DIGITAL NATIVES AND PUBLIC SERVICE MEDIA
ATTITUDES, EVALUATIONS AND EXPECTATIONS ON PSM IN AUSTRIA

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RESEARCH INTEREST

► PSM have to face fundamental changes (Mancini 2013; Bjur et al. 2014)

► Young audience regarded as digital natives with special media practise and perception (Prensky 2001; Palfrey & Gasser 2008)

► Quantitative data shows: digital natives are mobile, individualized media recipients (e.g. Hasebrink 2014; Engel & Breunig 2015).

► Deeper qualitative insights are lacking
RESEARCH QUESTIONS

► RQ1: What is the general attitude of digital natives (in Austria) towards PSM?

► RQ2: How do digital natives (in Austria) evaluate PSM offerings in general and linked to their attitude?

► RQ3: What do they expect from PSM now and for the future?
KEY CONCEPTS

► Media socialisation: specific media cohort and usage but socialized with linear media (e.g. Süß 2004)

► Media routine and habits (e.g. Naab 2012; Gonser et al. 2015)

► Media image or a schemata manifested throughout recognition (e.g. Merewski et al. 2009)

► Media as trust-based goods (e.g. Jäckel 2003)
CASE STUDY AUSTRIA

► Sharing the same language and a similar culture with Germany
► All of its media face strong foreign competition
► No commercial TV until 2002
► Therefore: Austrian PSM, ORF, still in strong position
► But (like other European PSM): also decreasing market shares
  (Künzler, Puppis, & Steinmaurer, 2011)
RESEARCH DESIGN

► Semi-structured Interviews 2014/2015
► Conducted by members of the Research Center and imbedded in lecture
► Selective sampling according to social demographics
  >> gender, educational level and age group
  >> this paper: 18-30 years old, N=50
► Qualitative Data Analysis using Atlas.ti (Friese 2014)
SELECTIVE SAMPLE OF AUSTRIAN DIGITAL NATIVES

<table>
<thead>
<tr>
<th>Female</th>
<th>Educational Level</th>
<th>Male</th>
<th>Educational Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Low</td>
<td>Average</td>
<td>High</td>
</tr>
<tr>
<td>18-21</td>
<td>Jaqueline</td>
<td>Claudia</td>
<td>Leonie</td>
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<tr>
<td></td>
<td>Sarah</td>
<td>Kevin</td>
<td>Birgit</td>
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<td></td>
<td>Jessika</td>
<td>Diana</td>
<td>Lena</td>
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<td></td>
<td>Tara</td>
<td>Tanja</td>
<td>Emma</td>
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<tr>
<td>22-25</td>
<td>Stefanie</td>
<td>Karin</td>
<td>Maria</td>
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<tr>
<td></td>
<td>Angelika</td>
<td>Sabrina</td>
<td>Dominik</td>
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<td></td>
<td>Anna</td>
<td>Birgit</td>
<td>Christian</td>
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<td></td>
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<td>Birgit</td>
<td>Lena</td>
<td>Patrick</td>
</tr>
<tr>
<td>26-30</td>
<td>Nina</td>
<td>Amelie</td>
<td>Julia</td>
</tr>
<tr>
<td></td>
<td>Monika</td>
<td>Vanessa</td>
<td>Julia</td>
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<td></td>
<td>Monika</td>
<td>Amelie</td>
<td>Julia</td>
</tr>
<tr>
<td></td>
<td>Cornelia</td>
<td>Vanessa</td>
<td>Julia</td>
</tr>
</tbody>
</table>

Anonymized names; Educational Level: low = minimum compulsory schooling or vocational schooling; average = vocational schools with higher education entrance qualification or academic high school; high = academic degree from university (of Applied Sciences). n=50;
ATTITUDES

“PSM has to be **objective** and needs to **reach all** members of society with its program.”
Claudia (f/20/average)

“No, it does not matter at all. There is **manipulation** in public service media as well as in private media.”
Tanja (f/21/average)

“when I think of the internet and the networks and the forums etc. then public service media is in the end **not necessary anymore**”
Lukas (m/27/average)
EVALUATION OF PSM-SUPPORTERS

“very professional and keeps you up to date”
Florian (m/19/average)

“Public service media. And I would never ever search for information in some of those internet forums”
Lena (w/25/high)

ORF is not profit-oriented and concentrates on provision of information”
Alexander (m/24/high)
“But I do not see a huge difference between ORFeins and ProSieben. There are American TV serials all day long on both cannels.”
Felix (m/22/average)

“ORF shows too much entertainment and less education.”
Andreas (m/29/low)

“everything is compact and concrete.”
Nina (w/28/low)
"the board of trustees of ORF is politically staffed"
Sophie (f/22/high)

"ORF also just wants to make money!"
Vanessa (f/30/high)

"it only unnerves me. It looks like they have been stuck in stone age with the program on ORF 2"
David (m/26/average)
EXPECTATIONS OF PSM-SUPPORTERS

“Public service media should somehow not entertain and should not at all be entitled to entertain. Entertainment is for the private providers”
Christian (m/24/average)

“PSM should somehow be ‘boring’ and leave out the drama where there is no drama”
Florian (m/19/average)

“ORF collects license fees and still there are commercials as well!”
Ralf (m/25/average)
EXPECTATIONS OF PSM-NEUTRALS

“It would be better if it was more common.”
Andrea (f/24/high)

“I do not know what they are doing with the license fees”
Andreas (m/29/low)

“Public service media should simply provide more information”
Stefanie (w/22/low)
EXPECTATIONS OF PSM-NON-SUPPORTERS

„They are too dependent“
Vanessa (f/30/average)

“the price-performance ratio is not fair – I do not get anything.”
David (m/26/average)

“If there are just PSM, only one single opinion is forced and influenced by the state. Private providers [...] have another point of view”
Angelika (f/25/average)
DISCUSSION - FINDINGS

► Public Value?
► Transparency!
► Just information
► No entertainment
► No commercials
DISCUSSION - PERSPECTIVE

► Mind-set has to change
  ● Follow-up-survey on WTP

► Social desirability
  ● ZIB 100

► Entertainment possible
  ● Braunschlag, Vorstadtweiber

► Commercial-free usage for Video-on-demand-platforms (Netflix, Flimmit etc.)
  ● Future users are socialized this way
THANK YOU FOR YOUR ATTENTION!

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