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▶ **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

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# RESEARCH QUESTIONS

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- ▶ 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?

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# KEY CONCEPTS

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- ▶ 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)



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# RESEARCH DESIGN

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- ▶ 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

<i>Female</i>			
	Educational Level		
Age	Low	Average	High
18-21	Jaqueline	Claudia	
	Leonie	Sarah	
	Jessika	Diana	
	Tara	Tanja	
22-25	Stefanie	Karin	Anna
		Angelika	Sabrina
			Birgit
			Lena
			Andrea
			Maria
26-30	Nina	Amelie	Julia
	Monika	Vanessa	Alexandra
	Cornelia		

<i>Male</i>			
	Educational Level		
Age	Low	Average	High
18-21	Robert	Florian	
	Kevin	Jürgen	
	Marcel	Markus	
		Jonas	
22-25	Martin	Maximilian	Peter
	Dominik	Christian	Philipp
		Ralf	Alexander
		Felix	Patrick
			Stefan
26-30	Andreas	David	Thomas
		Lukas	Sebastian
			Jan
			Erich

PSM-supporters

PSM-neutrals

PSM-non-supporters

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)

PSM-supporters

PSM-neutrals

PSM-non-supporters



# 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)

# EVALUATION OF PSM-NEUTRALS



“But I do not see a huge difference between ORFeins and ProSieben. There are American TV serials all day long on both channels.”  
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)

# EVALUATION OF PSM-NON-SUPPORTERS



“it only unnerves me. It looks like they have been stuck in stone age with the program on ORF 2”  
David (m/26/average)



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

“the board of trustees of ORF is politically staffed”  
Sophie (f/22/high)



# 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-SUPPORTES



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

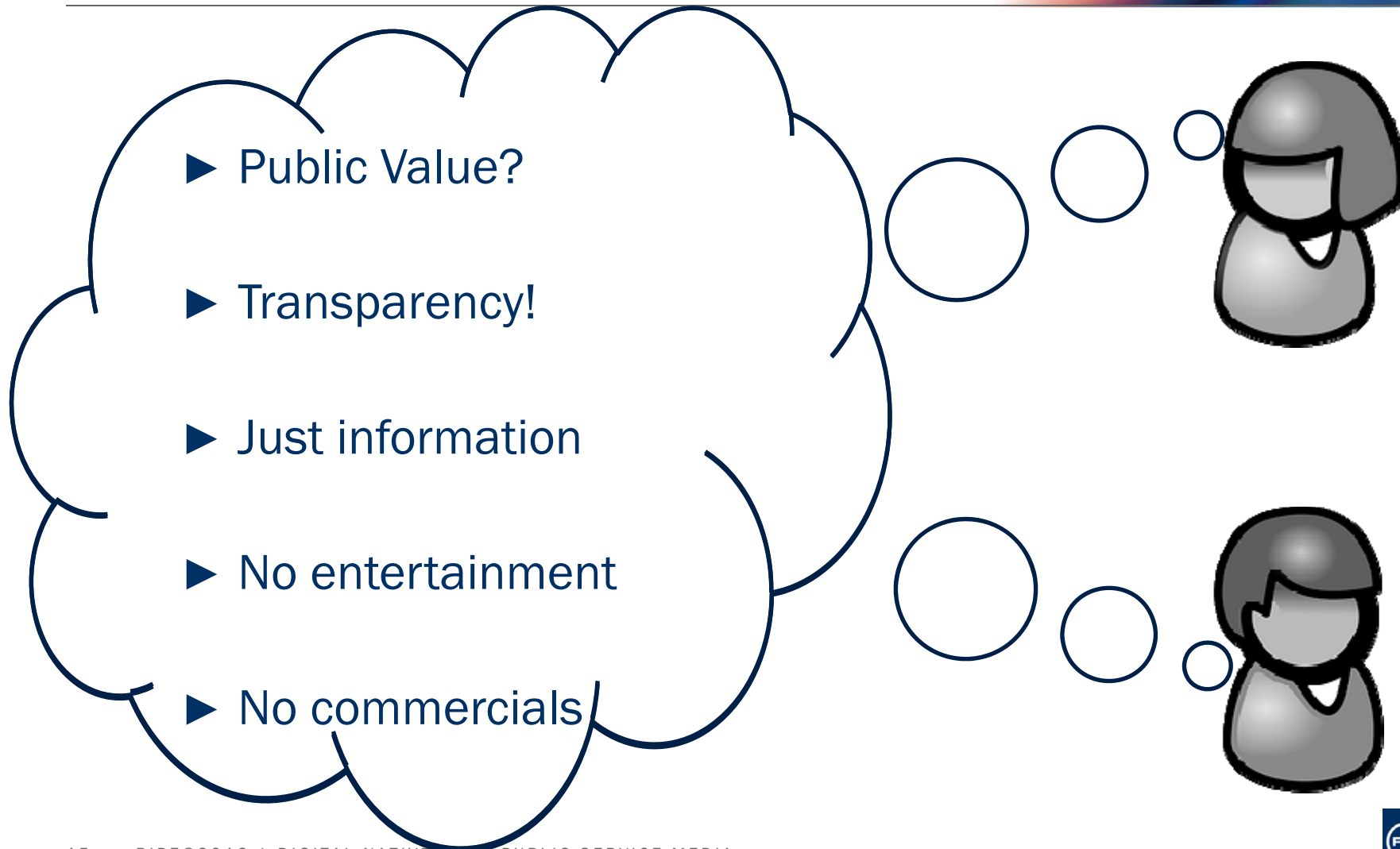


“the price-performance ratio is not fair – I do not get anything.”  
David (m/26/average)

“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



# 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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