per unique IP-address.

The effects of this procedure can be seen in the table below.

	Survey 1. Potential adopters			Survey 2. Actual adopters			Combined
	DN	Sydsvenskan	Total	DN	Sydsvenskan	Total	Total
Sendout	14000	4997	18997	2000	877	2833	21830
Response rate	18%	22%	19%	86%	29%	70%	26%
Original sample size	2549	1114	3663	1717	258	1975	5638
Survey completion rate	86%	84%	86%	82.00%	90%	83%	85%
Incomplete surveys	355	176	531	309	27	336	867
Sub sample size	2194	938	3132	1408	231	1639	4771
Unqualified (nonsubs)	90	56	146	240	4	226	372
Duplicate IP-adresses	98	58	156	49	9	58	214
Final sample size	2006	824	2830	1119	218	1337	4167
Effective response rate	14%	17%	15%	56%	25%	47%	19%

Appendix 6. Rejected Regression for Non-Adopters

Potential Adopters					
Dependent	PU				
N	2456				
F	259,769				
Prob(F)	0				
R Square	0,426				
Adj. R Square	0,424				
Durbin Watson	2,016				
Condition Index	38,691				
Ind. Variable	B	Std. Error	Stand. Beta	t	sig.
HAB	-0,07	0,02	-0,061	-3,566	0,000
LEIS	0,049	0,019	0,047	2,633	0,009
ENT	0,062	0,016	0,069	3,88	0,000
KNOW	0,139	0,034	0,076	4,058	0,000
SSI	0,027	0,02	0,023	1,315	0,189
UPDAT	0,163	0,02	0,156	8,326	0,000
PEOU	0,699	0,019	0,563	35,989	0,000

Appendix 7. Factor Analysis for Non Adopters

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,833
Approx. Chi-Square	24128,249
Bartlett's Test of Sphericity df	153
Sig.	,000

Communalities

	Initial	Extraction
HAB1i	1,000	,572
HAB2i	1,000	,725
HAB3i	1,000	,683
LEIS1i	1,000	,812
LEIS2i	1,000	,819
LEIS3i	1,000	,820
KNOW1i	1,000	,785
KNOW2i	1,000	,791
KNOW3i	1,000	,588
UPDAT1i	1,000	,770
UPDAT2i	1,000	,824
UPDAT3i	1,000	,684
SSI1i	1,000	,711
SSI2i	1,000	,679
SSI3i	1,000	,659
ENT1i	1,000	,858
ENT2i	1,000	,879
ENT3i	1,000	,663

Extraction Method: Principal
Component Analysis.

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
LEIS2i	,878					
LEIS3i	,853					
LEIS1i	,853					
UPDAT2i		,858				
UPDAT1i		,825				
UPDAT3i		,784				
ENT2i			,916			
ENT1i			,899			
ENT3i			,752			
HAB2i				,810		
HAB3i				,801		
HAB1i				,679		
KNOW2i					,802	
KNOW1i					,789	
KNOW3i					,701	
SSI3i						,797
SSI1i						,773
SSI2i						,703

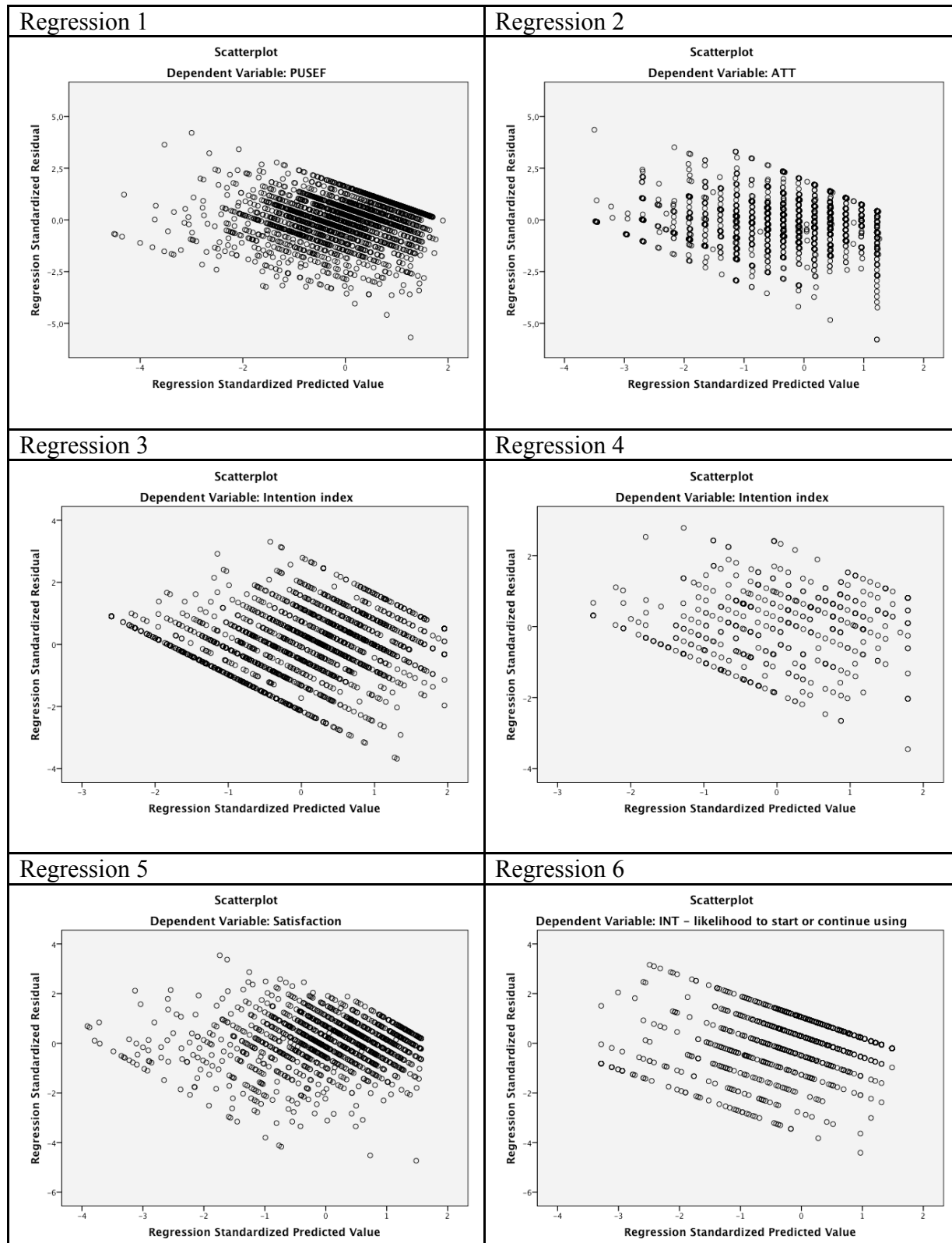
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5,320	29,554	29,554	5,320	29,554	29,554	2,516
2	2,785	15,474	45,028	2,785	15,474	45,028	2,460
3	1,718	9,542	54,570	1,718	9,542	54,570	2,451
4	1,275	7,084	61,654	1,275	7,084	61,654	2,028
5	1,257	6,982	68,636	1,257	6,982	68,636	1,999
6	,967	5,373	74,010	,967	5,373	74,010	1,868
7	,659	3,659	77,669				

Appendix 8. Factor Means

Factor Means for Non-Adopters									
Index	DN			SDS			Total		
	N	Mean	SD	N	Mean	SD	N	Mean	SD
HABn	2006	5,96	1,12	824	6,08	1,11	2830	6	1,12
LEISn	2002	5,99	1,19	824	5,69	1,42	2826	5,9	1,26
ENTn	1997	3,87	1,4	822	3,84	1,5	2819	3,86	1,43
KNOWn	2005	6,41	0,71	824	6,37	0,74	2829	6,4	0,72
SSIn	2006	5,09	1,09	822	5,16	1,14	2828	5,11	1,11
UPDATn	2005	5,48	1,26	824	5,64	1,27	2829	5,52	1,26
PEOU	1837	5,83	1,01	719	5,71	1,08	2556	5,8	1,03
PU	1819	5,4	1,31	709	5,39	1,35	2528	5,4	1,32
ATT	1883	5,04	1,59	766	5,15	1,55	2649	5,07	1,58
INTn	1796	3,5	1,9	736	3,41	1,92	2532	3,47	1,9

Appendix 9. Regression plots



Appendix 10. Hypothesis Results Overview

Hypothesis	Outcome	Sign.
Non-adopters		
H1a: <i>HABn</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	No support	0,228
H2a: <i>ENTn</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	Confirmed	0,000
H3a: <i>LEISn</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	Confirmed	0,000
H4a: <i>KNOWn</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	Confirmed	0,000
H5a: <i>SSIn</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	Confirmed	0,000
H6a: <i>UPDATn</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	Confirmed	0,000
H7a: <i>PEOU</i> influences positively the <i>Perceived usefulness</i> of the tablet newspaper.	Confirmed	0,000
H8a: <i>PEOU</i> influences positively the <i>Attitude</i> towards the tablet newspaper.	No support	0,693
H9a: <i>PU</i> influences positively the <i>Attitude</i> towards the tablet newspaper.	Confirmed	0,000
H10a: <i>ATT</i> influences positively the <i>Intention to use</i> the tablet newspaper.	Confirmed	0,000
H11a: <i>PV</i> positively influence the <i>Intention to use</i> the tablet newspaper.	Confirmed	0,000
H12a: <i>Tablet purchase intention</i> positively influence the <i>Intention to use</i> the tablet newspaper.	Confirmed	0,000
H13a: Respondents with access to a tablet have a higher <i>Intention to adopt</i> than those who don't have access to a tablet.	No support	0,068
Adopters		
H1b: <i>HABa</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	No support	0,088
H2b: <i>ENTa</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	Confirmed	0,005
H3b: <i>LEISa</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	Confirmed	0,000
H4b: <i>KNOWa</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	Confirmed	0,000
H5b: <i>SSIa</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	Confirmed	0,009
H6b: <i>UPDATA</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	Confirmed	0,000
H7b: <i>EOU</i> influences positively the <i>Satisfaction</i> with the tablet newspaper.	Confirmed	0,000
H8b: <i>SAT</i> influences positively the <i>Intention to continue to use</i> the tablet newspaper.	Confirmed	0,000
H9b: <i>V</i> positively influence the <i>Intention to continue to use</i> the tablet newspaper.	Confirmed	0,000
Total confirmed	18	
Total no support	4	